

WWW.POWERET.COM

Power

EQUIPMENT TRADE™

a Hatton-Brown Publication

2015 MEDIA KIT

The First Choice of Power Equipment Professionals



POWER EQUIPMENT TRADE

LEADERS IN THE POWER EQUIPMENT INDUSTRY



Our History...

Power Equipment Trade's history dates to 1952, when the *Chain Saw Age* publication was founded and quickly became known as a must-read for dealers, distributors and manufacturers serving the lawn and garden equipment industry. The magazine was later sold to Associated Publications, which continued producing *Chain Saw Age* until 1990, when the title was purchased by Hatton-Brown Publishers. The new parent company changed the name to

Power Equipment Trade to better reflect a publication that covers all segments of lawn and garden power equipment, both handheld and wheeled, homeowner and commercial.

Today, *Power Equipment Trade* is the top publication for lawn and garden dealers, featuring the latest industry news, new products and technology and business management advice to make dealerships more efficient and profitable.

Our Editors...

Power Equipment Trade's experienced editorial staff spans six decades of journalism and claims more than 120 total years of reporting, writing and photography. *Power Equipment Trade* editors are constantly in the field, visiting dealers around the country and also covering key trade events.



Our Numbers...

Power Equipment Trade is published 10 times a year, delivered to 20,216* subscribers in North America, and targets primarily lawn and garden dealership owners and key managers, but also service managers and technicians, service-only operations and distributors and their top personnel. Readership lists are updated daily and independently audited by Verified Audit Circulation.

***Verified Audit Circulation statement**

'Triple Play' Opportunity...

Power Equipment Trade provides a "Triple Play" value-added system that gives your company integrated exposure to North America's lawn and garden power equipment dealer base. *Power Equipment Trade's* Triple Play backs up display advertising with new product releases and company news articles that ensure thousands of dealers know about your company, are aware of your products and are also kept abreast of any company news and developments, dealer programs and more. *Power Equipment Trade* offers the best way to give your products and services a high profile among lawn and garden dealers, so call the sales rep listed in your territory and take advantage of a "Triple Play" opportunity today!



Power

EQUIPMENT TRADE

CORPORATE HEADQUARTERS



Hatton-Brown Publishers, Inc.

225 Hanrick Street (36104)
Post Office Box 2268
Montgomery, AL 36102-2268
(334) 834-1170
Fax: (334) 834-4525
www.hattonbrown.com

ADVERTISING SALES REPRESENTATIVES:

SOUTHERN USA

Randy Reagor
Tel: 904.393.7968
Fax: 334.834.4525
reagor@bellsouth.net

MIDWEST & NORTHEAST USA, EASTERN CANADA

John Simmons
Tel: 905.666.0258
Fax: 905.666.0778
jsimmons@idirect.com

WESTERN USA, WESTERN CANADA

Bill Albrant
Tel: 951.696.1473
Fax: 702.442.2920
billa@wgholdsworth.com

INTERNATIONAL

Murray Brett
Street Address: Aldea De Las Cuevas 66, Buzon 60 • 03759 Benidoleig (Alicante), España
Tel: +34 96 640 4165
Fax: +34 96 640 4022
murray.brett@abasol.net
murray.brett.aba@gmail.com

CLASSIFIED ADVERTISING

Bridget DeVane
800.669.5613
334.699.7837
bdevane7@hotmail.com

DISTRIBUTOR LIBRARY/PRODUCT LITERATURE REVIEW

Kathy Sternenberg
Tel: 251.928.4962
Fax: 334.834.4525
ksternenberg@bellsouth.net

Power

EQUIPMENT TRADE

Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Power Equipment Trade* magazine. At Hatton-Brown, we are committed to building long lasting, successful relationships with everyone who is a part of our advertising family. We hope that you will find the information contained in the 2015 media kit helpful, informative and influential in your advertising decisions.

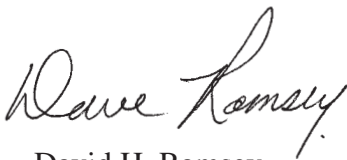
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Power Equipment Trade* magazine readership is both loyal and select. Potential subscribers must qualify to receive our publication before they go on our mail list, which means that your ads will reach industry professionals and decision-makers. We make sure that your ads are seen by the people who matter.

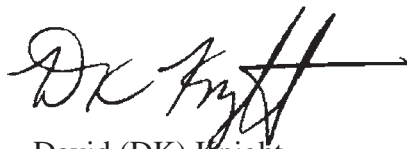
When you advertise with *Power Equipment Trade* magazine, you'll receive superior customer service and the support you need, when you need it. We do all the work to make your advertising efforts effective and targeted. From planning, to design, to scheduling, we're here to help you from beginning to end. We want your advertising experience with us to be the best you could ask for.

