

KITCHENWARE NEWS

Housewares Review

SERVING KITCHENWARE, HOME DECOR AND GIFTWARE MARKETS



BRINGING KITCHENWARE MARKET INTELLIGENCE TO THE TABLE!

2019 MEDIA KIT

COMING UP:
Editorial Calendar
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GREAT DEALS:
Advertising Rates
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AD SIZES:
Ad Specifications
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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:

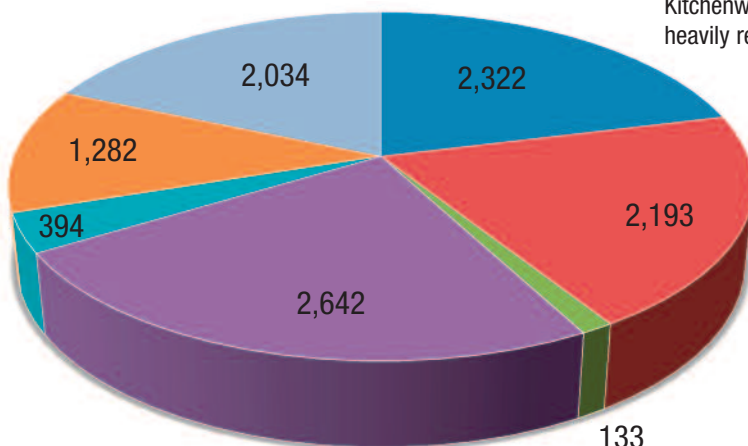
- Kitchenware News & Houseware Review
- Top five competing magazines combined

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	Bonus Distribution
JANUARY	Winter Gift Shows Preview	AmericasMart, Dallas Market, Las Vegas Market
MARCH	Housewares Show Preview Winter Shows Wrap-up	IH+HS
MAY	Housewares Show Wrapup	National Restaurant Association Show
JULY	Summer Gift Shows Preview	AmericasMartt, Dallas Market, Las Vegas Market
SEPTEMBER	Summer Shows Wrap-up Holiday	
NOVEMBER	Retailing Superstars	PLMA
DECEMBER	2020 Annual Buyers Guide	IH+HS 2020

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 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:

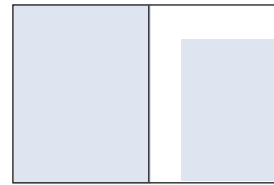
Bleed	17.25"	x	14.25"
Trim	17"	x	14"
Safety	16.5"	x	13.5"

The fold out flap

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

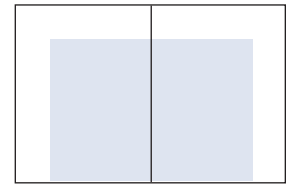


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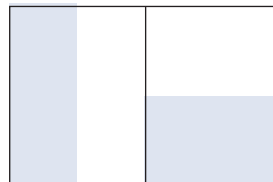


Tab Page

Junior Page



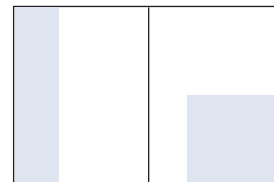
Junior Spread



Half Vertical



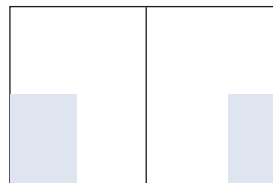
Half Horizontal



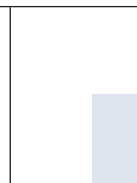
1/3 Vertical



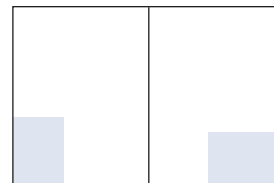
1/3 Page



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 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 carbide 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 tree, turkey, wreath, pumpkin, star and more. It also includes a convenient storage case for the machine. **Suggested Retail 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 in a 1- to 3-inch width. It comes in three stainless steel wheel positions, is slip and stitched. There's a comfortable, non-slip handle for a firm grip, and the stainless steel blades are dishwasher safe and come apart for easy clean up. The Adjustable Pastry Wheel comes in a protective sleeve. **Suggested Retail 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 retro. Available in five different retro color painted wood handles, tea green, and bringing a unique charm to your kitchen. These nifty, chef-inspired measuring cup sets are gorgeous and durable. Each set includes four standard capacities. **Suggested Retail 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 makes first work of filling the molds with the éclairs and decorating them with glaze. A great recipe booklet with 10 recipes to inspire your creative side. The Mastrad Éclair Kit comes in three colors and in a deluxe gift box. **Suggested Retail 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. 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 machine-washable chenille towels in coordinating colors to match the enchanting Serendipity patterned apron. A perfect marriage of both style and function. Shaggy® is machine washable. Any wearer is fully protected from splatters, while having two towels always at hand. Available in three 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 up to.



The GingerKids Cookie Mix Kit makes a great family gift. The GingerKids is also 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 discount.

Country Home Creations
800.457.3477
www.chedips.com

Kitsch'n Glam Owl In The Mix Bake Set

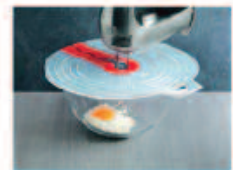
You'll always have a hoot when baking with Kitsch'n Glam's cute Owl In The Mix Bake Set. This four-piece set includes a delightful assortment of baking tools, including a wooden rolling pin, a silicone spatula and a five-piece spoon set. Additional Kitsch'n Glam-themed products include a matching muffin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



Wild Eye Designs
800.824.0496
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 your kitchen clean when preparing batters, soups or dips. It is transparent to let you see your ingredients while mixing and sized for bowls up to 10 inches (30 centimeters) in diameter. With 10 tabs, 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. **Suggested Retail Price: \$20**



Kuhn Rikon
800.662.5882
www.kuhnriikon.com



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