



Hanley-Wood, LLC.



IN PRINT.

IN PERSON.

INTERACTIVE.

We're Hanley-Wood.

**HANLEY-WOOD IS A LEADING  
BUSINESS-TO-BUSINESS**

**PUBLISHER.** With five divisions,  
33 magazines, trade shows, conferences  
and a growing interactive presence,  
the company dominates its chosen  
market confidently.

**OUR MISSION:** to communicate  
in the most effective media to the  
most influential people in the many  
markets we serve. Every Hanley-Wood  
magazine, Internet project, interactive  
presentation, exhibition and custom  
project shares a common theme:  
thinking big, working hard to realize  
the dream, and turning what we've  
learned into lessons for future success.  
Brick by brick.

**OUR CULTURE KEEPS US FOCUSED  
AND COMMITTED TO THESE GOALS.**

"Hanley-Wood is fast growing, world class, high-quality, innovative,  
and committed powerfully to growth." **FRANK ANTON**

WHAT IS **Hanley-Wood?** WE'RE ABOUT

building presence

BY BEING **smart,** CONFIDENT AND

effective. BUILDING INSTINCTS TO BE NOT

JUST COMPETITIVE, BUT FUN-LOVING, **fast,**

AND **fair.** WE'RE A LEADING B2B PUBLISHER,

BECAUSE **Hanley-Wood**  
is Building.



**HANLEY-WOOD FOUNDED**  
 Michael Hanley and Michael Wood form Hanley-Wood Publishing and publish the AIA Journal

**Builder ACQUIRED**  
*Laying the foundation:* BUILDER, the premier magazine of the residential and commercial construction market, becomes the foundation for a publishing company with a vision.

**Remodeling ACQUIRED**  
*Raising the roof:* The vibrant home "aftermarket" confirms the success of Hanley-Wood's commitment to America's most important industry.

**BUILDING FOR A QUARTER-CENTURY**

**HWI NETWORK CREATED**  
*What recession?:* During the recession of 1991, as competitors retrench, Hanley-Wood increases investment in products and acquisitions.

**FIRST 3-YEAR PLAN**  
*Plans for the future:* Realizing a vision takes more than hard work. It takes a plan, a commitment to follow it, and aggressive milestones against which progress can be measured.

IT'S THE **life** BLOOD OF THE ECONOMY, AND THE **soul** OF THE **American dream.**

**THE WELLS GROUP ACQUIRED**  
*Custom communications:* The huge and growing market for custom publishing is addressed, as this new division grows into an Integrated Marketing services group, with clients in virtually every industry.

**HOME PLANNERS ACQUIRED**  
*Plans and more plans:* Strategic partnerships and savvy marketing help this division become the #1 supplier of home plans in the world; over a million homes are built using our plans.

**NEW MEDIA**  
*A web of sites:* Hanley-Wood's web sites are grouped within an entity that gives them focus and enhances cross-media marketing.

**THE ABERDEEN GROUP ACQUIRED**  
*Castin Concrete:* Always with the goal in mind, this major trade show producer and provider of information services to the concrete and masonry industries is brought into the family.

**COMPANY SOLD TO VERONIS, SUHLER & ASSOCIATES**  
*Growing in the right direction:* An investment bank with strong ties to the media industry acquires Hanley-Wood, giving it the resources to further realize its vision.

**eBUILD FORMED**  
*Accelerating in Y2K:* Hanley-Wood brings rapid, web-enabled product comparison and specification to building professionals with eBuild, Hanley-Wood's e-commerce launch.

**EXHIBITIONS DIVISION AND SURFACES SHOW ACQUIRED**  
*Face-to-Face:* "In-person" marketing is strengthened with the acquisition of more trade shows, and the establishment of a new organization for greater strength.



IN PRINT. IN PERSON. INTERACTIVE. **Outside the box.**

**THAT'S HANLEY-WOOD.**

Hanley-Wood is a model for a new era in publishing, being both market-focused and product-diverse. Hanley-Wood is in fact the leading publisher of magazines, Internet and interactive projects, events and exhibitions to the residential and commercial construction markets.

