HOME GOODS
MERCHANDISER





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

2027 MEDIA PLANNER

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.



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

2024 WINNER
BEST PRODUCT STORY

2019 WINNER
BEST SPONSORED CONTENT

2018 WINNER
BEST INVESTIGATIVE ARTICLE

2018 FINALIST
BEST TRADE WEBSITE

2017 WINNER
BEST INDUSTRY WEBSITE
BEST INDUSTRY FEATURE

2016 FINALIST
BEST ARTICLE

2015 WINNER
BEST NEWS COVERAGE

MEET THE HOME GOODS ONLINE TEAM



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HOME GOODS MERCHANDISER ADVERTISING

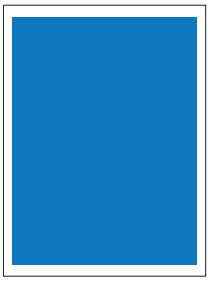
Printed 4 times per year, *Home Goods Merchandiser* reaches 2,000+ retailers and retail decision-makers across the country, ranging from pure independents to members of the major buying groups.



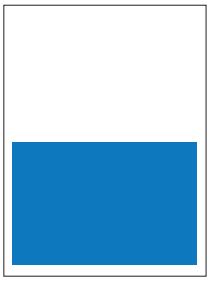
AD SPECIFICATIONS



DOUBLE PAGE SPREAD
Bleed: 18.25" x 11.25"
Trim: 18" x 11"



FULL PAGE
Bleed: 9.25" x 11.25"
Trim: 9" x 11"



1/2 PAGE HORIZONTAL
8" x 4.875"

2027 ADVERTISING RATES (Canadian dollars)

	1x	2-3x	4x
DPS	$7,054	$6,772	$6,207
Full Page	$4,257	$4,044	$3,746
1/2 Page Horizontal	$2,750	$2,500	$2,300

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INSIDE EVERY ISSUE

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

Trendspotting: 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.

TECHNICAL SPECIFICATIONS

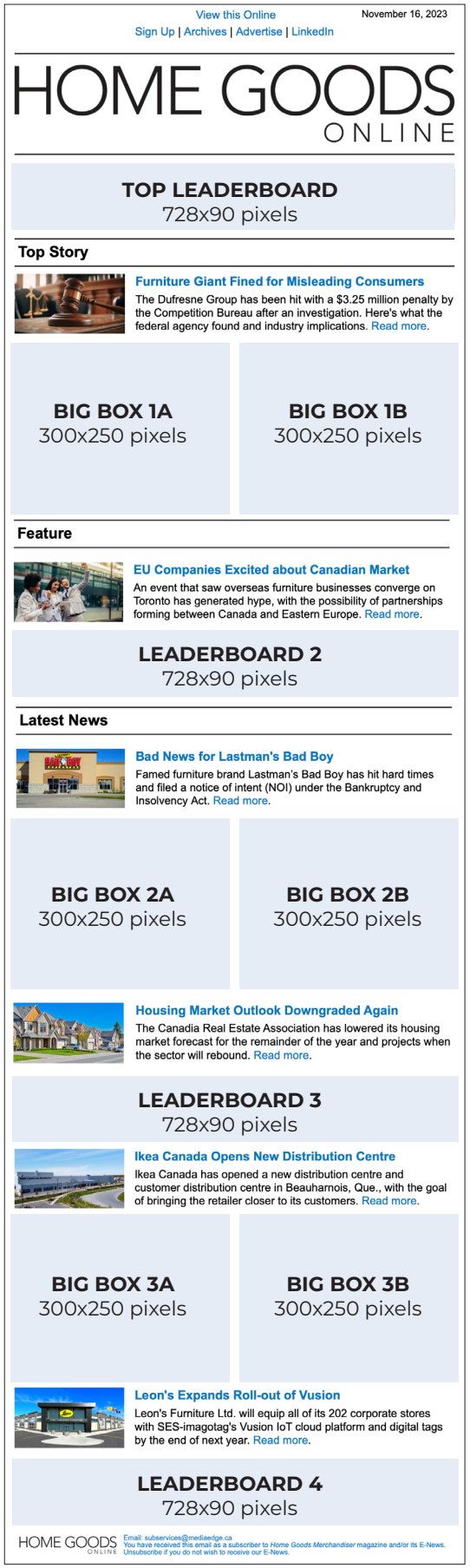
High-resolution PDF or EPS files with fonts embedded or converted to outlines are preferred. Colour files must be CMYK. Proofs must accompany all submissions. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements 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.

