

WINDOW COVERINGS NEWS™

Ideas & Information for Today's Interior & Exterior Window Coverings Professional



2011 MEDIA KIT



A lot has changed in the last year in the window coverings industry. Welcome to a new and better publication that you can count on to get the most current, cutting-edge information. The Window Coverings News is poised to quickly become the industry leader by targeting the right reader at the right place.

The Window Coverings neWs

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The Window Coverings News Magazine provides its readers with in-depth articles, columns from leading industry professionals who are experts in their fields, and sections devoted to all aspects of the window coverings industry.

WHO READS THE WINDOW COVERINGS NEWS?

Advertising in The Window Coverings News (WCN) extends exponentially throughout the interior and the exterior window coverings industry.

WCN readers are decision-makers at window covering manufacturer companies, distributors, workrooms, installers, specialty stores, and others who have a voice in the marketing plans of these professionals. They include but are not limited to marketing managers, manufacturers' representatives, interior and contract designers, specifiers, and architects.

Our readers make the decisions on these products and services:

- Awnings & Exterior Products
- Draperies
- Drapery Hardware
- Design Operating Systems
- Fabrics and Linings
- Framing & Mirrors
- Horizontal Blinds
- Machinery, Equipment, and Tools
- Motors & Lift Systems
- Paint & Faux Finishes
- Soft, Roller, Pleated, and Cellular Shades
- Shutters & Wood Treatments
- Upholstery
- Vertical Blinds
- Wall Coverings
- Workroom Services and Supplies
- Woven Woods

In the first year WCN predicts more readers than any of its predecessors.
By the first quarter of 2011, our circulation was at 75,000.

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10 REASONS TO ADVERTISE IN THE WINDOW COVERINGS NEWS

- 1. Targeted Editorial:** WCN focuses on Window Coverings and the ideas and information for TODAY'S interior and exterior window coverings professional.
- 2. Engaged Readership & Tracking:** WCN is a "must read" magazine. Readers will page through each issue from the beginning to the end. If not they will peruse the table of contents, seeking items of interest. Our paperless, online magazine also means a greener earth, one tree at a time. There are no waste collection costs, no distribution costs, and no recycling costs. **Each digital issue will have the ability to track how many customers viewed the magazine, which pages, ads, and links were clicked on the most. It will give us the insight to the viewing patterns and interests of our readership. The online magazine will give us the geographical division of our readers by country, region, and city. Our readers will also be able to print single and multiple pages of the digital edition.**
- 3. Management Types:** WCN's circulation is top-heavy with decision makers who can green-light orders for your product.
- 4. Nearly ALL of the WCN's** readers are involved in selecting and/or purchasing products.
- 6. Fresh Circulation:** WCN will be reaching further out into the window coverings industry than any other magazine, including the interior design and architectural industries.
- 7. Top Buyers Guide:** Our Annual Directory of Products and Suppliers will be complete and up-to-date and will be used by the readership over and over again.
- 8. Deep Frequency Discounts:** WCN offers the deepest frequency discounts of any magazine in the field. Six-time advertisers earn 15% off the one-time rate, nine-time advertisers take 20% off, and 12-timers receive a hefty 30% off.
- 9. You are dealing with people you know:**

MA Plumlee has been in the Window Coverings industry since 1985. She has written many articles for the industry and is a popular speaker at seminars around the country. In October 2007 MA launched Workroom Association of America LLC, which is the only association exclusively for the workroom industry and is now one of the fastest growing associations in our industry. Seeing a need and opportunity for an online publication, she is currently the founder and President of WCN Magazine.

Patricia Sprinkle is currently the Executive Editor for The Window Coverings News. She is also the Director of Communications for Workroom Association of America, LLC. Patricia is the former Managing Editor of SewWHAT? Magazine and was Lifestyles Editor of The Waynesville Mountaineer Newspaper. She has over 20 years' experience in public relations and marketing for several nonprofit organizations.
- 10. WCN offers advertisers** useful marketing tools each month, including Brand Awareness studies, logos in our directory with a display ad, web product write-ups, and much more.
- 11. WE'RE LOOKING TO BE GROWING:** At a time when many magazines are shrinking, WCN will reach more readers than any of its predecessors by the end of the first quarter of 2010. The projected readership is 50,000.

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TERMS FOR ADVERTISING

Publication & Ad Closing Dates:

Published semi-monthly. Advertising closing is on or near the 1st of the month preceding the date of the issue. Special sections close the 25th of the month, two months preceding the date of the issue.

