

# CHHMA

## E-News Brief

Reaching over 2,500 retailers, manufacturers and key decision makers within the Canadian hardware and housewares industry.

### WHY ADVERTISE IN THE CHHMA NEWS BRIEF?

- Targeted reach – Get your message in front of all CHHMA members (prime real estate)
- Official newsletter of the association – The most credible platform within the industry
- Adaptable interactive advertising – Change your ad on every issue and gauge the response to your messages
- Measurable results – Enjoy access to comprehensive metrics and campaign reporting
- Opt in subscriber base – CHHMA members have asked to receive this!

**A** **Leaderboard** – Premium advertising right underneath the association logo, great branding opportunity and prime real estate.  
\$400 per insertion  
\$1800 – Block of 6 insertions  
610x75, (.jpg/.png file), No larger than 49kb file size.

**B** **Skyscraper** – Premium ad space above the fold. Directly parallel to the articles in the top half of the newsletter. Our biggest ad unit!  
\$400 per insertion  
\$1800 – Block of 6 insertions  
300x600, (.jpg/.png file), No larger than 49kb file size.

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**A**

### TOP NEWS

#### Latest retailer news

What's the latest with HBC, Loblaws and Sears U.S.? Bloomberg News reported late last week that Eddie Lampert's ESL Investments is sweetening its offer to keep Sears Holdings Corp. in business...

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#### Canadian housing market slows

Canadian home resales in December were down for a fourth month in a row, capping the weakest annual sales since 2012, the Canadian Real Estate Association (CREA) reported on Jan. 15. CREA said home sales fell 2.5% on a month-over-month basis in December...

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#### Canada's economic growth expected to slow

Growth is expected to ease globally as momentum sputters in countries like the U.S., with Canada showing signs of a sharp step down from its G7-leading 3% in 2017, according to a recent report from the Organization for Economic Cooperation and Development...

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**B**

### CHHMA NEWS



#### CHHMA member companies can now be rewarded by helping to recruit new members!

New for 2019, the CHHMA has introduced a New Member Recruitment Reward. Current CHHMA member companies (manufacturers, sales agents & affiliates) will receive a

For all questions and inquiries please contact:  
Dianne Kerr | Business Development Manager |  
dkerr@chhma.ca | 416 282 0022