

KITCHENWARE NEWS

Housewares Review

SERVING KITCHENWARE, HOUSEWARES AND TABLETOP MARKETS

Are You Advertising in the Preferred Kitchenware and Tabletop Trade Journal?



The results are in:

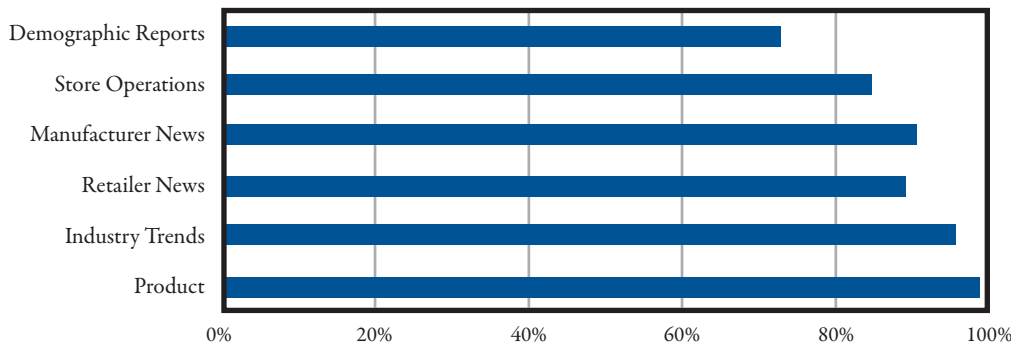
Kitchenware News & Housewares Review is the most preferred and the most heavily relied-upon magazine for current news, new products and information.

Advertising in KNHR is Your Best Way to Reach This Lucrative Market

Kitchenware News & Housewares Review readers are discerning professionals—that's why **85% of readers rely on KNHR to make purchasing decisions.** With concise and informative product reviews and announcements, current industry information and market trends, and illustrative photography, *KNHR* presents the kitchenware, houseware, and tabletop markets effectively each month.

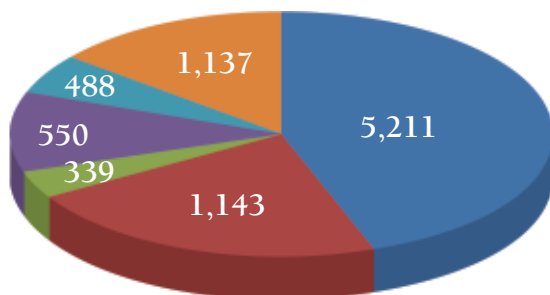
Readers' Preference for *KNHR* Over Other Journals is on the Rise.

Considered Important



94% of *KNHR* readers consider the journal's product introductions to be important to their businesses.

Retail Subscriber Total



- Kitchenware Retail Store
- Gourmet/Specialty Food Store; Coffee/Tea Retailer; Gourmet Gift Store
- Home Centers & Hardware Chains
- Department Store; Discount Dept Store; Houseware Chain
- Mail Order/Catalog/Internet Retailer
- Mass Merchandisers

You won't reach thousands of *KNHR* readers by advertising in other industry journals.

Source: December 2009 BPA Statement

© 2006 Kitchenware News & Housewares Review. The 2006 Kitchenware News & Housewares Review Readership Study was provided by The Survey Center, June 2006. The survey was based on 271 usable responses, which reflected a 27% return rate, and includes a 6.1% margin of error at a 95% confidence level.

Kitchenware News & Housewares Review **is the premier publication for professionals working in the kitchenware and houseware industries.**

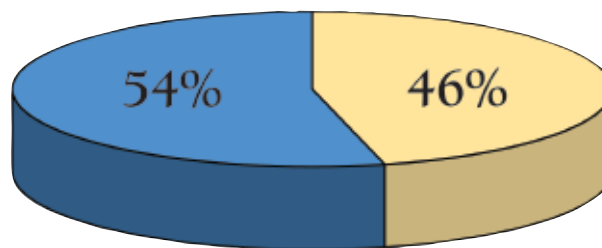
Here's What Readers Say:

"Colorful, large pictures, easy to read." • "Current & up to date product." • "Detailed info on products." • "Good up-to-date info and great new product awareness." • "Great source of info." • "I like the variety of new products that are featured in the magazine." • "I need visual impressions that compare new stock." • "I think it has the most info directly related to my business." • "Information is timely and truly informational." • "Interesting, provides new ideas." • "It has the best coverage of products." • "It is a good source for new product introductions and hot trends." • "It is always full of new products and relevant info for our business." • "It is more focused on kitchenware and housewares, as is my store." • "It's got all up to date info on kitchen products." • "Keeps me informed of new products, housewares shows & conventions." • "Most targeted toward my customer and the types of things I buy for my store." • "Most valuable info. in an easy to read format." • "Streamlined...concise." • "The info is the best of all the ones we have tried." • "They concentrate almost entirely on kitchenware and almost always include SRP with new products." • "Very thorough product information. Articles are direct and to the point. Less politics!!!"

