

THE TRADE PRESS

CompetitivEdge
 National Home Furnishings Association
 405 Merchandise Mart
 Chicago, IL 60654
 312/836 0777

CompetitivEdge is the leading monthly revue. It reaches an audience of approximately 21,000 retailers. 4,000 of these retailers are the Association's own members.

Furniture Today
 200 South Main Street
 P.O.Box 2754
 High Point, NC 27261
 919/889 0113

Furniture Today is a weekly newspaper which reaches an audience of approximately 26,000. Furniture Today maintains a strict policy of pure news reporting and will not provide advertorial.

Home Furnishings Daily
 Fairchild Publications
 7 East 12th Street
 New York, NY 10003

The furniture equivalent of the famous Women's Wear Daily. HFD is newspaper format and published once a week. HFD provides substantial advertisers with advertorial. It is hard to say what the total furniture buyer readership is for HFD. Most people in the trade feel that only 6-7,000 pure furniture buyers read the paper. The bulk of HFD's readership (26,000) consists of major appliance, electronics, and home textiles people

Better Homes and Gardens Remodelling Ideas
 Special Interest Publications
 Publishing Group of Meredith Corporation
 1716 Locust Street
 Des Moines, IA 50336

Can be good for free editorial if you have an exciting new product, but this is a public magazine.

National Home Center News
 Lebhar-Friedman Inc.
 425 Park Avenue
 New York, NY 10022
 212/371 9400

Generally regarded as the leading magazine for home center owners and buyers.