# **INTRODUCING**

# homepage NEWS

THE HOME + HOUSEWARES BUSINESS AUTHORITY

This new B2B editorial platform answers heightened demand for comprehensive, in-depth coverage at a critical time for this dynamic, fast-evolving industry.

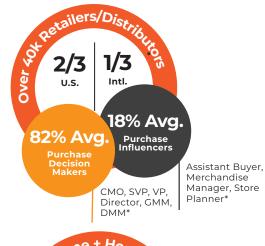


Housewares Association as a service to the home + housewares industry, HomePage News is directed by Editor-in-Chief Peter Giannetti, the industry's most experienced editor. The HomePage News team brings an incisive, unbiased approach to covering all facets of the home + housewares business.

HomePageNews.com offers highly engaging, colorfully visual and easy-to-navigate access to industry news and information. The mobile-optimized HomePage News website sets a fresh, vibrant new standard for B2B content delivery needed in today's demanding home + housewares business.

HomePage News reaches the most comprehensive database of home + housewares retailing decision makers and industry executives.

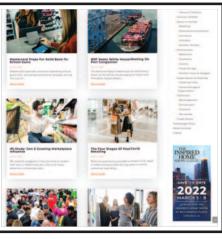






# homepage NEWS





# Featuring ...

- >> Breaking Industry & Retail News
- >> Extensive New Product Coverage
- >> Revealing Executive Interviews
- >> In-Depth Features on Marketing, Merchandising, Operations
- >> Comprehensive Industry Show Coverage
- >> Special Category & Trend Reports
- >> Exclusive Market Data & Analysis
- >> Financial News
- >> Engaging Video Content
- >> Expert Commentary

# **ADVERTISING**

# **RATES & INFORMATION**

# **Home Page**

# **Hero Billboard Ad**

970 x 90px \$3,500/month\*

#### **Retail Billboard Ad**

970 x 90px \$2,500/month\*

# Home + Housewares Leaderboard Ad

728 x 90px \$2000/month\*

#### Videos Leaderboard Ad

728 x 90px \$2,000/month\*

## **Trade Shows Vertical Ad**

300 x 600px \$2,000/month\*

# **Article Posts (By Category)**

## Billboard Ad

970 x 90px \$2.000/month\*

#### Sidebar Ad

300 x 250px \$500/month\*

## **HomePage Views Sidebar Ad**

300 x 250px \$500/month\*

# **Events Calendar Page**

#### **Half-Page Ad**

300 x 600px \$1,000/month\*

# **Category Pages**

# **Categories Include:**

Featured News, Retail,
Appliances, Kitchenware,
Tableware, Organization &
Cleaning, Décor & Textiles,
Special Reports, Trade Shows,
Video, HomePage Views

#### **Billboard Ad**

970 x 90px \$2,000/month\*

## **Skyscaper Ad**

300 x 600px \$1,000/month\*

\* pricing includes a maximum rotation of 5 ads

For HomePage News advertising information contact **Larry Oliver** at: **Loliver@homepagenews.com** 