Let us assist you in implementing a successful magazine advertising campaign. Please contact us today for more information and to join the Hatton-Brown Publishers and *Power Equipment Trade* magazine family of advertisers.

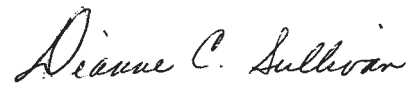
Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer

Power

EQUIPMENT TRADE

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Power Equipment Trade* magazine, your advertising efforts can cover both the print and online medias. Please reference the rates and information below to find out how you can advertise on www.poweret.com today!

LEADERBOARD AD 940 x 116 pixels • \$450



NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

BANNER AD 468 x 60 pixels • \$225/month



SQUARE AD 300 x 250 pixels • \$250



* Flash and shockwave files must have fonts embedded

SPECIFICATIONS—The following file types are accepted: PNG, GIF, JPG and *FLASH. Resolution: 72dpi

BUTTON AD

125 x 125 pixels • \$75



**FOR MORE INFORMATION,
CONTACT YOUR SALES REPRESENTATIVE.**

Southern USA
Randy Reagor
(904) 393-7968
Fax: (334) 834-4525
reagor@bellsouth.net

West USA and Canada
Bill Albrant
(951) 696-1473
Fax: (702) 442-2920
billa@wgholdsworth.com

MidWest/NE USA, E. Canada
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

Europe & Scandinavia
Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
abasel2@terra.es
murray.brett@abasel.net

Power

EQUIPMENT TRADE

NEWSLETTER ADVERTISING

Banner and Button Ad Specifications

Banner Ad Specifications

336x43 pixel banner

\$300/issue

336x43 pixels Max File Size: 15k

Resolution: 72dpi

GIF, JPG files accepted

Button Ad Specifications

135x135 **\$100/issue**

Max File Size: 15k

Resolution: 72dpi

GIF, JPG files accepted

2015 PET NET

Issue Months	Release Date	Deadlines
January	January 15	January 8
February	February 16	February 9
March	March 16	March 9
April	April 15	April 8
May	May 15	May 8
June	June 15	June 8
July	July 15	July 8
August	August 14	August 7
Sept./GIE+EXPO Preview	September 15	September 8
Oct./GIE+EXPO Review	October 15	October 8
November	November 16	November 9
December	December 15	December 8

MONTHLY ISSUES
(12 PER YEAR)

CONTACT YOUR SALES REPRESENTATIVE

Southern USA
Randy Reagor
(904) 393-7968
Fax: (334) 834-4525
reagor@bellsouth.net

**Midwest & Northeast USA/
Eastern Canada**
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

Western USA & Canada
Bill Albrant
(951) 696-1473
Fax: (702) 442-2920
billa@wgholdsworth.com

Europe & Scandinavia
Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
Email: abasol2@terra.es

DISTRIBUTOR LIBRARY SECTION

Power

EQUIPMENT TRADE

ADVERTISING DIMENSIONS AND PRICES

Effective January 1, 2015

SIZES	WIDTH	HEIGHT	RATE	3X RATE (discount)
One Unit	1 $\frac{3}{4}$ "	2 $\frac{1}{8}$ "	\$ 75.00	\$ 63.75
Two Units H	3 $\frac{5}{8}$ "	2 $\frac{1}{8}$ "	\$ 145.00	\$ 123.25
Two Units V	1 $\frac{3}{4}$ "	4 $\frac{7}{16}$ "	\$ 145.00	\$ 123.25
Three Units H	5 $\frac{3}{4}$ "	2 $\frac{1}{8}$ "	\$ 215.00	\$ 182.75
Four Units Square	3 $\frac{5}{8}$ "	4 $\frac{7}{16}$ "	\$ 290.00	\$ 246.50
Four Units H	7 $\frac{1}{2}$ "	2 $\frac{1}{8}$ "	\$ 290.00	\$ 246.50
Six Units	5 $\frac{9}{16}$ "	4 $\frac{7}{16}$ "	\$ 432.00	\$ 367.71
Eight Units	7 $\frac{1}{2}$ "	4 $\frac{7}{16}$ "	\$ 575.00	\$ 488.75

DISTRIBUTORlibrary

MI, IL, MO, SD, IA, WI, TX

ONE DAY No matter how far you live, we'll make you to check out all our users!

ProEdge
SALES COMPANY
888.778.3343

AK, HI, LA, MI, MN, OH, TN, TX

EWI
For Over 75 Years, a Single Source Solution for CPE Dealers
Serving Full Circle Professionals and Residential Users
Call 800-886-1798 Email: info@ewi.com
Fax: 800-381-6626 Web: www.ewi.com

DISTRIBUTORlibrary

Western U.S.