Readers Respond:

Which ONE publication is your preferred source for kitchenware and tabletop industry information?

More than half of the magazine's highly qualified subscribers select KNHR as their preferred publication for up-to-the-minute industry information.



Magazine Preferences:

- Kitchenware News & Houseware Review
- Top five industries magazines combined

OUR ADVERTISERS*

*List is only a sample reference of some of our current advertisers

Accusharp Knife Sharpeners/Fortune Products • All U Can Handle • American Innovative • AmericasMart • Argee • Arthur Court Designs • B.I.A. Cordon Bleu Inc • Burton McCall Ltd • Chef Specialties • Clumeta • The Companion Group • Component Design Northwest • Corebamboo • D & H Distributing • Danesco International • DMD Brands • Dry-Spice • Dydacomp • Eades Appliance Technology LLC • EarthLust • Edge Experts (Smith Micro) • Edgecraft • Enclume Design Products Inc • Enrico Products • Ergo Chef • Escali LLC • Essenergy • Eva Dry • Evriholder Products Inc • Fagor America Inc • The Cheese Knife/Fairchild Tech Associates LLC • Fissler USA • Flirty Aprons • Fire Wire • Franmara • Frieling USA Inc • Full Circle • fusionbrands • George Little Management • Ginkgo International • Green Lane Products Ltd • Harold Imports • Highwave Inc • The Homer Laughlin China Company • Howard Naturals • HTI • IHA • IMUSA/Gaunaud Group • Italian Trade Commission • J.K. Adams • Kitchen Resource • Kyocera Advanced Ceramics • Lamson & Goodnow • Lancaster Colony • Larien Products • Linden Sweden • Lodge • Loofah-art • LSArts Inc • L. Tremain Inc • Marie's Soaps LLC • Mastrad, Inc • Maverick • Messe Frankfurt Inc • Messermeister • Metrokane • MÜ Kitchen • Nostalgia Products Group • Oggi Corp • Omega Products • Parasia International LTD • Parrish's Cake Dec • Picnic Time • Pillivuyt USA • Planetary Design • Pourfect Products/Dyce LLC • Pragotrade, Inc • Prodyne • Roland • R.S.V. P. International • Reco International Corp • Reisenthal Accessoires • Revol • Robinson Home Products • Sante Cookware • SCI Scandicrafts • Signature Housewares • Soda Stream • Spice Ratchet • Starfrit • Swissmar • Tabletops Unlimited • Talisman Designs • Taylor Precision Products • Tervis Tumbler Company • Todco LLC/Hannon Group • Tribest • Vic Firth • YouCopia Products Inc • Zak Designs

Issue	Supplements	Buyers Guide	Gift Guide	Bonus Distribution
JANUARY	Green Products	Kitchen Gadgets	Tabletop Decor & Accessories	NYIGF/AmericasMart
FEBRUARY	Housewares Preview	Barware	Home Tech	SFIGF
	Cookware			
MARCH	KNHR at the Housewares Show	Outdoor Living	Wine/Cheese Accessories	International Home + Housewares Show
			Summer Entertaining	
APRIL	Tabletop	Metalware	Tea Time	NY Tabletop
			NY Tabletop	
MAY	Housewares Show Wrap-Up	Picnicware & Travel Mugs/Cups	Home Fragrance	
JUNE	Home & Kitchen Textiles	Home & Kitchen Storage	Back to School	
JULY	Glassware	Serveware/Bufetware	Food Gifts	
AUGUST	Holiday Update	Small Electrics	Personal Care	NYIGF
			NYIGF/Gourmet Housewares	
SEPTEMBER	Cutlery & Cutting Boards	Spice Storage & Mills/Grinders	Candles/Candle Holders	
OCTOBER	Bakeware	Bamboo	Stationery	
NOVEMBER	Lighting	Pet Products	Home Decor	
DECEMBER	2013 Buyers' Guide	2013 Buyers' Guide	2013 Buyers' Guide	

2012 DISPLAY RATES

4-Color	OPEN	4x	6x	12x
Tab Page	\$4,445	\$3,700	\$3,465	\$3,115
1/2 Page	2,775	2,310	2,165	1,945
Junior Page	3,335	2,780	2,600	3,010
1/3 Page	1,675	1,390	1,305	1,175
1/4 Page	1,355	1,120	1,060	945
1/6 Page	840	695	660	590

COVERS

Talk to your account representative about availability & pricing for PREMIUM POSITIONS

MINI-GATEFOLD	9,625	8,015	7,505	6,740
GATEFOLD (Pages 2 & 3)	10,700	8,900	8,555	7,490
FRONT COVER TEASER AD (5" X 1.5"): \$2,140				
ONLINE	<i>1 month</i>	<i>3 months</i>	<i>6 months</i>	<i>12 months</i>
BANNER AD RATES	1,605	3,595	5,940	9,435

DEADLINES: Each issue closes on the 1st of the month previous. Art is due by the 5th of the previous month to the magazine issue.

