HOME GOODS MERCHANDISER







MARKET INTELLIGENCE FOR CANADA'S HOME GOODS RETAILERS AND THEIR VENDOR PARTNERS

2024 < Ш P P N N

ABOUT HOME GOODS ONLINE

- · Home Goods Online launched in January 2006.
- Home Goods Online is the only business-to-business news service serving Canada's big-ticket home goods industries from manufacturing and distribution to retail.
- The product categories Home Goods Online focuses on includes: furniture; mattresses; major appliances; televisions and audio/visual equipment; floor coverings; lamps and lighting; decorative accessories; and retail systems.
- Home Goods Online's audience includes: independent store owners; retail executives and merchandisers; store managers and employees; senior executives for their vendor partners, including manufacturers, distributors and sales representatives; and other professionals working in the big-ticket home goods industry.

Home Goods Online's partnership with MediaEdge will broaden our reach, deepen our coverage, and enhance our ability to support our clients' marketing and promotion activities in an increasingly competitive market. Since its inception, Home Goods Online has been the voice of the Canadian furniture, mattress and major appliance industries, and that voice will only get stronger.

—Michael Knell, Editor Emeritus

ABOUT MEDIAEDGE

For more than 25 years, MediaEdge has been at the forefront of communication solutions for organizations within a variety of business sectors and a recognized leader in business-to-business print and digital media.

Find out more at www.mediaedge.ca.



MEDIAEDGE TEAM AWARDS

2019 WINNER
BEST SPONSORED CONTENT

2018 WINNERBEST INVESTIGATIVE ARTICLE

2018 FINALISTBEST TRADE WEBSITE

2017 WINNER
BEST INDUSTRY WEBSITE
BEST INDUSTRY FEATURE

2016 FINALIST

BEST ARTICLE

2015 WINNER

BEST NEWS COVERAGE

2015 FINALIST

BEST MEDIA WEBSITE BEST EMAIL NEWSLETTER DESIGN & ENGAGEMENT

MEET THE HOME GOODS ONLINE TEAM



Kate Byers Publisher 416-512-8186 ext. 204 705-816-1355 kateb@mediaedge.ca



Clare TattersallEditor
claret@mediaedge.ca



Michael Knell Editor Emeritus mknell@mediaedge.ca



Abhinav DadarkarProgrammatic Director
abhinavd@mediaedge.ca



Rhea Sood
Programmatic Account
Manager
rheas@mediaedge.ca



Steve ChesterSocial Media Director
stevec@mediaedge.ca



Annette Carlucci
Art Director
annettec@mediaedge.ca



Roxy Huynh Graphic Designer roxyh@mediaedge.ca



Ines Louis Production Coordinator inesl@mediaedge.ca

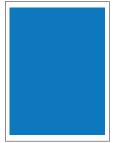
HOME GOODS MERCHANDISER ADVERTISING

Printed 4 times per year, *Home Goods Merchandiser* reaches 2,000+ retailers and retail decision-makers across the country, ranging from pure independents to members of the major buying groups.

AD SPECIFICATIONS



DOUBLE PAGE SPREAD BLEED: 16.5" x 11.125" **TRIM:** 16.25" x 10.875"



FULL PAGE BLEED: 8.375" x 11.125" TRIM: 8.125" x 10.875"



2024 ADVERTISING RATES (Canadian dollars)

	1x	2-3x	4x
DPS	\$7,054	\$6,772	\$6,207
Full Page	\$4,257	\$4,044	\$3,746

Published by

MediaEdge

2001 Sheppard Avenue East, Suite 500, Toronto ON M2J 4Z8 Tel: 416-512-8186 www.mediaedge.ca

INSIDE EVERY ISSUE

Profiles: We share the stories of noteworthy people and businesses who are changing the big-ticket home goods industry.

Trend Spotting: We showcase category-specific trends, explore the "why" behind what's driving them and provide perspectives from industry insiders.

By the Numbers: We take a deep dive into industry data and statistics, and provide corresponding market analysis that engages readers and helps them make informed decisions.

Retail Matters: We provide expert strategies and tips that are designed to help retailers move their business forward.

Observations: We interview key leaders from throughout Canada's furniture, mattress and major appliance industries who share their insights and provide top advice on timely, relevant topics.

2024 PRINT PRODUCTION SCHEDULE

	Booking deadline	Publishing date
SPRING	February 23 rd	March
SUMMER	May 24 th	June
FALL	August 13 th	September
WINTER	November 1 st	November

TECHNICAL SPECIFICATIONS

High-resolution PDF or EPS files with fonts embedded or converted to outlines are preferred. Colour files must be CMYK. Proofs must accompany all submissions. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless accompanied by a high resolution, full-colour, contract-quality proof to ensure proper reproduction. Digital advertising should be in jpg,

png, or gif formats, to smallest file size. Animation is allowed, but may not display properly on every recipient's system.

