

COMING UP 2010:
EDITORIAL CALENDAR

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GREAT DEALS:
ADVERTISING RATES

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NEW AD SIZES:
AD SPECIFICATIONS

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& 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:

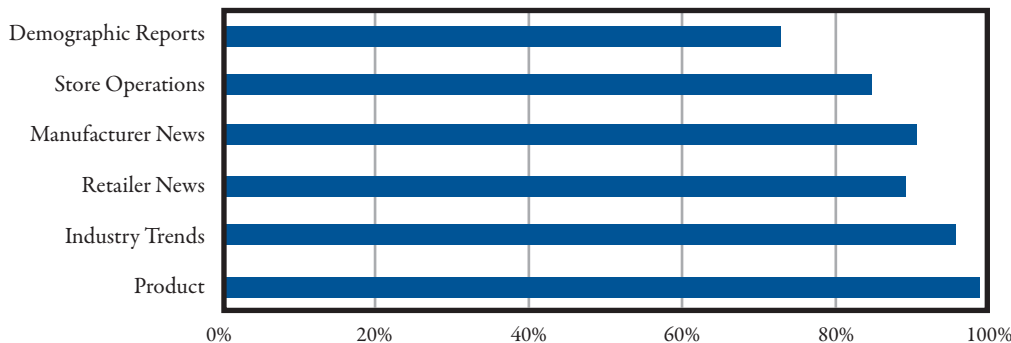
According to a recent Kitchenware News & Housewares Review Readership Study, KNHR is the most preferred and the most heavily relied-upon magazine for current news, new products, and information.

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.

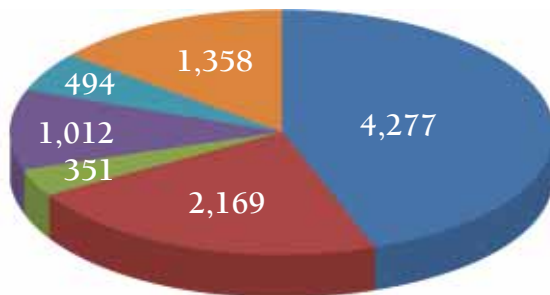
Readers' Preference for *KNHR* Over Other Journals is on the Rise.

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 2008
 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.**

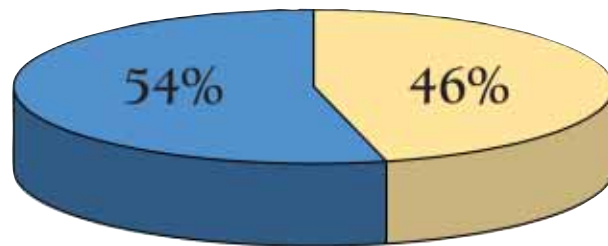
Here's What Readers Say:

"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

41 Madison NYMM • Advantage Components • American Innovative • AmericasMart • Architec • Argee • Baking Beauty's • Benotti Inc. • BIA Cordon Bleu • Bialetti • Boston Warehouse • Burton Plastics • Callisons • Cameron's Professional Cookware • Chef Specialties • Cobb America • Component Design Northwest • Creative Home • Cucina Pro • Danesco International • Designs in Mind • DMD/Kitrics • Double U Products • Down to Earth Distributors • Dupont • Dydacomp • Edgecraft • Enclume • Enrico Products • Epicurean International Products, LLC • Ergo Chef • Escali Digital Scales • Fissler USA • Fox Run • Fresh Wave • Frieling USA • Fusion Brands • G & A Distributors • Gaunaud Group/IMUSA • George Little Management • Global Media/Indian Housewares • Gourmet Standard • Grant Howard Associates • H.T.I. Buying Group • Heartland Bakeware • Highwave • Howard Naturals • Ibon! LTD • ICI USA - Tovolo • Ilio Fragrances • International Housewares Association • Innobaby • Ironwood Gourmet • J. A. Henckels • J.K. Adams • Jaccard Corporation • Jascor • Jaz Innovations • Jessica Steele • K-2 • Kenfair International Limited • Kitchen Direction • Kitchen Resource • Kitchen Supply Company • KitchenArt • Kyocera Advanced Ceramics • Lancaster Colony • Larien Products • Leifheit • Linden Sweden • Lodge • Lansky Sharpeners • Loofah-art • L. Tremain • Maverick • Messermeister • Metrokane • Michigan Maple Block • Microplane • Microthin.com • Nordicware • Norton Pike • Now Designs • Old Dutch International • Out of the Woods of Oregon • Parrish's Cake Dec. • Picnic Time • Pillivuyt USA • PJ Maxwell • Planetary Design • Polder • Port Style • Pragotrade • Prepara • Prodyne • Proteak • R.S.V.PInternational • RCR-Calp, USA • Reed Exhibitions Homewares Show • Retrofit Aprons • Revol • Ritzenhoff/Kress International • Robinson Home Products • Roscan • RPI • Sassy Cook'n • SCI Scandicrafts • Sierra Housewares • Signature Housewares • SiliconeZone • Sisson Imports • Solicut • Starfrit/Promotions Atlantiques • Swiss Army / Victorinox • Swissmar • Tagco LLC • Talisman Designs • Teresa Beach Imports • Tervis Tumbler Company • Toastess International • Totally Bamboo • Tribest • Two Dogs • Universal Housewares • Vic Firth • Vitamix • William Bounds