PRODUCTION SERVICES: All production services are billed at cost including: ad production, changes in copy, adjustments in color or image. These charges are non-commissionable.

CREDIT TERMS: First-time advertisers must prepay. To establish credit for billing on subsequent insertions, advertisers and/or agencies must submit a credit application with the first insertion order. Invoices are payable on receipt.

AGENCY COMMISSIONS & DISCOUNTS: A 15% agency discount is given to recognized agencies on space and color charges only if paid within 30 days of invoice date. Production charges are non-commissionable. A 1.5% finance charge will be added each month to all outstanding invoices over 30 days.

SEND YOUR PRODUCT NEWS & SPECIAL ANNOUNCEMENT TO KNHR

We invite you to forward us your product press releases for publication. Please send us 50–100 words of copy and contact information plus a 300 dpi digital image.

Send all news, press releases to joanne_f@osser.com
 Send advertisements to art@osser.com

SENIOR ASSOCIATE PUBLISHER

Kate Seymour
 520-721-1300
kate_s@osser.com

AD SPECIFICATIONS

Tab Spread:

	WIDTH	X	HEIGHT (inches)
Bleed	22"	x	14.25"
Trim	21.75"	x	14"
Non-Bleed	20.75"	x	13"

Tab Page:

Bleed	11.125"	x	14.25"
Trim	10.875"	x	14"
Non-Bleed	9.875"	x	13"

Half Page Horizontal:

Bleed	11.125"	x	7"
Trim	10.875"	x	6.75"
Non-Bleed	9.875"	x	6.375"

Half Page Vertical:

Bleed	5.625"	x	14.25"
Trim	5.375"	x	14"
Non-Bleed	4.875"	x	13"

Junior Page:

Bleed	7.875"	x	9.875"
Trim	7.625"	x	9.625"
Non-Bleed	7.25"	x	9.25"

1/3 Vert: 2.25" x 13"

1/3 Square: 7.25" x 6.375"

1/4 Page: 4.75" x 6.375"

1/6 Page: 2.25" x 6.375"

Showcase: 4.75" x 4.125"

Locator: 2.25" x 4.125"

Gatefold:

Inside Cover with flap:

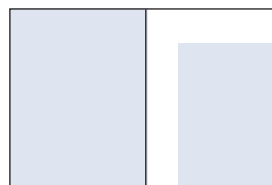
Bleed	17.25"	x	14.25"
Trim	17"	x	14"
Safety	16.5"	x	13.5"

The fold out flap

Bleed	6.43"	x	14.25"
Trim	6.1875"	x	14"
Safety	5.6875"	x	13.5"

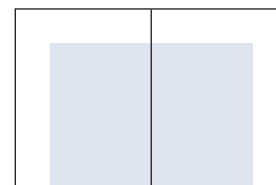


Tab Spread

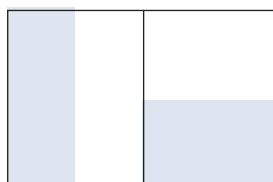


Tab Page

Junior Page



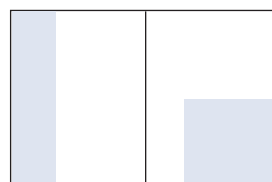
Junior Spread



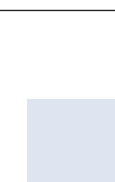
Half Vertical



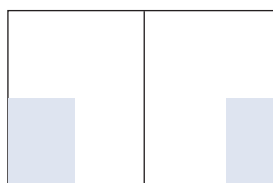
Half Horizontal



1/3 Vertical



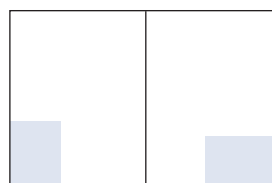
1/3 Page



1/4 Page



1/6 Page



Locator



Showcase

FILE REQUIREMENTS:

All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop and high resolution PDF formats. All images must be 300 dpi. Fonts must be either embedded or converted to outlines. **Questions? Call 520-721-1300.**

PREFERRED FORMAT IS A HIGH RESOLUTION, PRESS READY .PDF or TIF.

SUBMISSION INSTRUCTIONS:

Files under 25 megabytes may be emailed to art@user.com. We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address.

AD PRODUCTION: KNHR offers ad production services at an additional cost. If you would like to inquire about these services, please call **Valerie Wilson** at **520-721-1300**.

