

INSPIRING CONTRACTORS TO BUILD A PROFESSIONAL HARDSCAPING BUSINESS

# HARDSCAPE

M A G A Z I N E



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# Media Guide

# 2024



# Hardscape Magazine – Moving Forward

Charles Vander Kooi established a special niche as the hardscape industry took shape in North America. Charles found himself presenting numerous seminars annually on behalf of hardscape suppliers. He wrote *The Complete Business Manual for Concrete Paver Contractors* adopted by ICPI (a forerunner of CMHA) as a text book. And, realizing the hardscape market was underserved by the media, Charles hired Publisher Tom Hatlen to launch *Hardscape Magazine*.

For years contractors have survived tough economic times by relying on the business principles of Vander Kooi & Associates (VKA). With Charles' passing in 2016, *Hardscape Magazine* continues to follow VKA's sound business management principles.

*Hardscape* is devoted to helping contractors who create outdoor living spaces with outdoor kitchens, walls, pavers, stone, lighting, water features, fire features and related products. At the same time, we have a solid readership base of suppliers who want to stay dialed in to the needs of their contractor customers.

Our mission is to provide the technical and business knowledge contractors need to expand or startup a hardscape business. To accomplish this, we provide the complete mix of information hardscape contractors need:

- "How-to" installation articles that enable contractors to expand the complexity, volume and variety of work they are able to do.
- Business management articles that allow contractors to grow the sales and profitability of their work.

We feature business-smart contractors, and we include columnists who offer real world insights consistent with sound business management practices. We believe businesses need to be constantly moving forward and adapting to changing market conditions. Our readers understand this. The successful, long-term buyers you want to reach look to *Hardscape Magazine* to help them succeed.



## Our Circulation

*Hardscape Magazine's* circulation now exceeds 32,000 contractors and suppliers. Aside from those who personally request multiple subscriptions, we mail only 1 copy of *Hardscape Magazine* per company. (Minimal duplication within a company may occur due to data error.)

Much of the *Hardscape Magazine* mailing list is comprised of contractors who have either paid to hear Vander Kooi Associates speak, or to buy VKA books, so they have been extremely receptive to receiving a publication from us for free. As such, our readership's response to our advertisers has been very strong. *Hardscape* is also mailed to certified hardscape contractors, contractors who make a personal effort to sign up for our publication, as well as new groups of contractors.

# 2024 Product Feature Plan



December/January — Sealers & Sand Stabilizers, Equipment & Tools, Compactors  
February/March — Pavers & Pavements, Stone, Permeable & Drainage Products  
April/May — Walls, Lights, Water Features  
June/July — Edge Restraints, Saws & Blades, Outdoor Room Elements  
August/September — HNA Pre-show Issue\* & Porcelain Pavers  
October/November — Hardscape North America Showcase Issue\*\*  
December/January — Sealers & Sand Stabilizers, Equipment & Tools, Compactors



*\*The HNA Pre-show Issue includes an HNA intro, bonus show distribution – free or discounted Show Ads – plus hardscaping and business articles.*

*\*\*The Hardscape North America Showcase Issue features HNA coverage, bonus show distribution and the Hardscape Product Showcase.*

**Contact:** Tom Hatlen, Publisher, 800.785.9782

TomHatlen@HardscapeMagazine.com

**HardscapeMagazine.com**

## 2024 Issue Dates

### Issue

December/January  
February/March  
April/May  
June/July  
August/September  
October/November  
December/January

### Closing Dates

October 6, 2023  
December 8, 2023  
February 2, 2024  
April 5, 2024  
June 7, 2024  
August 2, 2024  
October 4, 2024

### Materials Due

October 13, 2023  
December 15, 2023  
February 9, 2024  
April 12, 2024  
June 14, 2024  
August 9, 2024  
October 11, 2024

## Publisher's Protective Clause

Publisher reserves the right to mark "advertisement" on copy that readers might confuse with editorial content and to refuse offensive copy or advertisements that take unfair competitive advantage.

Publisher assumes no liability for errors in key numbers, listing in the Advertisers Index or reader service numbers.

Advertisers and their respective agencies are held liable for all contents of advertisements printed, and for any claims arising therefrom made against the publisher.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or governing entity, fire, flood, riot, explosion, embargo, strikes, labor or materials shortage, transportation interruptions, work slowdown, or any condition beyond the control of the publisher that affects production or delivery in any manner. Published mailing dates are approximate and are subject to change at the publisher's discretion.

Orders specifying positions are accepted subject to the right of the publisher to determine actual positions. An order may be canceled by the publisher if the advertiser or agent fails to pay overdue accounts.

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# Advertising

Our presence in the market has influenced a number of landscape publications to add hardscape content to their broad editorial mix in recent years. But there's only one *Hardscape Magazine*, 100% hardscape, and readers know it. Contractors and suppliers interested in hardscaping want to read a magazine geared towards what they do. Our on-target content holds their attention to provide a return for our advertisers.

Let us to help you reach hardscape contractors and suppliers by including us in your marketing plans.

## Display Ads

Display ads are run-of-publication and are available in a wide range of ad sizes from 1/4 page to a 2-page spread.

## Market Place Ads

The Market Place section is an affordable way to advertise. Space in this all-ad section is available in 3 sizes: 1/10, 1/5 and 3/10 of a page. All ads are 4-color.

## Regional Market Place Ads

The Regional Market Place allows regional advertisers to reach prospects located in their specific market at a reduced rate. All ads are 4-color.

## Classified Ads

Space for classified ads is available in increments down to 1/2-column-inch. Color is optional.

## Advertising Rates

Contact:

Tom Hatlen

Publisher

800.785.9782

TomHatlen@HardscapeMagazine

## Ad Material Requirements

Preference for ad files is 300 dpi CMYK high-resolution PDF. All files should be saved as a composite picture with all fonts and image links embedded in the form of a TIFF, EPS or press optimized PDF 300 dpi CMYK. If sending an Illustrator file, please convert all type paths to outlines. Do not submit Photoshop created "multi-layer" files. Compressed files should be a self-extracting file (SEA). Photos must be 300 dpi. Line art must be 1000 to 2400 dpi. All color files must be submitted in CMYK format, not RGB. Exact color matching cannot be guaranteed. Bleed ads (1 page & 2-page ads only) must include crop marks at the bleed and trim dimensions. Please note live area above so your important information does not get cut off.

**Methods of Printing:** Heat-set web offset

**Binding Method:** Saddle-stitched

**Color:** Matched, 4-color process; CMYK



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