

kitchen & bath DESIGN NEWS[®]



2017
MEDIA PLANNER



A Message To Our Marketing Partners

KITCHEN & BATH DESIGN NEWS continues in 2017 to reinforce its longstanding legacy as an independent voice committed to market growth and support. As the only monthly magazine serving the kitchen and bath industry, we embark on our 34th year of publishing. We continue to deliver the same unmatched attributes — from editorial vitality and high-quality circulation to a commanding, oversized format and breadth of product offerings — that have made it the industry's undisputed editorial and advertising leader for decades.

KBDN continues to target the industry's most influential product decision-makers, serving their informational needs with a content-rich, graphically impactful magazine that delivers timely, comprehensive coverage of the critical issues readers face.

KBDN continues to extend its brand with an ever-widening array of innovative digital products providing constant access to content, product information and your advertising message.

KBDN is a leader in dealer/designer education through the presentation of a series of all-day, in-depth seminars in key metropolitan markets across the country.

KBDN is the kitchen and bath industry's clear-cut leader in reader preference and advertising-page dominance.

And that's only the beginning.

KBDN launched the first annual Kitchen & Bath Design Awards in August of 2016. Hundreds of amazing projects were submitted by designers from across the country. Judged by an independent panel of designers, the inaugural program was met with much success. We look forward to once again honoring great design, and designers, in August of 2017.

KBDN continues to offer unmatched marketing opportunities through an integrated, bundled package of media products, augmented by a wide-ranging menu of value-added merchandising programs.

KBDN continues to offer market insights and benefits to advertisers through collaboration with sister publications in the residential remodeling, architecture and custom home-building sectors, enabling cost-effective reach across related markets.

Most importantly, KBDN continues to be an indispensable resource for marketers seeking to build brands and generate leads.

KBDN will continue to offer value. It will continue to serve both its market and its marketing partners. It will continue to deliver results.



Paul J. DeGrandis

Paul J. DeGrandis
Publisher



Eliot Seffrin

Eliot Seffrin,
Publisher Emeritus

UNDISPUTED MARKET LEADER



Only monthly *publication in the industry*

Only BPA-audited *publication in the industry*

92% first-year *subscriber renewal*

Only 100% personal direct-request circulation – *a powerful reflection of subscriber demand*

Only large, tabloid format *publication — provides enhanced reader impact*

Largest circulation *of kitchen & bath product decision makers*

AUDIENCE

45,462

TOTAL QUALIFIED SUBSCRIBERS

BPA Brand Report, June 2016

FOR 34 YEARS *Kitchen & Bath Design News*' targeted, highly qualified audience of subscribers has been among the magazine's most highly valued attributes.

KBDN circulation is unmatched in scope—and impact—by any other magazine and one that is essential for marketers to target the heart of the kitchen and bath industry. *KBDN* circulation is earned month after month, decade after decade, as we engage our subscribers with thoughtful content directly relevant for them to be successful.

KBDN is also the only magazine in this sector that provides a BPA Audit of our circulation. This third-party business-to-business verification of audience that is critical to ensure marketing dollars are wisely invested. Not only does *KBDN* provide a BPA audit, but we earn a 92% first year audience renewal. An impressive renewal rate that goes virtually unmatched in any b-to-b media sectors.

KBDN is also 100% personal directly request by an individual. No direct mail list and no bulk copies like other publications in the field. We are committed to ensuring our partners messaging reaches real people in decision making roles.

KBDN has built an unmatched, loyal and powerful audience. Through commitment to the specialized kitchen and bath industry we will continue this leadership path in the months, years and decades ahead.



47,000+

NEWSLETTER SUBSCRIBERS

Omeda/Omail, average per send, 2016

23,534

Kitchen and bath
dealers/specifiers or
designers, specialists,
remodelers

7,285

Wholesale distributors/
retailers (Whotailer) of
kitchen & bath products

5,637

Interior designers
or architects

2,690

Cabinet shops/
retailers

2,480

Kitchen Cabinet/Vanity
Manufacturers

1,626

Countertop
fabricators

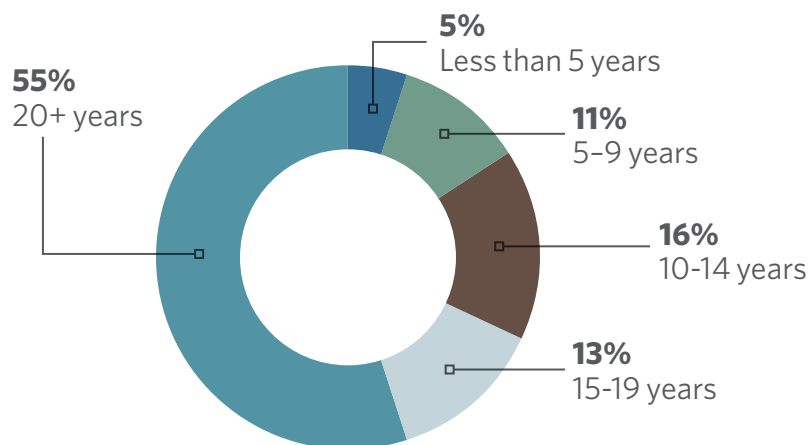
2,210

All others
(Wholesale-only distributors of
kitchen & bath products, distributors/
wholesalers of cabinet manufacturing
and fabricating supplies, decorative
hardware/plumbing showrooms)

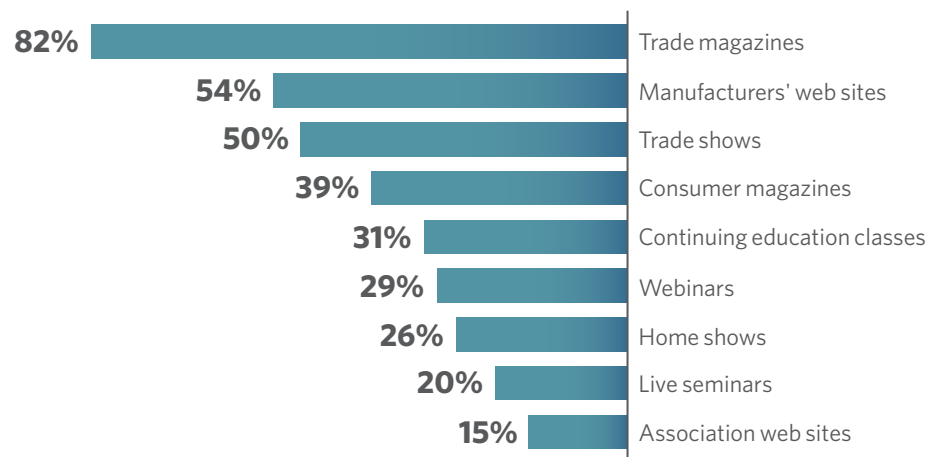
AUDIENCE PROFILE BY BUSINESS/ OCCUPATION

BPA Brand Report, June 2016

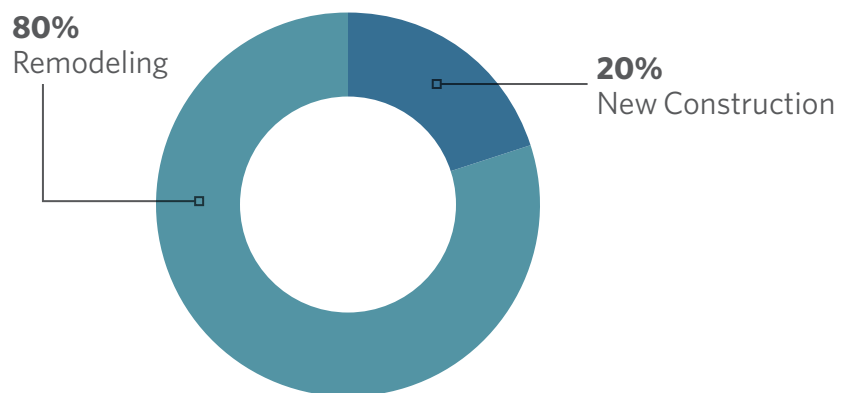
Length of Time Working in the Kitchen and Bath Industry



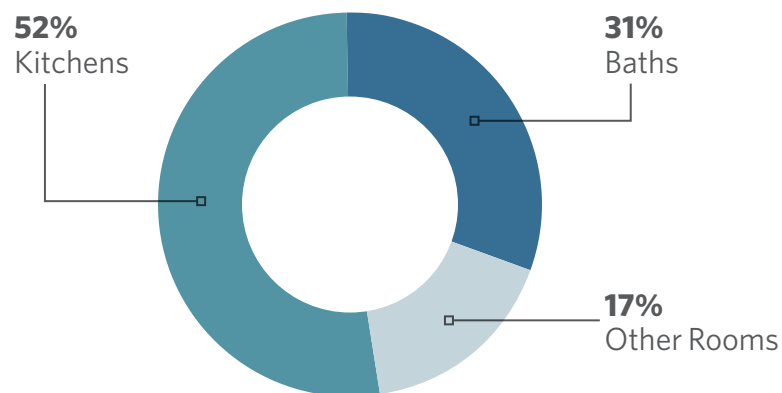
Most Important Resources for Staying Abreast of Industry Information



