

Draperies & Window Coverings

THE MAGAZINE FOR INTERIOR FASHION PROFESSIONALS



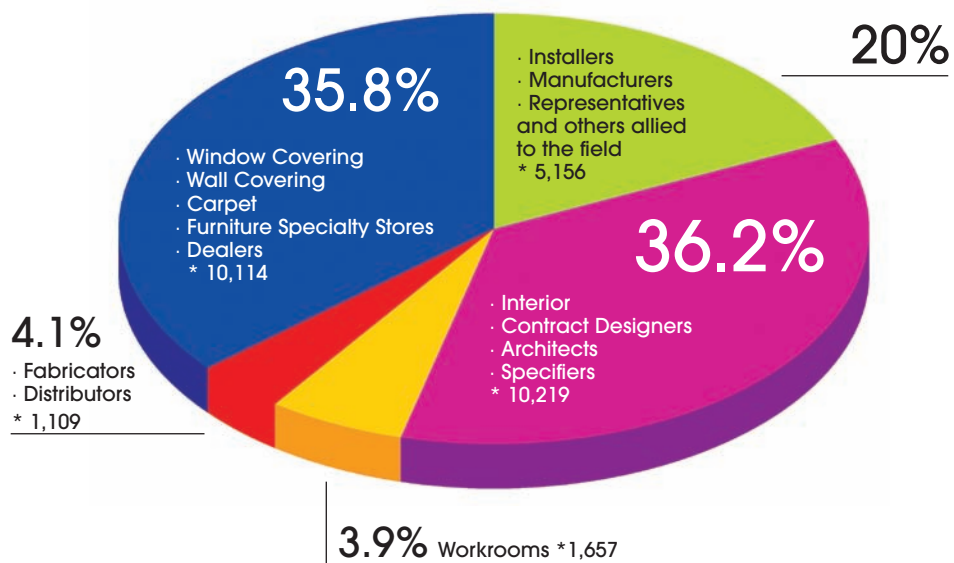
2008 MULTIMEDIA KIT

Draperies & Window Coverings, the industry's oldest and most respected trade publication, is dedicated to interior fashion professionals specializing in window treatments and to the continued growth and success of their businesses.

Draperies & Window Coverings is the preferred trade publication covering design ideas, business profiles, business management topics, industry news and events, and new product information. Regular contributing columnists with successful careers in the industry sharing their knowledge and experience, along with solicited articles from the field, make up its content of insight, advice and commentary on every aspect of the business and touching on all distribution channels.



TARGET YOUR AUDIENCE



• BPA International June 2007 Circulation Statement includes average qualified circulation of 27,543 and average non-qualified circulation of 5,387 for a total average circulation of 32,930.

READERS WITH PURCHASING AUTHORITY & LOYALTY †

- 91% of *Draperies & Window Coverings* magazine readers have responsibility in their organization to purchase products or services.
- 66% of our readers have been with us at least 5 years and over half of them have been readers for over 15 years!
- 85% of our readers have read 3 out of the last 4 issues...cover to cover.

† Source: July 2007 Reader Survey conducted via Stellar Survey by LC Clark Publishing.

READERS WHO RESPOND †

Your message gets action from *Draperies & Window Coverings* readers. 87% of readers contacted advertisers directly using contact information provided in advertisements seen in *Draperies & Window Coverings*. The purchase cycle starts when window covering professionals see your ad in *Draperies & Window Coverings* magazine. † Source: July 2007 Reader Survey conducted via Stellar Survey by LC Clark Publishing.



EDITORIAL

Publicize your company and products.

- **PRODUCT FOCUS**—Advertisers, highlight your products with a free color photo and description in specific product categories each month.
- **PRODUCT REPORT**—Broaden your industry-leading image by participating in regular polls seeking to quantify product markets and to present sales opportunities.
- **MARKETPLACE**—Showcase new product lines, features and upgrades in this monthly review.
- **PORTFOLIO**—Present your products and beautiful interior designs with room-setting photographs based on monthly design themes.
- **INDUSTRY NEWS & NEWS MAKERS**—Announce new acquisitions, awards, appointments, grand openings, promotions.
- **SPECIAL REPORT**—Update the industry in depth on your company's latest special event, anniversary or new facility.
- **GUEST EDITORIAL**—Take the lead in delivering business, trend or design ideas based on your knowledge and experiences to improve and strengthen the window coverings industry.

