PROJECTS, PRODUCTS, PROFITS



Rob Heselbarth, editorial director, explained the new approach saying, "Good project design depends on products to turn inspiration into a brilliant reality. The result is a happy customer and profitability for the remodeler and product manufacturer. Project design, products, profits ... three peas in a pod."

vou and our subscribers.

Qualified Remodeler delivers:

- Decision-makers: 70.7% of subscribers hold the title of president, owner, partner or CEO*
- Inboxes: Each week, Remodeler's Briefing, with our advertisers' messages, reaches the inboxes of residential professionals countrywide
- Industry recognition: Setting the standard with the QR Top 500 Remodelers, Master Design Awards, Exterior 200 and NAHB Remodeler of the Year
- Industry connections: A preferred publication of the National Association of the Remodeling Industry and the National Association of Home Builders' NAHB Remodelers: member of the steering committee of the Harvard University Joint Center for Housing Studies Remodeling Futures Program.

70.7% President, owner, partner, CEO

86,029 total qualified subscribers*



*December 2013 BPA Brand Report

AUDIENCE PROFILE

by individual name and title or function*

13.4%

General manager, project manager, designer, construction supervisor. foreman

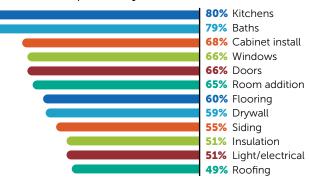
10.2%

Purchasing director, salesperson/estimator, other manager or titled personnel

Corporate executive, vice president, controller, treasurer, financial director

REMODELING ACTIVITIES

reported by QR subscribers**



2014 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad close Materials due	12-9-2013 12-12-2013	1-13-2014 1-16-2014	2-10-2014 2-13-2014	3-10-2014 3-13-2014	4-7-2014 4-10-2014	5-12-2014 5-15-2014
PROJECTS						
Master Design Solutions Award-winning remodeling projects	Kitchen	Whole house	Outdoor living	Bathroom	Room addition	Residential specialty
Project Showcase Inspiration, challenges and solutions	Transforming a space with light	Universal design in the kitchen and bath	Storage solutions	Creative surfacing ideas	Architectural elements	Green solutions
Inspirations Photo essays, digitial edition exclusive	Kitchen Makeovers	Curb Appeal: Entryways	Outdoor Living	Kitchen Makeovers	Curb Appeal: Windows and Doors	Basements
PRODUCTS						
Product Trends	Windows	Cabinets, hardware	Doors	Tools, trucks, jobsite equipment	Siding, trim	Mobile apps
Product Spotlight	Interior Design Paint, caulks, mouldings, flooring, lighting, interior doors, stairs, fireplaces	Mechanical HVAC, plumbing, electrical, backup power	Exterior Products Windows, doors, garage doors, siding, trim, roofing, caulks/sealants, paints	Structural/Envelope Framing, nails, drywall, structural support, foundations	Kitchen & Bath Countertops, cabinets, cabinet hardware, appliances, sinks, faucets, shower and bath products	Outdoor Products Decking, hardscape, landscaping products, outdoor kitchen products retaining walls, fencing
Digital Edition BONUS		10 new products selected by our editors			10 new products selected by our editors	
PROFITS						
Special Reports	QRMarket FORECAST Remodelers' perspectives		Outdoor LIVING 11th annual		MARKETMakers Remodelers in control	
	on the year ahead		coverage			
Survey Series Data analyzed, opinions explored	Recruiting young remodelers		Professional photos		Cost of sales	
Market Insight Remodelers weigh in		Rebuilding your business		Survivors		Employees
Digital Edition BONUS	Market Forecast Interactive		A Guide to Certification Programs and Continuing Education		A Guide to Apps and Online Tools	
IN EVERY ISSUE						
	NARI Re	certification • NAHB Re	emodeler of the Month	• Commentary/Opinion	ns • Online: Community	/ Service
ADVERTISING						
Value-Added Benefits	Trade Show Plus: Insert your 4-page brochure into <i>QR</i> copies at IBS/KBIS	Corporate Profiles: Showcase your company with a full-page profile. Available to advertisers with full-page or more.	Harvey Ad-Q Study			Harvey Ad-Q Study
Bonus Distribution	International Builders' Show/Kitchen & Bath Industry Show Feb. 4–6, Las Vegas	<i>KBDN</i> Seminar Fort Lauderdale	<i>KBDN</i> Seminar St. Louis	KBDN Seminar Philadelphia	<i>KBDN</i> Seminar Milwaukee	AIA Convention and Exp June 26–28, Chicago KBDN Seminar – Seattle