Billing:

Billing is issued on scheduled publication dates. Terms are net 30 days. A late charge of 1 $\frac{1}{2}$ % per month will be imposed on past due accounts. Full payment is required for all reserved space whether or not it is used. Advertising will not be accepted from delinquent accounts. In the event the advertiser and/or agency default in payment of bills, the advertiser and/or agency will be liable for all fees and sums of collection, including but not limited to, reasonable attorney's fees and court costs incurred by the publisher in the collection of said bills. The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and/or solely liable for payment to the publisher regardless of any restrictions advertisers and/or their agencies add to their insertion orders and/or contracts. Jurisdiction and venue for any litigation ensuing from advertising placed in WCN shall properly lie in McClellan County, Texas.

Short Rates & Rebates:

Advertisers will be short-rated if, within one year (6 issues) from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within one year (6 issues) from the date of first insertion, they have used sufficient additional space to warrant a lower rate than they have been billed.

SPECS & TERMS

Electronic Materials for Digital Ads:

The WCN Magazine is designed using software called InDesign. MS Publisher files are not accepted.

Required Format: High resolution PDF. PDF files must be PDF/X. Other ad formats will be accepted only at the discretion of the WCN production department.

All color ads must be accompanied by a certified SWOP proof. If no color proof is provided, WCN can have a color match proof made at the advertiser's request and expense. WCN cannot guarantee accuracy without a SWOP certified proof. **Bleed Specifications:** When preparing bleed ads, there must be at least 3/8" between the trim edge and any type and/or proportions of illustrations that must not be trimmed off.

Supply electronic files via FTP software or via email to patricia@wcnmagazine.com. Attachments cannot exceed 8MB.

Production Charges: Artwork and digital files that do not meet the specifications stated above will be corrected by the production department and any production charges will be billed to the advertiser. Advertising copy to be set by the production department is not agency commissionable. Advertisers should check with the production department for cost quotes on production charges. It is preferred that all advertising material be furnished complete and at exact size. WCN reserves the right to reject incorrectly sized ads. Any resizing done by WCN will be charged to the advertiser. The publisher is not responsible for typesetting errors or space composition on any display or classified advertising set by the production department unless a proof is requested before publication. Advertisers whose artwork is received after the advertising deadline may be billed for additional costs if the late copy results in additional layout costs. Production charges start at \$75 an hour.

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Contract Cancellation

Contracts, with the exception of covers and guaranteed positions, may be cancelled by the advertiser or the publisher on written notice 31 days in advance of closing date.

Publisher's Protective Clauses

Advertisers and advertising agencies assume liability for all contents and assume responsibility for any claims or fees arising there from against the publisher. The publisher reserves the right to reject any advertising that does not conform to the publication's standards. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

Specifications:

Mechanical Requirements

INCH Width Depth Width Depth

Page (trimmed): $7\frac{3}{4}$ " x $10\frac{1}{2}$ "

Page (bleed): 8" x $10\frac{3}{4}$ "

$\frac{1}{2}$ Island: $4\frac{1}{2}$ " x $7\frac{1}{2}$ "

$\frac{1}{2}$ Page: 7" x $4\frac{3}{4}$ " or $3\frac{3}{8}$ " x $9\frac{3}{4}$ "

$\frac{1}{3}$ Page: $4\frac{1}{2}$ " x $4\frac{3}{4}$ " or $2\frac{1}{4}$ " x $9\frac{3}{4}$ " $\frac{1}{4}$

Page: 7" x $2\frac{3}{8}$ " or $3\frac{3}{8}$ " x $4\frac{3}{4}$ "

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For more information about The Window Coverings News Magazine, contact:

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The Window Coverings News Magazine

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Digital Magazine Pricing

	12x	9x	6x	3x	1x
FP 4-C	\$1,000	\$1,300	\$1600	\$1900	\$2500
FP B/W	\$950	\$1,250	\$1550	\$1850	\$2450
1/2 4-C	\$750	\$1050	\$1350	\$1650	\$2250
1/2 B/W	\$700	\$1000	\$1300	\$1600	\$2200
1/4 4-C	\$600	\$900	\$1200	\$1500	\$2100
1/4 B/W	\$550	\$850	\$1150	\$1450	\$2050
Directory Ad 4-C	\$250	\$550	\$850	\$1150	\$1850
Directory Ad B/W	\$175	\$475	\$775	\$1075	\$1775

Classified Line ads \$75 for three lines \$15 each additional line

Display Classified ads \$300 per/week 4-color \$200 per week B/W 1/4 page in size.

Internet Advertising

Skyscraper \$1800 Per month Contracted for 12 = \$1200 P/month

Leader Board 5 Rotations \$900 Per month Contracted for 12 = \$500 P/Month

Category Ads \$300 Per month in blue
\$175 Per month in lists