SUBMITTING EDITORIAL MATERIALS

News releases, text, product descriptions and photographs may be sent via e-mail to: hshingle@lccclark.com

Digital photographs should be sent as Mac-formatted PhotoShop or Illustrator documents including .EPS, .TIF and .JPEG files. Photos must be high resolution (300 dpi or greater). Image size should be as large as possible. Please include a printout of photos to be used.

Hard copy materials (CDs, photographs, transparencies, printed news releases) should be sent to:
Howard Shingle, Editor · Draperies & Window Coverings · 1724 E. Grand Ave. · Lindenhurst, IL 60046 · (561) 627-3393, ext. 335

“D&WC features information that covers the entire window coverings industry.”

Carol Terry - Johnathan Terry, LLC



MERCHANDISING PROGRAMS

ADVERTORIALS

Expand on your advertising by using advertorials to tell a detailed story about your company and your products. Advertorials are a great way to introduce new products, tell “Case Study” success stories about how you helped your customers, provide an in-depth look at a specific product or take readers behind-the-scenes to learn more about your company.

D&WC advertorials are written, designed and produced to your specifications by our in-house experts for a low all-inclusive cost. We consult with you on topic choice, interview your company representatives and your customers, work with you on copy and graphics and present the final product to you for approval.

Advertorials get very high readership in *D&WC* and, for good measure, we post them on DWOnline.com so Web site visitors can read and respond to them for months to come. You can also post them on your Web site or order reprints for your sales team. Call for details.

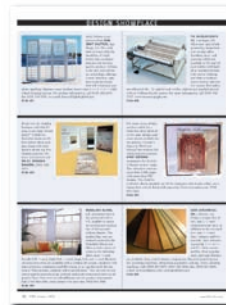
CONTINUING EDUCATION WORKSHOP

In the Information Age, success is achieved through knowledge. The CEW article is an instructional/educational article featuring hands-on tips for dealers, fabricators and decorators highlighting your company’s expertise and the ways your products and programs can help them distinguish themselves from the competition and operate efficiently and profitably. This program is available to half-page and full-page advertisers and includes a run-of-book ad, the two-page spread CEW and a minimum of 500 four-page reprints—all for one price. Ask your sales representative.

DESIGN SHOWPLACE

Promote your products nationally in an editorial-like format for only \$650 a month and without incurring the production charges associated with creating a display advertisement. You supply a color photograph, either digital or transparency, along with 50 words of descriptive copy and we will layout for publication. Include telephone, fax, e-mail and Web site address in copy if desired. A reader service number will be assigned for maximum lead generation. **Net Cost: \$650**

See *Submitting Editorial Materials on page 3 for specific submission requirements.*



WEB SITE DIRECTORY

This handy reference section is part of every issue of *Draperies & Window Coverings* magazine. Your Web site address will run under all applicable product categories in 12 consecutive issues for only \$350 a year for a standard listing and \$400 a year for a **bold** listing.

DIRECT RESPONSE POSTCARD INSERTS

Let your message be heard by 30,000 window coverings and interior fashions professionals. Direct Response Postcards are an effective medium to introduce new products, launch promotional programs, expand your markets, increase sales and generate immediate leads to help your business grow. Get your message to the *D&WC* readers for just pennies a piece by inserting your card into *D&WC* magazine twice annually.

- Color postcards are printed on glossy stock.
- Trimmed size is 5.375” by 3.5”. Maximum printed area on both sides is 5” by 3”.
- Bleed is not available. Oversized cards will be cropped at publisher’s discretion.

MARCH	SEPTEMBER	RATES	4 CARDS	2 CARDS	1 CARD
Closes: Jan. 25, 2008	Closes: July 25, 2008	BW	\$1,370.	\$1,575.	\$1,780.
Mails: March Issue	Mails: Sept. Issue	2/C and 4/C	\$2,720.	\$2,925.	\$3,130.

FREE design services available to advertisers.
Color separations are additional.

CLASSIFIEDS

Now you can advertise your Business Opportunities or Help Wanted two ways. In addition to our magazine’s classified section, *D&WC* now offers online classified ads. For minimal money you can expand your market reach with a classified ad on our DWOnline.com Web site. Save money by advertising in both the magazine and online versions. Our categories include: Help Wanted, Used Equipment For Sale, Business For Sale, Positions Wanted and Wanted To Buy. Your ad stays online for one month...not just days!

