

SEPTEMBER 2018

CASUAL MARKET ISSUE

- Bonus distribution at Casual Market
- September advertisers who exhibit at the Casual Market are guaranteed a minimum of one “Product Highlight” with color image, product description and showroom/booth location in the New Product Section in the September issue.
- **New This Year:** The September print magazine will be available in a flip book, digital version on our website. All ads will have an active link to the advertisers’ website. With an average of 49,000+ visits per month, *Hearth & Home*’s flip book will give your print ad a huge boost in visibility.

EDITORIAL FEATURES

ICFA & HPBA – A close-up look at the two trade associations for the Hearth, Barbecue & Patio industries. We’ll look at membership, programs, budgets, and attendance at their respective trade shows.

Sitting Pretty – *Hearth & Home* will have conversations with key players – manufacturers & retailers – in the patio furnishings industry on issues affecting us all, e.g., the impact of online sales, the year that just occurred, trends they may have observed, etc.

Food for Thought – This is the barbecue version of Sitting Pretty. *Hearth & Home* will talk to key players about the health of the retail network, the importance of the Outdoor Room trend, and other trends impacting the industry.

Unsung Heroes – You know who we’re talking about – manufacturers’ representatives, those middle men who are so key to the success of everyone in the industry. Reps may have different methods of doing their job, but it’s really about supporting their retailers in every way possible.

The Cookbook – Alex Soubliere has been a hearth dealer for over 15 years. When he recognized that he wasn’t doing everything as well as he could, he set about putting it all down on paper. He called the manuscript The Cookbook, and it made a positive change in his operations and bottom line. Now he’s working with other hearth dealers, teaching them to use the tools he’s learned.

Call us today to reserve ad space in the August issue: (800) 258-3772

If you’ve already reserved space in this issue you are all set, thank you.

DEADLINES

Space Closing:
June 27, 2018

Ad Materials Due:
June 31, 2018

VILLAGE WEST PUBLISHING