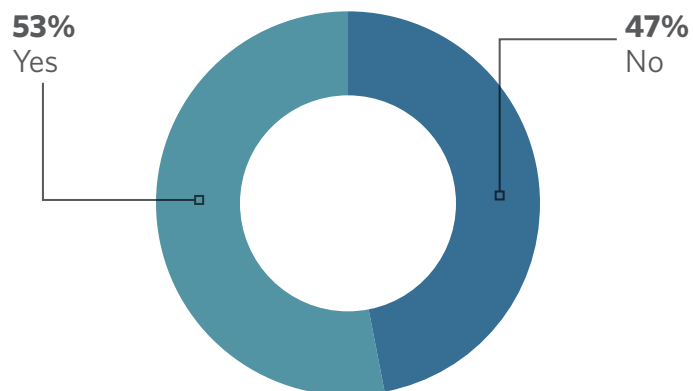
Percentage of Kitchen & Bath Jobs Involving New Construction or Remodeling (Average)



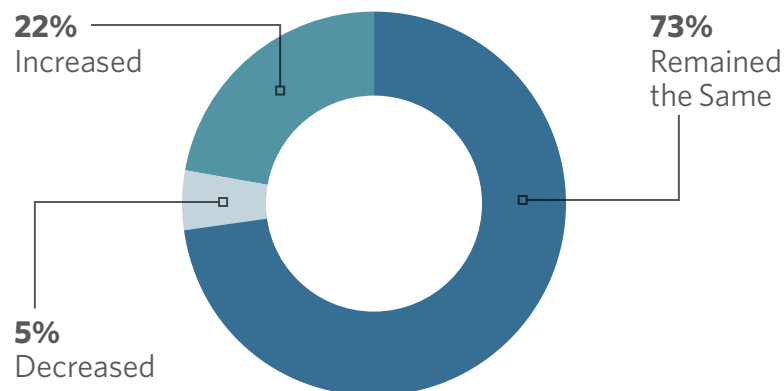
Percentage of Annual Residential Business Involving Kitchens, Baths, Other Rooms (Average)



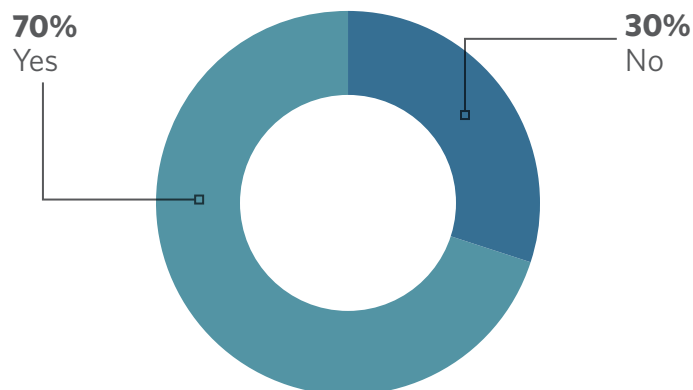
Currently Have Kitchen & Bath Showroom



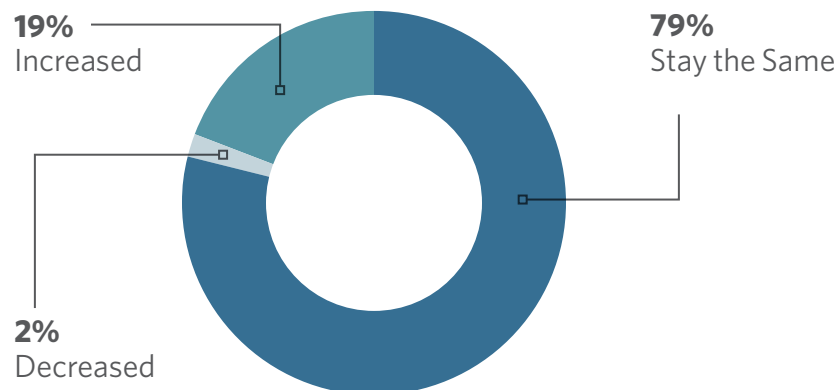
Change in Showroom Size Over the Past Two Years



Expect to Add Displays/Vignettes in Next 12 Months



Expectations for Change in Showroom Size in Next 12 Months



Our Mission and Focus

AT KITCHEN & BATH DESIGN NEWS, the industry's only independent voice for kitchen and bath professionals, our editorial mission is simple: to educate, inspire and challenge our readers, and to help them to become more successful by enhancing their design, sales and business skills. By addressing the critical issues that keep them up at night, we work to provide readers with the tools to become more knowledgeable, confident and successful, and to help grow the industry at large by providing authoritative information about the kitchen and bath market.

From sales, marketing and design to technology, showroom trends, consumer buying trends, business management, social media strategies and new products, *KBDN* is the industry's leading market authority, providing a wealth of material to help our readers expand their knowledge base, enhance their skills and grow their businesses.

Monthly features and departments provide in-depth coverage of product and design trends, consumer preferences and buying patterns, cutting-edge technology trends, industry news, new apps for kitchen and bath professionals and more.

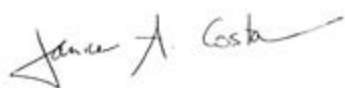
Special emphasis is given to in-depth profiles of successful kitchen/bath retail firms, while problem-solving installations and before-and-after transformations illustrate innovative designs and product applications. Our annual design competition showcases a wealth of inspiring projects, including kitchens, baths, showrooms and other-room projects, and quarterly research reports provide insight into reader business practices and related topics.

Industry-leading columnists are also an important part of the mix, offering expertise in subjects ranging from design, consumer trends, showrooms, business management, digital marketing strategies and more.

We also supply designers with current information about manufacturers active in the marketplace through our comprehensive directories that focus on cabinetry, appliances, surfacing and other leading product categories relevant to kitchen and bath professionals.

Our oversized format allows us to be big and bold, showcasing nearly a thousand products a year, as well as a wide array of our kitchen, bath and other-room projects in all their eye-catching glory. But with an editorial team that has 70+ years of experience immersed in the kitchen and bath industry, we know that beautiful pictures are only part of the story. That's why our stories provide in-depth coverage of the projects we feature, the products we spotlight, the trends that impact the marketplace and the companies that keep our industry constantly moving forward.

As the industry's preferred magazine, *KBDN* is proud to provide indispensable, timely and comprehensive coverage of the ever-changing kitchen and bath industry.



Janice Costa
Editor



Eliot Sefrin
Publisher Emeritus



JANICE COSTA, EDITOR

As editor of Kitchen & Bath Design News, Janice has been serving the kitchen and bath industry since 1993, facilitating education in the industry by writing articles, speaking at trade events, hosting Satellite Media Tours, serving on trend panels and judging design competitions, both here and abroad. She's authored two consumer books, Everything and the Kitchen Sink: Remodel Your Kitchen Without Losing Your Mind and Grand Master Baths, appeared on CNN to discuss the home design industry and been quoted in dozens of major newspapers, from The New York Times and The Washington Post to USA Today.



ANITA SHAW, MANAGING EDITOR

A seasoned magazine editor for over 30 years, Anita has spent 15 years with Kitchen & Bath Design News, beginning as a contributing editor and joining the staff full time in 2005. As managing editor of KBDN, she immerses herself in kitchen and bath design, following hot trends and discovering recently introduced products and innovations. Anita has been through the renovation process to accommodate her multi-generational family, so she can relate first-hand when writing about the joys and challenges associated with remodeling.



ELIOT SEFRIN, PUBLISHER EMERITUS

Eliot Sefrin is the founding editor of Kitchen & Bath Design News, and served for nearly two decades as its editorial director and publisher. A graduate of the City University of New York, he worked on daily newspapers as a reporter, columnist and editor prior to KBDN's launch in 1983. He was inducted into the National Kitchen & Bath Association's Hall of Fame in 2008, and in 2012 became the only member of the media ever to be afforded honorary membership in the Kitchen Cabinet Manufacturers Association (KCMA) in recognition of his service to the industry. He currently serves as Publisher Emeritus for KBDN.



ASHLEY LAPIN OLIAN, ASSOC. EDITOR

In addition to writing, Ashley also handles social media and video for the magazine. She enjoys seeing the kitchen and bath trends she covers come to life in KBDN. Prior to working at KBDN, she worked in the documentary TV, public relations and nonprofit fields. Ashley speaks fluent French and Spanish, and enjoys traveling.

The Leading Voices of the Kitchen & Bath Industry



**ELLEN CHEEVER, CMKBD,
ASID, CAPS**
Designer's Notebook

Ellen is a well-known author, designer, speaker and marketing specialist. A member of the NKBA Hall of Fame, Cheever gained prominence in the industry early on as the author of two design education textbooks. She manages an award-winning design firm, Ellen Cheever & Associates, and has been part of the management team of several major cabinet companies.



DENISE GROTHOUSE
Digital Media Strategies

Denise has an extensive background in international business, branding and marketing. She specializes in digital and social platforms and integrating them with traditional marketing and branding strategies. No stranger to the kitchen and bath industry, she is best known for her work as chief brand officer of Grothouse, Inc., and president of the marketing company Perfect Six.



BRUCE KELLERAN, CKD, CPA
Business Management

Bruce earned his undergraduate degree in Construction Management from Washington State University and his MBA from the University of Washington, and later worked as a CPA with Arthur Andersen and Co. before leaving to become CFO of a local millwork manufacturing firm, later moving to become partner in a residential cabinet and millwork supplier. This firm moved into kitchen and bath remodeling.



**MARY JO PETERSON, CMKBD,
CAPS, CLIPP**
Planning & Design

Mary Jo is an award-winning designer whose work has earned her national recognition including induction into the National Kitchen & Bath Association's Hall of Fame. She is certified in kitchen, bath, aging-in-place, and active adult housing design. President of her Connecticut-based design firm, Peterson has authored three books on Universal Design.



ERIC SCHIMELPFENIG, AKBD
Design Technology

Eric has been an innovator in design and 3D technology for many years. He has worked with Kraftmaid, Google, Masco, and many other prominent companies in the kitchen and bath industry teaching Google Sketchup, speaking about technology, and writing about innovations in technology.