CUSTOM MARKETING

TAKE ADVANTAGE OF OUR TURNKEY APPROACHES TO MERCHANDISING

Combine advertising and a brochure into one with our special two-, four-, eight- or 16-page national merchandising programs. With the soaring cost of putting together collateral material and launching a new product, service or promotion, here are some ways you can accomplish both. Not only does the advertorial appear in the magazine, but it is also an ideal way to print a collateral piece for your additional promotional efforts. These programs offer a fantastic opportunity to get your catalog or corporate story in front of our 30,000+ readers, plus bonus distribution at all major trade shows in 2008.

INSERT ADVERTISEMENTS

Many manufacturers have enjoyed great success with *Draperies & Window Coverings*’ insert program—while greatly reducing their direct mail costs. By inserting a pre-printed promotional piece or brochure within the magazine, advertisers are able to maximize exposure to their products and services. See page 10 for rates.

Inserts must be furnished by advertiser and are subject to approval by the publisher.



CONFERENCES & TRADE SHOWS

GREAT OPPORTUNITIES TO GROW YOUR BUSINESS

Draperies & Window Coverings will present our new Southern **Design & Workroom Conference** February 27 - March 2, 2008, in Knoxville, TN and the Eastern **Design & Workroom Conference** in October in Valley Forge, PA.

These events, originally founded by Cheryl Strickland as the Custom Home Furnishings shows, have been expanded in scope to not only deliver great instruction for workrooms but classes with tracks that address the challenges facing today's designers, decorators and dealers. Creativity in design ideas coupled with innovative fabrication techniques will deliver great opportunities for attendees to learn and grow their business success.

Exhibitors will have the opportunity to engage with their current and prospective new customers. Nothing can replace the value of face-to-face exchange and networking to build business relationships that produce sales results.

Draperies & Window Coverings' marketing efforts nearly doubled prior year attendance in our first year producing these events. We look forward to growing these trade shows and conferences into major regional shows that deliver greater value for your exhibit investment both in cost and quality of attendee.

Join us in 2008 at the best values in shows at *D&WC's* Southern and Eastern **Design & Workroom Conferences**.

WHO WILL ATTEND?

This is THE opportunity to meet face-to-face with key decision makers who are serious about learning and purchasing products to grow their businesses. Our track record shows that attendees consist of:

- RETAILERS
- WORKROOMS
- INTERIOR DESIGNERS
- DECORATORS
- INSTALLERS
- FABRICATORS
- UPHOLSTERERS

SPRING SHOW DATES:

Knoxville, TN
February 27 - March 2, 2008

FALL SHOW DATES:

up-to-date information online at www.DWCOnline.com

RESERVING YOUR SPACE IS EASY!

Go to www.DWCOnline.com or contact your sales representative for more information.
(Average 10 x10 booth cost is \$995)

“We look forward to the continued opportunity provided by the D&WC shows. They tap into a segment not reached by other means. Now with the influence of *D&WC*, it can grow to the next level, becoming a venue no window coverings professional will want to miss.”

Scott Rowley - Rowley Co.



2008 calendar

january

Portfolio
Built to Suit
Solutions for specialty shape windows.

Product Focus

- Builder Market Product Report
- Southern Design & Workroom Conference Preview
- Woven Woods
- Preview 2008

Outlook 2008

Bonus Distribution:

International Builders' Show
Surfaces

Deadlines
Editorial: 11-16-07
Ad Closing: 12-3-07
Final Materials: 12-10-07

february

Portfolio
On the Right Track
Treatments featuring specialty tracks or decorative hardware.

Product Focus

- Drapery Hardware Product Report
- Blind Hardware, Tracks & Components

Bonus Distribution:

IWCE

Southern Design & Workroom
Conference

Deadlines
Editorial: 12-14-07
Ad Closing: 1-3-08
Final Materials: 1-10-08

march

Portfolio
Dressing Up
Rooms dressed to the hilt. (High-end draperies designs)

Product Focus

- Decorative Fabrics & Linings Product Report
- IWCE Product Preview

Bonus Distribution:

IWCE

Deadlines
Editorial: 1-14-08
Ad Closing: 2-4-08
Final Materials: 2-11-08

july

Portfolio
Mutual Interests
Rooms for him . . . and for her.