Rick Barbers Distributing
3020 856-0224 • Fax: (800) 804-2233

CARLTON
Files, Bars & Saw Chain
3/8LP No Guard Link
550 or 682
Servicing Dealers Only
MADE IN THE USA

TILTON
EQUIPMENT COMPANY

TOTAL Iron Horse AQUA STRIKER MAKO

Consistently Sharp Mower Blades

DISTRIBUTORS:
For information about placing your ad in PETS Distributor Library Section
Call Kathy Sternberg
251-928-4962

ADVERTISERS RECEIVE A 15% DISCOUNT FOR RUNNING AT LEAST 3 MONTHS

KATHY STERNENBERG

Ph: (251) 928-4962 ■ Fax: (334) 834-4525

E-mail: ksternenberg@bellsouth.net



Hatton-Brown Publishers, Inc.

Product Literature Review

& PLR on the Web

Circulate More Product Information To Sell More Products

Promote your current product brochure in *Power Equipment Trade's* Product Literature Review. This special 4-color section is featured in the January/February, July/August PowerSports issue and the October Expo issue. The cost is minimal and the responses are high. Include PLR on the Web and receive internet exposure with a link to your web site. Product Literature Review & PLR on the Web deliver your product information to our subscribers, helping you sell more products.

Contact Kathy Sternenberg (251) 928-4962; fax: (334) 834-4525

or email: ksternenberg@bellsouth.net

Advertiser Benefits

Sell More of Your Products

Circulate your product information to over 18,745* power equipment retailers who have the power to buy products like yours. *Verified Audit Circulation Statement

Featured 3 Times A Year

Product Literature Review is featured throughout the year in our January/February, July/August Expo issue and the October Lawnmower Annual.

Your Brochure Appears In 4-Color

4-color generates more attention to your product information.

Complement Your Display Ad Schedule

Increase your impact during key *Power Equipment Trade* issues.

Internet Exposure

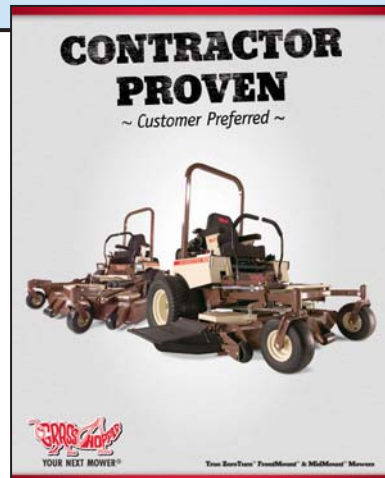
PLR on the Web offers internet access to your product information and web site—another avenue for generating even more business.

Discount Incentive

Save money with our 10% Display Advertiser discount.

GRASSHOPPER FULL-LINE REVIEW

Twenty-eight-page literature provides detailed information about Grasshopper's full-line of True ZeroTurn™ mowers and versatile, time- and labor-saving implements that perform a variety of landscaping, turf renovation, edging and snow removal tasks. With the industry's most durable, comfortable and easy to maintain mowers, Grasshopper provides a range of engine, drive train and deck width options for landscape contractors, fleet operators, government entities and homeowners to maximize productivity and produce a smooth, manicured finish every time.



THE GRASSHOPPER COMPANY
One Grasshopper Trail • P.O. Box 637 •
Moundridge, KS 67107 U.S.A.
Telephone 620-345-8621 • FAX 620-345-2301
grasshoppermower.com

Single

Qualified circulation 20,216*

*2013 VAC STATEMENT

issue/closing dates

ISSUE	CLOSING
Jan/Feb	December 10th
July/August	June 10th
October	September 10th

base rate/discounts

Single: \$510 (3¹¹/₁₆ in. x 2⁵/₁₆ in.)

Double \$850 (3¹¹/₁₆ in. x 5 in. or 7⁵/₁₆ in. x 2⁵/₁₆ in.)

\$50 one-time production fee

10% Display Advertiser Discount:

Advertisers in *Power Equipment Trade*.

materials

Supply color brochure and text:

Single (50-75 words);

Double (100-150 words).



ROBIN DESIGNS POWER TOOLS FOR UNIQUE NEEDS

At Robin Power Products, we've designed power tools for your unique needs—durable commercial-grade workhorses, designed specifically for the heavy-duty demands of the outdoor power professional. These rugged trimmers, edgers and blowers boast the highest power-to-weight ratio in the industry. The 1999 Robin Products' catalog has the latest innovations in hand-held power equipment and a full-line of brushcutters, backpack sprayers, and accessories.

LINK

plr on the web

www.powerequipmenttrade.com

LINK

Receive internet exposure on Power Equipment Trade's web site. Your *Product Literature Review* will feature a logo informing our subscribers that they can link to your web site for more information. Simply provide your web site address.

