



media kit

Advertising. Engagement. Results.

hardware news network

profile



Volume 2, Issue 4
Published: 19 March 2016
Circulation: Over 30,000



Volume 2, Issue 8
Published: 24 May 2016
Circulation: Over 35,000

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why us?

- # **Outstanding reach.** No other publication in this area comes close to equalling the depth and breadth of our audience.
- # **The best information.** Our readers are engaged and focused on our content. That means they will also be focused on your advertising message as well.
- # **Unique distribution.** Our distribution takes place via social media networks, including email, Twitter, Google+ and Facebook.
- # **Shared content.** Over 80% of our readers receive a link to our content via an email forward or a social media share. That means our content comes recommended.
- # **Pure digital.** HNN is only digital. We leverage just about every digital channel to publish, distributing your message through a range of formats, including: PDF magazines, email newsletters, news website, an iPad app, and, most recently, via Apple's News service on its iOS devices.
- # **The best deal.** HNN offers simply outstanding value.

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audience

circulation

Media Channel Influences
Home improvement retail industry

	Corporate Retailers				Buying Groups			Indy Stores		Social Media				
	C-suite executives	Managers	Buyers	Retail staff	Group exects	Store owners	Retail staff	Family owners	Retail staff	Financial analysts	Other media	Twitter	Google+	LinkedIn
HNN	●●●●	●●●●	●●●●	●●	●●●●	●●●●	●●	●●●●	●●	●●	●●	●●	●●	●●
Other industry publications (avg)	●	●●	●●	●●●	●●	●●●	●●●	●●●	●●●	●	●	●	●	●
Australian	●●	●●●	●●	●●	●●	●●	●●	●	●	●●●●	●●●	●●●	●●	●●●
AFR	●●●●	●●●	●●	●	●●	●	●	●	●	●●●	●●●	●●●	●●	●●●
Fairfax Media	●●●	●●●	●●	●●	●●●	●●	●●	●●	●●	●●●	●●●	●●●	●●	●●
	Corporate Retailers				Buying Groups			Indy Stores		Social Media				

Above statistics based on HNN readership survey.

Where other publications in the home improvement industry have a narrow range of readers (e.g., independent hardware store owners), HNN appeals to a very wide range of readers.

What makes us unique is that we constantly seek to connect the “big picture” elements to the everyday events. And we do that on a factual, well-researched basis, that takes in statistics, academic papers, financial analysis — as well as our own observation, our weekly visits to hardware stores, and our presence at major home improvement events.

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HI News

Type: PDF magazine

Frequency: fortnightly

Average circulation: 14,000

Peak circulaiton: 30,000+

Industrial & Tools News

Type: PDF magazine

Frequency: twice-monthly

Average circulation: 2100

Peak circulation: 4500+

hnn.bz website

(excludes traffic for pdf downloads)

unique users (mth): 2800+

pageviews (mth): 7000+

HNN eNews

Type: email newsletter

Frequency: fortnightly

Circulaton: 1500+

ITN eNews

Type: email newsletter

Frequency: twice-monthly

Circulaton: 200+

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advertising

Special Advertising Section

In addition to your actual advertising in HI News, with some packages you also receive space in the Special Advertising Section, which appears at the back of the magazine.

You can use this as additional advertising space, or we can help you write an advertorial feature that explains and promotes your products in more detail.

Production specifications

HI News

Full-page ad: standard A4 dimensions: 210mm wide by 297mm tall.

Half-page ad: 85mm wide by 265mm tall

Quarter-page ad: 180mm wide by 65mm tall

SAS full-page: 210mm wide by 297mm tall

We recommend using 300dpi resolution

Email newsletters

Standard ad: 520px by 440px

(Note these ads will be displayed at a resolution of 260px by 220px.)

Website

Both packages require ads of three different sizes.

Main banner: 880px wide by 1200px tall (displayed at 440px by 600px)

Half banner: 800px wide by 600 px tall (displayed at 400px by 300px)

Micro ad: 260px wide by 220px tall (displayed at 130px by 110px)

options

HI News

<i>size</i>	<i># issues</i>	<i>SAS pages</i>	<i>cost (ex-GST)</i>
Half page	1	0	\$395
Full page	1	0	\$495
Half/Full page	2	1	\$790
Half/Full page	4	2	\$1450
Half/Full page	12	3	\$3995
Quarter page	1	0	\$249
Quarter page	4	0	\$790
Quarter page	12	1	\$1995
HNN eNews	4	0	\$790

ITN News

Pricing available on application.

Website

Package One

Home page ad

Category ad

\$2900 ex-GST for three months

Package Two

Category ad

\$1850 ex-GST for three months

Contact:

Betty Tanddo
Publisher

0411 431 832
betty@hnn.bz