Product Focus

- Pleated & Cellular Shades Product Report
- Machinery, Equipment & Tools
- Woven Woods

Deadlines
Editorial: 5-16-08
Ad Closing: 6-3-08
Final Materials: 6-10-08

august

Portfolio
Sensuous Surroundings
Rooms that appeal to the senses. (Shadings and sheers)

Product Focus

- Window Shadings & Sheer Product Report
- Draperies: Fabrics, Linings & Hardware
- Shutters

Deadlines
Editorial: 6-16-08
Ad Closing: 7-3-08
Final Materials: 7-10-08

september

Portfolio
A Light Touch - Treatments that enhance, control daylight. (Blinds, shades)

Product Focus

- Workroom Supplies & Services Product Report
- Eastern Design & Workroom Conference Preview
- Wood & Faux Wood Treatments
- Horizontal Blinds

Workroom Supplement

Bonus Distribution:
Eastern Design & Workroom
Conference

Deadlines
Editorial: 7-14-08
Ad Closing: 8-4-08
Final Materials: 8-11-08

INTERNET ADVERTISING

Each month, thousands of professionals in the window covering industry are logging on to receive instant access to our content-rich, easy to navigate site. Online advertising is one of the most powerful and fastest growing advertising mediums available today and one of the easiest and least costly to use as well.

When you want to reach a large, highly targeted audience in a short period of time there is no better choice. Online advertising is powerful and immediate with the ability to not only **create brand awareness** and **improve positioning** in customers' minds but to **entice direct action** such as a Web site visit, a newsletter subscription or a sale.



Online Advertising saves time, costs less and provides immediate results.



- **Costs:** Online advertising is one of the least expensive avenues available for marketing your product or service. For a fraction of the cost of traditional advertising, you can launch a highly effective online marketing campaign.

- **Speed:** Unlike traditional advertising, online advertising offers the opportunity to develop, execute and see results in days vs. weeks or months.






- **Direct response:** Online advertising offers your audience the ability to respond directly and immediately to your offers.

internet rates

Banner	Size	File Size	Rate	1x	12x	Location
Full Banner	468 x 60	25k or less		\$750	\$675	Full site
Square Button	125 x 125	20k or less		\$750	\$675	Full site
Micro Bar	88 x 31	10k or less		\$250	\$200	Home Page
NEW						
Button 2 (exclusive)	120 x 60	25k or less		\$250	\$200	Choose from 4 Editorial Sections
Medium Rectangle	300 x 250	25k or less		\$450	\$400	Choose from 4 Editorial Sections

Formats accepted: GIF, JPG, Flash
 All banners rotate position with additional banners unless noted.
 See sales representative for exclusive opportunities.



-  Full Banner 468 x 60
-  Square Button 125 x 125
-  Micro Bar 88 x 31
-  **Button 2** 120 x 60
-  **Medium Rectangle** 300 x 250

E-MARKETING SOLUTIONS

E-NEWSLETTER

Perfect for quick releases of information, new product launches or as a branding enhancement, *Draperies & Window Coverings* monthly e-newsletter offers your company a marketing vehicle to deliver your company's message directly to your customer's inbox. With over 10,000 monthly e-newsletter subscribers, our newsletter is a cost effective avenue for instant results.

Text ad 50 words plus link to Web site: \$600 month
468 x 60 Full Banner including link: \$500 month

MARKET DATA SURVEYS

Whether you are looking for vital market data to better position your company among your competitors or new ideas to improve product acceptance, *Draperies & Window Coverings* custom surveys are your source for effective research solutions. Survey our audience, your customers, in a non-competitive atmosphere where you can obtain quick, non-biased information. Starting at \$1,000 Contact your sales representative to discuss your needs.

CUSTOM INTERACTIVE E-MARKETING SOLUTIONS

As the largest and longest running Web site serving the window covering industry, we are available to design a custom program to match your advertising needs. We offer a variety of custom solutions to meet your marketing needs such as **streaming video**, **leader boards** and **custom contests** that interact directly with your audience. Make DWOnline.com your internet advertising solution.

Custom programs are available for any budget.

VIDEO PRODUCT SHOWCASE

Video Product Showcases are up to three minutes in length and can be supplied by you or created by *Draperies & Window Coverings* and iShow. The videos will have a video link, indicated with a TV symbol on the website that links directly to your product video. You supply DWC and iShow with product photos (5-7) with up to 100 words of copy for narration and DWC and iShow will produce the video with music, narration, graphics, etc.

