

2010 PWC MEDIA KIT

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PAINTING & WALLCOVERING CONTRACTOR

PWC: For 70 Years, the Contractors' First Choice.

Independent. Respected. Influential.

Since 1938, *PWC (Painting & Wallcovering Contractor) Magazine* has been the No. 1 information resource for contractor success.

Today, *PWC's* editorial strength has made it the industry's best-read, most-requested publication.

Each issue brings in-depth coverage of the topics most important to contractors: Business. Decorative Finishing. How-Tos. Markets. News. Technology. Paint & Coatings. Pro-to-Pro Expertise. Prep. Products. Projects. Safety. Tools & Equipment. Wallcoverings.

Who Reads PWC?

PWC's extensive readership includes large and small finishing contractors from every sector: commercial and residential painting contractors, wallcovering installers and remodelers; leading decorative finishing and restoration studios; wood and concrete finishers; energy and insulating coatings installers; industrial contractors, and more.

PWC's broad reach is reflected in its strong industry relationships. *PWC* is requested and read by the committed professionals of every major industry group, including:

- American Ladder Institute
- Finishing Contractors Association
- Finishing Trades Institute
- International Decorative Artisans League
- International Union of Painters and Allied Trades
- National Association of Women in Construction
- National Guild of Professional Paperhangers
- Professional Decorative Painters Association

PWC's circulation figures say it all:

- **Reach.** 24,000+ circulation—No. 1 in the industry.
- **Demand.** A qualified, subscriber request rate of more than 86%—No. 1 in the industry.
- **Growth.** Double-digit percentage increase in qualified requesters for two straight years

PWC: The industry leader for industry leaders.

The Advertisers' First Choice



PWC: Painting & Wallcovering Contractor delivers the most powerful reach and readership in today's contractor market.

Led by Technology Publishing Company, the industry's most respected publisher, *PWC* offers a full range of dynamic, integrated marketing options to maximize your impact with these business owners, CEOs, managers, buyers, specifiers and other decision makers.

Call today, and put the power of *PWC* to work for you.

*BPA audited circulation, June 2009



PWC 2010 Editorial Calendar

Jan-Feb: Success 2010 (Business Issue)

Ad Close: Dec. 14 / Ad Materials Due: Dec. 29

Mail Date: Jan. 20

Supplier-Contractor Relationships
 Quality Control / Coatings Inspection
 Decorative Floors
 2010 Business Forecast
 Franchising

Contractor Secrets of Success

Special Ad Section: Coatings Inspection Instruments

Bonus Distribution: PACE, World of Concrete

March-April: Spring Fix-Up Issue

Ad Close: Feb. 15 / Ad Materials Due: Mar. 2

Mail Date: Mar. 19

Exterior Paints
 Fighting Mold & Mildew
 Handling Change Orders
 Murals / Trompe L'oeil
 Wallpaper Removal

Special Ad Section: Mold & Mildew Products & Coatings

Bonus Distribution: Meeting of the Masters

National Hardware Show

Online Special: Tools & Equipment Buying Guide

May-June: Green Issue-PWC Green Awards!

Ad Close: Apr. 16 / Ad Materials Due: May 3

Mail Date: May 20

Green Coatings
 Green Project Profiles
 Safer Prep
 Gilding
 The Paperless Contractor
 Wallpaper Primers

Special Ad Section: Green Coatings & Sundries

Bonus Distribution: IDAL Convention



July-August

Ad Close: June 16 / Ad Materials Due: July 1

Mail Date: July 20

Decks and Wood Exteriors
 Pressure Washing
 Commercial Decorative Concrete
 Better Branding (apparel, signs, accessories)
 Wallpaper Adhesives
 Getting Started in Public Contracts