2027 PRINT PRODUCTION SCHEDULE

Booking deadline	Publishing date
March 6th	Spring
Jun 25th	Summer
September 1st	Fall
November 23rd	Winter

HGO THIS WEEK ADVERTISING



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
Top Leaderboard (728x90 pixels)	**$3,000**
Big Box 1A (300x250 pixels)	**$2,000**
Big Box 1B (300x250 pixels)	**$2,000**
Leaderboard 2 (728x90 pixels)	**$2,500**
Big Box 2A (300x250 pixels)	**$1,500**
Big Box 2B (300x250 pixels)	**$1,500**
Leaderboard 3 (728x90 pixels)	**$2,000**
Big Box 3A (300x250 pixels)	**$1,500**
Big Box 3B (300x250 pixels)	**$1,500**
Leaderboard 4 (728x90 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

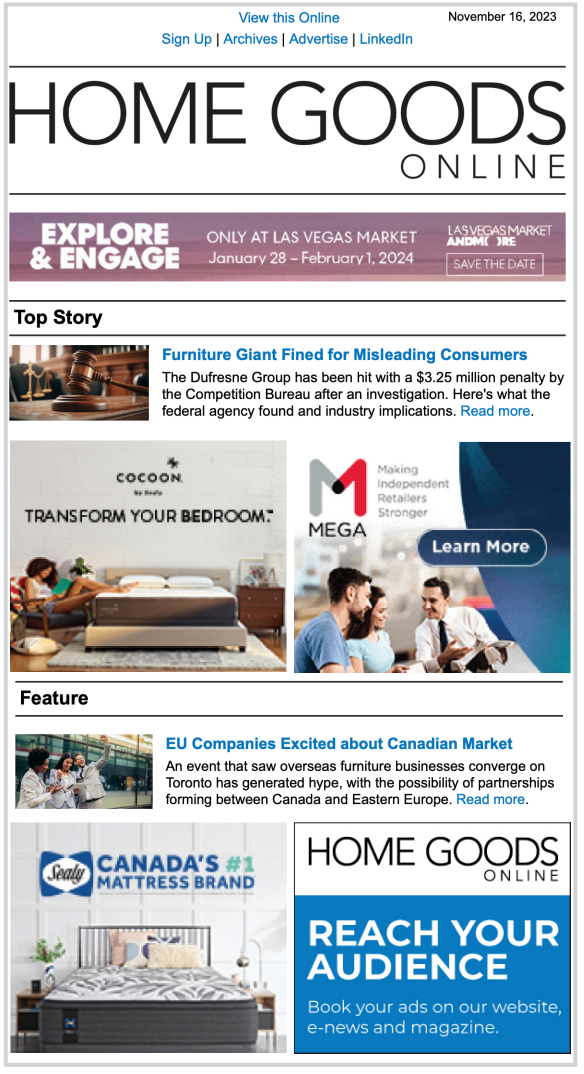
MAGAZINE SPONSORED CONTENT

- 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



WEBSITE SPONSORED CONTENT

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

