

Industrial Supply

THE VOICE OF DISTRIBUTION

A man in a brown jacket and blue jeans is standing in a warehouse aisle, looking at a shelf. The aisle is filled with tall metal shelving units stacked with various boxes and supplies. The lighting is bright, and the floor is polished concrete.

Best practices for industrial distributors

2018 MEDIA KIT

» THE INDUSTRY'S TRUSTED RESOURCE

Industrial Supply

WE KNOW THE BUSINESS

Each member of **Industrial Supply's** veteran staff has been serving the industrial supply channel and building relationships and mutual trust for more than a decade. Distributors know they can count on us for information that can have immediate impact in their businesses in these ever-changing times.

Our writers, including exclusive relationships with STAFDA and ISA consultants, provide the best, most timely, most valuable information in the channel for our readers.

WE KNOW THE PLAYERS

Industrial Supply and its sister magazine, **Contractor Supply**, have the supply channel covered. Whether your products and services are destined to end up in products or in the plants that manufacture them, our magazines will get you in the door and into decision-makers' hands.

- **Industrial Supply** serves 29,000-plus industrial distributors and independent manufacturer reps in the United States
- **Contractor Supply** reaches 18,000-plus construction equipment, tool and supply distributors, manufacturers and rep agencies

Need to reach both markets? Combine them and earn volume discounts.

WE HAVE THE RELATIONSHIPS

We publish the member directories of the industry's two leading trade associations, the **Industrial Supply Association (ISA)**, and the **Specialty Tools & Fasteners Distributors Association (STAFDA)**.

Each organization is the keystone of its market. The most powerful groups in the industry trust us to produce their products to the highest standards of quality and integrity. You can trust us to do the same for you.

No other media group in our industry can match this claim.





ACCEPT NO SUBSTITUTES

Rich Vurva, Patricia Wolf, Chris McClimon, Bob Stange and Tom Hammel have 75-plus years of combined experience serving the construction and industrial supply markets.

- We are the industry's most recognized and respected professionals.
- Our contributing writers and consultants and advertisers are the best of the best.
- Industry professionals rely on us for honest, focused content that they can use to build sales, profitability and competitive advantage in their local markets.
- As an advertiser, your message in **Industrial Supply** or **Contractor Supply** gives you the prestige and credibility of appearing in the most trusted and respected magazines in the industry, bar none. Whether your company is 1, 10 or 100 years old, our decades of industry experience will work for you in ways no other publishers can approach.

ADD IT UP

When you add it all up—the industry respect, reputation, staff longevity, market coverage, our print and online media platforms and, finally, the support and endorsements of the most powerful associations in our industry—your choice is clear.

Make **Industrial Supply** and **Contractor Supply** magazines your media of choice and distributors will make you their supplier of choice.

CONTACT US TODAY

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Bob Stange: 866-214-3223, ext. 123
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Our circulation is second to none:

Industrial Supply reaches 29,000-plus distributors of MRO supplies, hand and power tools, cutting tools and abrasives, power transmission/motion control, safety products and more.

» REACH

The most powerful groups in the industry trust us to produce their directories. Your advertising message in **Industrial Supply** aligns you with that power and your company gains prestige and credibility in the market.

» INFLUENCE

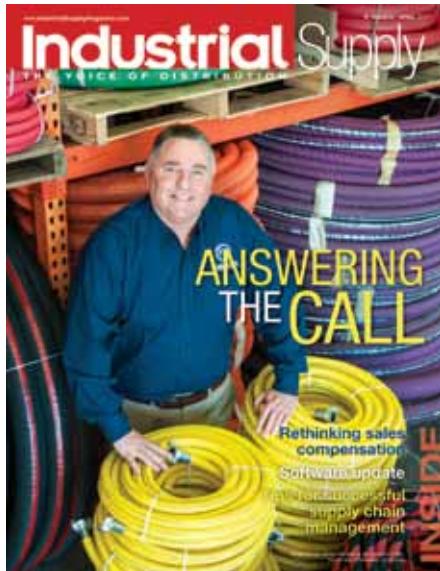
Distributors buy from companies they know and trust. Advertising signals your stability to buyers and helps you and your distributor partners gain market share. When they buy, they will buy from you.

