

# & KITCHENWARE NEWS

## Housewares Review

SERVING KITCHENWARE, HOME DECOR AND GIFTWARE MARKETS



**BRINGING KITCHENWARE MARKET INTELLIGENCE TO THE TABLE!**

**2018 MEDIA KIT**

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**Editorial Calendar**  
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**Advertising Rates**  
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# Bringing kitchenware market intelligence to the table!

Editorial coverage in Kitchenware News focuses on the kitchenware retailers who service this \$10 billion market and on the market trends that are driving their success. Kitchenware News reaches more than 11,000 kitchenware retailers each month with information, insights and tools that they depend on when they make the merchandising decisions for their stores. Our experienced news reporters dig for the facts behind the day-to-day retail landscape to explore how the world of kitchenware retailing is evolving to serve the well-educated and affluent home cooks who seek out specialty retailers to provide them with advice as well as the kitchenware and gourmet food products they need to nourish themselves, their families and their guests in their kitchens and dining rooms.

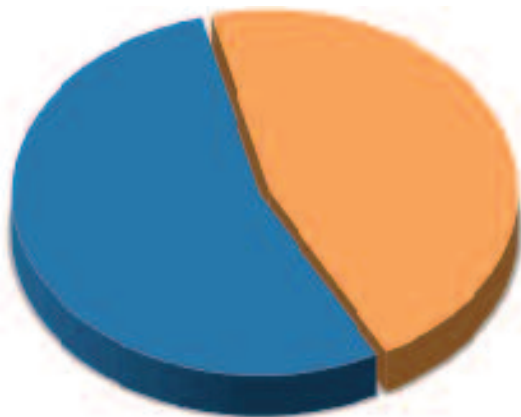
Many Baby Boomers are currently downsizing their living quarters while they adjust their eating habits with a view to longevity. Millennial-generation adults are setting up households and starting their families. Both of these age groups, together worth almost \$5 trillion in annual spending power, are buying with an eye for quality, durability and effectiveness to meet their goals of enjoyable cooking experiences, better nutrition, food safety and economy. The nation's economic recovery as well as the changing needs of these consumers have unleashed purchasing power that simply wasn't available during the past several years. It's time to be sure that your message is reaching your retailers in the publication that takes the time every month and has the expertise to explore these trends and give specialty kitchenware retailers the tools to communicate effectively with their customers.

News from the following market segments:



## 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.



### Magazine Preference:

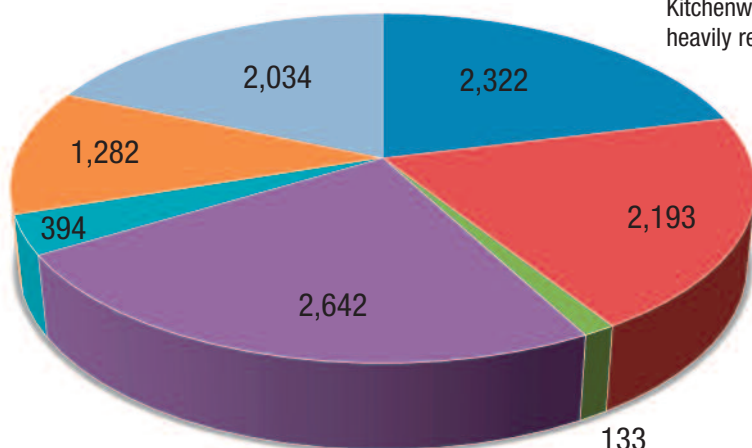
- Kitchenware News & Houseware Review
- Top five competing magazines combined

## 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!!"

## Retail Subscriber Total

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



- Kitchenware Retail Store
- Gourmet Speciality 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 Merchandiser
- Kitchenware Wholesaler/Distributor, Import/Export and Other

Source: June 2014  
 BPA Statement

Issue	In Every Issue
<b>JANUARY</b>	Nutrition
<b>FEBRUARY</b>	Global Influences
<b>MARCH</b>	Housewares Show Preview
<b>APRIL</b>	Sustainability/Food Storage
<b>MAY</b>	Housewares Show Wrap-Up
<b>JUNE</b>	Authenticity
<b>JULY</b>	Summer Shows Preview
<b>AUGUST</b>	Tools & Gadgets
<b>SEPTEMBER</b>	Marketing for Success
<b>OCTOBER</b>	Holidays
<b>NOVEMBER</b>	Learning New Techniques
<b>DECEMBER</b>	2019 Annual Buyers Guide

