

# Industrial Supply

THE VOICE OF DISTRIBUTION



» IN THE WAREHOUSE



» IN THE SHOWROOM



» ON THE LINE

**Best** practices  
for industrial  
distributors

» A TRUSTED RESOURCE HAS A NEW NAME

# Industrial Supply

## WE KNOW THE BUSINESS

Each member of **Industrial Supply's** veteran staff has been serving the industrial supply channel, 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 difficult 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 the plants that manufacture them, our magazines will get you in the door and into decision-makers' hands.

- **Industrial Supply** serves 30,000-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 **Specialty Tools & Fasteners Distributors Association (STAFDA)**, and the **Industrial Supply Association (ISA)**.

Each association 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

Bob Stange, Chris McClimon, Rich Vurva and Tom Hammel have 50-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 credibility 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

**Bob Stange:** 866-214-3223, [bstange@directbusinessmedia.com](mailto:bstange@directbusinessmedia.com)

**Chris McClimon:** 866-214-3223, [cmclimon@directbusinessmedia.com](mailto:cmclimon@directbusinessmedia.com)

**Rich Vurva:** 866-214-3223, [rvurva@directbusinessmedia.com](mailto:rvurva@directbusinessmedia.com)

**Tom Hammel:** 866-214-3223, [thammel@directbusinessmedia.com](mailto:thammel@directbusinessmedia.com)

**Patricia Wolf:** 847-657-9322, [pwolf@directbusinessmedia.com](mailto:pwolf@directbusinessmedia.com)

### ***Our circulation is second to none:***

Industrial Supply reaches 30,000-plus distributors of MRO supplies, hand and power tools, cutting tools and abrasives, power transmission/motion control, safety products and more.

# » REACH

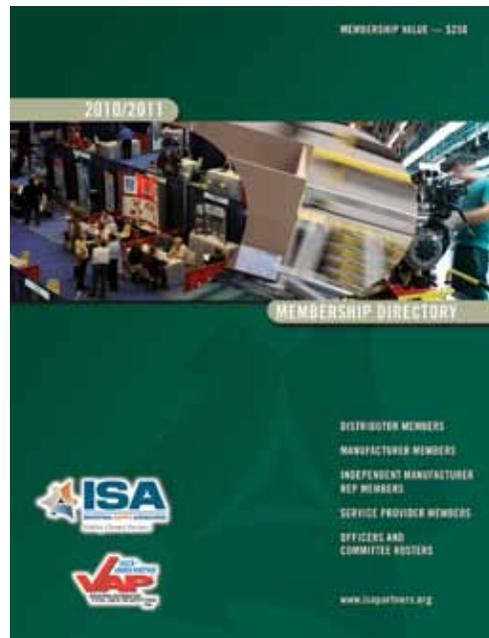
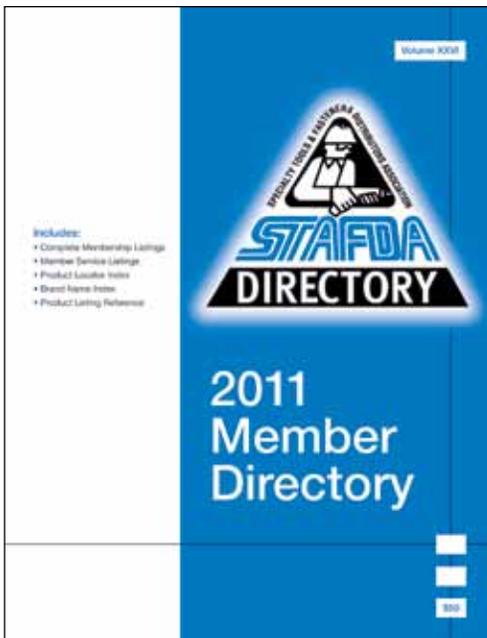
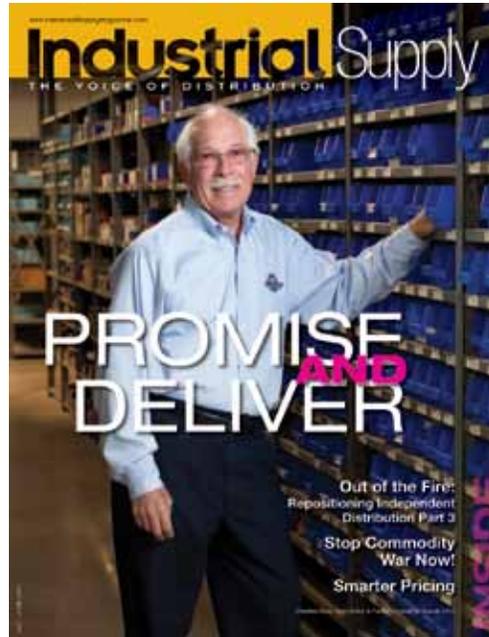
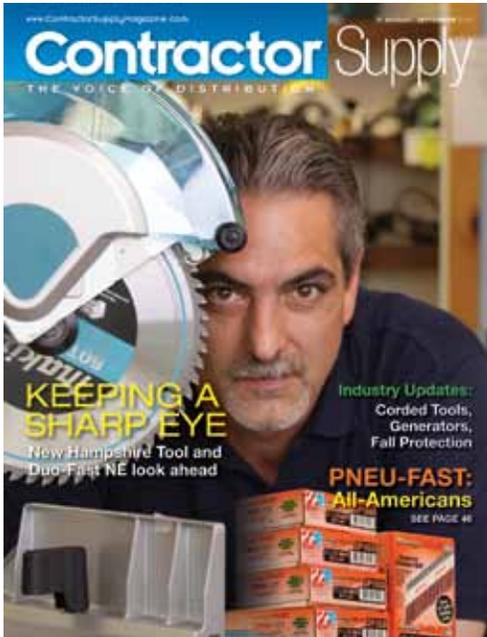
The most powerful groups in the industry trust us to produce their directories. Your advertising message in Industrial Supply aligns you with that power and your company gains prestige and credibility in the market.

