



# PAINT & DECORATING RETAILER

*The Voice of the Industry*

2020  
Media Planner

# **DID YOU KNOW OUR READERS HAVE A TRUSTED CONNECTION WITH PDR MAGAZINE?**

**93% said they read  
most issues or never  
miss reading an issue of  
PDR magazine\***

**80% said they find  
PDR the most valuable  
publication for their  
business needs\***

**82% said they trust PDR  
magazine more than any  
other trade magazine\***

### Paint & Decorating Retailer is the Voice of the Industry

For more than 55 years, **Paint & Decorating Retailer** magazine's mission has been to provide critical information to paint and decorating store owners, managers and employees. Published monthly, the magazine reaches more than 20,000 readers, including independent paint and decorating retailers, company-owned paint and decorating stores as well as hardware, wallpaper, window covering, floor covering and home improvement stores.

**Paint & Decorating Retailer** is owned and operated by the **Paint & Decorating Retailers Association (PDRA)**, a not-for-profit association that is dedicated to supporting independent dealers in the paint and decorating retail industry. The magazine acts in conjunction with the Association's pillars of education, advocacy, networking and research.

When you advertise with **Paint & Decorating Retailer**, you are supporting the independent paint and decorating retailers who buy your products!



**83% of retailers said they hold on to copies of PDR magazine for two months or more. One in five said they keep the magazine for more than a year.\***



## Paint & Decorating Retailer reaches more than 98% of all retailers in the United States & Canada.

### Audited Circulation

When you advertise in **Paint & Decorating Retailer** you can be sure that you are reaching the 20,000 retail readers that you are paying to reach. With the only audited circulation among all the trade magazines in the paint and sundries industry, we guarantee that you can trust our numbers!

### The Businesses Our Readers Represent

- Specialty Paint and Decorating Stores
- Hardware or Window Treatment Retailers With Paint Departments
- Home Centers With Paint Departments
- Lumber and Building Supply Retailers With Paint Departments
- Paint and Decorating Suppliers

### Proactive Readership

Representing a total buying power of nearly **\$12.6 billion**, more than **90%** of our readers are retailers who specify brands and purchase products for their stores. These retailers dominate the retail market in paint, sundries, tools and equipment categories.

### Key Buyers Included In Circulation

Independent paint and decorating stores, buying groups and distributors, and these other significant organizations:

ALLPRO Buying Group	Lancaster Distribution Group
Benjamin Moore	Orgill
Do it Best Corp.	Sherwin-Williams
Kelly-Moore	True Value Hardware
Mid-America Buying Group	

