

HEARTH & HOME EDITORIAL PREVIEW



NOVEMBER 2019

November may be the heart of the hearth selling-season. Most likely it's also the extended sales season for patio furnishings and barbecue products, and the time when retailers are still buying, and preparing for next year.

It's also a good time to advertise in *Hearth & Home*!

EDITORIAL FEATURES

The Millennials – We've all been reading about the coming of the Millennial Generation. Well, they're here and buying homes, and spending money on a variety of things. In this Special Report, we'll give you an in depth look at the Millennials' likes and dislikes, where they're spending money, what they want in a house, and just how important the backyard has become.

We'll examine their priorities, how to reach them, their shopping habits, and the impediments and opportunities you'll encounter when connecting with this next generation of hearth, patio, and barbecue consumers.

Food for Thought – Discussions with barbecue manufacturers about products, innovations, sales, and the future of the category.

Custom Fireplaces – Not every hearth manufacturer wants to get into the custom category, but for those that do, the rewards can make it worthwhile. *Hearth & Home* will talk to custom manufacturers, and to retailers who work with them.

REMINDER: OCTOBER ISSUE DEADLINES

Space Closing: August 28, 2019

Material Due: August 30, 2019

To reserve ad space in
the November issue, contact:

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DEADLINES

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this issue you are all set, thank you.*

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Shipping: 25 Country Club Road, Suite 403, Gilford, NH 03249