Pricing for Initial Video Production and 500 Plays: \$1600.00

buywindowcoverings.com

Are you in need of a cost effective branding solution to consumers?

buywindowcoverings.com is a nationally advertised online dealer locator program publicized to consumers in the market to build or remodel their homes. With first page search results on Google for "Window Coverings," you can't afford not to promote your brand through our many targeted sponsor ad banners and product photo opportunities available online.

Advertising rates available online or contact your sale representative.

Quick Facts:

90,000+

visitors monthly

150

back issues online

2,500+

articles online



rates

advertising rates

Space	26x	13x	9x	5x	1x
Full page					
B/W	\$3,405	\$3,790	\$3,980	\$4,525	\$4,790
2C	\$3,855	\$4,250	\$4,500	\$5,055	\$5,310
4C	\$4,575	\$4,965	\$5,285	\$5,825	\$6,095
1/2 page					
B/W	\$2,035	\$2,310	\$2,390	\$2,730	\$2,950
2/C	\$2,490	\$2,765	\$2,910	\$3,260	\$3,470
4/C	\$3,195	\$3,475	\$3,695	\$4,040	\$4,245
1/3 page					
B/W	\$1,530	\$1,725	\$1,790	\$2,070	\$2,225
2/C	\$1,985	\$2,185	\$2,310	\$2,585	\$2,745
4/C	\$2,700	\$2,910	\$3,090	\$3,360	\$3,525
1/4 page					
B/W	\$1,175	\$1,365	\$1,385	\$1,540	\$1,770
2/C	\$1,640	\$1,825	\$1,910	\$2,140	\$2,300
4/C	\$2,350	\$2,535	\$2,690	\$2,925	\$3,080
1/6 page					
B/W	\$920	\$1,075	\$1,080	\$1,275	\$1,400
2/C	\$1,375	\$1,530	\$1,600	\$1,800	\$1,925
4/C	\$2,090	\$2,245	\$2,375	\$2,580	\$2,710

Covers · Sold only on non-cancelable basis. Rates available upon request.

Special Inks · Add \$175 for fifth or PMS ink and \$450 for metallic ink to space and color charges.

Special Positions · Add 10% to space and color charges for special position, specific placement or placement on consecutive pages. Contract positions are non-cancelable.

Co-op programs available. · Contact publisher for information.

Agency Commission · A 15% commission applies to recognized agencies with satisfactory credit rating if paid within 30 days of billing date.

insert rates

Size			
2-page	\$4,200	8-page	\$11,400
4-page	\$7,800	12-page	\$14,700
6-page	\$9,740	16-page	\$17,000

Inserts of more than 16 pages:
\$950 per additional page

Additional charges apply for both inserts bound in the magazine or inserts to be polybagged. Contact production manager for tip-in or polybag charges.

advertorial rates

Size			
2-page	\$4,200 x 2	=	\$8,400 NET
4-page	\$4,000 x 4	=	\$16,000 NET
8-page	\$3,700 x 8	=	\$29,600 NET
16-page	\$3,300 x 16	=	\$52,800 NET

A 15% agency commission applies if advertorial copy, layout and design are furnished.

D&WC ADVERTISING SALES OFFICE

840 U.S. Hwy. One, Ste. 330

North Palm Beach, FL 33408

(561) 627-3393 • fax: (561) 694-6578

DWOnline.com • e-mail: sales@DWOnline.com

DIRECTORY & BUYER'S GUIDE

The No. 1 Industry Directory

The annual, comprehensive *Directory & Buyer's Guide* is the industry's best resource guide. More than 30,000 window coverings and interior fashions professionals turn to it all year long when searching for new products, services and suppliers worldwide. As a result, your advertisement earns year-round exposure. Inclusion in the national *Directory & Buyer's Guide* is free to all suppliers.