» SELL

IDBM

DIRECT BUSINESS MEDIA
LLC

FAMILY OF PUBLICATIONS INCLUDES



ABOUT DIRECT BUSINESS MEDIA LLC

Direct Business Media, LLC is a specialty niche media services provider covering the industrial and construction markets. DBM publishes **Industrial Supply** magazine, the **Industrial Supply Association (ISA) Annual Membership Directory**, **Contractor Supply** magazine, the **Specialty Tool and Fasteners Distributors Association (STAFDA) member Directory**, and **Pro Contractor Rentals** magazine.

DBM is staffed and managed by its owners. We are dedicated to providing our customers with the highest levels of service, professionalism and integrity in the industry.

» MEET THE PROS



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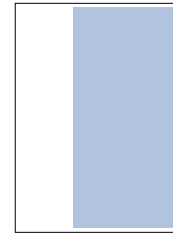


Amy Klawitter
Creative Director
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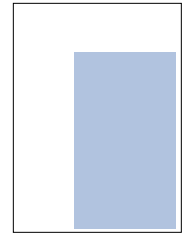
AD SIZES



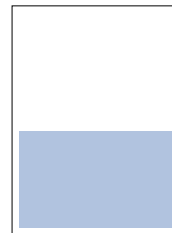
Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



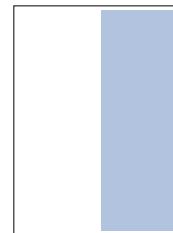
2/3 Page
4.5625" x 10"



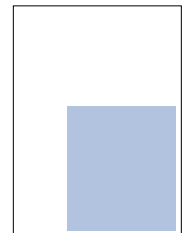
1/2 Page Island
4.5625" x 7.375"



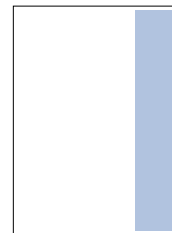
1/2 Page Horiz.
7" x 4.875"



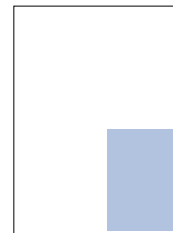
1/2 Page Vert.
3.375" x 10"



1/3 Page Sq.
4.5625" x 4.875"



1/3 Page Vert.
2.1875" x 10"



1/4 Page
3.375" x 4.875"

Two Page Spread
Trim: 16.75" x 10.875"
Bleed: 17" x 11.125"

1/6 Page Horiz.
4" x 3"

AD RATES

FREQUENCY	1X	3X	6X
Spread	\$16,040	\$14,595	\$13,775
Full page	\$8,915	\$8,110	\$7,655
2/3 page	\$6,655	\$6,055	\$5,715
1/2 page	\$5,570	\$5,070	\$4,785
1/3 page	\$4,070	\$3,705	\$3,495
1/4 page	\$3,220	\$2,930	\$2,765
1/6 page	\$2,295	\$2,090	\$1,970

» 2018 EDITORIAL CALENDAR

Industrial Supply brings you the credibility of a nationally respected sales and editorial team and the prestige of a new, exciting and fresh approach to trade publishing and e-newsletters. We deliver your product and service messages straight into the hands of distributor buyers, sales managers, executives and their inside and outside sales pros who serve the all-important industrial/MRO market.