Web site closing dates coincide with *Product Literature Review* closing dates.

PLR Advertisers: \$100

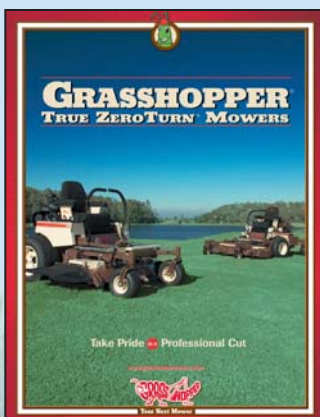
Internet Only Advertisers: \$250

Contact Kathy Sternenberg

(251) 928-4962 • Fax: (334) 834-4525

or email: ksternenberg@bellsouth.net

Double Horizontal



GRASSHOPPER TRUE ZEROTURN™ MOWERS

This 32-page brochure highlights Grasshopper's complete line of FrontMount™ and MidMount™ True Zero-Turn™ mowers. All models feature durable horizontal crankshaft OHV engines. Choose from 14 to 32 hp, gas or diesel, liquid- or air-cooled engines. DuraMax™ decks, available in cutting widths from 44 to 72 inches, let you handle more clippings at faster mowing speeds thanks to the extra deep, 5.5-inch cutting chamber. The same deck converts from side discharge to optional mulching or vacuum collection.

FrontMount™ units operate at speeds up to 10.5 mph completing complex mowing jobs faster, while eliminating extra trimming. The exclusive PowerFold™ feature on 48- to 61-inch front-mounted decks lets you rotate the deck to near vertical for easy access to the underside. The QuikConverter™ Implement System lets you remove the deck and add quality implements for turf renovation and snow removal jobs. MidMount™ models can turn in small spaces and excel at high-capacity straightaway mowing with forward speeds up to 10.5 mph.

LINK

www.grasshoppermower.com

Power EQUIPMENT TRADE™

Delivers Dealer Sales

Consider:

Power Equipment Trade (PET) has covered the industry for more than 50 years, providing the finest source for industry information, market trends, business management and advertising results of any dealer-focused trade publication. PET delivers the best quality audited* circulation in the industry for all power equipment retailing segments, giving advertiser complete industry saturation (Total Circulation: 20,216*).

PET's Profitable Dealer Market*

Profile—

- 22%** of PET dealer readers have annual sales of at least \$1 million
- 31%** of dealers plan to expand their business within two years.
- 36%** of dealers have expanded their business in the past two years
- 65%** of dealers get at least 20% of annual sales from contractors/landscapers

Investment—

- 36%** of PET dealer readers spend at least \$100,000 annually on parts
- 62%** of dealers plan to purchase shop tools/equipment in the next year
- 35%** plan to purchase computer hardware/software in the next year
- 22%** plan on investing in in-store displays, shelving, etc.

Diversification

- 46%** of dealers are interested in diversifying their businesses. Here are the products drawing the most interest:
- 39%** Recreational equipment (ATVs, UVs, karts, scooters, accessories, etc.)
- 26%** Trailers and landscaper transport products
- 23%** Hand tools
- 16%** Large landscape equipment (skid steers, tractors, accessories, etc.)
- 14%** Landscaping supplies (seed, fertilizers, and
- 10%** Sprayers (non-UV accessories)
- 41%** of dealers have added product lines the past two years
- 35%** of dealers have increased inventory levels the past two years

As the power equipment professional's publication of choice, Power Equipment Trade continues to deliver a top market share among competing publications, superior circulation and informative editorial.

Power Equipment Trade keeps you connected to industry's dealer base. As the lawn and garden industry evolves, stay with the industry authority, Power Equipment Trade.

Source: PET 2014 Dealer Survey

*Verified Audit Circulation Statement



HATTON-BROWN PUBLISHERS, INC. **MEDIA SERVICES**

A DIVISION OF HATTON-BROWN PUBLISHERS, INC.

“TURNING YOUR IDEAS INTO A CREATIVE REALITY”

HB Media offers you the media services needed to effectively and properly present your company, brand, product or service. Let us help you bring your ideas to life!

HB MEDIA SERVICES...