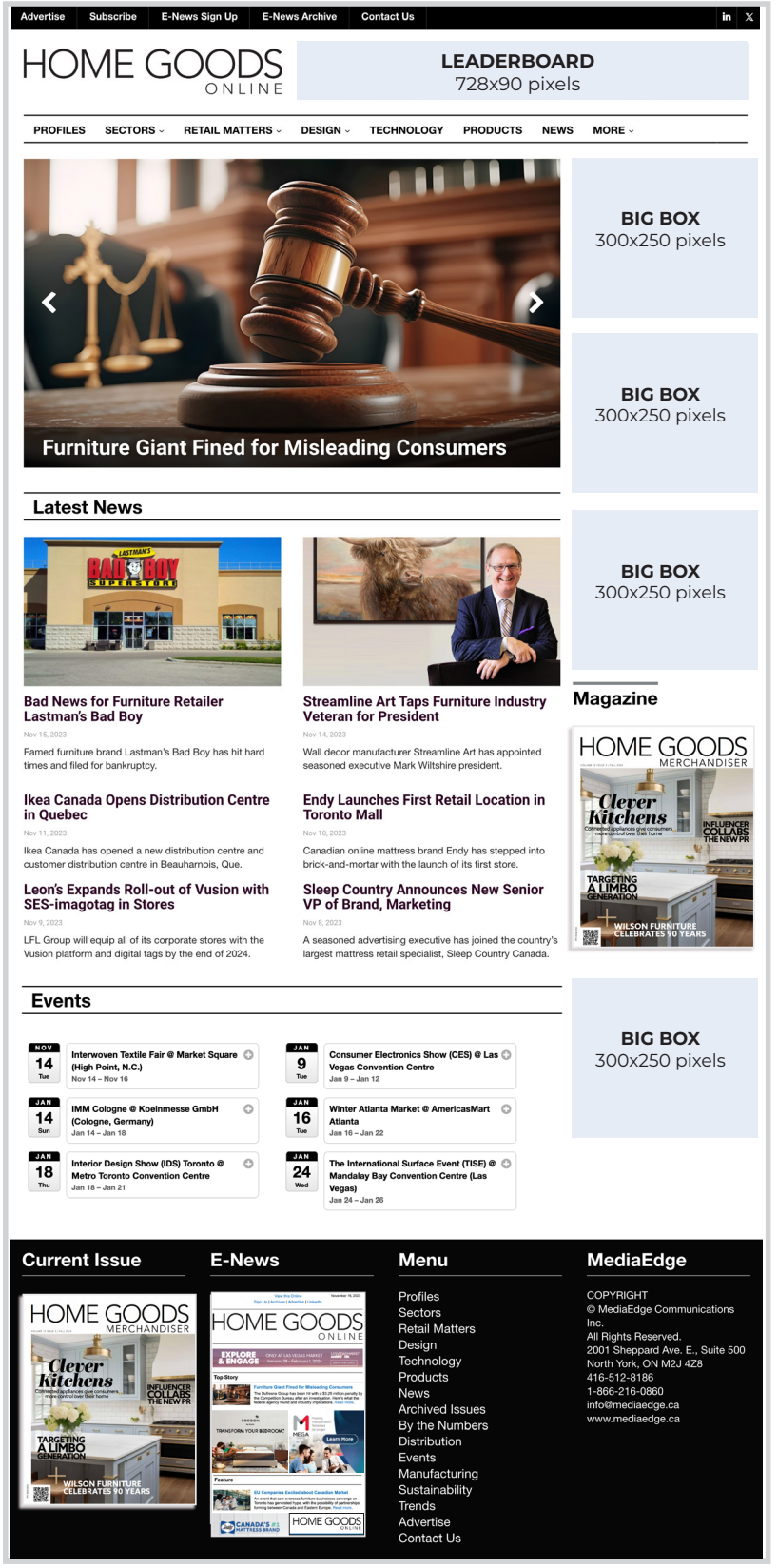


PACKAGE PRICING

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

STARTING AT $3,500.

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.



Contextual Targeting (CAT)

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



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.



Geo-fencing

Target specific buildings, client offices or industry conferences. Target events that you are unable to attend in person!



Smart Channel

Target users from MediaEdge's proprietary audience lists.



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 **2027** at a compound annual growth rate of **25.67%**.*
>
> *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 **Ashley Ramnarain** at **416-512-8186 ext. 240** **647-393-9815** or **ashleyr@mediaedge.ca**

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