JAMIE GOLD, CKD, CAPS
Trend Spotting

Jamie is an independent designer in San Diego, the author of New Kitchen Ideas that Work and upcoming New Bathroom Idea Book (Taunton Press), and a blogger, design journalist, seminar developer and industry consultant.



LESLIE HART
Consumer Insights

Leslie is a member of the National Kitchen & Bath Association Hall of Fame, is a widely recognized journalist and branding consultant specializing in the kitchen and bath industry. After several decades working in trade and consumer publishing with a focus on the kitchen and bath niche, she is now a principal in a New York- based marketing agency.



KEN PETERSON, CKD, LPBC
Bettering Your Bottom Line

Ken serves as president of the Chapel Hill, NC-based SEN Design Group, the industry's first buying and business development group for independent kitchen and bath design firm owners dating back to 1994. Peterson can be reached at 1-800-991-1711 or kpeterson@sendesign.com.



**SARAH REEP, ASID, IIDA,
CMKBD, CAPS, CMG**
Inside Today's Showroom

Sarah is a nationally recognized leader in the kitchen and bath industry, as well as an award winning designer and experienced educator. Her design work and expert opinions have been published in a wide number of trade and consumer publications. She works often with HGTV and has been a consultant on ABC television's Extreme Makeover: Home Edition.

12 TIMES A YEAR MATTERS!

COLUMNS & DEPARTMENTS FEATURED EVERY MONTH:

Insights from leading voices in the industry

Renowned industry experts in subjects ranging from design, business management and technology to showroom trends and digital media strategies share their expertise with *KBDN's* readers.

Barometers

Barometers spotlights statistics and trends shaping the industry, including housing starts, existing-home sales, cabinet sales, appliance shipments and more.

Consumer Buying Trends

Consumer Buying Trends focuses on new research that illustrates what today's consumers are seeking for the home, including design preferences, key demographic and buying patterns and what's trending among today's homeowners.

Market Pulse

In person one-on-one interviews, *KBDN's* Market Pulse shares readers' opinions about a variety of industry-related issues.

Designer Profile

Successful kitchen and bath design professionals are the focus of Designer Profile, including how they conceived, built, marketed and continue to grow their businesses to maximize success.

Trend Spotting

Trend Spotting zeroes in on cutting-edge trends, from hot colors, up-and-coming finishes and new technology to creative design ideas and what's sparking excitement at industry shows across the country and Europe.

Project Case Study

A different project is presented each month in Project Case Study, with a focus on creative, problem-solving kitchen and bath designs that wow with both aesthetics and functional finesse.

What's App

A variety of design, product and business apps designed to help kitchen and bath industry professionals run their businesses more efficiently are the focus of the monthly What's App.

Transformations

There's plenty of hard work done in taking a project from conception to completion, and Transformations provides "before" and "after" views and descriptions of inspired kitchen and bath remodels.

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Product Trend Report [MONTHLY]

Product Review [MONTHLY]

Product Review showcases hot products in categories ranging from lighting, ventilation and flooring to accessible kitchen and bath products, tile and more.

New Products [MONTHLY]

Recognizing how the ever-growing wealth of products continue to inspire, energize and drive the boundaries of design, *KBDN's* monthly new products section spotlights a wide cross section of hot new products for the kitchen and bath.

Four Buyer's Guide Directories [ANNUALLY]

- The **Directory of Surfacing Manufacturers** includes contact information for manufacturers of countertops, tile and other surfaces, as well as information about their brands and the types of materials they produce.
- Manufacturers of products for the kitchen and bath industry are categorized by topic in KBDN's annual **Directory & Buyers' Guide**.
- KBDN's **Guide to Appliances** provides comprehensive list of appliance manufacturers, along with key contact, product and distribution information.
- Product and distribution information – along with key contact details – for cabinet manufacturers are offered in the annual **Kitchen Cabinet Style & Design Guide**.

*Creative Data Services 2015

PRODUCT TREND REPORT

Expansive & Adaptable

Open shower enclosures incorporate spa-like features designed to personalize the space.

Busy lifestyles often mean an increase in showering and less time spent lazing in a tub. A consumer moves away from bathtubs elevates the expectations for the showering space. As a result, large, WT, sees a trend toward creating spa-like comfort with added personalization. "For designers, this allows them to explore the space and physical elements that will enable the greatest user experience," he says.

humorous showers are on the rise, with enclosures trending toward open, spacious designs that highlight beauty and style. Shower features and

technologies are varied and multifunctional, and consumers choosing low- and no-threshold options for easy accessibility.

The bathroom square footage space isn't necessarily getting larger, but the square footage dedicated to the shower space is - where homeowners are often opting for smaller tubs or no tub at all to accommodate a larger shower area." says Gena Weitzman, v.p. marketing for Bona

"Bigger is better," agrees Judd Lord, senior director of industrial design for Brito Kitchen & Bath Co. in Indianapolis, IN. "Homeowners are increasingly renovating their baths with double showers to include oversized tubs and showerheads with separate handshowers to allow for

Designers must also cater to the desire for pampering, and strive to create spaces that incorporate products that bring a new level of style to the bathroom. "Shower enclosures continue to become larger and more spacious," adds Larry Allen, CEO/managing director for Great North America in Anaheim, CA. In master baths, he says, a 72"x60" size is becoming more common. Product influences have been almost an obvious sign in the Northwest

Chris Bishop, marketing brand manager at Graff in Milwaukee, says Sears, there's still an abundance of 59"x32" shower pans, mimicking

Low speed architecture and original details define the Roth Bath Collection from **Braço**. The shower options in the line include a ceiling-mount showerhead as well as multi-function HOGGONE Hybrid 2-1 shower, HOGGONE Hybrid 2-2 showerhead and HOGGONE handheld showerhead.

Circle No. 158 on Product Card

Cal-Green.com's *Complete Style Theaters* **California EcoFlow's** advanced thermostatic technology features a two-outlet diverter allowing it to stay within 2 gpm water efficiency and operate up to two applications independently. The Cal-Green EcoFlow also has an eco-temperature dial in and full volume control.

Circle No. 160 on Product Card

VOLA's collection of *Showering Spa* products, distributed by **Haverly Tile & Bath**, were created in collaboration with Aarhus Architecture. Designed to be used "slow" for a cleansing, invigorating shower, they can be combined with other showering products to create an invigorating shower.

Circle No. 161 on Product Card

The **Art & Rowce Deco** Series Shower Package, available from **Rowce**, is the new Deco Bath Collection that takes its inspiration from the Art Deco movement in London during the late 1920s. The shower package is comprised of a showerhead, handheld showerhead and other lever handles or cross handles.

Circle No. 162 on Product Card



Guardian Glass North America Shower Guard glass features patented ion-beam technology that permanently

seal the glass surface with an invisible protective coating. The result is shower glass that maintains its appearance long term, the Innomote ShowerGuard includes a lifetime warranty.

Circle No. 162 on Product Card Circle No. 164 on Product Card Circle No. 165 on Product Card

But not everyone sees everything getting bigger. Bishop believes smaller living trends are becoming more common. "If this continues, the challenge will be to deliver an experience that feels large in tighter quarters," he says.

OPEN AND ACCESSIBLE With a desire for a spacious feel, a more tactile tile that is easier to be seen and the need for more accessibility, the demand for glass enclosures, especially the frameless variety, is on an upward trend, says Weyman.

"In addition to offering clean lines, no-step showers benefit the growing senior population by making use easier and safer for people with physical challenges," says Sarah Wassock, interior segment product manager for Guardian Glass North America in Auburn Hills, MI. That, combined with

Seam adds, "Raffinose have been very compartmentalized and people are looking for open space." One way to open up this space is to replace

LA, says there has also been an increase in "aging-in-place" renovations. In addition to the low-threshold entry, these include grab bars and shower benches. "As designers work with these clients, they should work to make showering both a peaceful escape and an easy and convenient experience."

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[illegible]

September 2006 • SchenckGruenewald 51

KBDN AWARDS PROGRAM

Honoring Excellence in Kitchen & Bath Design

IN THE AUGUST ISSUE, *Kitchen & Bath Design News* showcases the winning projects and designers from our Kitchen & Bath Design Awards competition. This issue is referred to again and again as our readers look to be inspired and informed by the latest design trends.

The Kitchen & Bath Design Awards competition:

- Is the only independent, brand agnostic awards program in the industry
- Is judged by experienced design professionals
- Gold, silver and bronze winners are chosen in nine categories based on originality, functionality, materials used and overall design excellence

AWARD CATEGORIES:

- Best Kitchen over \$100,000
- Best Kitchen \$50,000 to \$100,000
- Best Kitchen under \$50,000
- Best Master Bathroom over \$30,000
- Best Master Bathroom under \$30,000
- Best Powder Room
- Best Kitchen Showroom
- Best Bathroom Showroom
- Best Universal Design Kitchen or Bath
- Best Specialty Project



Client Engagement Strategies for Today's Evolving Market

KITCHEN AND BATH PRODUCT MARKETERS have a unique opportunity to offer customers free education by sponsoring *Kitchen & Bath Design News'* seminar series aimed at enhancing the professional skills and profitability of kitchen/bath dealers, designers and related industry professionals.

Kitchen & Bath Design News' educational initiative, "Client Engagement Strategies for Today's Evolving Market," brings KBDN "live" to eight major markets through an insightful, in-depth program created by Ellen Cheever, CMKBD, ASID, the industry's leading design authority, and taught by two experienced professionals.