2014 EDITORIAL CALENDAR



	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Ad close Materials due	6-9-2014 6-12-2014	7-8-2014 7-11-2014	8-11-2014 8-14-2014	9-8-2014 9-11-2014	10-7-2014 10-10-2014	11-7-2014 11-13-2014	
PROJECTS							
Master Design Solutions Award-winning remodeling projects	Whole house	Kitchen	Room remodel	Bathroom	Outdoor living	Room addition	
Project Showcase Inspiration, challenges and solutions	The modern roof	Entryways: Inside and out	Exterior transformation	Extra living space: Great decks, porches and patios	Home technology in the remodeled home	Affordable green solutions	
Inspirations Photo essays, digitial edition exclusive	Bathroom Makeovers	Curb Appeal	Color Combinations	Kitchen Makeovers	Small Homes, Large Appeal	Bathrooms	
PRODUCTS							
Product Trends	Top 100 Products	Paint, caulks	Roofing	Decking, hardscape	Heating, ventilation, air-conditioning	Appliances	
Product Spotlight	Exterior Products Windows, doors, garage doors, siding, trim, roofing, caulks/sealants, paints	Tools of the Trade Trucks, power tools, equipment, worker safety, site power, lead paint remediation tools	Kitchen & Bath Countertops, cabinets, cabinet hardware, appliances, sinks, faucets, shower and bath products	Structural/Envelope Framing, nails, drywall, structural support, foundations	Exterior Products Windows, doors, garage doors, siding, trim, roofing, caulks/sealants, paints	Home Technology Audio/video, security, lighting control, remote access, power management	
Digital Edition BONUS		10 new products selected by our editors			10 new products selected by our editors		
PROFITS							
Special Reports	Community SERVICE Remodelers making a difference in their communities	Top 500 Remodelers The original ranking of the nation's largest remodelers		Master DESIGN Awards The best remodeling projects in 20+ categories		NAHB Remodelers Remodeler of the Year	
Survey Series Data analyzed, opinions explored	Subcontractors		Client expectations		Estimating		
Market Insight Remodelers weigh in		Survivors		Protecting margins		Survivors	
Digital Edition BONUS		Top 500 Interactive		Master Design Portfolios		A Guide for the Green Remodeler	
IN EVERY ISSUE							
NARI Recertification • NAHB Remodeler of the Month • Commentary/Opinions • Online: Community Service							
ADVERTISING							
Value-Added Benefits		Access to 2014 Top 500 List: Data about the Top 500 remodelers. Advertisers with full-page or more	Harvey Ad-Q Study	Trade Show Plus: Insert your 4-page brochure into <i>QR</i> copies at Remodeling Show	Harvey Ad-Q Study		
Bonus Distribution	AIBD Convention July 28-31, Columbus		KBDN Seminar Denver	Remodeling Show Oct. 23-24, Baltimore KBDN Seminar – Stamford	KBDN Seminar Dallas		

2014 RATES & SPECS



DISPLAY ADVERTISING

	1X	3X	6X	12X
Spread	\$19,180	\$18,050	\$16,920	\$15,790
Full Page	9,990	9,400	8,815	8,225
2/3-Page	7,495	7,050	6,610	6,170
1/2-Page Island	6,995	6,580	6,170	5,760
1/2-Page	5,995	5,640	5,290	4,935
1/3-Page	4,495	4,230	3,965	3,705
1/4-Page	3,500	3,290	3,085	2,880
Literature Gallery	2,520	2,250	2,115	2,015

Premium positions

Please refer to our terms and conditions for pricing.

Literature galleries

Size of single unit is 2.4375"x 3.3125". Size of double unit is 5.125"x 3.3125".

Text and logos should be .25" away from bottom of the ad.

Cygnus can make the ad. Send a 2-in. square (minimum) photo (300 dpi) and 45 words of copy to Cindy Rusch at <u>Cindy.Rusch@Cygnus.com</u>.