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HGO THIS WEEK ADVERTISING

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November 16, 2023

HOME GOODS

LEADERBOARD

728x90 pixels

Top Story



Furniture Giant Fined for Misleading Consumers

The Dufresne Group has been hit with a \$3.25 million penalty by the Competition Bureau after an investigation. Here's what the federal agency found and industry implications. Read more.

BIG BOX 300x250 pixels

BIG BOX

300x250 pixels

Feature



EU Companies Excited about Canadian Market

An event that saw overseas furniture businesses converge on Toronto has generated hype, with the possibility of partnerships forming between Canada and Eastern Europe. Read more.

BIG BOX 300x250 pixels

BIG BOX

300x250 pixels

Latest News



Bad News for Lastman's Bad Boy

Famed furniture brand Lastman's Bad Boy has hit hard times and filed a notice of intent (NOI) under the Bankruptcy and Insolvency Act. Read more.



Endy Launches First Retail Location

After eight years as an exclusively direct-to-consumer retailer, Canadian online mattress brand Endy has stepped into brick-and-mortar, opening its first physical store in a mall. Read more

BIG BOX 300x250 pixels **BIG BOX**

300x250 pixels



Leon's Expands Roll-out of Vusion

Leon's Furniture Ltd. will equip all of its 202 corporate stores with SES-imagotag's Vusion IoT cloud platform and digital tags by the end of next year. Read more.



Ikea Canada Opens New Distribution Centre

Ikea Canada has opened a new distribution centre and customer distribution centre in Beauharnois, Que., with the goal of bringing the retailer closer to its customers. Read more.

LEADERBOARD

728x90 pixels

HOME GOODS Email: subservices@mediaedge.ca
You have received this email as a subscriber to Home Goods Merchandiser magazine and/or its E-News.

HGO This Week is our bi-weekly e-newsletter that reaches approximately 2,000 qualified, top-level independent store owners, buyers and decision-makers across Canada's vibrant furniture, mattress and major appliance retailing sectors. It features the latest industry news, analysis on trending topics, new products, business tips and insights from industry experts, upcoming events and more. It is the only business-to-business news service devoted to this vital sector of the Canadian economy.

Our readers cover the breadth of a diverse industry and range from full-line retailers selling all categories of big-ticket home goods to single category sleep specialists.

20% to 35% Average Open Rate!

E-NEWSLETTER

AVAILABLE AD SIZES	PER QUARTER
Leaderboard (650x80 pixels)	\$2,700
Big Box (300x250 pixels)	\$1,500
 *frequency discounts available.	

CUSTOM E-BLASTS

Deliver your customized email message directly to over **2,000 online subscribers**' inboxes. Our **custom e-blasts** are one of our top result generators with open rates averaging between **25% to 40%**.

BOOK EARLY TO ENSURE AVAILABILITY. \$1,100 PER E-BLAST. FREQUENCY DISCOUNTS AVAILABLE.

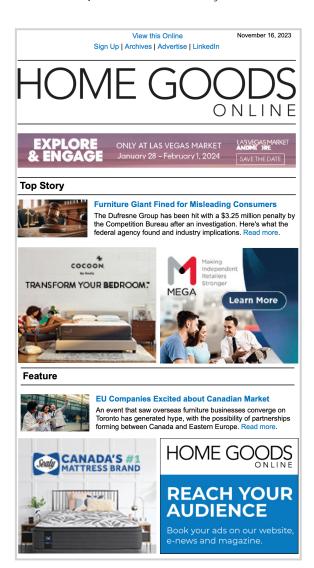
SPONSORED CONTENT ARTICLES

MAGAZINE SPONSORED CONTENT

- · Distributed as editorial content within the magazine
- · Reached to over **2,000** print subscribers

HGO THIS WEEK SPONSORED CONTENT

- Distributed with the editorial portion of the bi-weekly E-newsletter
- · Reaches 2,000 subscribers every other week



PACKAGE PRICING

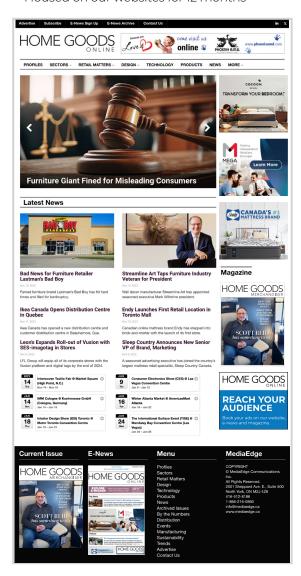
- · Full page ad
- E-digest article
- Website article

STARTING AT \$3,500.