Special Ad Section: Concrete Coatings & Training

Bonus Distribution: NGPP Convention

Sept-Oct: Decorative Finishing Issue

Ad Close: Aug. 16 / Ad Materials Due: Aug. 31

Mail Date: Sept. 20

Restoration Coatings
 Wood Prep, Repair & Protection
 Grand Entrances
 Access for Decorative & Restoration Projects
 Winning Web Ways
 Exit Strategies / Succession Planning

Special Ad Section: Decorative Coatings

Nov-Dec: Residential Special

Ad Close: Oct. 18 / Ad Materials Due: Nov. 2

Mail Date: Nov. 19

Kitchen/Bath Specialty Coatings
 Waterproof & Basement Coatings
 Caulks/Sealants
 Decorative Trends 2011
 Ladder Safety
 Bigger, Better Leads

Online Special: Paint, Coatings & Wallcovering Buying Guide

Note: Calendar is subject to change without notice.

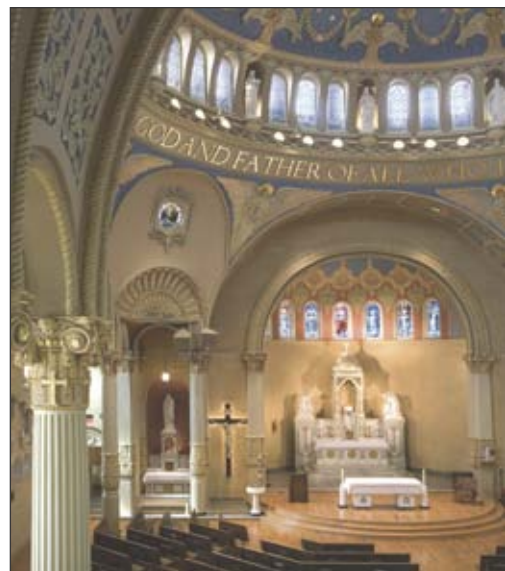
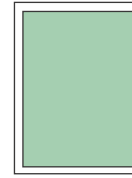


Photo courtesy of Moberly Photography Inc.

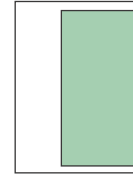
PWC 2010 ADVERTISING RATES

	1x	3x	6x	9x	12x
FULL					
4 C	\$5,520.00	\$5,050.00	\$4,480.00	\$4,055.00	\$3,740.00
2 C	\$4,600.00	\$4,175.00	\$3,630.00	\$3,240.00	\$2,940.00
B&W	\$4,150.00	\$3,740.00	\$3,209.00	\$2,830.00	\$2,540.00
2/3 PAGE					
4 C	\$4,890.00	\$4,420.00	\$4,030.00	\$3,650.00	\$3,370.00
2 C	\$3,970.00	\$3,550.00	\$3,180.00	\$2,830.00	\$2,570.00
B&W	\$3,520.00	\$3,110.00	\$2,755.00	\$2,420.00	\$2,170.00
1/2 ISLAND					
4 C	\$4,090.00	\$3,685.00	\$3,365.00	\$3,035.00	\$2,825.00
2 C	\$3,175.00	\$2,810.00	\$2,520.00	\$2,220.00	\$2,025.00
B&W	\$2,720.00	\$2,375.00	\$2,095.00	\$1,810.00	\$1,625.00
1/2 H/V					
4 C	\$3,640.00	\$3,275.00	\$3,050.00	\$2,779.00	\$2,595.00
2 C	\$2,720.00	\$2,400.00	\$2,200.00	\$1,960.00	\$1,795.00
B&W	\$2,260.00	\$1,965.00	\$1,775.00	\$1,550.00	\$1,395.00
1/3 H/V/SQ					
4 C	\$3,030.00	\$2,730.00	\$2,545.00	\$2,460.00	\$2,200.00
2 C	\$2,120.00	\$1,855.00	\$1,695.00	\$1,530.00	\$1,400.00
B&W	\$1,660.00	\$1,420.00	\$1,270.00	\$1,120.00	\$1,000.00
1/4 PAGE					
4C	\$2,600.00	\$2,420.00	\$2,225.00	\$2,040.00	\$1,930.00
2C	\$1,690.00	\$1,525.00	\$1,380.00	\$1,225.00	\$1,130.00
B&W	\$1,230.00	\$1,090.00	\$950.00	\$820.00	\$730.00
Spreads	\$9,300.00	\$7,995.00	\$7,025.00	\$6,530.00	\$6,020.00
COVERS					
IFC	\$6,295.00	\$5,485.00	\$5,195.00	\$4,769.00	\$4,280.00
IBC	\$6,295.00	\$5,485.00	\$5,195.00	\$4,769.00	\$4,280.00
OBC	\$6,640.00	\$5,895.00	\$5,355.00	\$4,920.00	\$4,415.00