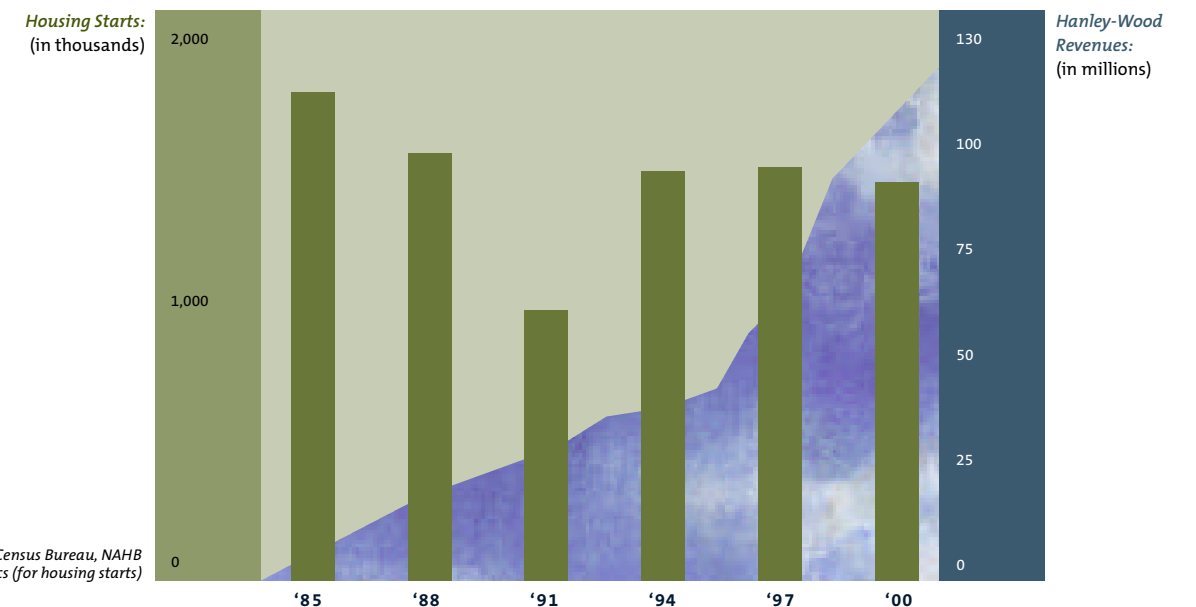
**FROM \$650 THOUSAND TO \$125 MILLION: HANLEY-WOOD GROWTH FROM 1981 TO 2000**

**BUT TECHNOLOGY CHANGES EVERYTHING |** On the way to dominating its vertical market, Hanley-Wood developed a passion for doing things right. Companies like FedEx, completely outside the construction industry, have found that our approach to integrated communications is superior for special projects and promotions.

BUILDING IS A **cornerstone** OF OUR WAY OF **life**, AND CONSTITUTES 4% OF THE GDP.

**ON THE MOVE**

Hanley-Wood has grown steadily, whether housing starts are up or down in a given period.



Source: U.S. Census Bureau, NAHB Economics (for housing starts)

# Strength In Divisions.

**FIVE HANLEY-WOOD BUSINESS GROUPS ARE STRUCTURED** to efficiently meet the multiple needs of customers and clients, readers and advertisers, and the markets that we all serve.

**MAGAZINES** | “With magazines and integrated Web sites reaching almost a million readers, Hanley-Wood is uniquely positioned to bring all the players together — builders, remodelers, dealers, distributors, manufacturers and architects — to help them take advantage of the new e-driven economies.”

PETER GOLDSTONE, *Magazine Division President*

Hanley-Wood’s business-to-business magazines deliver the construction market with award-winning editorial and a dominant market share. *Builder* is the #1 monthly business magazine in the U.S. These brands are reinforced by seven integrated Web sites and events like *Builder 100*, *TeamBuilder*, *Remodeling Leadership*, and the industry’s first Internet conference, *iHousing*.