Aimed at kitchen & bath design pros seeking to optimize their client-engagement skills, this one-day seminar will address how both traditional and virtual showrooms – as well as client presentations – are undergoing a revolutionary change, with the advent of new digital tools, including kitchen/bath-related apps, smart phones, mobile devices, augmented-reality, and powerful new software.

The focus of the program will be on creating profitable client experiences in both traditional, brick-and-mortar showrooms as well as virtual environments. Specific emphasis will be on how design firms can leverage traditional product displays, cutting-edge digital technologies and updated sales-presentation strategies aimed at key client cohorts, including younger, more digitally-savvy consumers.

SPONSOR BENEFITS

Sponsorships enable industry-leading suppliers to strengthen the businesses of their customers, receive valuable exposure before key specifiers, and position their company as a leading source of education to the kitchen and bath trade. Seminar sponsors also receive the following valuable benefits:

- Editorial coverage in *KBDN* in connection with the event, as well as inclusion in advertising and targeted e-mail promotion.
- Special invitations for your customers to attend seminars at no cost.
- The right to have promotional literature, tabletop product samples and representatives at each sponsored seminar, to interact with attendees.
- The right to have key products included and described as part of the presentation.
- Access to attendee lists for post-event follow-up.

CEU credit from NKBA is applicable.



Presented by
JENNIFER GILMER, CKD

Founder and owner of Chevy Chase, MD-based Jennifer Gilmer Kitchen & Bath, a leading design firm in the greater mid-Atlantic region. A CKD since 1992, she is a 30-year industry veteran and has designed more than a thousand kitchens, many of which have been featured in national publications and won awards, including the NKBA's 'Pinnacle of Design' Award. She is consistently recognized as one of the foremost authorities on kitchen design, and is the author of *The Kitchen Bible*, the essential guide for homeowners undertaking kitchen renovations. Her insights are frequently quoted in print and online, where her presence extends throughout all forms of social media.



Presented by
ERIC SCHIMELPFENIG, AKBD

Founder of SketchThis.Net and a leading authority on cutting-edge technology impacting the kitchen and bath industry. Eric has utilized 3D technology throughout his career as a kitchen/bath designer, educator and corporate consultant. He has taken pencil-and-paper plans and converted them to 3D, worked with Google on Sketchup's development, created 3D content for numerous corporations, and taught Sketchup to students across the country. He is a columnist in *Kitchen & Bath Design News*, and is often hired to teach Sketchup and speak on emerging technologies in the design field.

2017 SCHEDULE

February	→	Phoenix
March	→	Orlando
April	→	Portland
May	→	Philadelphia
June	→	Milwaukee
September	→	New York
October	→	Detroit
November	→	Washington, DC

PRICING

Sponsorships to any of *KBDN's* seminars can be purchased individually or as part of a series. They can be combined with ad programs as part of a powerful, integrated marketing program.

One Event	→	\$8,000 Net
Two to Four Events	→	\$7,500 Each
Five to Seven Events	→	\$6,700 Each
Eight Events	→	\$5,500 Each

2017 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close	12-1-16	1-3-17	1-27-17	2-24-17	3-27-17	4-26-17
Materials Due	12-2-16	1-4-17	1-30-17	2-27-17	3-28-17	4-27-17
Issue Spotlight	KBIS 2017 At-Show Issue & NKBA Conference Report	Surface Materials Directory	KBIS 2017 Product Review & New Product Showcase	Portfolio of Countertop & Backsplash Designs	Annual Directory & Buyers Guide	Effective Designs for Showrooms of Every Size
Feature Articles	Kitchen & Bath Market Forecast 2017 Design Collaborations Other-Room Profit Centers: Home Offices	Market Research #1	Spring Bath Remodeling Report: Bath Storage Solutions Advice from the Judging Table: Make Your Design Contest Entries Shine	Other-Room Profit Centers: Outdoor Kitchens - The New 'Man Cave'	Market Research #2 Interactive Appliances and the 'Smart' Design Culture	Designing for Millennials
Designer's Notebook By Ellen Cheever, CMKBD, ASID, CAPS	✕					✕
Product Trend Reports	Outdoor kitchens	Kitchen sink, faucets & water accessories	Cooking appliances	Whirlpools, tubs & saunas	Bathroom sinks, lavatories & faucetry	Kitchen cabinets
Product Reviews		Kitchen & bath lighting	Kitchen & bath ventilation	Accessible design/kitchen products		Toilets & bidets
Product Innovations e-Newsletters	Shower Systems Quartz & Stone Countertops	Color Trends Soaking Tubs	Kitchen Cabinets Lighting	Cabinet Components Solid Surface & Laminate Countertops	Ventilation Functional Hardware	Outdoor Appliances Bath Faucets
Designer Profile	✕	✕	✕	✕	✕	✕
Project Case Study	✕	✕	✕	✕	✕	✕
Technology Column	✕		✕		✕	
ALSO in Every Issue	Trend Spotting • What's App • Industry Barometers • Consumer Buying Trends • Market Pulse • Industry News • Transformations					
Marketing Insights Research						
Manufacturing & Fabricating			Tool & Equipment Review			
Seminar Series for Designers "Profitable Client Engagement" ★ Sponsorship Opportunity		Phoenix (Bonus Distribution)	Orlando (Bonus Distribution)	Portland (Bonus Distribution)	Philadelphia (Bonus Distribution)	Milwaukee (Bonus Distribution)
Bonus Show Distribution	IBS, KBIS & Surfaces Jan. 10-12 • Orlando			KCMA Convention		
Value-Added Benefits Reader service card sales leads from every issue	Product Coverage in KBIS 2017 Pull-Out Show Guide Five complimentary passes to Seminar of advertiser's choice for a minimum full-page ad investment	Top-Volume Countertop Fabricator List	Advertiser Study Top-Volume Kitchen/ Bath Dealer List		Complimentary product listing in Annual Directory (print & online)	Kitchen/Bath Dealers' New & Expanding Showroom List

PRELIMINARY CALENDAR — Dates and topics are subject to change without notice

2017 EDITORIAL CALENDAR

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close	5-25-17	6-23-17	7-27-17	8-25-17	9-26-17	10-25-17
Materials Due	5-26-17	6-26-17	7-28-17	8-28-17	9-27-17	10-26-17
Issue Spotlight	Appliance Guide 2017: Directory of Suppliers & Products	2nd Annual KBDN Design Award Winners	2017 Kitchen Cabinet Style & Design Guide	Lessons from Europe: Space-Saving Kitchen Ideas	Fall Bath Remodeling Report: The Luxury Water Experience	KBIS 2018 Pre-Show Issue
Feature Articles	Market Research #3 Other-Room Profit Centers: Laundry Rooms Selling Energy Efficiency	Creative Countertops & New Applications for Surfacing	Classes on Demand: New Trends in Continuing Education From Outdoor Grilling to Sautéing and Simmering: Kitchens for the Gourmet Chef	Trending Now: Mid-Century Modern Game Changers	Market Research #4	Most-Asked-About Products of 2017 Color Trends for 2018 and Beyond
Designer's Notebook By Ellen Cheever, CMKBD, ASID, CAPS						
Product Trend Reports	Kitchen Accessories & Interior Fittings	Bathroom Vanities & Storage Cabinets	Shower Systems & Shower Enclosures	Appliances	Countertop Surfacing Materials & Edge Treatments	Decorative & Functional Cabinet Hardware
Product Reviews		Flooring Trends	Kitchen & Bath Tile	Accessible Design/ Bathroom Products	Cabinet Components	
Product Innovations e-Newsletters	Bath Accessories Airbath & Whirlpool Tubs	Cooking Appliances Kitchen Sinks	Refrigeration Kitchen Accessories	Kitchen Faucets Interior Fittings	Bath vanities & storage cabinets Tile & Caulk	Shower Enclosures Bath Sinks
Designer Profile	✕	✕	✕	✕	✕	✕
Project Case Study	✕	✕	✕	✕	✕	✕
Technology Column	✕		✕		✕	
ALSO in Every Issue	Trend Spotting • What's App • Industry Barometers • Consumer Buying Trends • Market Pulse • Industry News • Transformations					
Marketing Insights Research						
Manufacturing & Fabricating	Tool & Equipment Review			Tool & Equipment Review		
Seminar Series for Designers "Profitable Client Engagement" ★ Sponsorship Opportunity			New York (Bonus Distribution)	Detroit (Bonus Distribution)	Washington D.C. (Bonus Distribution)	
Bonus Show Distribution	AWFS July 19-22, Las Vegas			Remodeling Show October 26-27, Nashville DPHA Conference		
Value-Added Benefits Reader service card sales leads from every issue	Top-Volume Cabinet Shop List Year-Round Reference Guide & Ad Inquiries	Top-Volume Distributor & Whotailer List	Year-Round Reference Guide & Ad Inquiries	Top-Volume Decorative Plumbing & Hardware Showroom List	Advertiser Study	KBIS 2018 Pre-Show Product Coverage Kitchen/Bath Dealers' New & Expanding Showroom List

PRELIMINARY CALENDAR — Dates and topics are subject to change without notice

Display Advertising

	1X	3X	6X	9X	12X
Tabloid Spread	\$17,310	\$16,220	\$15,360	\$14,390	\$13,950
Tabloid Page	\$9,950	\$9,300	\$8,650	\$8,000	\$7,360
1/2 Tabloid	\$7,460	\$6,980	\$6,490	\$6,000	\$5,520
1/4 Tabloid	\$4,760	\$4,440	\$4,110	\$3,790	\$3,570
Standard 7x10 Spread	\$14,180	\$13,260	\$12,330	\$11,410	\$11,300
Standard 7x10 Page	\$7,460	\$6,980	\$6,490	\$6,000	\$5,520
1/2 Standard Island	\$5,600	\$5,240	\$4,870	\$4,510	\$4,140
1/2 Standard Page	\$4,540	\$4,220	\$3,890	\$3,570	\$3,350
1/3 Standard Page	\$3,460	\$3,250	\$3,030	\$2,810	\$2,700
1/4 Standard Page	\$2,810	\$2,600	\$2,380	\$2,160	\$2,060

Product & Services Showcase

	1X	3X	6X	9X	12X
Single Unit	\$1,730	\$1,620	\$1,510	\$1,410	\$1,080
Double Unit	\$3,250	\$3,030	\$2,810	\$2,600	\$2,060

Size of single unit is 4.625" x 2.125" • Size of double unit is 4.625" x 4.875"

Contact Mike Serino at (630) 699-2004 to inquire about advertising in the Showcase.