ISSUE	BUSINESS MANAGEMENT SOLUTIONS	SUPPLIER ROUND TABLE	TRAINING TIPS	MARKET OUTLOOK	NEW PRODUCTS	SHOWS/EVENTS
Jan/Feb 2018 Ad Close 12/28/17 Materials 1/3	Lift trucks	Abrasives	Head and eye protection	Hose Hydraulic MRO	Cutting tools, hand/power tools	
March/April 2018 Ad Close 2/5 Materials 2/12	Software/Technology	Power transmission	Industrial hoses	Mechanics Hand Tools	Anchors, fasteners janitorial supplies	ISA April 14-16 NAHAD April 28-May 2
May/June 2018 Ad Close 4/2 Materials 4/9	Labeling/Bar coding, mobile technology	Lubricants	Ladders, lifts and hoists	Casters Industrial MRO	Safety, PPE, power transmission	
July/Aug 2018 Ad Close 5/30 Materials 6/4	Mobile workstations Corporate Profiles Top 20 Distributors List	Safety	Abrasive discs	Abrasives Coated	Lubrication, anti-seize, specialty chemicals	
Sept/Oct 2018 Ad Close 7/30 Materials 8/6	Dock equipment	Hose/accessories	Safety mats / ergonomic flooring	Carbide Cutting Tools	Metal cutting products, vises	PTDA Oct. 17-20 STAFDA Oct. 28-30
Nov/Dec 2018 Ad Close 9/24 Materials 10/1	Racks/Shelving	Master Distributors, buying groups	Tool storage	Safety Test Equipment and Respirators	Construction supplies, power transmission	

» FOCUSED FEATURES

Timely, relevant cover stories — Our cover stories profile how distributors deal with critical business issues facing all distributors today. **Industrial Supply** stories examine issues such as:

- Finding sales in a soft economy
- Effective use of marketing/buying groups
- Designing a more productive warehouse
- Hiring top-notch employees
- Building sales comp programs
- Expanding into new markets
- Branching into new product categories
- Effective on-site management

And many more.

CORPORATE PROFILES

Our July/August **Corporate Profiles** issue gives every full-page advertiser a **FREE** bonus page to deliver the message of its choosing in a clean, crisp format. Buy one full-page ad at your regular earned rate and then supply us with a profile of your company, its products and services and customer benefits. Contact your ad sales representative for details.

TOP 20 DISTRIBUTOR LIST

In conjunction with Modern Distribution Management, we feature the nation's top industrial distributors in our annual **Top 20 Distributor List** in our July/August issue. This is a must-read issue for readers.

NEW PRODUCT EXPOSURE

Product news — Customers always look for new products that can help their businesses cut costs or improve processes. That's why every issue of **Industrial Supply** features the latest new products from advertisers.

Readers count on us to keep them informed about the new products they can show their customers.

RESOURCE GUIDE

As a compliment to our monthly eResource Guide emails, **Industrial Supply** offers you an opportunity to promote your company in the print edition of the magazine. It's ideal for promoting:

- White paper
- Research
- Catalogs
- Promotional literature



Plus, **Industrial Supply** offers opportunities for you to submit Advertorial material that explains to distributors the benefits of doing business with your company. Contact us to discuss details.

MARKETING OPTIONS

Direct Business Media LLC offers a variety of value-added marketing options to add impact to your primary marketing programs: bound and ride-along inserts, false covers and belly bands, advertorials, sponsored webinars, copywriting, graphic design, electronic surveys, direct mail, e-mail blast creation and execution and list management — to name just a few.

Whatever you can dream up, we can make happen. Plus, our market breadth means that whether you want to reach industrial and construction distributors or rep agencies, we've got you covered.

» ELECTRONIC ADVERTISING OPTIONS

Our new **website design** will increase your company's visibility whether visitors are viewing the site from their computer, their phone or a tablet. Choose from more ad options including the new Super Banner, Top Banner, Content Banner and Button ads. **IndustrialSupplyMagazine.com**, our weekly e-mail newsletter, **IS Weekly**, and our monthly **IS Video Roundup** highlighting advertiser-provided videos, should be key components of your media strategy. We also provide custom e-mail opportunities.