HANLEY-WOOD PUBLICATIONS HAVE WON 75 EDITORIAL AND GRAPHIC DESIGN AWARDS SINCE 1994

1 MILLION HOMES ARE BUILT FROM HOME PLANNERS



**EXHIBITIONS** | “Our mission is to serve our customers by providing outstanding face-to-face marketing opportunities. We plan to grow the division from its current level of \$20 million in revenues to more than \$50 million by 2005.”

GALEN POSS, *Exhibitions Division President*

Hanley-Wood Exhibitions presents industry-leading conferences and exhibitions that bring residential and commercial construction professionals face-to-face with product manufacturers. With trade shows like *World of Concrete* (one of the top 10 trade shows in the U.S.), these events offer outstanding opportunities for sponsorships, exhibits and education.

**HOME PLANNERS** | “If owning your own home is the American Dream, Home Planners helps home buyers begin to turn those dreams into reality. Over a million homes have been built using Home Planners’ plans, and two out of three house plan books on the newsstands come from Home Planners.”

PATRICIA JOSEPH, *Home Planners President*

Hanley-Wood is the leading provider of house plans through its Home Planners division, which delivers plans to buyers with 19 magazines and e-plans, a leading-edge Internet site. Major licensing programs with Hearst Magazines and Hachette Filipacchi Magazines and a strong following among both builders and buyers are the foundations for future growth.

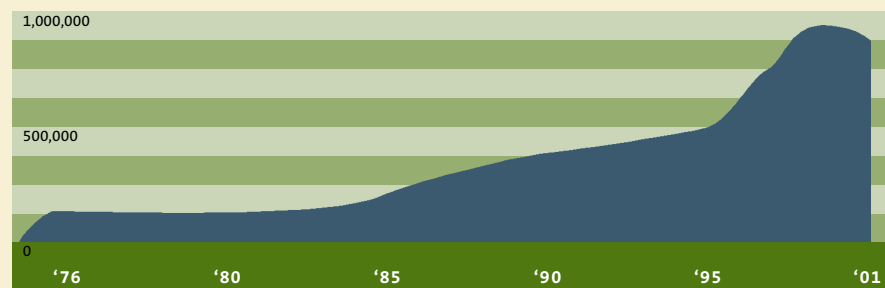
WHERE **building and ideas come together,** THERE IS HANLEY-WOOD.

## IN PRINT, IN PERSON, INTERACTIVE

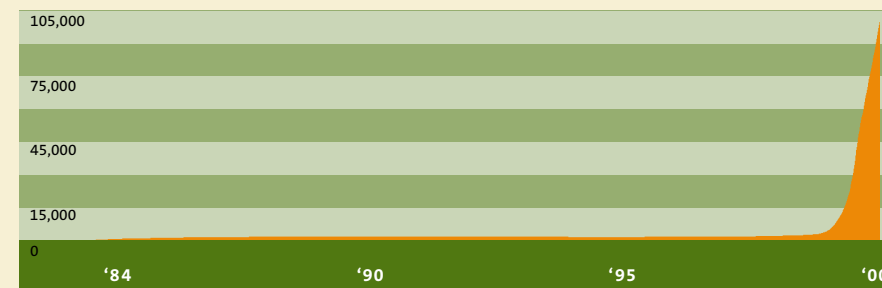
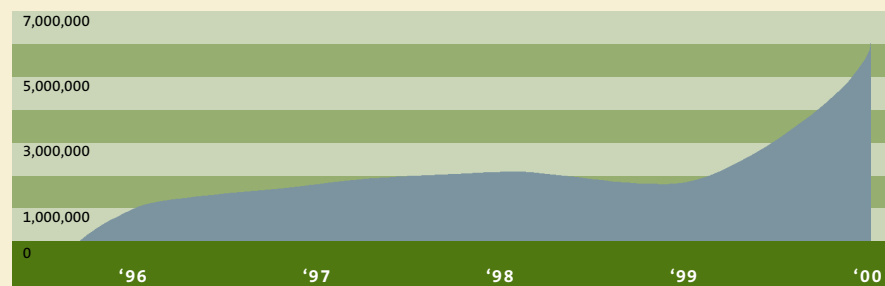
From 1976 to 2000, Hanley-Wood has grown exponentially; the new plan calls for the company to triple in size in five years.