Publisher & Group Sales Director:

Paul DeGrandis

(847) 920-9510

Paul@SOLAbRANDS.com

Classified Advertising

	1X	3X	6X
1 Column x 1 inch	\$250	\$230	\$210
1 Column x 2 inches	\$480	\$450	\$410
1 Column x 3 inches	\$620	\$600	\$520
1 Column x 4 inches	\$780	\$730	\$640
2 Columns x 2 inches	\$780	\$730	\$640

DEADLINES are the 1st of the preceding month. Pre-payment is required on classified advertising.

Contact Mike Serino at (630) 699-2004 to inquire about advertising in the Classifieds.

1-column width = 2.125"

2-column width = 4.5625"

(See below for file submission.)

Ad Specifications

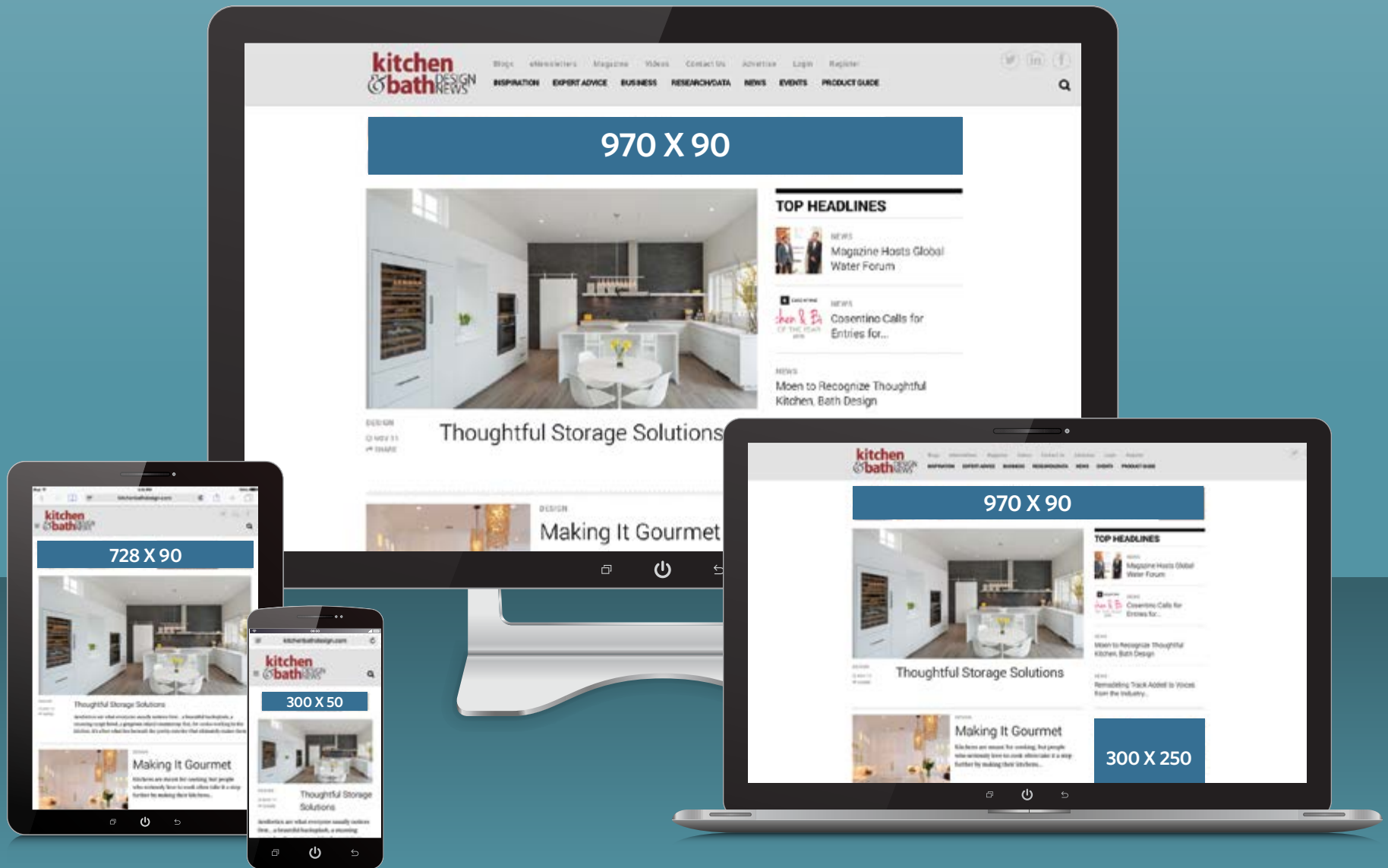
	LIVE AREA	TRIM SIZE	BLEED SIZE
Tabloid Page	9.25" x 13"	10.25" x 14"	10.5" x 14.25"
Tabloid Spread	19.5" x 13"	20.5" x 14"	20.75" x 14.25"
1/2-Page Tabloid Vertical	4.5625" x 13"	5.125" x 14"	5.375" x 14.25"
1/2-Page Tabloid Horizontal	9.25" x 6.125"	10.25" x 7"	10.5" x 7.25"
1/3-Page Tabloid Vertical	2.25" x 13"	2.75" x 14"	3" x 14.25"
1/4-Page Tabloid	4.5625" x 7.375"	—	—
Standard Page	7" x 10"	7.625" x 11"	7.875" x 11.25"
Standard Page Spread	14" x 10"	15.25" x 11"	15.5" x 11.25"
1/2-Page Standard Vertical	3.375" x 10"	—	—
1/2-Page Standard Horizontal	7" x 4.875"	—	—
1/2-Page Island	4.5625" x 7.375"	—	—
1/3-Page Square	4.5625" x 4.875"	—	—
1/3-Page Vertical	2.1875" x 10"	—	—
1/4-Page Standard	3.375" x 4.875"	—	—

PDF/X-1a or Press-Ready PDF are the preferred formats for file submission

Files should be submitted as CMYK

Upload materials at <http://solabrand.com/KBDN-ads>

For questions about materials submission, please contact Heidi Riedl at Heidi@SOLAbRANDS.com



ONLINE DISPLAY ADS

KitchenBathDesign.com

Your brand receives maximum exposure on KitchenBathDesign.com as it engages the kitchen and bath design community with inspiring projects, products, news, the latest trends and expert advice.

Content on our site is dynamically loaded as the user scrolls, therefore, your ad impressions only count when they are **"in view"** on the screen.

Your ads are delivered regardless of the user's device because the site uses responsive design principles — no special apps needed.

STANDARD RUN-OF-SITE OPTIONS: \$90 CPM

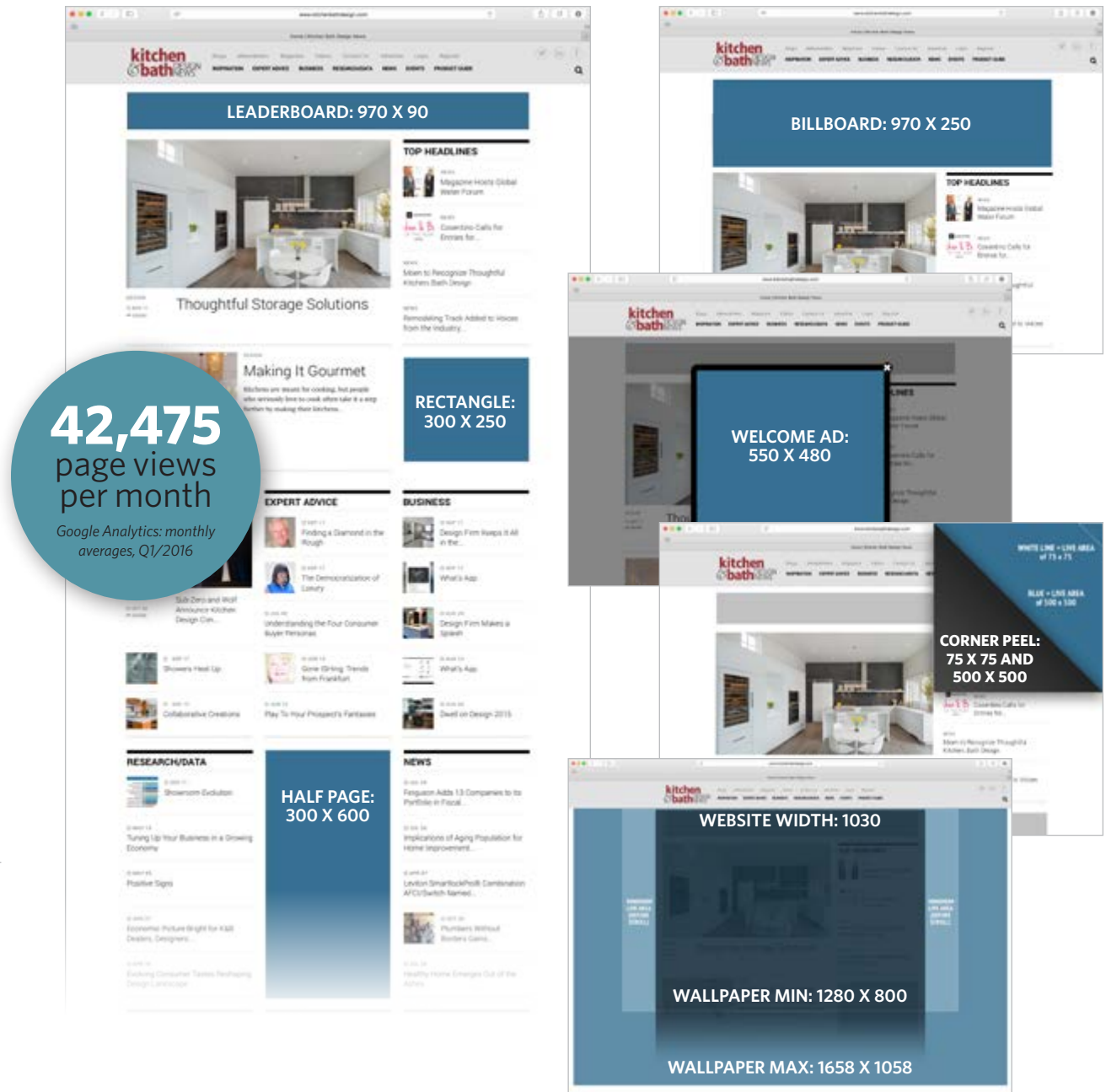
- LEADERBOARD: 970 x 90
(Also provide a 728 x 90 and 300 x 50 for responsive ad delivery)
- RECTANGLE: 300 x 250
- HALF PAGE: 300 x 600

