

INTRODUCING

homepage NEWS

THE HOME + HOUSEWARES BUSINESS AUTHORITY

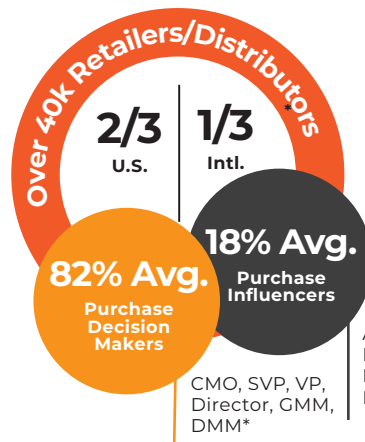
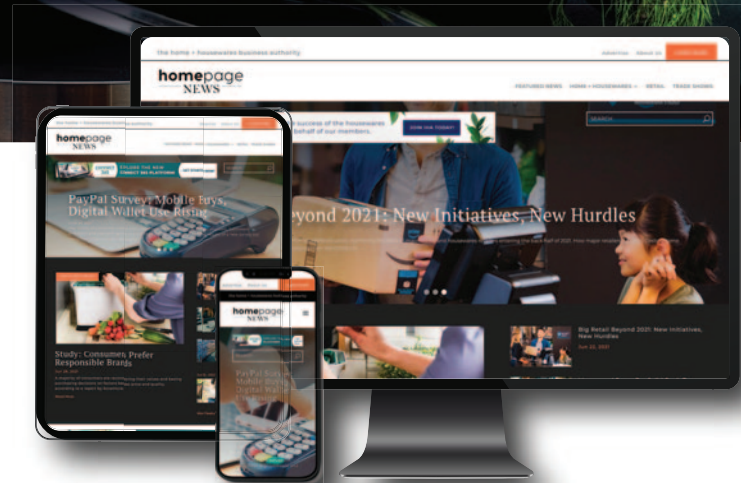
This new B2B editorial platform answers heightened demand for comprehensive, in-depth coverage at a critical time for this dynamic, fast-evolving industry.

Owned and operated by the **International 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.

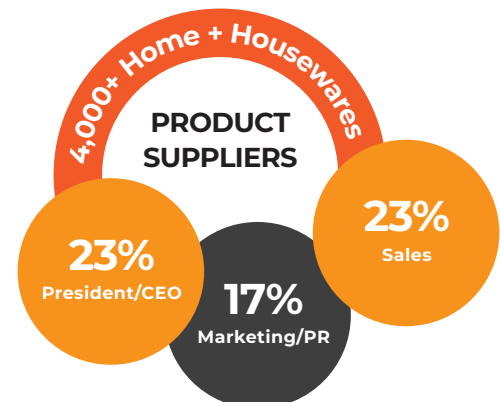
HomePageNews.com offers highly engaging, colorfully visual and easy-to-navigate access to industry news and information. The mobile-optimized HomePage News website sets a fresh, vibrant new standard for B2B content delivery needed in today's demanding home + housewares business.

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

www.homepagenews.com

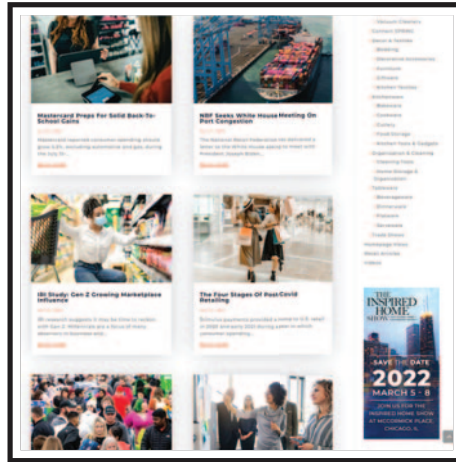


Assistant Buyer, Merchandise Manager, Store Planner*
CMO, SVP, VP, Director, GMM, DMM*



*Based on average registration for The Inspired Home Show 2016 - 2020

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*

Skyscraper Ad

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

* pricing includes a maximum rotation of 5 ads

For HomePage News advertising information contact
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