

# Casual Living®

## 2010 ADVERTORIAL SCHEDULE

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Maximum exposure ... minimal effort! You select the advertorial topic that fits your business needs and our freelance writer will write your article for you. All you need to do is supply edit image(s) and your finished ad ... or we'll build your ad for you. All this at special package pricing!

MONTH	SPACE CLOSE	MATERIALS DUE	ADVERTORIAL TOPIC
February	January 14	January 19	Specialty Grills: Why Grills Are Hot
March	February 13	February 20	Outdoor Accessories– Fire Pits/Lighting
April	March 13	March 20	Cool In The Shade
May	April 14	April 20	Contract Design
July	June 11	June 18	Garden Delights
October	September 11	September 21	Show Stoppers*
November	October 9	October 20	Pools, Spas, Playsets Green Is Growing

## ADVERTORIAL RATES

	GROSS RATE
Full Page Ad + Full Page Article (includes 2 edit images)	\$5000
1/2 Page Horizontal and 1/2 Page Article (includes 1 edit image)	\$3350

\*To be inserted into Furniture/Today High Point Market Issue. Additional \$1000.

*High Design* A SPECIAL ADVERTISING SECTION TO CASUAL LIVING

*Our Design Makes You Stand Apart from the Competition*

J&R Household Co. Ltd. is a professional supplier of outdoor and garden furniture products. Our factories are the leading producers of outdoor furniture in China and we have over ten years of experience producing steel, wrought iron and aluminum outdoor furniture, as well as garden accessories. Through trading companies, we have supplied outdoor furniture to major importers and retailers in Europe and the United States.

Through our experience dealing with major international customers, we clearly understand your need to stay ahead of your competition by offering the best value in terms of price and quality. Our factories are fully equipped to handle your orders, with first-rate take and making systems, as well as having workers experienced in ensuring. Our research and design engineers and artist staff their technical strength into the design elements of every product we make. We have received the ISO9001 certification as a result of our focus on quality and efficiency.

Also, we are a member of the CQC chain, which enables us to supply you with ISO certified products from China.

We pay special attention to the artistic design of our products because we believe that good design is the basis of building a strong brand. We have our in-house Design Team, which watches consumer market demands and trends very closely. Every season, we launch new products with novel designs and excellent quality and calculate and a wonderful feeling offering these products to your customers because of the special shapes and novel concepts, which combine function and art. The emotional feeling about beauty and life are expressed in the materials used and the artistic design of the finished products. That is to say, our designers treat you. The good brand and help make your store look unique and stand out from the competition.

PUT A RAINBOW OVER YOUR BACKYARD



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FULL PAGE AD + FULL PAGE ARTICLE

A SPECIAL ADVERTISING SECTION TO CASUAL LIVING

### Bungalow by E-Z UP Creates Fashionable, Portable Pavilions

"Twenty-five years ago, Mark Carter set out to create a portable pavilion that could be set up in minutes without tools or ropes. The resulting patented "Bungalow" was an immediate hit, and today, Carter's passion for innovation is still going strong – as is the company he founded, International E-Z UP, Inc., which has expanded into the casual furniture industry with Bungalows by E-Z UP, a fashion-driven product line designed to create a beautiful outdoor scene.

"The Bungalow line incorporates all the functional features and patented technology of our original E-Z UP shelters, but adds creative concepts and details that make these products a beautiful complement of any backyard setting," says Ashley Martinez, specialty leisure sales manager. "What's especially appealing is the fact that Bungalow is the only upscale pavilion on the market that is completely portable. It sets up in minutes to create an elegant outdoor living space with very little effort – and it can be taken down just as easily. For consumers who can't or don't want to leave it up year-round."

Bungalow pavilions feature a powder-coated aluminum frame with reinforced steel bracing for weather resistance and sturdiness. Sublimated fabrics in designer color combinations are used for the top and walls, and accessories include convertible sidewalls, corner curtains, sun screens, vented top accents to back, and insect screens.

The Bungalow pavilions also offer an appealing merchandising environment for dealers, who can create a whole product display with furniture, ornaments, "Bungalow" items. "We also offer customization, since the Bungalow is perfect for the hospitality industry, as well."



Written by Kathy Humble  
Editor: Ashley Martinez  
Photo: Bungalow by E-Z UP

The Finest Collection of Portable Outdoor Pavilions



**BUNGALOW**  
by E-Z UP

The Finest Collection of Portable Outdoor Pavilions

BUNGALOW by E-Z UP® includes your outdoor living space. The complete Bungalow pavilion includes everything you need: shelter and shade. But if you set up your Bungalow for a seasonal or year-round use, the Bungalow by E-Z UP® is your best choice. 888-474-5583 www.bungalowbyezup.com

1/2 PAGE AD + 1/2 PAGE ARTICLE