4-Color	OPEN	4x*	6x*	12x*
Tab Page	\$5,405	\$4,320	\$3,510	\$2,700
Junior Page	4,320	3,455	2,805	2,160
1/2 Page	3,240	2,590	2,105	1,615
1/3 Page	2,160	1,725	1,400	1,075
1/4 Page	1,625	1,210	1,055	810
1/6 Page	1,300	1,040	845	645

\*Per Insertion

**COVERS**

4-Color	OPEN	4x*	6x*	12x*
Cover II & Cover III	\$6,485	\$5,185	\$4,215	\$3,785
Cover IV	7,565	6,050	4,920	4,325
Mini-Gatefold	10,415	8,675	8,115	7,295
Front Cover Teaser Ad (5" X 1.5")	\$2,320			

\*Per Insertion

**Special Positioning:**  
 Special Positioning (excluding covers) are available at a 10% premium and are subject to prior sale. Contact your account representative for availability.

**ELECTRONIC MEDIA**

ONLINE	4 months	6 months	12 months
Banner Ad Rates	\$5,185	\$6,425	\$10,205
Sidebar Poster Ad	4,835	5,990	9,465

**Linking:**  
 Each space has the option of linking to the sponsor's website or to linking to a sponsored post of up to 500 words plus image and up to three links.

**Kitchenware Newswire**

- Sponsorship** \$2,155 price/month for any month except February and March
- Sponsorship** \$2,705 price/month for February or March
- Spot Ad** \$1,625 price/month except during the Housewares Show
- Spot Ad** \$2,030 price for four daily mailings during the Housewares Show

*Call 520.721.1300 or email [sales@oser.com](mailto:sales@oser.com) to reserve your space today!*

**Cancellation Policy:** Cancellations must be received by the Oser Communications Group Inc. office by the first day of the second month preceding the issue date of the magazine in which the ad is scheduled to appear.

**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	7.125"
Trim	10.875"	x	6.775"
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	8"	x	10"
Trim	7.75"	x	9.75"
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"

**Top Banner:**

Bleed	11.125"	x	2.125"
Non-Bleed	9.875"	x	1.5"

**Gatefold:**

Inside Cover with flap:

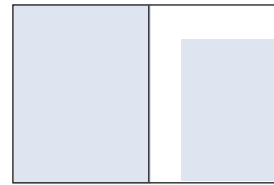
Bleed	17.25"	x	14.25"
Trim	17"	x	14"
Safety	16.5"	x	13.5"

The fold out flap

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

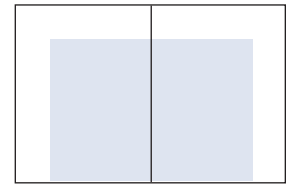


Tab Spread

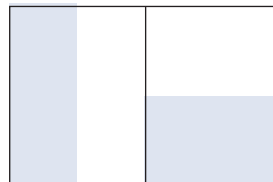


Tab Page

Junior Page



Junior Spread



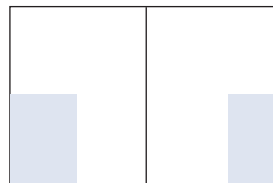
Half Vertical

Half Horizontal



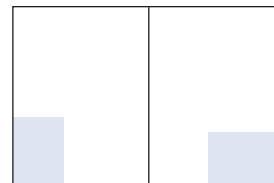
1/3 Vertical

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 [ads@oser.com](mailto:ads@oser.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 **520.721.1300.**

**SHIP ADS TO:**

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

# Buyers Guide

## Baking Tools

### Chef'n Cookie Machine

The Chef'n Cookie Machine creates perfect spritz cookies in less time. The machine features a quick change latch that makes changing the stainless steel discs easy, and the barrel holds 80 percent more dough than a traditional cookie machine. Each Chef'n Cookie Machine comes equipped with 10 interchangeable holiday shaped disks, including a Christmas turkey, wreath, pumpkin, star and more. It also has a convenient storage case for the disks. **Suggested Price: \$34.99**