2010 DISPLAY RATES

| 4-Color | OPEN | 4x | 6x | 12x |
|-------------|---------|---------|---------|---------|
| Tab Page | \$4,155 | \$3,459 | \$3,240 | \$2,910 |
| 1/2 Page | 2,595 | 2,159 | 2,025 | 1,815 |
| Junior Page | 3,115 | 2,600 | 2,429 | 2,815 |
| 1/3 Page | 1,565 | 1,300 | 1,222 | 1,099 |
| 1/4 Page | 1,264 | 1,045 | 989 | 885 |
| 1/6 Page | 785 | 650 | 615 | 550 |

COVERS

Talk to you account Representative about availability & pricing for PREMIUM POSITION

| | | | | |
|----------------------------------|-------------------------|--------------------------|--------------------------|---------------------------|
| MINI-GATEFOLD | 8,995 | 7,488 | 7,014 | 6,299 |
| GATEFOLD (Pages 2 & 3) | 9,995 | 8,320 | 7,996 | 7,000 |
| BANNER AD RATES | <i>1 month</i> 1,500 | <i>3 months</i> 3,360 | <i>6 months</i> 5,550 | <i>12 months</i> 8,820 |

FRONT COVER TEASER AD (5" X 1.5"): \$2,000

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**

PUBLISHER
 Karen A. Taylor
 323-397-9507
karen_t@osser.com

SENIOR ASSOCIATE PUBLISHER
 Kate Seymour
 520-721-1300
kate_s@osser.com

buyer's guide



SWISSMAR FEST CHOCOLATE FONDUE SET

The black steel and white ceramic chocolate fondue set from Swissmar is elegant. The set is ready for dipping your favorites in a rich chocolate bath. From strawberries to granola bars to marshmallows, the 12-piece set includes the ceramic pot, four black forks, four ceramic side dishes, a black steel stand, white ceramic tea light holder and tea light. The fondue stands 8.4" high. The ceramic side dishes are 3.5" in diameter. The ceramic pot has a capacity of 1.5 cups. Suggested Retail Price: \$25

Swissmar Inc.
 (tel) 800-387-5707
 (fax) 906-764-1123
 (email) info@swissmar.com
 www.swissmar.com



PREPARA'S ICE CREAM MAKER

Pure indulgence, Prepara's ice cream pint keeper keeps your cream cold and your hands warm, 7 days and take it out, great for picnics, a family get-together in the garden, park or after a long day of games.

Best neoprene, Prepara's little pint keeper will ensure it'll be around of your best evenings. There's even a built in spoon holder.

Prepara
 (tel) 888-878-8665
 (fax) 212-956-6050
 (email) sales@prepara.com
 www.prepara.com



FAGOR'S FUTURO LINE OF PRESSURE COOKERS

Futuro, an innovative new line of pressure cookers by Fagor, is constructed of the best 18/10 Stainless Steel.