### Reach and Engage With Even More Retailers With Our Digital Platforms



**E-Newsletter** - A monthly newsletter containing timely industry news



**PDRA.org** - Full of updated industry news, events, operational advice and PDRA training and education



**Digital Publication** - Access the monthly magazine anywhere, any time

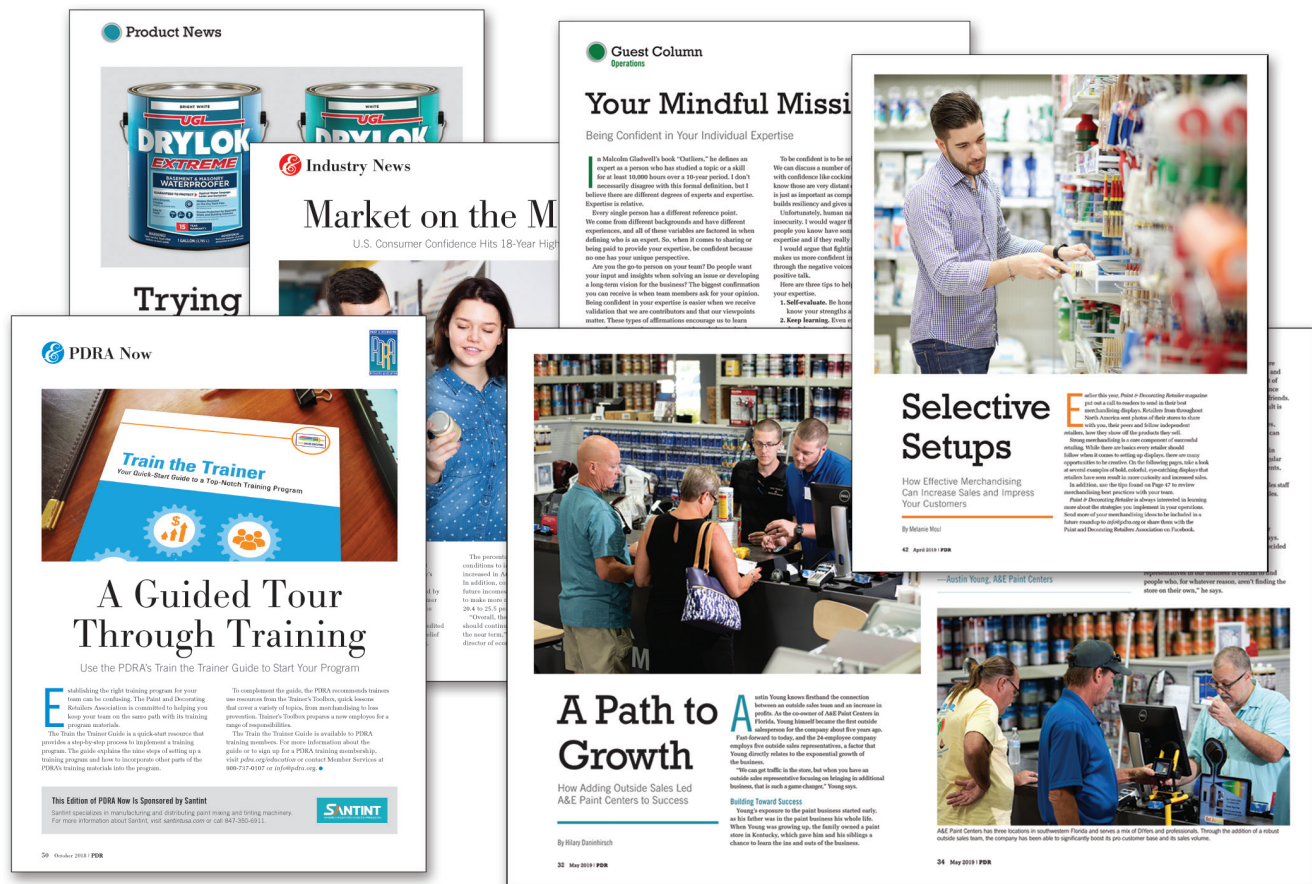
## Paint & Decorating Retailer Engages Readers Better Than Any Other Publication in the Industry!

We know our readers rely on the information that they read in the pages of *Paint & Decorating Retailer*. **86% of them say that it is the most read publication in the industry.** With content that is easy to navigate and engaging, we provide editorial that is focused on one mission, helping the independent paint retailer become more successful.

### Relevant, Engaging Content Each Month

Retail Profiles  
Industry News  
New Product Information  
Merchandising and Marketing Information

Employee Training  
Business Operations  
Association News  
Expert Guest Columnists