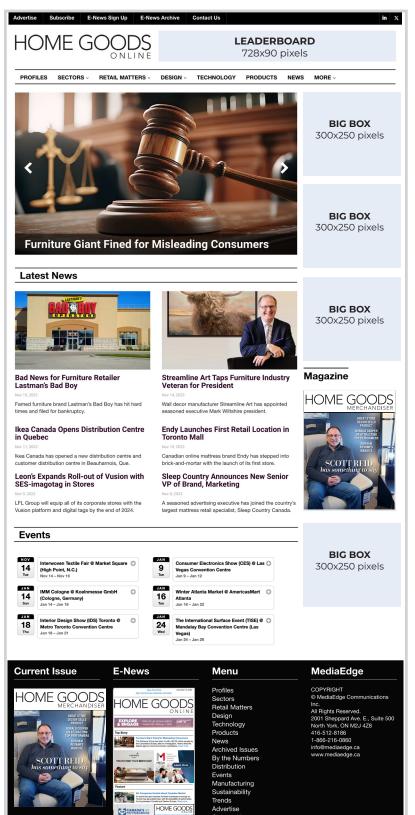


WEBSITE SPONSORED CONTENT

- · Placed as editorial on the homegoodsonline.ca website
- · Housed on our websites for 12 months



WEBSITE DISPLAY ADVERTISING



Canada's go-to website for the latest news, features, products and industry events.

BENEFITS OF WEBSITE ADVERTISING

- 1. Reach our entire online readership
- 2. Credible source of content
- 3. Daily exposure with relevance
- 4. Adaptable interactive ads
- 5. Measurable results

Position your ads within our industry-leading website to strengthen your brand and increase your company's visibility.

WEBSITE

AVAILABLE AD SIZES	PER MONTH
Leaderboard (728x90 pixels)	\$400
Big Box (250x300 pixels)	\$300
All rates are net.	

SOCIAL MEDIA MANAGEMENT

The hardest part of finding and working with social media partner is teaching them about your industry, who you want to talk to and then trying to find them online.

Home Goods Online is the leader in Canada's Social Media marketing with a base of over **2,000 online subscribers** in the home goods and design industry, and an in-house team of professionals that can work with you directly to identify which social media channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.



HOW WILL WE HELP?

- · Account Assessment
- · Profile Setup
- · Regular Posting Schedule
- Performance Monitoring and Reporting
- · Content Writing
- · Generation & Strategy

PROGRAM STARTS AT \$1,500 PER MONTH

CONTENT SEO

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy. A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

WHAT IS SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from organic, natural search results from search engines.

Contact us for more details.



PROGRAMMATIC SOLUTIONS

Home Goods Online's Programmatic Marketing Solutions connect your business directly to Canada's home goods and design web audience, maximizing brand awareness and driving quality site traffic.

There is a relationship between brand awareness, targeted site traffic, lead generation, sales team follow-up and customer acquisition. *Home Goods Online*'s digital marketing experts will build a customized programmatic and behavioural targeting campaign that will elevate your company's online brand, audience engagement and drive interested prospects to your website.



Keyword Search Targeting

Target prospects with display ads based on the real-time search data online.



Geo-fencing

Target specific buildings, client offices or industry conferences.

Target events that you are unable to attend in person!



Contextual Targeting (CAT)

Targets new customers by showing them ads that resonate with the content they are already consuming.



Smart Channel

Target users from MediaEdge's proprietary audience lists.



Remarketing

Retarget prospects that have visited your site and left without converting or taking any action. Research shows that second time site visitors are 4 times more likely to interact with you.



CRM Targeting

Target users with first-party data like e-mail IDs, first name, last names, etc.



The global programmatic advertising market is expected to grow from \$6.06 billion in 2021 to \$7.38 billion in 2022 at a compound annual growth rate (CAGR) of 21.77%. The programmatic advertising market is expected to reach \$18.42 billion in 2026 at a compound annual growth rate of 25.67%.

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Sept 12, 2022 Globalnewswire.com

Digital ad spending in Canada will surpass **\$10 billion** this year, accounting for **64.3%** of total media ad spending.

For sales or general information inquiries please contact **Kate Byers** at **416-512-8186 ext. 204, 705-816-1355** or **kateb@mediaedge.ca**

MediaEdge

2001 Sheppard Avenue East, Suite 500 Toronto, ON M2J 4Z8 Tel: 416-512-8186 | www.mediaedge.ca Winnipeg • Vancouver • Toronto