**Chef'n Corporation**  
866.64.CHEFN  
www.Chefn.com

### Adjustable Pastry Wheel

From elegant pie trim to homemade pastries, this interchangeable pastry wheel allows you to cut evenly into 1- to 3-inch wide pastries in three stainless steel wheel positions. It comes with a built-in guide, a non-slip handle for a firm grip, and the interchangeable blades are dishwasher safe and come with a cleaning brush. The Adjustable Pastry Wheel comes in a protective sleeve. **Suggested Price: \$21.99**



**Trudeau Corporation**  
800.876.3328  
www.trudeaucorp.com

### Suzie Q Measuring Cup Set

With measurements beautifully etched into the stainless steel, Suzie Q's Measuring Cup Set really shines in precise recipe. Available in five different retro color options, the printed wood handles feel great, and bring a unique charm to your kitchen. These nifty, chef-inspired measuring cup sets are gorgeous and durable. Each set includes 1/4, 1/2, and 1-cup capacities. **Suggested Price: \$19.99**



**Fox Run**  
800.269.1344  
www.suzieqretro.com

### Mastrad Éclair Kit

The Mastrad Éclair Kit includes everything you need to make perfect éclairs. Six colorful silicone molds can be used to bake, fill, and glaze each with its own glazing design. A deluxe recipe book first walks you through the steps of making éclairs and decorating them with glaze. A great recipe booklet with 10 recipes to inspire your creative side. The Mastrad Éclair Kit comes in 12 colors and in a deluxe gift box. **Suggested Price: \$25**



**Mastrad**  
323.932.0311  
www.mastrad.us

### Serendipity Apron

Introduced in 2015, the innovative Serendipity Apron has wowed at markets and retail establishments alike. Proving its ingenuity and appeal, this apron was honored with the Dallas Gourmet Gold Award for the Best Kitchen Textile at the Dallas Total Housewares & Gourmet Market this year. Janey Lynn's Designs combined the No. 1 selling 100 percent cotton Chenille Shaggy® with the already fabulous apron design. With a continuous adjustable drawstring loop that lies securely in the back, this apron is always ready to wear. The Serendipity Apron features two super-soft and absorbent detachable shaggy towels in coordinating colors to match the enchanting Serendipity patterned apron. A marriage of both style and function, Shaggy® is easy wash-up. Any weather is fully protected from splatters, while having two towels always at hand. Available in 12 color combinations this award-winning apron is the perfect companion for any household task.



**Janey Lynn's Designs**  
888.608.5336  
www.janeylynns.com

### GingerKids Cookie Mix Kit

Give your customers a reason to return! Country Home Creations has been creating delicious, simple to prepare mixes for over three decades. The company realizes that every retailer looks for repeat sales. It's a pretty simple business effort, and Country Home Creations mixes are what your customers look upon.



The GingerKids Cookie Mix Kit makes a great family gift. The GingerKids is so easy to mix and bake, your customers will be amazed. Country Home Creations has a variety of mixes to choose from that are "perfect for any season or any reason!" Contact us today for more information and be sure to mention Kitchenware News for a special price.

**Country Home Creations**  
800.457.3477  
www.chcdips.com

### Kitsch'n Glam Owl In The Mix Bake Set

You'll always have a hoot when baking with Kitsch'n Glam's cute Owl In The Mix Bake Set. This four-piece set includes a delightful assortment of baking tools, including a wooden rolling pin, a silicone spatula and a five-piece spoon set. Additional Kitsch'n Glam-themed products include a matching muffin tin, apron, oven mitt, hot pad, Hedgehog, fox, whale, and dachshund themed items are also available. **Suggested Price: \$40**



**Wild Eye Designs**  
800.824.6496  
www.wildeyedesigns.com

### Kuhn Rikon Mixer Splatter Guard

The Mixer Splatter Guard from Kuhn Rikon is specially designed to keep flyaway bits in the bowl during mixing. The Mixer Splatter Guard will keep you clean when preparing batters, soups or sauces. It is transparent to let you see your ingredients while mixing and sized for bowls up to 10 inches (30 centimeters) in diameter. With 12 blades, it fits a variety of bowl sizes snugly and securely. It also fits most handblenders and immersion blenders. The red cover can be removed from the disk for easy cleaning, and it's BPA-free and dishwasher safe for immediate shipment. **Suggested Price: \$20**



**Kuhn Rikon**  
800.662.5882  
www.kuhnrikon.com



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