- Design and layout of ads, flyers, brochures, pamphlets, business cards, books, signs and more
- Design of custom logos for your company or organization
- Design and hosting of your basic website with email and blog capabilities
- Design of internet banner and button ads
- Design, management and hosting of your custom database
- Print and digital reprint services
- Video Production
- Direct mail campaigns with optional mail list rental (presort available to reduce postage costs)
- Poll and survey creation and sponsorship with stat analysis
- Design of custom presentations and slideshows
- Design of custom media kits including annual reports
- Webinar hosting and sponsorship
- Email marketing campaigns and email newsletters

Stay accurate with in-place carriage rail machining

Acculine rails
www.acculine-rails.com

RESTORING CARRIAGE RAILS TO OPTIMUM SAWING EFFICIENCY

October 15-17, 2014 | Portland, Oregon

TIMBER PROCESSING AND ENERGY EXPO

TP&EE Names Speakers For Veneer & Plywood, Engineered Lumber Workshop

STAY ON FACEBOOK

Acculine rails

PanelWorld

APA BIOMASS

PANEL 50

A Celebration of the Past Fifty Years of Structural & Non-Structural Wood Product Developments

2016 #pelice2016

PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

APRIL 7-8, 2016

DR. FRED KURPIEL
Co-Chair

Email: fredkurpiel@aol.com
Phone 678-642-1238
www.pelice-expo.com

A logger is not a tree

WWW.SOUTHERNLOGGINTIMES.COM

CONTACT US TODAY AND LET US KNOW HOW WE CAN HELP YOU.

HB MEDIA | PO BOX 2268 | MONTGOMERY, AL 36102-2268 | TOLL FREE: 800-669-5613
 PHONE: 334-834-1170 | FAX: 334-834-4525 | HBMEDIA@HATTONBROWN.COM

PRINT'S (STILL) NOT DEAD

An updated white paper provided by Hatton-Brown Publishers, Inc.

As a follow up to its white paper titled "Print Advertising: Alive And Well" released in 2013, Hatton-Brown Publishers provides this updated version of the informative report advocating for the print media. Hatton-Brown Publishers, a publisher of industry leading trade magazines such as *Timber Harvesting & Wood Fiber Operations*, *Southern Loggin' Times*, *Timber Processing*, *Panel World*, *Wood Bioenergy* and *Power Equipment Trade*, has released this new report showing that the print media isn't dead, and reveals why businesses can still place their confidence in print advertising.

In Print We Trust

Nielsen polled more than 29,000 Internet respondents in 58 countries to measure consumer sentiment on 19 advertising formats. As you can see, print magazine ads come in a close second to newspaper ads, while digital forms of advertising rank much lower. Consumers still trust traditional advertising media, especially print, over newer digital forms of advertising.

Print Power In The Purchasing Process

A recent study by Deloitte surveyed more than 2,000 U.S. multi-generational consumers, ages 14 and older, as to which advertising media are the most influential in the purchasing process. Traditional media ads were ranked higher than online ads -- with the influence of print magazines and newspapers being cited by 57% and 51% of respondents, respectively. Print advertising plays a vital role in consumers' purchase intent.

Print Engages and Motivates

A Starch Syndicated Research study that analyzed consumer engagement with more than half a million print magazine ads recorded "remarkably consistent and high levels of recall and actions taken." When asked about a specific print magazine ad, 52% of magazine readers surveyed recalled seeing that ad, on average. Of those who recalled seeing an ad, 62% took some action as a result; this means that, on average, 35% of print magazine readers have taken action on a print magazine ad.

IPC Media commissioned a survey of 3,500 consumers regarding their engagement with multiple magazine publishing platforms -- print, online, mobile, tablet and social. Their results found that consumers are highly engaged with the print media. Some of their findings include: 89% of consumers are most inspired and motivated by print magazines, 45% of consumers indicated that ads in print magazines had the most influence over actual purchases, and 64% indicated that print magazines have most influenced sharing with friends, family and peers.

Consumers Still Trust Traditional Media Advertising Over Online Ads

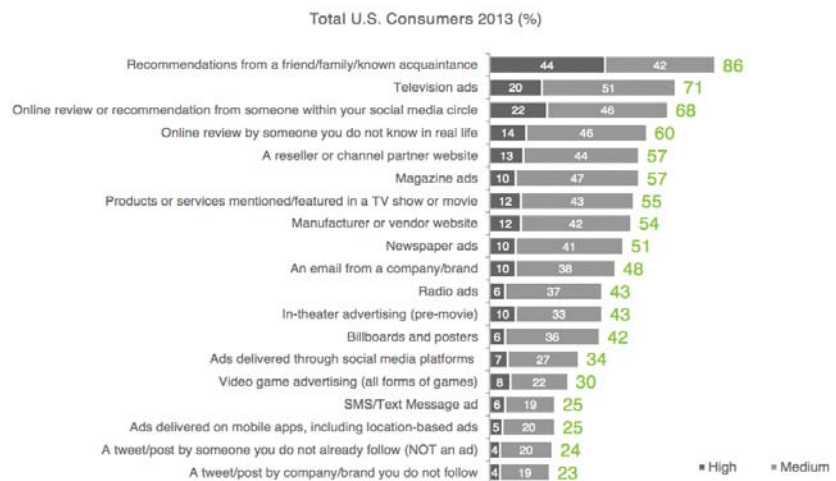
% of North American consumers who trust the following forms of advertising (as of Q1 2013)