# » INFLUENCE

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

# » SELL

## 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** and **Contractor Supply** magazines, the **Specialty Tool and Fasteners Distributors Association (STAFDA) member Directory** and the **Industrial Supply Association (ISA) Annual Membership Directory**.

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**

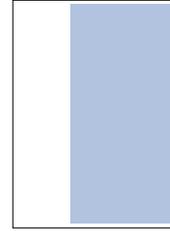
Creative Director  
866-214-3223 ext. 27  
aklawitter@directbusinessmedia.com

## AD SIZES



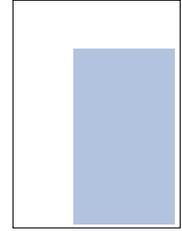
**Full Page**

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



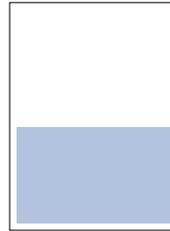
**2/3 Page**

4.5625" x 10"



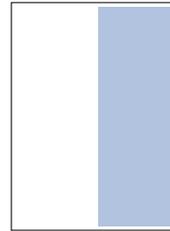
**1/2 Page Island**

4.5625" x 7.375"



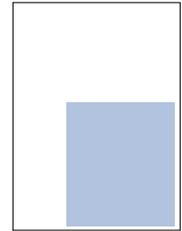
**1/2 Page Horiz.**

7" x 4.875"



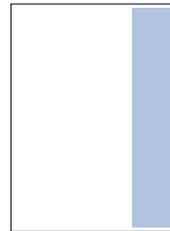
**1/2 Page Vert.**

3.375" x 10"



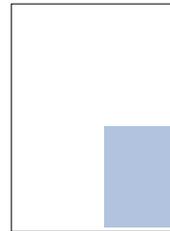
**1/3 Page Sq.**

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	9X	12X
Spread	\$13,965	\$12,710	\$12,000	\$11,110	\$10,235
Full page	\$7,755	\$7,060	\$6,665	\$6,170	\$5,685
2/3 page	\$6,225	\$5,665	\$5,350	\$4,980	\$4,565
1/2 page	\$4,840	\$4,405	\$4,160	\$3,870	\$3,550
1/3 page	\$3,550	\$3,230	\$3,055	\$2,840	\$2,575
1/4 page	\$2,800	\$2,550	\$2,400	\$2,240	\$2,050
1/6 page	\$2,000	\$1,820	\$1,720	\$1,600	\$1,460