# **DID YOU KNOW THAT YOUR ADVERTISING *WORKS* IN PDR MAGAZINE?**

**98.7% of retailers said  
they read the ads in  
PDR magazine\***

**86% of retailers said  
they have inquired  
about a product they  
saw in PDR magazine\***

**84% of retailers said  
they have added a  
product to their store  
that they saw in  
PDR magazine\***

**84% of retailers said  
ads in PDR magazine  
influenced their  
purchasing decisions\***

## January 2020

**Main Feature:** Color Issue

**Product Coverage:**

- Niche Applicators
- Spring Window Treatments

**Bonus Distribution:** Val-Test, ALLPRO, Lancaster, PCA Expo

**Issue Closing:** November 26, 2019

**Materials Due:** December 10, 2019

## February 2020

**Main Feature:** Exterior Deck & Stain

**Product Coverage:**

- Spray & Power Equipment
- Spring Wallcoverings

**Bonus Distribution:** Lancaster

**Issue Closing:** January 2, 2020

**Materials Due:** January 14, 2020

## March 2020

**Main Feature:** Contractor Issue #1

**Product Coverage:**

- Caulk & Caulking Tools
- Green Trends

**Bonus Distribution:** ALLPRO

**Bonus Digital Distribution:** PCA

**Issue Closing:** February 4, 2020

**Materials Due:** February 11, 2020

## April 2020

**Main Feature:** National Hardware Show

**Product Coverage:**

- Sponges, Rags & Dropcloths

**Bonus Distribution:** PDRA Show at the National Hardware Show®

**Issue Closing:** March 3, 2020

**Materials Due:** March 17, 2020

## May 2020

**Main Feature:** Tape & Masking

**Product Coverage:**

- Specialty Sealants
- Safety Products

**Bonus Distribution:** PDRA Show at the National Hardware Show®

**Issue Closing:** April 3, 2020

**Materials Due:** April 15, 2020

## June 2020

**Main Feature:** Brushes & Rollers

**Product Coverage:**

- Primers & Sealants

**Issue Closing:** May 4, 2020

**Materials Due:** May 19, 2020

## July 2020

**Main Feature:** Registry

**Product Coverage:**

- Hand Tools, Knives & Blades
- Interior Wood Care

**Issue Closing:** June 3, 2020

**Materials Due:** June 15, 2020

## August 2020

**Main Feature:** Contractor Issue #2

**Product Coverage:**

- Ladders & Scaffolding

**Bonus Digital Distribution:** PCA

**Issue Closing:** July 3, 2020

**Materials Due:** July 15, 2020

## September 2020

**Main Feature:** Specialty Paints

**Product Coverage:**

- Fall Wallcoverings
- Fall Window Treatments

**Issue Closing:** August 5, 2020

**Materials Due:** August 17, 2020

## October 2020

**Main Feature:** Mixers & Tinters

**Product Coverage:**

- Restoration & Repair

**Issue Closing:** September 3, 2020

**Materials Due:** September 16, 2020

## November 2020

**Main Feature:** Prepare for the Future

**Product Coverage:**

- Paint Gadgets & Accessories
- Color Tools & Software

**Issue Closing:** October 2, 2020

**Materials Due:** October 14, 2020



# WHY DO THE MOST SUCCESSFUL COMPANIES IN THE INDUSTRY ADVERTISE WITH PDR MAGAZINE?

"PDR Magazine is the premier publication in the paint industry. PPG advertises frequently in PDR knowing our message will reach more retailers than other publications."

- Dori Marks, PPG

"PDR magazine is the gold standard in the industry. For the retailer audience, PDR Magazine is the right vehicle to choose to promote your products and brand."

- Doug Lacina, Gemini Coatings

"It works! There's not a better connection to our customers than PDR Magazine. PDR is where we want to advertise our products!"

- Ray Heck, M-D Building Products/  
Tower Sealants



## Delivering Value and Advertising Program Options for Any Budget

We know for a fact that frequency advertising delivers greater brand retention and more bang for your buck than single issue buys. The reason that **Paint & Decorating Retailer** is used by so many manufacturers is because we deliver the right audience at a great value!

### Maximize Your Investment

PDR Magazine has advertising programs to help you get the most impactful exposure for your brands at any investment level.

- **New Advertiser Program** – New to the magazine or new to the industry - we have a plan that bundles upgraded ad sizes and bonus ads
- **Frequency Booster Plan** – Add frequency to your existing ad schedule and you'll benefit from frequency discounts, bonus ads and premium ad placement
- **Hot Products Buying Guide** – Showcase your new products in this annual issue
- **Paint & Decorating Show Issue** – Make a big splash and reach new buyers at the industry's largest event
- **Seasonal Savings Opportunities** – Bundle your ads together around shows or around peak selling seasons and enjoy major discounts
- **Advertorials** – Write your own content concerning new products, trends or initiatives and submit to PDRA Editor - pairs well with a traditional full-page ad



### Take Advantage of Premium Positions

With an abundance of monthly content and regular features, there are plenty of premium positions available throughout the magazine.

- Covers
- Front Cover Corner Peel-Back
- Opposite Monthly Columns
- Opposite Main Feature
- Opposite Product Coverage
- PDRA Now Section
- Belly Bands
- Tip-Ins
- Ride Along Inserts