### IN PRINT

*In Print B2B:* *Builder*, *Remodeling*, *ProSales*, *Concrete Construction*, *iHousing*, and eight more.



*In Print Consumer:* *Old-House Journal*, *Woman's Day*® *Favorite Home Plans*, *Good Housekeeping Home Plans*, and many more magazines from Hanley-Wood, Hearst Magazines, Hachette Filipacchi Magazines, and 42 book titles in print.

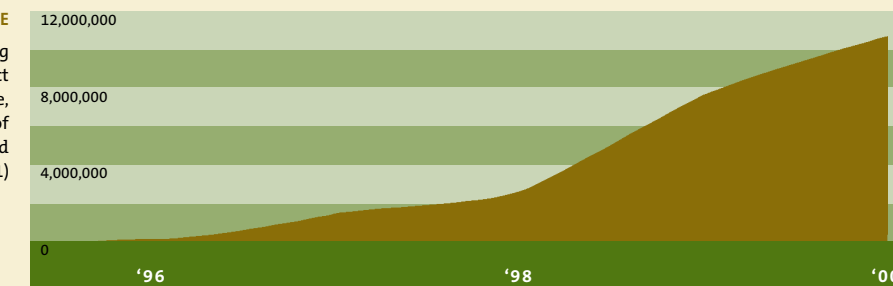


### IN PERSON

*Custom Home Show*, *World of Concrete*, *Surfaces*, *World of Masonry*, *NACE (managed)*, Plus 9 industry conferences

### INTERACTIVE

*Builder Online*, *Remodeling Online*, *Residential Architect Online*, *Tools of the Trade Online*, *Old-House Journal*, *World of Concrete Online*, *ePlans*, *eBuild* (launched January, 2001)



Source: For all diagrams, Hanley-Wood financials





BUILDER ONLINE WON THE 1999 JESSE H. NEAL AWARD  
AS THE PUBLISHING INDUSTRY'S BEST BUSINESS TO BUSINESS WEBSITE.

**INTEGRATED MARKETING |**  
“We were helping companies manage customer relationships fifteen years ago. We’ve always known that building business has always been about retaining customer loyalty and developing relationships — not about a specific medium.” JEANNE MILBRATH,  
*Integrated Marketing President*

Hanley-Wood’s Integrated Marketing Division works as a strategic marketing partner with clients, assisting them to develop effective and consistent brand communications that builds awareness, establishes interactive audience relationships and enhances customer experience. Its blue chip clients include FedEx, Pillsbury, and Anderson Windows.

**eBUILD |** “Picture being able to research and specify a new building product a home buyer has demanded, in minutes rather than days. It’s the inside edge eBuild offers builders, giving them the inside story on products and service, before anyone else can.” ADRIAAN BOUTEN,  
*eBuild President*

eBuild is a standard-setting, comprehensive, interactive guide to residential building products. This web-delivered, business-to-business solution targets builders, remodelers, architects, and dealers, helping them find and use information about building products. It will be the front-end interactive catalog for the housing industry’s emerging netmarkets.

**THE POWER TO IMAGINE |**  
The Veronis and Suhler Associates connection: the resources of a \$1 billion fund manager, the savvy of a major player in media. Hanley-Wood, LLC is owned by VS&A Communications Partners III, the private equity affiliate of media industry merchant bank Veronis, Suhler & Associates. This gives Hanley-Wood the power to dream, and the force to execute its vision.

FROM 3925,000 TO OVER 10 MILLION: GROWTH IN VISITS TO  
HANLEY-WOOD WEB SITES IN JUST 5 YEARS.

HANLEY-WOOD

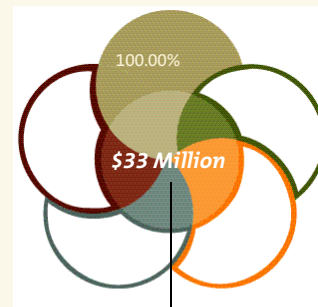


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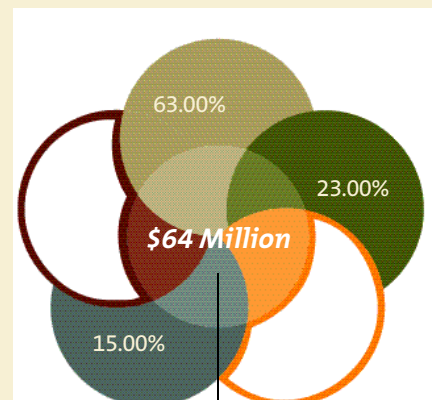
Read us, call us, click us, visit us: EVERY DAY, WE'RE building numbers, BUILDING brands, AND BUILDING business.