HIGH IMPACT RUN-OF-SITE OPTIONS: \$250 CPM

- BILLBOARD: 970 x 250
(Also provide a 728 x 90 and 300 x 50 for responsive ad delivery)
- WELCOME AD: 550 x 480
- CORNER PEEL: 75 x 75 AND 500 x 500
- WALLPAPER MAX: 1658 x 1058;
WALLPAPER MIN: 1280 x 800 (see diagram to right)

FILE SPECS:

- For all banners we accept .jpg, .png, .gif, or .swf
- Flash ads also need to be accompanied by static image
- Provide linking instructions
- Third-party click tracker URL's acceptable



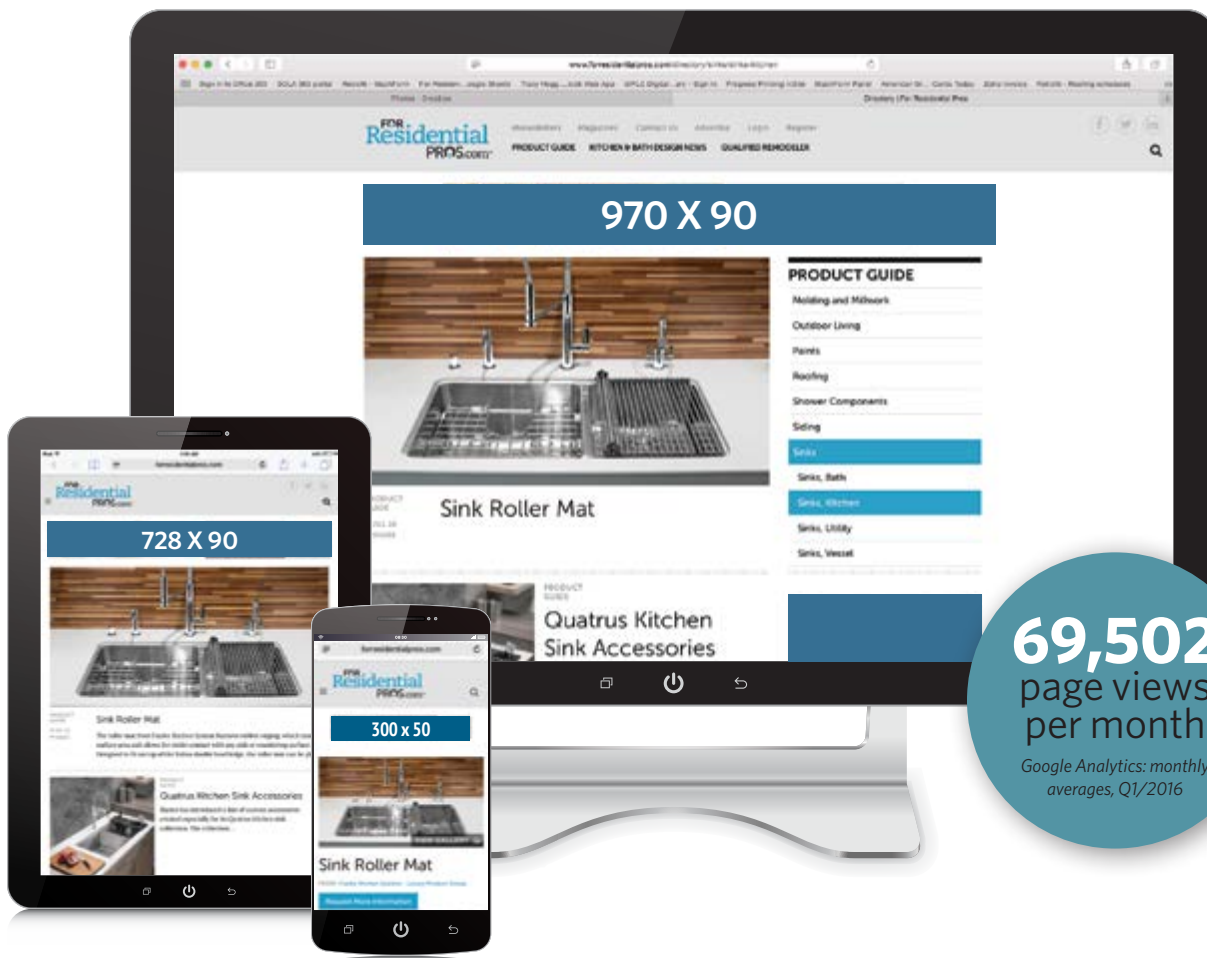
ForResidentialPros.com

Project your company and brand as the market leader by owning your product category. Professionals looking at your category are conducting product-specific searches – these are highly qualified prospects!

- Only industry site with a fully searchable product guide
- Hundreds of specific products related to each category
- Leads are generated by users via “Request More Information” button

PRODUCT CATEGORIES:

- Accessibility Products
- Adhesives, Caulks & Sealants
- Appliances
- Barriers – Moisture, Air, Thermal
- Bath Accessories
- Bath Fixtures
- Business Services
- Cabinet Components
- Cabinetry
- Compact Kitchens
- Countertops & Surfacing Materials
- Doors
- Electrical
- Faucets
- Finish Hardware & Ornamentation
- Fire Protection
- Fireplaces
- Flooring
- Foundations
- Framing & Sheathing
- HVAC
- Home Technology
- Insulation
- Interior Fittings & Closet Systems
- Jobsite Equipment & Supplies
- Lead Paint, Hazard Management
- Lighting
- Mobile Apps
- Molding & Millwork
- Outdoor Living
- Paints
- Roofing
- Shower Components
- Siding
- Sinks
- Site & Landscaping
- Software
- Tools
- Trucks & Vehicles
- Walls & Ceilings
- Water Filters, Purifiers & Dispensers
- Windows



EXCLUSIVE CATEGORY SPONSORSHIP: \$1,500 NET PER MONTH PER CATEGORY (6 MONTH MIN COMMITMENT)

- LEADERBOARD: 970 x 90 (Also provide a 728 x 90 and 300 x 50 for responsive ad delivery)
- RECTANGLE: 300 x 250
- HALF PAGE: 300 x 600

FILE SPECS:

- For all banners we accept .jpg, .png, .gif, or .swf
- Flash ads also need to be accompanied by static image
- Provide linking instructions
- Third-party click tracker URL's acceptable

Newsletters

KBDN WEEKLY HOT PRODUCTS & PRODUCT INNOVATIONS

Delivered every Wednesday to 47,000+ kitchen and bath designers, dealers, remodelers and wholesale distributors/retailers. The weekly newsletter alternates every other week between showcasing hot products and the single-topic focused *Product Innovations*.

SPONSORSHIP OPTIONS:

\$1,500 NET PER SPONSORSHIP POSITION
\$3,300 NET TO OWN ALL THREE

- LEADERBOARD: 600 x 100
(scales down to 300 x 50 on mobile devices)
- RECTANGLE: 300 x 250
- HOT PRODUCT: 2 positions available

FILE SPECS:

LEADERBOARD & RECTANGLE:

- Static frame image as .jpg, .png or .gif
- Provide linking instructions
- Third-party click tracker URL's acceptable

HOT PRODUCT POSITION:

- IMAGE: 280 x 157 or horizontally-oriented that we can crop for you
- HEADLINE: 3-5 words
- BODY TEXT: 300 character count limit (including spaces and punctuation)
- CALL TO ACTION: 3-5 words + linking URL

47,000+
subscribers

*Omeda/Omail, average
per send, 2016*

KBDN Weekly | [View online](#)

LEADERBOARD: 600 X 100

kitchen & bath DESIGN NEWS WEEKLY
 NOVEMBER 25, 2015

PRODUCTS

 **RECTANGLE: 300 X 250**

Transcend Hardware Collection
 From Top Knobs
 Top Knobs' Transcend Collection of modern cabinet hardware has 33 different shaped products in its...