Futuro pressure cookers have the handles for enhanced safety, saving you an easy-cleaning feature, pressure release which reduces the particle build up, pressure indicator, automatic pressure system, and a hassle self locking mechanism. Futuro cookers are made in Spain and available in a 10 qt and a 6 piece set combi. Suggested Retail Price: \$79.99- \$149.99

Fagor America
 (tel) 800-207-0806
 (fax) 201-804-9898
 (email) info@fagoramerica.com
 www.fagoramerica.com

Tovolo
 Performance. Design.

Polycarbonate Tea Filter

tovolo.com

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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" |

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"

Front Cover Banner:

| | | | |
|-----------|---------|---|--------|
| Bleed | 11.125" | x | 2.875" |
| Trim | 10.875" | x | 2.75" |
| Non-Bleed | 9.875" | x | 2.25" |

Gatefold:

Inside Cover with flap:

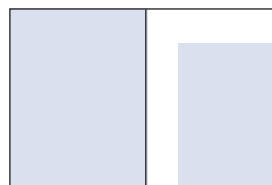
| | | | |
|--------|--------|---|--------|
| Bleed | 17.25" | x | 14.25" |
| Trim | 17" | x | 14" |
| Safety | 16.5" | x | 13.5" |

The fold out flap

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

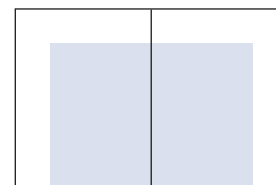


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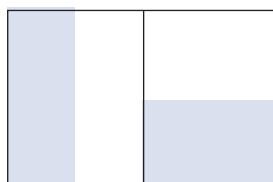


Tab Page

Junior Page

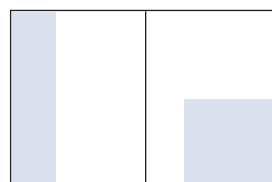


Junior Spread



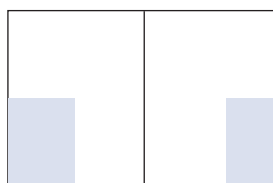
Half Vertical

Half Horizontal



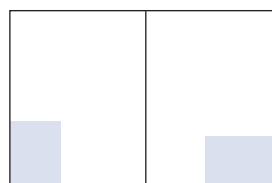
1/3 Vertical

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:

Valerie Wilson, Art Director
 Kitchenware News & Housewares Review
 1877 N. Kolb Road
 Tucson, Arizona 85715

| Issue | Supplements | Feature | Market Watch | Buyer's Guide | | |
|------------------|---|--|----------------------------|------------------------------|--|--|
| JANUARY | Clean & Green | NYIGF Winter Show, AmericasMart, Dallas Center Home & Gift | Digital Kitchen Products | Portable Beverage Containers | | |
| FEBRUARY | Certiably Green (Green products & certification programs) | Ambiente Show | Housewares Pre-Show | Coffee & Tea Products | | |
| MARCH | Ethnic Cookware | Retail Trends seen at IHA Show, Color Trends | Outdoor Living | Barbecue Accessories | | |
| APRIL | Retro in the Kitchen Back to Basics | Spring Bridal/Gift Update | NY Tabletop Show | Tabletop/Barware | | |
| MAY | Small Electrics | Best New Designs in Kitchenware | Major Appliances | Kitchen Clocks | | |
| JUNE | Cookware Update/ Induction Cooking | Licensed Products | Nostalgia Products | Pepper Mills | | |
| JULY | Best Merchandising Ideas | Baking Update | Serveware | Gadgets | | |
| AUGUST | | Gourmet Housewares Show | What's New at the Show | Thermometers and Scales | | |
| SEPTEMBER | Tabletop Show Preview, Holiday Gift Guide | Kitchen Textiles | Holiday Gift Trends | Kids Kitchenware Products | | |
| OCTOBER | | Tabletop Market Update | Back to Basics Products | Glassware | | |
| NOVEMBER | Cutlery/ Cutting Boards | Best New Products of the Year | Best Tech 2010 | Woodenware | | |
| DECEMBER | 2011 Buyers' Guide | 2011 Buyers' Guide | Tradeshow Preview for 2011 | 2011 Buyers' Guide | | |

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& KITCHENWARE NEWS
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