ONLINE ADVERTISING HELPS YOU:

- Increase traffic to your own website
- Enforce and promote your brand
- Complement your print advertising campaign
- Amplify your market penetration
- Blanket the industry with coverage

Executive decision makers in the industrial distribution industry come back often to **IndustrialSupplyMagazine.com** for breaking industry news, analysis, articles on distribution management, sales, motivational tips, important industry links and more.

Subscribers to **IS Weekly** rely on us to keep them up to date on what's happening in their industry, with news about company earnings, acquisitions, executive appointments and other important events. Newsletter button ads appear in the body of the newsletter itself. Click-thru ads appear on the pages of the stories included in the newsletter.



SPECIFICATIONS

File type: animated or static .JPG or .GIF

EXCEPTION: *Animated ads will not work in some email systems, such as Outlook. Please submit only static ads for custom emails (e-blasts) and IS Weekly.*

Resolution: 72 dpi

File size: Maximum size allowed 800 KB (the smaller the file size, the faster the ad will load)

Link: Please provide the URL where visitors will be redirected after they click on your ad

Flash: Flash is no longer recommended because major browsers are ending support of that technology. Instead, we accept animated GIF files as well as HTML5 content and animations.

PRODUCTION CONTACT MATERIALS

Caitlin Kincannon

866-214-3223 ext. 120 | ckincannon@directbusinessmedia.com

FAX: 920-397-7558

ELECTRONIC AD RATES

Website	Size	Cost
Super banner ad*	1,800 x 370 pixels	\$2,620/month
Take over ad	900 x 600 pixels	\$2,090/month
Top banner ad	600 x 100 pixels	\$810/month
Content banner ad	500 x 100 pixels	\$575/month
Button ad	225 x 225 pixels	\$355/month

*Super banner ads limited to two per month in rotation

IS Weekly e-mail newsletter

Top banner ad	600 x 100 pixels	\$690/issue
Content banner ad	500 x 100 pixels	\$565/issue
Newsletter button	225 x 225 pixels	\$460/issue
Click-thru button	225 x 225 pixels	\$360/issue

Third party/custom e-blasts \$2,740/time

» E-BLAST & WEBSITE SPONSORSHIP

CUSTOM E-MAIL BLASTS

Looking for a way to get your message directly to distributor executives and salespeople? We can send your custom-designed message to our readers at a cost-effective price.

- Reinforce your brand message
- Introduce new products
- Click-thru links provide immediate feedback and results



INDUSTRIAL SUPPLY TARGET REPORT: A TARGETED LOOK AT A SELECTED TOPIC

Certain key topics in the industrial supply channel require a deeper look. That's why, beginning in 2015, **Industrial Supply** launched a content-specific e-newsletter called the "**IS Target Report**," bringing into focus our most-recent and best-read coverage on a timely and key topic.

As a sole sponsor, you can either populate all four ad positions with your marketing message or simply choose to include a single banner at the top of our industry-focused content. Topics include: Abrasives; Hose & Accessories; Power Transmission; Cutting Tools; Safety; Hydraulic/Pneumatic; Lubricants; PPE and Vending.