 **Design Wide Collection**
 From Rainbow Corp.
 The Wide Collection of bath furniture, part of the Signature Series created by Phoenix Design for...

 **Glass Rimmed Crosstown Kitchen Sink**
 From Elkay sinks + faucets
 Elkay sinks + faucets has expanded the Crosstown sink line to include new mount options for...

SPONSORED

280 X 157

Headline: Three to Five Words
 Product description body text. Issinienet aut lautamet omnis nonsecaernat aut ipsanis de voluptam, ommolori reped eossum sintcis ex essit qui cum num repelluptae. Obis eos
[CALL TO ACTION URL](#)

PRODUCTS

KBDN Product Innovations | [View online](#)

LEADERBOARD: 600 X 100

kitchen & bath DESIGN NEWS WEEKLY
 PRODUCT INNOVATIONS
 DECEMBER 09, 2015

Bath Sinks Spotlight Thinner Profiles, Organic Shapes
 Organic shapes, thinner profiles and neutral colors continue to trend in bath sinks, with a growing interest in transitional and contemporary styling. Solid surface is a fast-growing material choice for its ability to be shaped into a smooth sinks with thinner walls, while ceramic...

Below are some of the hottest trends in bath sinks right now.

-- As more transitional and contemporary looks come into vogue, sinks with thinner walls and sharper edges are gaining popularity...

RECTANGLE: 300 X 250

 **Onyx METRIO Bath Basins**
 From Stone Forest
 Inspired by the Stone Forest's SYNC System, the modular METRIO line features hand-carved, solid...

 **Elavo Bath Sinks**
 From Kraus USA
 The Elavo Series of bath sinks from Kraus USA features ceramic sinks with options for a variety of...

SPONSORED PRODUCTS

280 X 157

Headline: Three to Five Words
 Product description body text. Issinienet aut lautamet omnis nonsecaernat aut ipsanis de voluptam, ommolori reped eossum sintcis ex essit qui cum num repelluptae. Obis eos
[CALL TO ACTION URL](#)

Flower Pedestal Sink *Trough 48 Bath Sink*

Custom Newsletters

Send your unique marketing message to our email audience which have opted in to receive information from our marketing partners.

Perfect for:

- New product or website launch
- Drive attendance to trade show
- Promote white paper, technical brief, new app or case study
- Newsletter

COMPLETE LIST OF 28,000+ KITCHEN & BATH PROFESSIONALS: \$3,900 NET EACH

- Approx 15% open rate
- 1% CTR

We also offer **targeted** lists. Contact us for specific pricing.

FILE SPECS:

- Complete, email-friendly HTML file with support images
- 600 pixels wide max to accommodate most viewing panes.
- We recommend 50/50 ratio of images to text
- Supply subject line

We can create HTML files from provided assets if needed. Design charges may be applied.

2020 Making Spaces for Life™ JOIN OUR COMMUNITY

Back to School

Back to school savings with 2020 Design!

Stay ahead of competition and get your own license of 2020 Design. As a new customer, you will save up to \$700 if you purchase before **September 25, 2015**.

A monthly financing plan is available and applicable to this offer. [Click here](#) to take advantage of this limited-time promotion!

Learn about "The Art of Great Rendering"

Join us for a one hour learning experience that will focus on the techniques that will help you create best in class renderings. [Click here](#) to request a replay of this webinar by John Morgan.

Going to KBIS? Join us for training!

KBIS is coming and we've opened an advanced 2020 Design training class. If you're going to Las Vegas in January, this is the perfect time to [register](#). There's also a few spots left in our [San Francisco](#) and [Orlando](#) classes!

Follow Us Online :

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Our mailing address is:
2020 Design, Inc.
10000 E. 1st Avenue, Suite 100
Denver, CO 80231

Cliffside HARDWARE LLC

[View our Newest Collections...](#)

Why Cliffside?

- Over 3,000 products: extensive line of cabinet knobs, pulls, latches, and handles.
- Ten signature finishes to choose from.
- Quality solid brass products at reasonable prices.
- In-stock orders shipped within 48 hours.
- Family-owned for over 25 years.

WE HAVE A LOT TO TELL YOU ABOUT KITCHENS. **RICKI**

RICKI is a valuable resource to our industry. They have the methodology and intellectual capital to help organizations uncover solutions and make decisions through well-developed data points that can have a profound impact on a wide range of businesses.

Sarah Peep
Director of Designer Relations & Education
Masco Cabinetry

As specialists in marketing home category brands, our agency absolutely relies on having the best research that will help shape our clients' strategies. RICKI goes beyond traditional methodologies to provide deeper information about consumer attitudes. Even better, they

Special Reports

Drive brand awareness with a **single-topic, single-sponsored** report delivered to 47,000+ kitchen and bath designers, dealers, remodelers and wholesale distributor/retailers.

KBDN Special Reports are semi-custom newsletters, not about your product, but related directly to the market served by your product.

Some example topics are: Cabinetry, Sinks, Faucets, Tile, Lighting, Surfaces, Technology, etc.

A) SPONSORSHIP: \$4,500 NET PER REPORT

Three articles related to your chosen topic, curated from existing KBDN content.

B) SPONSORSHIP: \$5,500 NET PER REPORT

Custom single article related to your chosen topic, written by our staff.

Both sponsorships include:

- 468 x 60 BANNER and company name in header
- HOT PRODUCT SPOT with logo and call to action

FILE SPECS:

BANNER:

- 30k or less static image as .jpg, .png or .gif
- Provide linking instructions
- Third-party click tracker URL's acceptable

HOT PRODUCT SPOT:

- IMAGE: 210 x 140 or horizontally-oriented that we can crop for you
- LOGO: Provide at a minimum height of 50 pixels
- HEADLINE: 3-5 words
- BODY TEXT: 40-60 words
- CALL TO ACTION: 3-5 words + linking URL

A

VIEW ONLINE

HYDROTHERAPY SPECIAL REPORT

468 X 60

Sponsored by Aquatic

Wealth of Products Spread Hydrotherapy's Benefits



Aquatic's DriftBath, which is available on select Serenity and Studio models, is designed to offer bathers a hydrotherapy experience that soothes the body with streams of water that converge into a single, flowing motion, creating a soft blanket effect. — Photo credit: Aquatic

Today, hydrotherapy is often associated with luxurious indulgences at resorts and day spas or physical therapy during rehabilitation. With the expanding number of bath products offered today, design professionals can offer their clients the benefits of hydrotherapy right in their own homes. [READ MORE](#)

SPONSORED PRODUCT

210 X 140

LOGO AREA

Headline: Three to Five Words

Product description body text. Issinienet aut lautamet omnis nonsecaemat aut ipsanis de voluptam, ommolri reped eossum sinctis ex essit qui cum num repelluptae. Obis eos Issinienet aut lautamet omnis nonsecaemat aut ipsanis de voluptam, ommolri reped eossum sinctis ex essit qui cum num repelluptae.

[CALL TO ACTION URL](#)

Baths Becoming Relaxing, Therapeutic Retreats



Soothing colors, textures and responsive bathing products create the relaxing refuges from daily life that today's homeowners are searching for. Manufacturers report that simplicity, customization are also key for their customers. — Photo credit: Aquatic

As the spa bath continues to evolve, designers are upgrading these spaces with hydrotherapy, steam and tanning options that include

B

VIEW this email online.

SPECIAL REPORT

468 X 60

Sponsored by Canyon Creek

Wood Options Offer Diversity of Cabinet Looks



Maple is a timeless hardwood with a distinctive, ribbon-like grain pattern that lends to grace, as if lit from within, shown here in this Canyon Creek kitchen.

The growing interest in personalized design continues to impact all aspects of the kitchen, and cabinetry is certainly no exception. While customized interior storage has been the hot story in recent years, a strengthening economy is driving interest in fashion upgrades as well, with consumers and designers more willing to explore different wood species as a way of creating distinctive and stylish kitchens.

While maple has long been a classic favorite when it comes to kitchen cabinetry for its incredible versatility, beech and birch are also strong, along with cherry, walnut and rift-cut white oak, among others.

SPONSORED PRODUCT

210 X 140

LOGO AREA

Headline: Three to Five Words

Product description body text. Issinienet aut lautamet omnis nonsecaemat aut ipsanis de voluptam, ommolri reped eossum sinctis ex essit qui cum num repelluptae. Obis eos Issinienet aut lautamet omnis nonsecaemat aut ipsanis de voluptam, ommolri reped eossum sinctis ex essit qui cum num repelluptae.

[CALL TO ACTION URL](#)

With the move away from darker wood tones, maple continues to gain ground; its light coloration dovetails the trend toward lighter, brighter looking kitchens, while its smooth texture make it perfect for today's popular painted finishes, which range from shades of white and cream to myriad hues of gray to green, blue and even purple tones. Maple's smooth, even grain also has strong appeal to those who like a clean and classic look.

However, a movement toward using contrast in the kitchen has also become more evident, and this is helping to drive some interest in darker wood choices such as cherry, which can be used with a mid- or dark-toned stain, and then contrasted with white-painted cabinetry for a dramatic high-contrast look. Walnut is also popular, especially for stained finishes.

As the trend toward using texture in the kitchen continues to grow, some designers are seeing more requests for choices that offer added textural interest. Hickory is one such option; the wood features a distinctive grain pattern that lends itself to showcasing texture, while random variations can help to offer a look that is unique.

Oak is a timeless material that works well with a variety of design styles, and is

Product / Video Showcase — Exclusive

Your brand takes center stage in this newsletter.

100% of the content is focused on your product or product family and then delivered to 28,000+ kitchen and bath industry professionals who have opted in to receive email information from our marketing partners.

