



A Hanley Wood Brand



Builder[®]

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BUILDER is the information source for the home building industry. BUILDER's array of magazines, Web sites, e-newsletters and conferences gives complete access to the new-home construction market and connects builders and manufacturers at each stage of the buying process. These award-winning brands are backed by Hanley Wood's reputation as the industry leader.

The #1 media brand in the housing industry and the #1 business magazine in America in 2007.

Source: ASBPE Magazine of the Year 2007, IBS Exhibit Surveys readership study

2009 | builderonline.com

2009 EDITORIAL CALENDAR

Month	Issue	Special Focus	Product Focus
JANUARY Close Date: 12/1/08	International Builders' Show	• Special coverage of The New American Home	• New Products at IBS
FEBRUARY Close Date: 1/1/09	Custom Home	• Custom Home Showcase	• Tankless water heaters • Insulation • Water-saving products
MARCH Close Date: 2/1/09	Your Business	• Business Makeovers	• Kitchen & Bath trends
APRIL Close Date: 3/1/09	BUILDER'S 2009 Show Home	• Special coverage of BUILDER'S 2009 Show Home	• Ceramic Tiles • Flooring • Siding
MAY Close Date: 4/1/09	BUILDER 100	• BUILDER 100: Annual list and statistics on the top 100 and next 100 largest-volume builders, plus top multifamily builders and modular and manufactured home companies	• Fireplaces • Windows • HVAC
JUNE Close Date: 5/12/09	22nd Annual Buyer's Guide and Web Directory	• BUILDER'S 22nd Annual Buyer's Guide to products and manufacturers	
JULY Close Date: 6/1/09	BUILDER Special Report	• Exclusive Report from BUILDER staff—Homeownership: Rethinking the American Dream	• Hardware • Doors • Toilets
AUGUST Close Date: 7/1/09	Trade Secrets	• Trade Secrets: Innovation, Key to the Future	• Power tools • Drywall • Whole-house fans
SEPTEMBER Close Date: 8/01/09	Success Stories	• Success Stories: Getting It Right • Window and Door Resource Guide	• Countertops • Faucets • Sinks
OCTOBER Close Date: 9/01/09	Builder's Choice	• BUILDER'S annual competition for the best-designed housing	• FSC lumber • Engineered lumber • Radiant barriers
NOVEMBER Close Date: 10/01/09	Diversification	• Diversifying Your Business	• Salvaged building products • Energy Star lighting
DECEMBER Close Date: 11/01/09	Active Adult Communities	• The New Active Adult Community: What will it look like?	• International Builders' Show Preview
MID-DECEMBER Close Date: 11/01/09	Pre-Show Planner	• A can't miss preview of International Builders' Show events and products	• Calendar of Events

Additional Features	Bonus Distribution	Web Coverage
<ul style="list-style-type: none"> • Hearthstone BUILDER Awards and 30th Anniversary • Economic Forecast • State of the Industry Survey • Design Trends 	<ul style="list-style-type: none"> • International Builders' Show 	<ul style="list-style-type: none"> • Daily IBS coverage: News, events, products • The New American Home: Slideshow, floor plans, interviews • Hearthstone BUILDER Awards and 30th Anniversary: Event coverage, slideshow, video • BUILDER 2009 Show Home
<ul style="list-style-type: none"> • Market Intelligence Survey 		<ul style="list-style-type: none"> • Custom Homes: Photos, slideshows, floor plans
<ul style="list-style-type: none"> • The Right Marketing Mix • America's Best Builders 		<ul style="list-style-type: none"> • Kitchen & Bath Trends: Additional trends & photos
<ul style="list-style-type: none"> • Field Report — What mystery shopping reveals 	<ul style="list-style-type: none"> • KBIS 	<ul style="list-style-type: none"> • Full Coverage of BUILDER Show Home: Building the home in the factory, interviews with principals, photos, alternate floor plans, video tours and interviews.
<ul style="list-style-type: none"> • Watermark Awards 	<ul style="list-style-type: none"> • BUILDER 100 Conference • PCBC 	<ul style="list-style-type: none"> • Coverage of the BUILDER 100 and Next 100: Interactive charts, additional company information • BUILDER 100 event: News stories, videos, powerpoints • Watermark Awards: Slideshows, additional photos and floor plans • K/BIS: Show coverage and additional product introductions
<ul style="list-style-type: none"> • Gold Nugget Awards 		<ul style="list-style-type: none"> • Special Report: Consumer research, video interviews • Gold Nugget Awards: Additional winners, slideshows of photos and floor plans
<ul style="list-style-type: none"> • Bad Sales Habits: How do you break them? 		<ul style="list-style-type: none"> • Trade Secrets: Additional information and interviews
<ul style="list-style-type: none"> • Financial Benchmark Survey 		<ul style="list-style-type: none"> • Benchmarking: Metrics and spreadsheets for building a better business
<ul style="list-style-type: none"> • Hall of Fame for Design Excellence 	<ul style="list-style-type: none"> • Builder's Choice Awards 	<ul style="list-style-type: none"> • Builder's Choice: Additional coverage of awards and event, slideshows, floor plans and site plans • Hall of Fame: Video interview of inductees, archive of all winners
<ul style="list-style-type: none"> • Trade Partners: Rebuilding Your Base 	<ul style="list-style-type: none"> • Big Builder Conference 	<ul style="list-style-type: none"> • Diversification: Interviews with builders who have successfully diversified
<ul style="list-style-type: none"> • Housing for Wounded Soldiers • Power 50 		<ul style="list-style-type: none"> • Active Adult: Additional coverage of communities, slideshows • Wounded Soldiers: Photos and video interviews



Complete Access to the New Residential Construction Market

In today's changing market environment, there is one industry leader you can trust. BUILDER's integrated network of print, online and in-person events transforms to meet builders' expanded information needs in today's economy. With the most comprehensive network of information sources, BUILDER gives you the market insight you need to successfully run your business.



Magazine: BUILDER is the #1 monthly magazine in the housing industry reaching over 125,647 professionals. With trade secrets from the fastest-growing builders, technology to keep you up to date on innovations and creative marketing tools, BUILDER helps you thrive in the ever-changing home building industry.
Source: BUILDER, BPA Worldwide, December 2008

BUILDER offers an expanded total audience of 180,280 subscribers through a combination of the printed magazine plus a new digital edition. The digital editions will be delivered to BUILDER Business Update e-newsletter subscribers, which includes 54,633 e-newsletter subscribers who are not duplicated in the magazine circulation.
Source: Publisher's own data, January 2009

Visit the BUILDER
Media Kit online at
buildermediakit.com

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BuilderOnline

Web site: Builderonline.com is the ultimate professional resource. With 84,804 average monthly unique visitors, this high-tech, user-friendly site is used as a frequent source for the latest news and information builders need to compete in their markets, including editorial content, industry updates, economic forecasts and trend analyses.
Source: Omniture, SiteCatalyst, 2008

BuilderOnline Business Update

e-Newsletter: BUILDER Business Update provides building pros with a bi-weekly summary of home building industry news and highlights. BUILDER Business Update has over 88,558 subscribers and gathers news from more than 3,000 local, regional and national news sources.

Source: Publisher's own data, January 2009

Events: BUILDER's face-to-face events not only unite top professionals, but also recognize the industry's best and brightest. Annual events include: BUILDER 100 Conference, Builder's Choice Design & Planning Awards, America's Best Builder, Watermark Awards and the Hearthstone BUILDER Humanitarian Awards. These programs offer top builders, product manufacturers and service providers the chance to network and share strategies within the industry.