



## Content

HNN is the only publication to take a strategic approach to the Australian hardware industry.

The driving force behind our content is independent analysis driven by data and behind-the-scenes contact with key industry influencers.

We don't just report **what** happens, we report **why** it happens, and **how** this affects industry forecasts.

We also provide a constant industry "radar", aggregating and explaining key events on a weekly basis.

## Statistics

HNN is the only publisher in Australia to provide close analysis of statistics from the perspective of retailers.

This includes industry revenues, building activity, finance, and an in-depth view of alterations & additions (renovations).

## Government

HNN is a leader in tracking government decisions as they affect hardware retail. Whether that is analysing RBA speeches and papers, or digging into the federal government's Hansard records, we provide an understandable, compressed view of the decisions being made.

## Companies

HNN provides in-depth coverage of key companies, such as Wesfarmers' Bunnings and Metcash's IHG. We also cover industry sectors such as power tools, paint/coatings, tiles and kitchens.

## Publications

### Flash

Flash is HNN's weekly newsletter, with 50 issues a year providing over 300 news items.

Distributed to over 3600 subscribers, this helps drive traffic to our content website.

Every recipient of Flash has actively subscribed.

### Briefing

This is an occasional PDF publication, which adds further content to Flash articles when a story deserves closer focus.

### Website

hnn.bz is the main repository for our content, providing rapid, simple access to news and information.

### HI News

A quarterly PDF publication that provides an in-depth overview of where the industry is strategically.



## Flash

### Top banner

At the very top of the email, the top banner provides maximum views.

Dimensions: The banner dimensions are displayed on a flexible basis, depending on the device and viewport size. The ratio of display is width: height 3:1. We recommend a width of 1200px and a height of 400px, but smaller images are also acceptable.

Cost: Casual rate is \$495 (ex-GST).

Four or more insertions: \$395 (ex-GST) each.

### Middle banner

Placed within the first three news items.

Dimensions: The banner dimensions are displayed on a flexible basis, depending on the device and viewport size. The ratio of display is width: height 4:1. We recommend a width of 1200px and a height of 300px, but smaller images are also acceptable.

Cost: Casual rate is \$295 (ex-GST).

Four or more insertions: \$250 (ex-GST) each.

## HI News

### Contents

#### June:

HBT National Conference coverage

- Wesfarmers/Bunning Strategy Day
- National activity in building approvals

#### September:

- Bunnings full-year results
- IHG analysis
- Paintorama: results and analysis for the global paint industry.

#### December

- Metcash/IHG results
- Power tool industry overview
- National activity in building approvals

#### March

- Bunnings results
- Housing market overview

### Advertising

HI News is moving from the previous format of A4 pages displayed as a spread to a single landscape page at 3600px wide by 2500px tall. For advertisers this is effectively like a double-page spread.

Cost: Casual rate is \$795.

## Website

The website is in the process of being upgraded, but for now there is a single advertising slot available. This is a banner at the top of the content area of the page. Its image dimensions are 2550px wide by 380px high.

Cost: \$695 (ex-GST) per five-week period

## HNN Briefing

The Briefing is an occasional series. It is, like the revised HI News, in a single page landscape format of 3600px wide by 2500px tall. Advertising rates by arrangement.

## Packages

HNN is happy to combine advertising into a package at a discounted price.

## Contact

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