We offer two template formats, each can link to either your web site or video:

- A) Up to six products or videos listed
- B) Single product focus

SPONSORSHIP: \$3,900 NET PER SHOWCASE

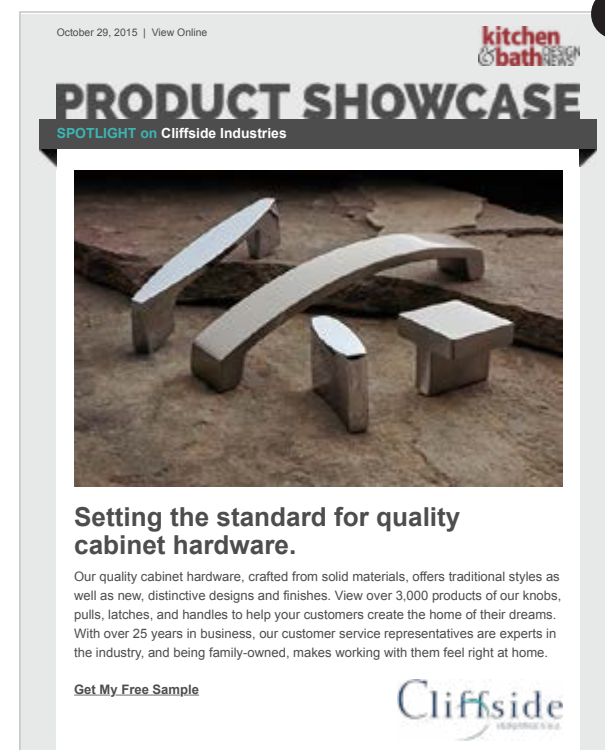
FILE SPECS:

TEMPLATE A:

- IMAGES: Product shot or video screen capture, minimum width 250 pixels
- HEADLINES: 3-5 words
- BODY TEXT: 40-60 words
- LOGO: minimum height of 50 pixels
- ONE CALL TO ACTION TO USE FOR ALL: 3-5 words + linking URL (third-party click tracker URL's acceptable)

TEMPLATE B:

- IMAGE: Product shot or video screen capture, minimum width 560 pixels
- HEADLINE: 7-8 words max is best
- BODY TEXT: 100-200 words
- LOGO: minimum height of 50 pixels
- CALL TO ACTION: 7-8 words + linking URL (third-party click tracker URL's acceptable)



Houzz

Throughout the year, KBDN partners with residential powerhouse Houzz to deliver webinars based on their research data and is presented by a member of the Houzz staff with our moderator.

Upcoming 2017 topics* include: *Annual houzz home survey, Kitchen Trends, Bath Trends and Building Your Brand*

*Subject to change upon publisher discretion

CHART OF THE MONTH SPONSORSHIP:

\$3,500 NET PER MONTH

- 100% SHARE OF VOICE
- HOT PRODUCT SPOT with logo and call to action

FILE SPECS:

HOT PRODUCT SPOT:

- IMAGE: 210 x 140 or horizontally-oriented that we can crop for you
- LOGO: minimum height of 50 pixels
- HEADLINE: 3-5 words
- BODY TEXT: 40-60 words
- CALL TO ACTION: 3-5 words + linking URL



FILE SPECS:

- LOGO: minimum height of 50 pixels
- TEXT:
 - 50-word company description
 - Input on 30-second commercial
 - 2-3 questions for registration page
- WEBSITE URL

WEBINAR SPONSORSHIP:

\$9,500 NET PER WEBINAR

- Your logo** and **50-word description** included on registration page and three email promos
- Your research questions** included on registration page
- 30-second radio-style commercial** delivered by moderator during webinar
- Leads!** We provide email addresses of all the registrants

Insights from Houzz on Bathroom Remodeling Trends
[Click here to view online](#)

COMPLIMENTARY WEBINAR:
Insights on Bathroom Remodeling Trends
 TUESDAY, SEPTEMBER 15 | 2 PM EASTERN
 1 PM CENTRAL | NOON MOUNTAIN | 11 AM PACIFIC

REGISTER NOW Following the live webinar, registrants will receive via email a link to the recorded version.

Register for this free webinar to learn the latest bathroom trends from Houzz.
 Houzz's proprietary survey of thousands of homeowners unearths the "what" and "why" when it comes to consumer bathroom trends and preferences. From motivations and product and material choices to environmental considerations and demographic comparisons, Houzz shares consumer insights to empower your business. Houzz is the leading platform and community for residential building, remodeling and design.

COST: Complimentary, thanks to our sponsor:

LOGO

Product description body text. Issinienet aut lautamet omnis nonsecaernat aut ipsanis de voluptam, ommolorei reped eossum sintis ex essit qui cum num repelluptae. Obis eos Issinienet aut lautamet omnis nonsecaernat aut ipsanis de voluptam, ommolorei reped eossum sintis ex essit qui cum num repelluptae.

Houzz is the leading platform and community for residential building, remodeling and design.

SPEAKERS:
 Skylar Schock, Industry Marketing at Houzz

WEBSITE URL

REGISTER NOW

Teri Turan, Owner, Turan Designs

MODERATOR:
 Patrick O'Toole, Editorial Director
 Qualified Remodeler, Kitchen & Bath Design News, and ForResidentialPros.com

Customized

Position your company as a thought leader and industry expert by presenting the kitchen and bath design community an educational webinar or webinar series. Our editorial staff will partner with you to advise on relevant content and will moderate the event.

PRICING STARTS AT \$10,000 NET PER WEBINAR

- **45-minute presentation** with 15-minute Q&A
- **Your brand** has primary positioning on promotional materials and registration page
- **Four email promos** (a \$15,600 value)
- **Your research questions** included on registration page
- **30-second radio-style commercial** delivered by moderator during webinar
- **Leads!** We provide email addresses of all the registrants
- **12-month archive** of webinar presentation for continued access and lead generation

FILE SPECS:

- **IMAGES:**
 - Logo, minimum height of 50 pixels
 - Headshots of speakers, minimum 150 x 150 pixels
- **TEXT:**
 - Webinar title, scope and description
 - Input on 30-second commercial
 - 2-3 questions for registration page
 - Speaker bios
- **PRESENTATION:** Provide a 45-minute slide deck that will be used for the webinar

Food Preservation Equipment: What's New in Appliance Technology | [CLICK HERE](#) to view online

COMPLIMENTARY WEBINAR

SPONSORED BY **JENN-AIR** HOSTED BY **kitchen & bath DESIGN NEWS**

**Food Preservation Equipment:
What's New in Appliance Technology;
What's New in Appliance Design Location Ideas**

THURSDAY, MAY 28 | 2 p.m. Eastern

[REGISTER](#)

The recorded version of the webinar will be available 24/7 on ForResidentialPros.com. Registrants will receive a link via email. Following the webinar, registrants may download the valuable webinar workbook.

REGISTER TODAY to learn about the recent innovations and trends in appliances. This program will go beyond the basic planning criteria of conveniently locating the refrigerator/freezer in the food preparation center of the kitchen.

LEARNING OBJECTIVES

- An overview of how food is preserved in cooling, chilling and freezing appliances
- Typical appliance sizes available and installation recommendations for sizing and placement options in both small and large kitchens
- The operational systems available for food preservation appliances, providing a better understanding of the advantages and concerns
- Industry-accepted planning standards will be reviewed, so all design ideas suggested can be critiqued based on these industry standards
- A collection of kitchen plans with unusual food preservation equipment used and a series of kitchen plans with various optional solutions

COST
Complimentary, thanks to our sponsor

JENN-AIR

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, the Jenn-Air brand has consistently grown its reputation as a technology and design innovator. To learn more about the Jenn-Air appliance collection, or speak with a member of the concierge team, please visit jennair.com, twitter.com/jennairusa or facebook.com/jennair.

CEU CREDITS APPROVED

NARI CEU APPROVED **NKBA** CEU APPROVED 2015

PRESENTER **MODERATOR**



Exclusive Sponsorship

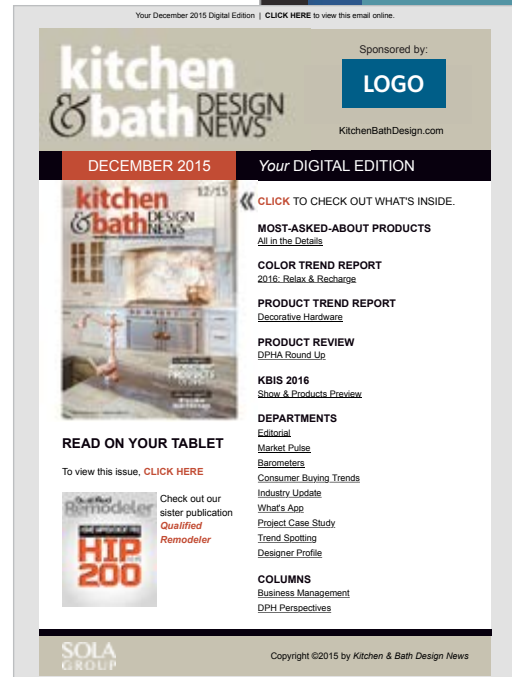
Get noticed first as the exclusive sponsor to our monthly digital edition.

- Logo on 47,000+ email invitations introducing the digital edition
- Identification on subject line of email invitation
- Full-page digital ad facing cover of publication in digital reader

SPONSORSHIP: \$2,900 NET PER ISSUE

SPECS

- FULL-PAGE AD
(can be same materials as inside issue or new may be provided)
- LOGO: minimum height 50 pixels
- WEBSITE URL



SOLA CONTACTS

Your partners in creating a successful marketing and engagement strategy.

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