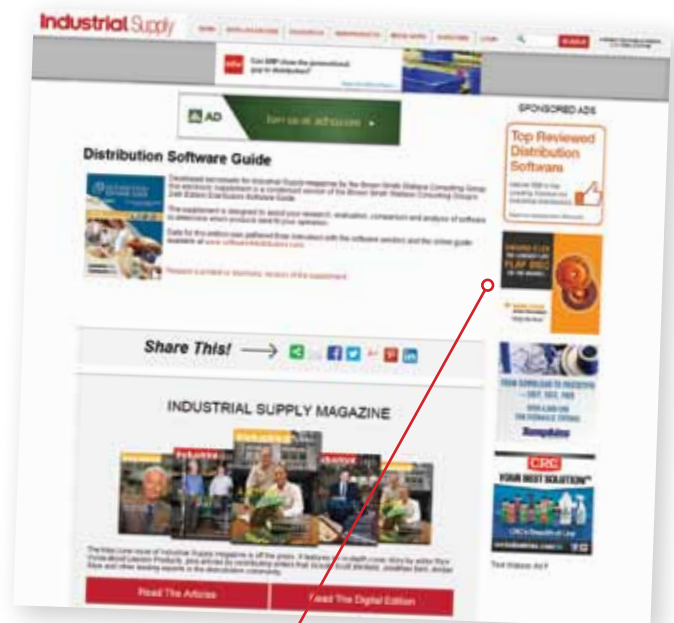
PROMOTE YOUR INVESTMENT IN THE DISTRIBUTION SOFTWARE GUIDE

Industrial Supply and **Contractor Supply** magazines are helping to promote the Brown Smith Wallace Consulting Group's **Distribution Software Guide**.

We have scheduled print advertising in the Sep./Oct. issue of **Industrial Supply** and the Aug./Sep. issue of **Contractor Supply**. In addition, we will send e-mail messages to our circulation lists promoting the supplements that were specially prepared by BSW for **Industrial Supply** and **Contractor Supply** magazines, plus promote the supplements on our websites.

You can extend your existing investment in the **Distribution Software Guide** by sponsoring the e-mail messages and online promotional effort.

**Sponsorship and materials deadline:
Sep. 1, 2018**



Here's where your 225 x 225 ad will appear on our website on the page promoting the Distribution Software Guide.

» E-BLAST & WEBSITE SPONSORSHIP

NEW
marketing
opportunity

MONTHLY IS VIDEO ROUNDUP

Our monthly **IS Video Roundup** is a great way to generate more clicks for your videos. Each **Featured Video** includes a screen shot from your video, a brief description and a link to the video on your YouTube page or website.

- Videos increase people's understanding of your product or service
- 90 percent of users say that seeing a video about a product is helpful in the decision process*
- 75 percent of executives watch work-related videos on business websites at least once a week*
- Click-thru links provide immediate feedback and results
- Leads/contact information shared with advertisers

*Source: Digital Sherpa



IS eRESOURCE GUIDE

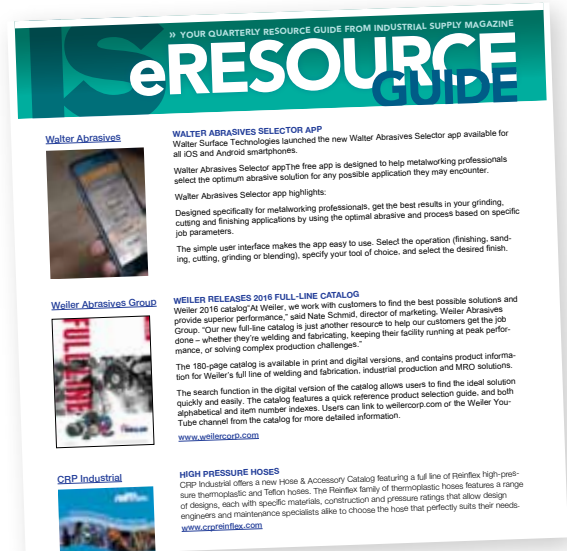
The **IS eResource Guide** is a new monthly email newsletter to help you promote your company. Sponsor the **IS eResource Guide** to promote your:

- Catalogs
- White papers
- eBooks
- Promotional literature

Click-thru links allow recipients to immediately download your catalog, white paper, eBooks or other material. Leads/contact information are shared with sponsors.

