

# 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:

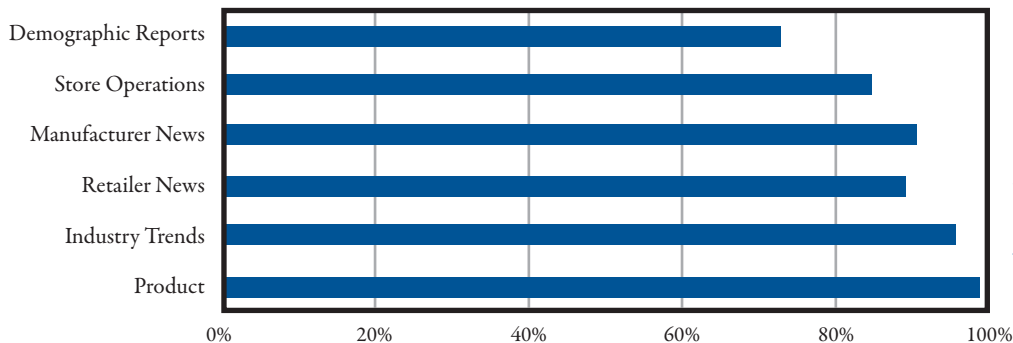
According to a recent Kitchenware News & Housewares Review Readership Study, KNHR is the most preferred and the most heavily relied-upon magazine for current news, new products, and information.

# 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.

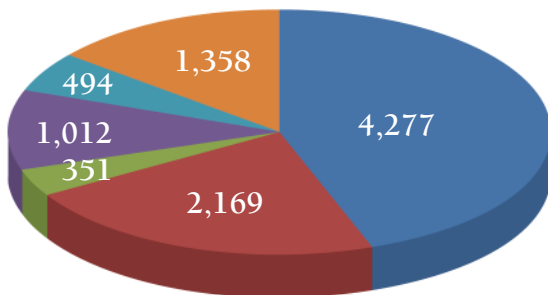
**Readers' Preference for *KNHR* Over Other Journals is on the Rise.**

## 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.**

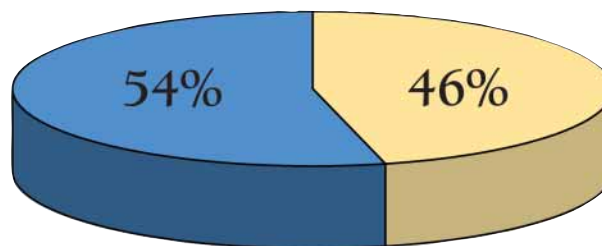
## Here's What Readers Say:

"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

<b>MINI-GATEFOLD</b>	8,995	7,488	7,014	6,299
<b>GATEFOLD</b> (Pages 2 & 3)	9,995	8,320	7,996	7,000
<b>BANNER AD RATES</b>	<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.

**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.

**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 [kdmartin@kitchenwarenews.com](mailto:kdmartin@kitchenwarenews.com)  
 Send advertisements to [art@osser.com](mailto:art@osser.com)**

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**SENIOR ASSOCIATE PUBLISHER**  
 Kate Seymour  
 520-721-1300  
[kate\\_s@osser.com](mailto: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. Strawberries to granola bars to marshmallows. The 12-piece set includes the ceramic bowl, four black forks, four ceramic side dishes and 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) 905-764-1123  
 (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. It's easy to take it out, great for picnics, a fun activity together in the garden, park, or after a long day at work.

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

Prepara  
 (tel) 888-878-8665  
 (fax) 212-966-6050  
 (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 shock handles for enhanced safety, saving you an easy-cleaning pressure release which reduces the article build up, a pressure indicator, automatic pressure system, and a hassle self locking mechanism. Futuro is available in 10 qt and a 6 piece set comb. *Suggested Retail Price: \$79.99- \$149.99*

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

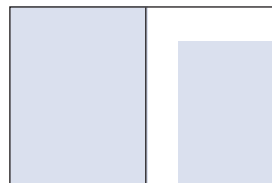
Bleed	17.25"	x	14.25"
Trim	17"	x	14"
Safety	16.5"	x	13.5"

The fold out flap

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

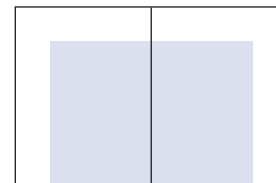


Tab Spread

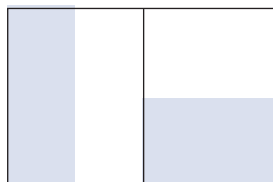


Tab Page

Junior Page

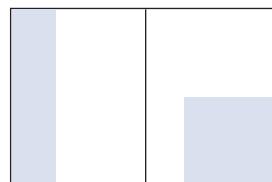


Junior Spread



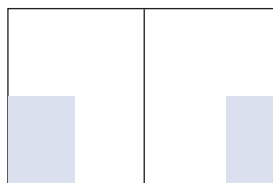
Half Vertical

Half Horizontal



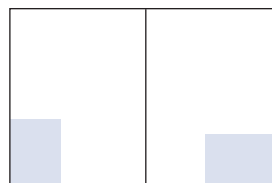
1/3 Vertical

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@osher.com](mailto:art@osher.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		
<b>JANUARY</b>	Clean & Green	NYIGF Winter Show, AmericasMart, Dallas Center Home & Gift	Digital Kitchen Products	Portable Beverage Containers		
<b>FEBRUARY</b>	Certiably Green (Green products & certification programs)	Ambiente Show	Housewares Pre-Show	Coffee & Tea Products		
<b>MARCH</b>	Ethnic Cookware	Retail Trends seen at IHA Show, Color Trends	Outdoor Living	Barbecue Accessories		
<b>APRIL</b>	Retro in the Kitchen Back to Basics	Spring Bridal/Gift Update	NY Tabletop Show	Tabletop/Barware		
<b>MAY</b>	Small Electrics	Best New Designs in Kitchenware	Major Appliances	Kitchen Clocks		
<b>JUNE</b>	Cookware Update/ Induction Cooking	Licensed Products	Nostalgia Products	Pepper Mills		
<b>JULY</b>	Best Merchandising Ideas	Baking Update	Serveware	Gadgets		
<b>AUGUST</b>		Gourmet Housewares Show	What's New at the Show	Thermometers and Scales		
<b>SEPTEMBER</b>	Tabletop Show Preview, Holiday Gift Guide	Kitchen Textiles	Holiday Gift Trends	Kids Kitchenware Products		
<b>OCTOBER</b>		Tabletop Market Update	Back to Basics Products	Glassware		
<b>NOVEMBER</b>	Cutlery/ Cutting Boards	Best New Products of the Year	Best Tech 2009	Woodenware		
<b>DECEMBER</b>	No supplement. Buyers Guide Issue	Buyer's Guide	Tradeshow Preview for 2011	Wine Accessories		

Digital Editions: Published each month electronically and sent to our email subscriber list prior to the mailed issue. Sponsorships and hotlinked ads are available to advertisers!

**& KITCHENWARE NEWS**  
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