**DIVERSITY BRINGS PROSPERITY**

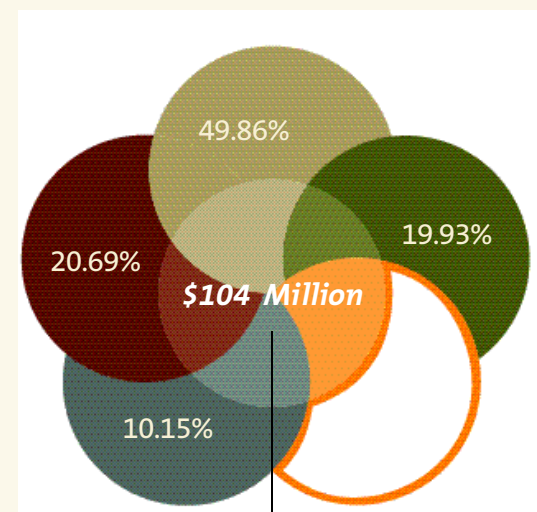
And prosperity brings diversity: Hanley-Wood’s expansion across channels in the markets that serves has given the company extraordinary financial balance.



1995 Revenues

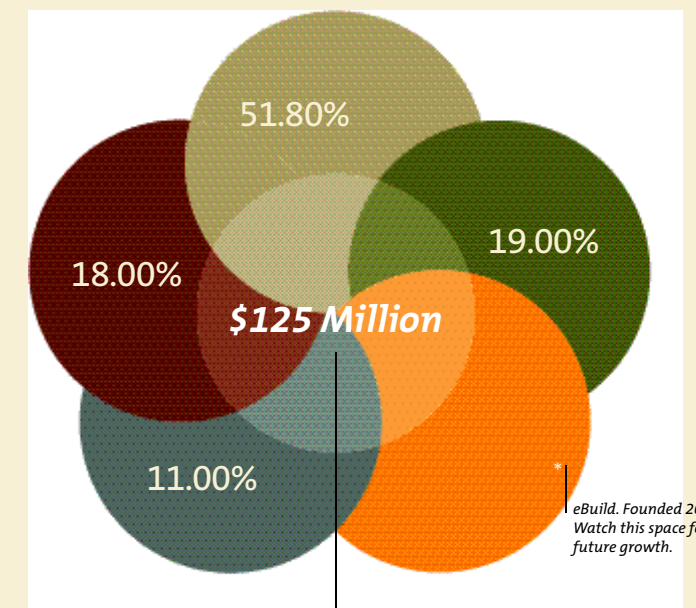


1997 Revenues



1999 Revenues

Hanley-Wood acquires Aberdeen Group



2000 Revenues

Aberdeen Group’s magazines splitout, trade shows become Exhibitions Group

eBuild. Founded 2000. Watch this space for future growth.

IN A world  
WHERE access  
TO information IS POWER,  
HANLEY-WOOD empowers ITS READERS,  
ITS PARTNERS, ITS VISITORS AND ITS EMPLOYEES TO realize  
THEIR personal  
AND business  
goals.



Everywhere you look AT HANLEY-WOOD,

in every division, you will find an eagerness to adopt new ways to reach key influencers. There is enthusiasm here to be in the forefront of change, while holding true to the standards of excellence that made Hanley-Wood the dominant publisher in its field.

“We believe in building positive relationships. Between people, between companies, between audiences. It’s that random connection — a relationship of ideas, based on a deep knowledge base — that rebuilds people, industries, countries and even the world.” MIKE WOOD

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IN PERSON.

INTERACTIVE.

We're Hanley-Wood.





**Hanley-Wood, LLC**

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