@StatistaCharts Source: Nielsen

statista

Q. To what degree do the following influence your buying decisions?



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continued

Hatton-Brown's Own Research

The following data is taken from a 2014 Reader Survey of more than 3,600 readers of Hatton-Brown's own print magazines:

- When asked if they would prefer to get their information from Hatton-Brown's print magazines or from online sources, 73% of respondents said they preferred print magazines.
- When asked if they notice and take the time to read the ads in Hatton-Brown's print magazines, 59% of respondents said that they do.
- When asked if they have ever contacted an advertiser as a direct result of seeing their ad in one of the print magazines, 44% of respondents said that they have.
- When asked if it makes them more confident when making a purchase decision when they've seen the product or service advertised in one of the print magazines, 70% of respondents said that it does.

Quick Print Facts

- Print is the least impacted of all the major advertising media by negative perceptions buyers might have about advertising.
- Print advertising is responsible for two-thirds of a buyer's intent to make a purchase. The balance of one-third is attributed to all other advertising media.
- Both print publications and word-of-mouth referrals are the #1 and #2 influences on a buyer's purchase intent.
- Print publications make the greatest impact during the important early stages of the buying process: establishing contact, creating brand awareness and delivering product information and details.
- Buyers claim they look to print publications first when looking for information on products. Additionally, nine out of ten buyers agree that print publications provide opportunities to discover information that they wouldn't necessarily search for.

The Advantages Of Print Advertising Revisited

Permanence – Unlike television and Internet ads, which flash before the eye and then disappear, print ads stay on the page. Every time readers look at the page where the advertisement appears, they see the same thing. As long as the publication remains in circulation, the ad also remains in circulation.

Credibility – Print publications that consistently deliver high-quality, reliable content develop credibility with their readers. Publishers often capitalize on something called the "halo effect" to use the reputation of their publications to establish credibility among their readers. In the case of print publications, the readers take the credibility generated by the quality of content and apply it to the advertisements.

Performance – Print advertisements, specifically magazine ads, generate the best results across four of the five components of the purchase funnel—the process customers go through from initial brand contact to buying decision. The purchase funnel consists of brand awareness, ad awareness, message association, brand favorability and purchase intent.

Engagement – Watching television and listening to the radio are passive processes, in which devices provide images and sounds that may or may not compel attention. The person who picks up a newspaper or opens a magazine makes a conscious decision to engage the words and images on the page.

Circulation – An advantage of print advertising over other forms of the media has always been pass-along readership. Readers will often pass their magazines or newspapers along to other people, either to point out an article, ad, photo, etc. While the official circulation of a print magazine or newspaper may be 20,000, pass-along readership may increase this number to 50,000.

Want More Information?

Hatton-Brown Publishers recommends the website www.printinthemix.com for further information. Print In The Mix is a clearinghouse of third-party research demonstrating the effectiveness of print, web, mobile, social media and other formats in the cross-media communications chain. Their mission is to advocate and educate for the value of print as a viable and effective ROI in the marketing strategy media mix.

Sources: "Global Trust In Advertising and Brand Messaging", Nielsen, 2014; "Consumers Still Trust Traditional Media Advertising Over Online Ads", Statista, 2014; "Digital Democracy Survey", Deloitte, 2014; "Print Magazine Ads Motivate 35% Of Readers To Take Action", Starch Syndicated Research, 2014; "IPC Study Shows Connected Consumers Are Engaged Across All Magazine Platforms", FIPP, 2014; "Print Advertising: Alive And Well", Hatton-Brown Publishers, Inc., 2013; Hatton-Brown Publishers, Inc. 2014 Reader Survey



Hatton-Brown Publishers, Inc.

225 Harrick St. ■ P.O. Box 2268 ■ Montgomery, AL 36102-2268 ■ Phone (334) 834-1170 ■ Fax (334) 834-4525

ADVERTISING RATES ISSUED JANUARY 1, 2015

	1X	3X	6X	10X	20X	30X
1 page	\$2235	2150	2060	1900	1810	1735
2/3 page	1715	1650	1540	1430	1350	1255
1/2 island	1615	1545	1450	1320	1255	1160
1/2 page	1410	1350	1270	1165	1095	1020
1/3 page	1105	1075	1010	925	880	815
1/4 page	810	755	715	675	630	575
1/6 page	555	540	515	455	—	—
1/12 page	340	325	300	230	—	—

SPACE RESERVATION CLOSING

Insertion orders cannot be canceled past the closing date.

MATERIAL DEADLINE

Last insertion of same size and color is repeated if deadline is not met.

Provided certain conditions are met, front cover advertising space is available as a 3-1/4 x 2-1/8 inch "earlug" to supplement inside advertising programs.

