

BILLIARD RETAILER

With the range of product lines and product categories continuing to expand at a dizzying pace, and competition squeezing both the marketplace and margins, billiard & home-recreation retail store owners can certainly use more education, guidance, tips, hints and information.

With articles ranging from business management, customer service and finance to advertising, sales and product trends, **Billiard Retailer** is the favored business tool of billiard and home-recreation product retailers.

CIRCULATION

Controlled Circulation

8,000	Total Circulation
2,450	Retailers
2,000	Spa Dealers
3,200	Poolrooms
350	Manufacturers/ Distributors

2011 EDITORIAL CALENDAR

ISSUE

January/February

March/April

May/June

July/August

September/October

November/December

FEATURES

Internet Retailing Success Stories
Finding the Best Store Locations

Beyond Billiards: Product Diversification
POS Systems for Retailers and Room Operators

6th Annual Retail Survey
BCA Show Preview and Planner Issue

BCA Show Issue
5th Annual Store Design Competition

Holiday Survival Guide
Referral Marketing in a Digital Age

Home Furnishing Trends for 2012
Poolroom Operator Survey

PRODUCT SHOWCASE

BILLIARD TABLES
(Residential and Commercial)
BILLIARD LIGHTING

POKER TABLES AND
POKER SUPPLIES

HOME THEATER SEATING AND
ENTERTAINMENT UNITS

GAMEROOM FURNITURE
(Including Bars, Barstools,
Pub Tables and Spectator Chairs)

CUES
CUE RACKS

BILLIARD BALLS
TRAINING BALLS
BALL RACKS

WHAT'S HOT

SHUFFLEBOARD

CUES

AIR HOCKEY

BILLIARD TABLES

TABLE CLOTH

BILLIARD LIGHTING

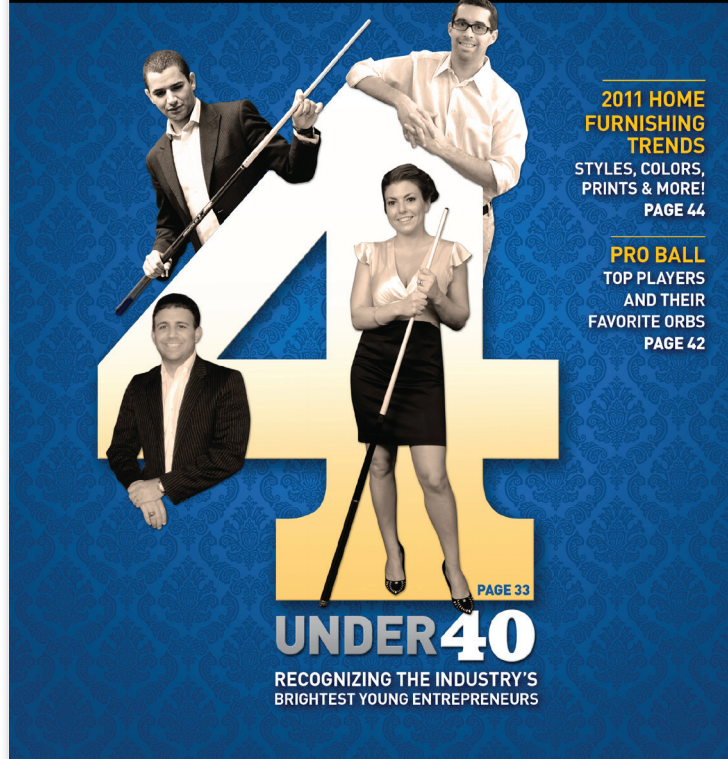
INSIDE: WOWING SHOPPERS • LESS DRAMA, MORE WORK • BEYOND PRICE-CUTTING

Billiard Retailer

WWW.BILLIARDRETAILER.COM

DECEMBER 2010 • PRICE \$7.50

THE ONLY MAGAZINE EXCLUSIVELY DEVOTED TO RETAILERS OF BILLIARD AND HOME GAMEROOM PRODUCTS



2011 HOME FURNISHING TRENDS
STYLES, COLORS, PRINTS & MORE!
PAGE 44

PRO BALL
TOP PLAYERS AND THEIR FAVORITE ORBS
PAGE 42

40
PAGE 33

UNDER 40
RECOGNIZING THE INDUSTRY'S BRIGHTEST YOUNG ENTREPRENEURS

TARGET READER

Billiard Retailer A business-to-business magazine aimed squarely at retailers of billiard, gameroom and home-recreation products. The editorial focus is purely educational, helping retailers run their businesses more effectively, more efficiently and more profitably.