# DO YOU KNOW THE TOP FIVE REASONS RETAILERS READ PDR MAGAZINE?

**#1**

Provides me with  
information on NEW  
PRODUCTS\*

**#2**

Keeps me up-to-date  
on industry news\*

**#3**

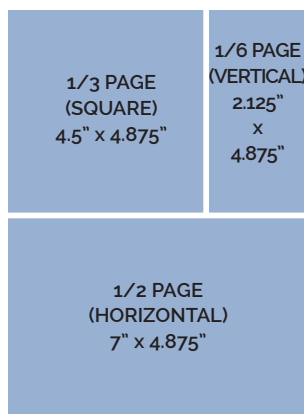
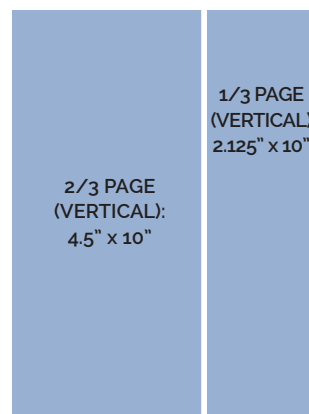
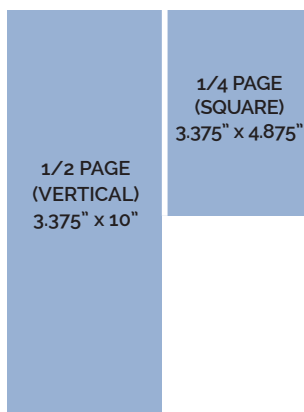
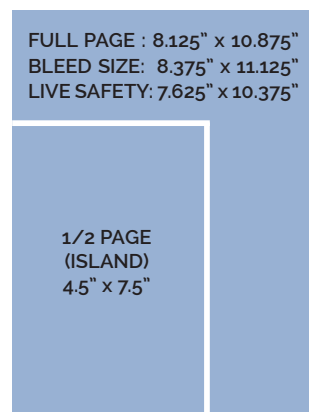
Helps me better  
manage my business\*

**#4**

Includes articles  
about other  
successful retailers\*

**#5**

Gives me examples of  
new merchandising &  
marketing ideas\*



**BACK COVER:** Earned frequency plus 25% **INSIDE COVERS:** Earned frequency plus 20%  
**PREMIUM PLACEMENT:** Additional 10% of earned frequency rate required to guarantee placement.

## ADVERTISING DISPLAY RATES

FOUR COLOR RATES	1X	3X	6X	11X
1 PAGE	\$5600	\$4880	\$4610	\$4250
2/3 PAGE*	4470	4040	3820	3455
1/2 PAGE ISLAND*	3400	3115	2965	2685
1/2 PAGE	2820	2685	2460	2265
1/3 PAGE	2220	1950	1885	1675
1/4 PAGE	1690	1605	1505	1370
1/6 PAGE	1340	1255	1170	1100

\* 2/3 page and 1/2 island ads run exclusively with editorial. All advertising rates are gross.

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to publisher. All sums are due upon receipt. Services performed by publisher are non-commissionable. No cash discount.

## PRODUCTION GUIDELINES

### FILE FORMATS

Preferred format is high resolution PDF (300 dpi).

### MARGINS AND LIVE AREA

**Final Trim:** 8.125" x 10.875". Perfect bind. Add 1/8" bleed (.125") on any size that bleeds. Keep live matter at least 1/2" (.5") from final trim to avoid copy or images getting lost in gutter or too close to trim.

### COLOR

All color, including photos, must be 4-color CMYK. Convert any spot colors to CMYK. We cannot accept RGB.

### FONTS

All fonts must be included with InDesign or Illustrator files. We cannot guarantee legibility of reverse type that is smaller than 6 points.

### IMAGES

All images should be high resolution (300 dpi) and included with all design documents. We cannot accept web images that have been manipulated to a higher resolution.

### WHERE TO SEND FILES

**Email:** If file size is 5 MB or smaller, send to brandi@pdra.org.

**Dropbox File Exchange:** For files larger than 5 MB, go to [www.pdra.org](http://www.pdra.org), click on SEND FILES and follow the instructions.

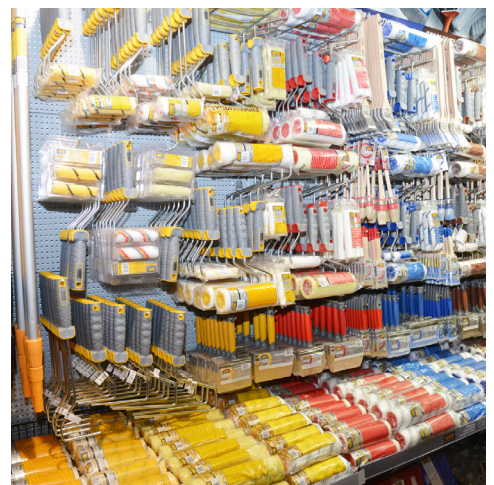
### COMBO PACKAGES (Internet, Inserts, etc.)

Contact your sales rep at 800-737-0107 for rates.

### SPECIAL POSITION

Only full page or half page position guaranteed. Extra 10% of space charge.





## Paint & Decorating Retailer Magazine

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