Contact Nancy Campoli at 800.547.7377 ext. 6127 for sales.

MARK TAUSSIG Group Publisher

Mark.Taussig@Cygnus.com 800.547.7377 ext. 2711

CLASSIFIED ADVERTISING

	1X	4X	6X	12X
1 Column Inch	\$ 270	\$ 250	\$ 240	\$ 230
2 Column Inches	530	495	470	450
3 Column Inches	795	745	710	675
4 Column Inches	1,055	990	945	900
5 Column Inches	1,325	1,235	1,180	1,125
6 Column Inches	1,585	1,480	1,415	1,345
7 Column Inches	1,850	1,730	1,645	1,565
8 Column Inches	2,115	1,975	1,885	1,795

Advertisements are available by the column inch. Advertisers can run ads 1 to 3 columns wide by 1 to 8 inches tall.

Column Widths: 1 column = 2.3125 in., 2 columns = 4.625 in., 3 columns = 8.500 in.

To calculate total cost, multiply the number of columns wide your ad will be by the number of inches high to calculate total column inches. Then choose how many times you would like to run the advertisement and multiply the applicable rate by the total column inches.

(See below for information on file submission.)

AD SPECIFICATIONS

	Live Area	Trim Size	Bleed Size
Full Page	8.5"x10.375"	9"x10.875"	9.25"x11.125"
Two-Page Spread	17.5"x10.375"	18"x10.875"	18.25"x11.125"
1/2-Page Hor. Spread w/Bleed	17.5"x4.875"	18"x5.1875"	18.25"x5.4375"
1/2-Page Hor. w/Bleed	8.5"x4.875"	9"x5.1875"	9.25"x5.4375"
1/3-Page Vertical w/Bleed	2.3125" x 10"	2.5625" x 10.875"	2.8125" x 11.125"
2/3-Page Vertical	4.625"x10"	-	-
1/2-Page Hor.	8.5"x4.875"	_	_
1/2-Page Island	4.625"x7.75"	_	_
1/2-Page Vertical	3.75"x10"	_	_
1/4-Page Vertical	3.75"x4.875"	_	_
1/3-Page Square	4.625"x4.875"	_	_
1/3-Page Vertical	2.3125" x 10"	_	_

PDF X/1a is the preferred format for file submission.

Send materials to:

Qualified Remodeler

Cindy Rusch, Media Production Rep

1233 Janesville Avenue Fort Atkinson, WI 53538

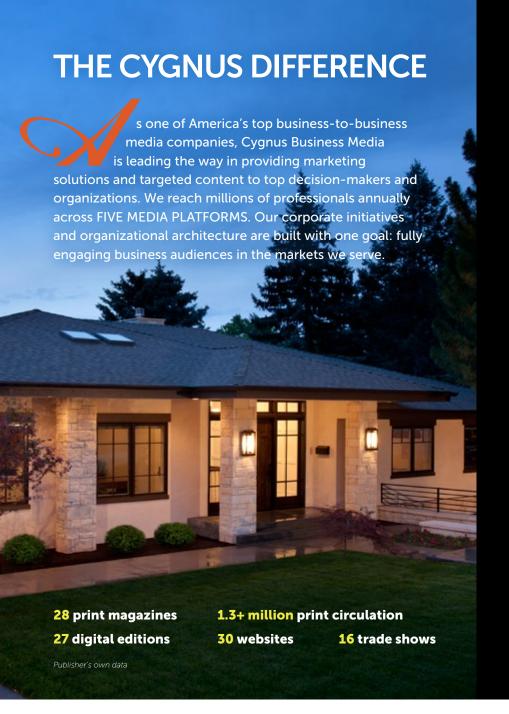
800.547.7377 x1664 Cindy.Rusch@Cygnus.com

FTP: (If files are larger than 10MB)

http://webftp.cygnuspub.com

Guidelines / terms & conditions:

<u>CLICK HERE</u> or visit our marketing resource center at **ForResidentialPros.com/Advertise**.



800.547.7377

Contact us today for an entirely new experience in business-to-business marketing planning.

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For updated information throughout the year, visit our marketing and advertising online resource at ForResidentialsPros.com/Advertise or call your Cygnus integrated media consultant at 800.547.7377.