2011 BILLIARD RETAILER ADVERTISING RATES*

	1X	3X	6X	12X	24X	36X
BLACK/WHITE						
Page	\$1,360	\$1,395	\$1,220	\$1,160	\$1,110	\$1,010
Spread	2,580	2,470	2,310	2,200	2,110	1,900
2/3 Page	1,125	1,085	1,020	960	915	850
1/2 Page	910	860	820	770	735	670
1/3 Page	710	680	650	615	595	540
1/4 Page	500	480	460	440	410	385
1/6 Page	380	360	330	295	275	245
TWO COLOR						
Page	\$1,575	\$1,540	\$1,460	\$1,400	\$1,360	\$1,240
Spread	3,000	2,930	2,780	2,660	2,590	2,380
2/3 Page	1,360	1,310	1,250	1,190	1,145	1,090
1/2 Page	1,155	1,105	1,060	995	960	915
1/3 Page	945	915	885	845	825	775
1/4 Page	720	695	680	655	640	600
1/6 Page	590	575	540	510	490	455

	1X	3X	6X	12X	24X	36X
FOUR COLOR						
Page	\$1,835	\$1,760	\$1,675	\$1,600	\$1,530	\$1,455
Spread	3,485	3,350	3,190	3,035	2,935	2,730
2/3 Page	1,605	1,550	1,475	1,400	1,350	1,280
1/2 Page	1,385	1,325	1,275	1,205	1,165	1,100
1/3 Page	1,190	1,120	1,080	1,020	995	925
1/4 Page	955	925	895	850	810	765
1/6 Page	730	715	690	640	605	575
COVERS						
COVER 2 (inside front)	\$2,290	\$2,200	\$2,110	\$2,070	\$2,030	\$1,940
COVER 3 (inside back)	2,180	2,100	2,020	1,990	1,960	1,880
COVER 4 (back cover)	2,455	2,355	2,255	2,205	2,155	2,055

* Rates are for a 12-month cycle.

LUBY PUBLISHING • 122 S. MICHIGAN AVE. SUITE 1506, CHICAGO IL 60603 • PRODUCTION@LUBYPUBLISHING.COM

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE
JAN./FEB. 2011	DECEMBER 15, 2010	DECEMBER 22, 2010
MAR./APR. 2011	FEBRUARY 15, 2011	FEBRUARY 22, 2011
MAY/JUNE 2011	APRIL 15, 2011	APRIL 22, 2011
JULY/AUG. 2011	JUNE 15, 2011	JUNE 22, 2011
SEPT./OCT. 2011	AUGUST 15, 2011	AUGUST 22, 2011
NOV./DEC. 2011	OCTOBER 17, 2011	OCTOBER 24, 2011

Advertising Representative CARLA BONNER

Phone: (312) 925-9210

email: carlab@lubypublishing.com

AGENCY DISCOUNTS & NETWORK RATES

15% to agencies. Net 30 days. *Billiard Retailer* advertisers will receive a 15% discount if they run a like ad in a concurrent issue of *Billiards Digest*. Also, ads placed in *Billiard Retailer* and *Billiards Digest* during the same 12-month cycle can be combined to qualify for frequency discounts.

ONLINE ADVERTISING

Billiard Retailer's website, www.billiardretailer.com, accepts banner advertising. To discuss sizes, rates, and placement, please contact Carla Bonner at (312) 925-9210 or carlab@lubypublishing.com.

INSERTS

Contact publisher for quantities, rates and shipping. Mailing for inserts only:
RR Donnelley, ATTN: Billiard Retailer, Route 251 & 4099th Road, Mendota IL 61342
Phone: (815) 539-1284

MECHANICAL POLICIES

One Matchprint or color proof must accompany all color material. There will be a charge to create a Matchprint if color proofs are not furnished.

Publisher assumes no responsibility for color if Matchprints are not furnished.

A laser printout is required for ads. Faxed printouts for e-mailed or posted ads are acceptable. Fax to: (312) 341-1469.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. For specific sizes, see diagrams at right. Note: to run a fractional that bleeds off the page, please call for further specifications and sizes.

Publisher reserves the right to re-size, rebuild or otherwise make producible

any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates:

\$125 per hour. Two-hour (\$250) minimum. These charges are non-commissionable.

DIGITAL SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

Suggestions to Help Us Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.

- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Photos and art should be built to printer's quality — 300dpi at 100% of size used.

- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.

- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK color space.

- Submit final layouts at 100% for quality control.

- Indicate all special instructions on the layouts or within your PO.

- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.

Please include the advertiser's name. For large files (10mb or more), please send on Zip disk or cd-rom via a trackable service (i.e., FedEx, UPS) to:

LUBY PUBLISHING
122 S. Michigan Ave. Suite 1506
Chicago IL 60603
(312) 341-1110

A 2-PAGE SPREAD LIVE AREA EACH PAGE: 7" w x 10" h TRIM SIZE: 16" w x 10.75" h BLEED SIZE: 16.25" w x 11" h	B FULL PAGE LIVE AREA: 7" w x 10" h TRIM SIZE: 8" w x 10.75" h BLEED SIZE: 8.25" w x 11" h	
C 1/2-PAGE SPREAD LIVE AREA: 15" w x 4.875" h TRIM SIZE: 16" w x 5.25" h BLEED SIZE: 16.25" w x 5.5" h	D 2/3 VERTICAL SIZE: 4.5" w x 10" h	
E 1/2 VERTICAL SIZE: 3.25" w x 10" h	F 1/2 ISLAND SIZE: 4.5" w x 7.25" h	G 1/2 HORIZONTAL SIZE: 7" w x 4.875" h
H 1/3 VERTICAL SIZE: 2.125" w x 10" h	I 1/3 SQUARE SIZE: 4.5" w x 4.875" h	J 1/3 HORIZONTAL SIZE: 7" w x 3.25" h
K 1/4 STANDARD SIZE: 3.25" w x 4.875" h	L 1/4 ADDL. OPTIONS SIZE: 7" w x 2.125" h OR 4.5" w x 3.75" h	M 1/6 OPTIONS SIZE: 2.125" w x 4.785" h OR 4.785" w x 2.125" h