COLOR CHARGES.....1-6X...7-36X

standard 2-color:\$320.....\$300
 PMS 2-color:\$410.....\$375
 4-color process:\$945.....\$875
 4-color spread:\$1,850.....\$1,715

COVERS, PREFERRED POSITIONS

2nd & 3rd covers – additional 15% above page rate

4th cover – additional 30% above earned page rate

Preferred positions – additional 10% above earned page rate

INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, backup and folding costs are added as necessary. Such related costs are not commissionable. Maximum size: 8 1/2 x 11 1/2 inches. Mock-up is required. Note trim/bleed specs at right.

CLASSIFIED ADVERTISING

Call Bridget DeVane at 800.669.5613

Base rate: \$35 per column inch
 Color available for additional charge

MAIL LISTS

Power Equipment Trade can customize subscribers by state, zip code, job title and more.

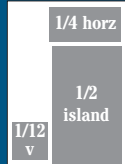
Call Tammy Duke at 334.834.1170
tammy@hattonbrown.com

REPRINTS WORK FOR YOU

(Print and Digital)

- Generate more interest for your company
- Use at trade shows
- Use for special mailings or sales meetings
- PDF of articles and picture for your web site

Call Patti Campbell at 334.834.1170
Email: patti@hattonbrown.com



AD SIZE REQUIREMENTS

trim size	width	depth	width	depth
full page, bleed	8-1/8 in.	10-7/8 in.	206mm	276mm
full page, non-bleed	8-3/8 in.	11-1/8 in.	213mm	282mm
2-pg. spread, trim	7 in.	10 in.	178mm	254mm
2-pg. spread, bleed	16-1/4 in.	10-7/8 in.	413mm	276mm
2-pg. spread, non-bleed	16-1/2 in.	11-1/8 in.	420mm	283mm
2/3 page	15-3/4 in.	10-3/8 in.	400mm	264mm
1/2 page (island)	4-1/2 in.	10 in.	114mm	254mm
1/2 page (horizontal)	4-1/2 in.	7-1/2 in.	114mm	191mm
1/2 page (vertical)	7 in.	4-7/8 in.	178mm	124mm
1/3 page (horizontal)	3-3/8 in.	10 in.	86mm	254mm
1/3 page (vertical)	7 in.	3-1/3 in.	178mm	85mm
1/3 page (square)	2-3/16 in.	10 in.	55mm	254mm
1/4 page (vertical)	4-7/8 in.	4-7/8 in.	124mm	124mm
1/4 page (horizontal)	3-3/8 in.	4-7/8 in.	86mm	124mm
1/6 page	4-1/2 in.	3-5/8 in.	114mm	92mm
1/12 page	2-3/16 in.	4-7/8 in.	55mm	124mm
	2-1/4 in.	2-1/2 in.	57mm	64mm

Insertion orders cannot be canceled past the closing date.

DIGITAL SPECIFICATIONS

Press-quality PDF files are preferred. We also accept EPS, TIF, or JPG file types. Images should be no less than 300 dpi and all fonts should be embedded.

Ad material should be emailed to ads@hattonbrown.com.

For files too large for email please contact Patti Campbell at 334.834.1170.

To download a complete list of our digital requirements, please visit hattonbrown.com/Content/MediaKit.aspx

TERMS OF PAYMENT

15% of gross billing allowed to recognized agencies on space, color and position. Production and other related costs are not commissionable. Invoices are dated the day each issue is mailed and due within 30 days from invoice date. All accounts are net 30 days. New accounts must provide credit information before advertising is published.

2015 EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY FIFTH OF MONTH OF ISSUE.

JANUARY/FEBRUARY closes DEC. 10, 2014 – ad material due DEC. 12, 2014

Dealership Technology & Winter Products. Highlighting dealerships that make the most out of technology, including computerized business and service management systems and social media, to help increase efficiency and profits. Issue also features special new products spotlight on winter season products to boost dealer sales.

MARCH closes FEBRUARY 10, 2015 – AD MATERIAL DUE FEBRUARY 12, 2015

Spring & Green Equipment. Covering new products just in time for the spring rush, this issue covers both wheeled and handheld, with a special focus on low- and no emissions lawn and garden equipment, including the fast-growing rechargeable product sector.

APRIL/MAY closes MARCH 10, 2015 – AD MATERIAL DUE MARCH 12, 2015

Dealership Financing & Creating Profitable Service. From closing sales to requiring a variety of credit needs, dealers use financial services to boost cash flow and profit. Service departments that are managed efficiently create higher margins that can add serious profit to the bottom line, feature includes product section highlighting the latest in service tools, supplies, equipment and systems. **Issue contains special section that includes free editorial for financial services suppliers advertisers.**

JUNE closes MAY 11, 2015 – AD MATERIAL DUE MAY 13, 2015

Chain Saw Annual. The latest innovative chain saw technology, products and accessories delivering performance and safety take center stage in this issue, which includes special new chain saw and saw-related products section.