2018 DEPLOYMENT DATES:

Jan. 17	July 18
Feb. 14	Aug. 15
March 14	Sept. 12
April 18	Oct. 17
May 16	Nov. 14
June 13	Dec. 12



E-NEWSLETTER RATES

IS Video Roundup e-newsletter

Top banner ad	600 x 100 pixels	\$685/issue
Content banner ad	500 x 100 pixels	\$570/issue
Button ad	225 x 225 pixels	\$460/issue
Featured video placements		\$740/issue

IS eResource Guide

Top banner ad	600 x 100 pixels	\$610/issue
Content banner ad	500 x 100 pixels	\$550/issue
Button ad	225 x 225 pixels	\$450/issue
Featured content (Catalog/eBook, etc.)		\$610/issue

» MECHANICAL REQUIREMENTS

A. SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

B. PREFERRED MATERIALS

Electronic file complete with layout, fonts and supporting graphics files in a hi-res PDF format.

C. PDF FILES

PDF files are encouraged and should be created with the following specifications.

1. All fonts should be embedded.
2. No RGB or lab images should be used; make sure all images are 300 dpi CMYK.
3. **Density of tones 300% or less.** Densities higher have potential of blistering on press causing additional charges for down-time.
4. A rich black color should be used to avoid a washed-out appearance whenever large lettering, graphics, boxes or backgrounds are to print as black (*small text should remain 100% black to avoid registration issues on press*). **A rich black should also be used if the color overlaps any other graphic element to avoid ghosting of the overlap.** Use values of 40C/40M/30Y/100K to create a rich black.
5. **Full page ads must be provided with 1/8" (0.125") bleeds on all 4 sides.** Bleed size is 8.625" x 11.125" and the ad will be trimmed to 8.375" x 10.875".
6. Zip compression with down sampling set no less than 300 dpi.
7. Color management set to "none."
8. The "press" preset in the standard Acrobat will usually create an acceptable PDF for both Macintosh or PC.
9. After creating a PDF, **view the file with "Overprint Preview" to verify actual output.**

D. NATIVE FILES

1. Macintosh and Windows-based files are usable. **High resolution files placed by the customer must have all color corrections/alterations done prior to releasing the electronic file to Direct Business Media LLC.**
2. All images need to be saved in CMYK mode. EPS or TIFF files are preferred. Do not compress images using JPEG or LZW.
3. Provide all supports related to the electronic file (i.e., entire font families, hi-res images and logos). Any third party extension (i.e., Pasteboard) must accompany electronic files. We cannot accept native Corel, Microsoft Publisher or PowerPoint files. These programs are not compatible with high-resolution output equipment. If you create files using one of these programs, please recreate in a program listed above, convert the file to a print-ready PDF.

E. DESIGN RECOMMENDATIONS

1. Spread copy should be laid out to avoid reading matter or any important part of an illustration running into the gutter. Please do not break type on gutter.
2. In preparing copy, restrict thin lines and small lettering to one color. Reproduce all reverse lettering with a minimum of colors. Avoid small letters with fine serifs when using reverse lettering.

ELECTRONIC AD FILES

Adobe Acrobat PDF (high-resolution), InDesign CS5.5*, Adobe Illustrator CS5*, Adobe Photoshop CS5*

*or earlier versions

MEDIA STORAGE | TRANSPORT

Send your high-resolution PDF in one of the following ways:

- Upload your file to the web-based FTP (www.hightail.com) using the following address:
<https://www.hightail.com/u/DirectBusinessMedia>
- E-mail ckincannon@directbusinessmedia.com
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

PRODUCTION CONTACT

MATERIALS

Caitlin Kincannon

866-214-3223 ext. 120 | ckincannon@directbusinessmedia.com
FAX: 920-397-7558

When e-mailing photos, graphics or page layout files, please send them as source (not text) files. Any files containing graphics should be saved as a stuffed, self-extracting file that is bin-hex encoded.

TERMS

Payment: net 30 days. Agencies and advertisers are jointly and severally liable. Discount of 15% applies for agency work if paid within 30 days. The publisher reserves the right to reject any advertising deemed inappropriate for the publication's standards.