The Directory includes:

- A complete alphabetical listing of industry suppliers, their addresses, telephone, toll-free and fax numbers, as well as e-mail and Web site addresses.
- A breakdown of suppliers in more than 300 product and service categories.
- A list of industry-related associations.
- A list of suppliers' Web sites.
- A Design Showplace section displaying photos of products.
- A trademark section to help locate suppliers of specific product lines.
- All company information is included in the online version of the directory located at www.DWOnline.com.

buyer's guide rates

LOGOS

4C	\$260
B/W	\$180
COLOR LISTING	\$180

PACKAGES

3 TARGET + B/W LOGO	\$825
3 TARGET + 4/C LOGO	\$930

TARGET RATES

THREE TARGETS	\$750
SIX TARGETS	\$1,360
NINE TARGETS	\$1,830

Draperies & Window Coverings

ADVERTISING SPECIFICATIONS & TERMS

MATERIALS DEADLINES

Final ad files are due five working days after the space closing. If new advertising materials are not furnished by this date, a previous advertisement may be inserted, regardless of size. Cancellations are not accepted after the closing date.

MANUFACTURING SPECIFICATIONS

D&WC magazine is printed in four-color process with 150-line screen on web offset presses and perfect bound. We require digital files supplied to our specifications for all ads. SWOP standards apply. Reproduction quality will not be guaranteed if incorrect materials are supplied.

AD SPECIFICATIONS

Disks, a 100% scale hard copy proof, and a contact name and phone number are preferred. For critical color match, supply a SWOP approved digital color proof. If file transfer (FTP) is desired, a Web site is available. Contact your sales representative or the production department for the URL. Reproduction quality is not guaranteed using this method. For guaranteed results, send a disk and proof as described above.

The magazine is produced using a Macintosh platform. The following Macintosh file formats are acceptable: Quark, InDesign, Illustrator, Photoshop, EPS (outline all fonts), TIFF (flatten), or high-resolution PDF files. PC files should be saved as EPS (outline all fonts), TIFF (flatten), or high-resolution PDF files. PageMaker, Microsoft Publisher and Word processing files are not acceptable.

LOGOS

Highlight your company listing in our annual *Directory & Buyer's Guide* by placing your company logo immediately above your company's profile in the alphabetical Who's Who in Window Coverings section.

TARGET ADVERTISEMENTS

Add impact to your product category listings with target advertisements placed below your company name within the product categories of your choice in the Who's Who in Product and Services section. Target ads are available in quantities of three.

Specifications: 2.313" w x 1.75" h.

DWCOnline.com DIRECTORY & BUYER'S GUIDE:

The site's most visited section! This online search method for new products, services and suppliers within the window coverings profession is the most comprehensive online directory in our industry. All advertising sold within this section is on an annual basis with the exception of the top level banner. As a result your online advertisement earns year round exposure.

2009 DIRECTORY & BUYER'S GUIDE DEADLINES: FREE Company listing forms: JUNE 2008
Advertising reservations: JUNE 2008

RGB, Pantone or spot colors must be converted to CMYK. If a Pantone ink is required please contact the Production Manager. Total four-color ink density should not exceed 290%.

L.C. Clark Publishing Co. reserves the right to adjust ads as needed to meet format requirements.

ARTWORK

All rates are based on client-supplied final artwork. Production services are available through the publisher at an additional charge.

TERMS

Thirty days net to companies with satisfactory credit rating. Otherwise, balance due is payable in advance of publication. A service charge of 1.5 percent per month (18 percent per year) is charged on all balances not paid within 30 days of invoice date. When contracted advertising frequencies are not completed, the advertiser/agency will be rebilled at the rate earned for all advertising during the contract year.

PUBLISHER'S PROTECTIVE CLAUSE

The publisher reserves the right to alter or reject any copy which it feels is not in keeping with the publication's standards. Advertisers and/or advertising agencies assume complete liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any/all claims made against the publisher arising there from and agree to hold it harmless.

MECHANICAL REQUIREMENTS

Full-page Bleed 8.5" x 11.25"
Trim Size 8.25" x 11"
Safety .25" inside trim

Spread Bleed Two-8.5" x 11.25"
Supply as two single pages, set to the trim size (8.25" x 11"), with .125" bleed on all outside edges.

Full-page 7.375" x 10"

1/2-page (Island) 4.875" x 7.5"

1/2-page (Horizontal) 7.375" x 4.875"

1/2-page (Vertical) 3.5" x 10"

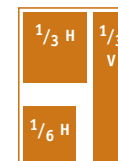
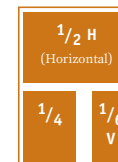
1/3-page (Horizontal) 4.875" x 4.875"

1/3-page (Vertical) 2.313" x 10"

1/4-page 3.5" x 4.875"

1/6-page (Horizontal) 3.5" x 3.375"

1/6-page (Vertical) 2.313" x 4.875"



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