JULY/AUGUST closes JUNE 10, 2015 – AD MATERIAL DUE JUNE 12, 2015

Diversified Dealers. Highlights dealers that use a variety of tactics to diversity and boost year-round sales and service work. **Issue includes power sports fall sales preview free editorial section open to ATV and UTV advertisers.**

SEPTEMBER closes AUGUST 10, 2015 – AD MATERIAL DUE AUGUST 12, 2015

Lawn Mower Annual. The latest walk-behind and riding mowers are showcased in this issue, which takes a close-up look at new mowers and accessories. **Includes Special 2016 mowers and accessories preview free editorial section for mower-related advertisers.**

OCTOBER closes SEPTEMBER 10, 2015 – AD MATERIAL DUE SEPTEMBER 14, 2015

Special GIE+EXPO Preview. Pre-show special issue covers all the details of industry's biggest event and the latest products from top suppliers at GIE+EXPO in Louisville, Ky on October 21-23. **Advertisers receive 1/3 page free preview in "Expo Elite" section and are included in a special pre-show PETnet Online GIE-EXPO Preview e-newsletter mailing.**

★ **BONUS DISTRIBUTION: GIE+EXPO, Ky. Expo Center, October 21-23, Louisville, Ky.**

NOVEMBER/DECEMBER

closes NOVEMBER 10, 2015 – AD MATERIAL DUE NOVEMBER 12, 2015

2016 Trimmer Annual with PowerGuide. Issue features trimmers, brushcutters, accessories and the latest in technology. Keeper issue also includes 15+ pages of PowerGuide directory listings as well as GIE+EXPO coverage. **The 2016 trimmer, brushcutter and accessories preview section allows advertisers to get free facing editorial across from their ads.**

PHONE: 334.834.1170 ♦ FAX: 334.834.4525 ♦ POWERET.COM



POWERGUIDE INDUSTRY DIRECTORY

Be a part of the most utilized issue of the year. The 2016 Annual Directory is one that is kept close at hand year-round by dealers and other readers. This issue features contact information for the industry's manufacturers, distributors, trade groups and top obsolete part sources. Boldface listings are available with an optional 4/c company logo to ensure your company stands out. Boldface listings also appear on the *Power Equipment Trade* web site.



Closing Date: August 28, 2015

Call or email Ashley Whitus to make sure your company is listed in this annual directory.

ashley@hattonbrown.com

334.834.1170





Hatton-Brown Publishers, Inc.

MAIL ADDRESS – P.O. BOX 2268 • MONTGOMERY, AL 36102-2268
COURIER/STREET ADDRESS – 225 HANRICK STREET • MONTGOMERY, AL 36104
800-669-5613 • 334-834-1170 • FAX: 334-834-4525

AD MATERIAL INSTRUCTIONS FOR ANY OF THE FOLLOWING MAGAZINES



Acceptable file formats for Hatton-Brown publications include PDF, EPS, TIFF and all native files associated with QuarkXpress 9.5 or earlier.

Hatton-Brown Publishers has all Adobe Creative Cloud (CC) applications the and Adobe Font Collection at its disposal. All Adobe native formats are accepted.

Please ensure that materials provided are press quality, no less than 300 dpi and sized according to the desired ad space.

Corel, Publisher and Pagemaker are not accepted.

Ad material may be sent to ads@hattonbrown.com or uploaded to our ftp site. See instructions below.

Feel free to email patti@hattonbrown.com or your sales representative with additional questions.

FILE UPLOAD INSTRUCTIONS

- 1) CONNECT TO:** www.hattonbrown.net
- 2) CLICK ON:** "CLIENT UPLOADS" located under the Corporate heading in lower left corner.
- 3) FILL OUT:** Contact information, making sure to indicate magazine, issue, and any special instructions, colors or pertinent information we need to know about your ad submission.
- 4) CLICK ON:** "SUBMIT" This is just contact and ad information. Once you click submit, it will direct you to the page to attach your file(s).
- 5) CLICK ON:** "SELECT FILES" This will allow you to search your harddrive for the file(s) you wish to upload. Files work best if they are compressed in .zip format.
- 6) LOCATE:** File(s) you wish to upload. (Hold down the Control (PC)/Command (Mac) button to attach more than one file. Hit "OPEN"
- 7) CLICK ON:** "START UPLOADING FILES"

Do not close browser window until status bar says complete.

If you have any questions, please call/email Patti Campbell or Cindy Sparks:
patti@hattonbrown.com • cindy@hattonbrown.com

800-669-5613



REVISED 08/25/2014