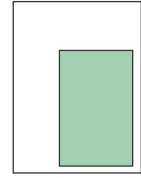
Full Page

Size: 7" x 10" (live area)
Bleed Size: 8.375" x 11.125"
Trim Size: 8.125" x 10.875"



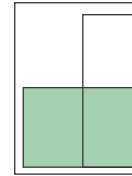
2/3 Page

Size: 4.625" x 10"
Bleed Size: 5.375" x 11.125"



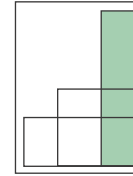
1/2 Page Island

Size: 4.625" x 7.5"
Bleed Size: 5.375" x 8.125"



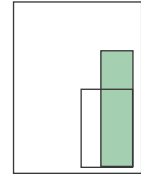
1/2 Page

Size: 7"(w) x 4.875"(h)
Bleed: 8.375" x 5.625"
Vertical: 3.375"(w) x 10"(h)



1/3 Page

Horizontal: 7"(w) x 3.25"(h)
Vertical: 2.25"(w) x 10"(h)
Square: 4.625"(w) x 4.875"(h)



1/4 Page

Vertical: 2.167"(w) x 7.5"(h)
Square: 3.375" x 4.875"(h)

PMS and special colors: \$100 surcharge in addition to the two-color rate.

Two-page spreads: Trim size is 16.25" w by 10.812" h; .125" bleed required on all four sides; .5" in the gutter.

Regional advertising: Available in all issues; call for details and rates.

Special position: 10% premium.

Inserts: BW page rate per printed side, based on furnished inserts.

Classifieds: \$175 per column inch.

Advertising Material Requirements

Print Advertising

All rates quoted on the basis of electronic files delivered to the Publisher in accordance with the specifications below; production costs required to meet specifications will be billed to the advertiser. Fees for collection of delinquent accounts will be the responsibility of the client.

File Format (Mac)

Preferred formats are PDF, EPS, and TIFF. The following sources are accepted along with supporting fonts and images: Quark XPress, Adobe Illustrator, Adobe Photoshop, and Macromedia Freehand. We don't accept native files created with PageMaker, Microsoft Publisher, or word processing programs.

TIFF and EPS Minimum Resolution Specifications

- Line art (bitmap) images at 1000 dpi
- Grayscale and color images at 300 dpi
- Combination grayscale and color images at 500 dpi
- All color images and files are to be supplied in CMYK.

PMS colors will be converted to process unless advertiser specifies otherwise.

Proofs

All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP compliant proof, which includes

color bars, to accompany the submission. The printer will not go to press with a color ad unless a contract proof is on hand. If a contract proof is not supplied, then one will be made at cost to the client.

Media

A CD or e-mail attachments of less than 5 MB are acceptable if the file is stuffed/zipped for file integrity. FTP available on request.

Spreads

Page width should allow 1/8" on either side of the gutter for binding.

Printing Specifications

- Direct to plate, web press, perfect binding
- 8 1/8" x 10 7/8" trim size
- 133 line screen (150 line maximum acceptable)

Ad Material Submission

Materials received after the final deadline may be subject to an additional charge.

Ad Production/Creation

These services are available at additional cost. Call for quotes.

Contact Information

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