SHIP ADS TO:

ATTN: Art Department
 Kitchenware News & Housewares Review
 1877 N. Kolb Road
 Tucson, Arizona 85715

BUYERS GUIDE

kitchen cleaning products

Full Circle Fresh Air Indoor Compost Collector

Full Circle is changing the game in indoor composting. Say goodbye to the smell and flies that come with other indoor compost bins on the market. The Fresh Air Indoor Compost Collector by Full Circle is a super-affordable, super easy-to-use countertop compost bin that keeps scraps and food waste free without the complicated, high-maintenance worms. It uses a unique airway system that allows air to flow freely through the compost bin and biodegradable compostable bag, which keeps odors and prevents them from spreading. When it's time to dispose of scraps to the outdoor composting facility, simply lift the stainless steel bar that keeps the bag in place, tie up the compostable bag and toss the whole thing in the composter. The Fresh Air comes with five biodegradable compost bags. Available in cool earth or green slate colors. Suggested Retail Price: \$29.99



Full Circle
[tel] 866.259.0727
www.fullcirclehome.com



Casabella Eclipse

The Casabella Eclipse™ Microfiber Mop with Winger features a microfiber sponge head that lifts and traps dirt and grime without chemicals—only water is needed for power cleaning. Strips of polypropylene fibers for scrubbing tough spots are gentle enough to use on tile or marble surfaces. The moon-shaped head swings around table and floor. The microfiber sponge is made from 30 percent soy. The mop with Velcro® padding is machine washable and can be easily stored. The mop releases extra water. The mop head is machine washable, reusable and replaceable. Made in United States with microfiber material from China, the mop is Cradle to Cradle certified at the silver level.

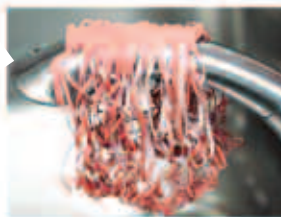
No. of cleaning products offered: More than 200
Suggested Retail Price: \$29.99

Casabella
[tel] 800.841.4140
www.casabella.com



Goodbye Detergent Original Spaghetti Scrub

Original Spaghetti Scrubs are environmentally friendly scrubs that don't require detergent to clean the dishes of kitchen. This line combines 100 percent recycled and recyclable polypropylene unique shape for tricky cleaning from natural oil, peach pits and corn cobs to strips of cotton/polyester. They're saving the appearance of your pasta. Because they dry quickly, they're completely bacteria-free. The scrub is perfect for heavy-duty jobs, scrubbing vegetables, while the gentle scrubbing is a lighter touch on glass, wood, plastic and non-stick pans. No. of cleaning products: 77
Suggested Retail Price: \$8.99



Fissler USA/ Roland Products Inc.
[tel] 800.321.2225
goodbyedetergent.com

Microfiber Decanter Dryer

This product cleans, dries, and polishes the impossible-to-reach inside of wine decanters, vases and carafes. This dryer goes where regular towels can't reach and prevents water stains. Quick and easy to use, simply flip the tube over the rim of the microfiber, then insert the tube into the vessel. The tube over the handle and the strips remain in vessel. The dryer is used between the palms of your hands while the microfiber dries and quickly cleans and dries the vessel. Suggested Retail Price: \$27.95

HiTel, Inc.
[tel] 800.827.2582
www.hitel.com



Heien's Asian Kitchen® Bamboo Dish Rack

Made of bamboo, a naturally renewable resource and an eco-friendly alternative to wood, wet dishes and glasses won't harm this bamboo rack. The rack is flat for easy storage. It measures 13" when flat and expands to 18" wide when opened. Heien's Asian Kitchen is not affiliated with Heien's Products, Inc. No. of cleaning products offered: More than 200
Suggested Retail Price: \$19.99

Kitchenware Co.
[tel] 800.526.5263
www.haroldimport.com



Kamenstein Perfect Tear Paper Towel Holder

The Kamenstein Perfect Tear Paper Towel Holder features patented perfect tear technology that allows users to pull off one paper towel at a time with one hand and no unrolling. The product has a weighted base for stability, the steel finish compliments any decor and the paper towel roll fits over the top of the holder. The roll needs to be changed by pulling the roll through the holder. No. of cleaning products offered: 47
Suggested Retail Price: \$79.99

Kamenstein
[tel] 800.252.3390
www.lifetimebrands.com



Get Happy Palm Brush

The Kizmos Get Happy Palm Brush is part of the Kizmos Get Happy kitchen gadgets collection. Designed in a fun and surprise looks of all of the Get Happy gadgets. It's a palm brush with a burst of bright colors and upbeat, smiling face. The Kizmos Get Happy Palm Brush is available in blue/purple, green/dark green, purple/blue, and blue. Suggested Retail Price: \$3.99-9.99

Kizmos
[tel] 800.252.3390
www.lifetimebrands.com



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