# » 2011 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.



SAFETY TEST EQUIPMENT MARKET		END-USER CONSUMPTION OF TEST EQUIPMENT BY REGION	
<b>TOP 10 MANUFACTURING INDUSTRIES</b>			
1st - Chemical & Allied Products	\$1,234,567	North	\$456,789
2nd - Food & Beverage	\$987,654	South	\$321,098
3rd - Textile Milling	\$876,543	West	\$210,987
4th - Plastics	\$765,432	Midwest	\$109,876
5th - Paper Mills	\$654,321	Southwest	\$98,765
6th - Rubber, Leather & Synthetic Leather	\$543,210	Northwest	\$87,654
7th - Glass & Glass Products	\$432,109	Southwest	\$76,543
8th - Metal Industry	\$321,098	Midwest	\$65,432
9th - Chemical & Allied Products	\$210,987	Southwest	\$54,321
10th - Textile Milling	\$109,876	Northwest	\$43,210
<b>TOP 10 CONSTRUCTION INDUSTRIES</b>			
1st - Building & Construction	\$1,567,890	North	\$567,890
2nd - Manufacturing	\$1,234,567	South	\$432,109
3rd - Transportation	\$987,654	West	\$321,098
4th - Wholesale Trade	\$876,543	Midwest	\$210,987
5th - Retail Trade	\$765,432	Southwest	\$109,876
6th - Health Care	\$654,321	Northwest	\$98,765
7th - Education	\$543,210	Southwest	\$87,654
8th - Government	\$432,109	Midwest	\$76,543
9th - Non-Durable Goods	\$321,098	Southwest	\$65,432
10th - Durable Goods	\$210,987	Northwest	\$54,321
<b>TOP 10 MINING/UTILITIES INDUSTRIES</b>			
1st - Mining	\$1,234,567	North	\$456,789
2nd - Utilities	\$987,654	South	\$321,098
3rd - Chemical & Allied Products	\$876,543	West	\$210,987
4th - Manufacturing	\$765,432	Midwest	\$109,876
5th - Wholesale Trade	\$654,321	Southwest	\$98,765
6th - Retail Trade	\$543,210	Northwest	\$87,654
7th - Health Care	\$432,109	Southwest	\$76,543
8th - Education	\$321,098	Midwest	\$65,432
9th - Government	\$210,987	Southwest	\$54,321
10th - Non-Durable Goods	\$109,876	Northwest	\$43,210

ISSUE	FEATURE STORY	SUPPLIER ROUND TABLE	TRAINING TIPS	MARKET OUTLOOK	NEW PRODUCTS	SHOWS/EVENTS
<b>Jan/Feb 2011</b> Ad Close 1/5 Materials 1/12	Managing younger workers	Abrasives	Gloves	Hydraulic/pneumatic hose & fittings	Cutting tools, hand/power tools	
<b>March/April 2011</b> Ad Close 2/9 Materials 2/16	Emerging markets	Cutting tools	Hoses/accessories	Adhesives	Anchors, fasteners Janitorial supplies	<b>NAHAD</b> April 2-6 San Diego
<b>May/June 2011</b> Ad Close 3/23 Materials 3/30	Sales management tips	Hand tools	Power tools	Machine tool accessories	Safety, PPE	<b>ISA</b> May 15-17 Chicago
<b>July/Aug 2011</b> Ad Close 6/8 Materials 6/15	Top Distributors List	Safety	Saw blades	PPE	Lubrication, anti-seize, specialty chemicals	
<b>Sept/Oct 2011</b> Ad Close 8/10 Materials 8/17	Buying groups	Hose/accessories	Degreasers	Welding equipment	Metal cutting products	<b>PTDA</b> Oct. 13-15, Washington, D.C.
<b>Nov/Dec. 2011</b> Ad Close 9/28 Materials 10/5	Customer service strategies	Power Transmission	Fall protection	Tool boxes & chests	Construction supplies	<b>STAFDA</b> Nov. 13-15 San Antonio

# » MECHANICAL REQUIREMENTS

## A. SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

## B. PREFERRED MATERIALS

1. Electronic file complete with layout, fonts and supporting graphics files in a hi-res pdf format.
2. **Hard copy proofs must accompany digital ads.**  
Direct Business Media, LLC  
732 Madison Ave, Fort Atkinson, WI 53538

## 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 fonts, graphics, boxes or backgrounds are to print as black. 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. Zip compression with down sampling set no less than 300 dpi.
6. Color management set to "none".
7. The "press" preset in the standard Acrobat will usually create an acceptable PDF for both Macintosh or PC.

## 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, QuarkXPress 6.5\*, Adobe Illustrator CS2\*, Adobe Photoshop CS2\* \*or earlier versions

## MEDIA STORAGE | TRANSPORT

- CD-ROM, DVD-RAM/ROM
- Other pre-approved media
- yousendit.com
- Files may be compressed with Stuffit

## PRODUCTION CONTACTS

### MATERIALS

#### Deb Pierce

866-214-3223 ext.20 | [dpierce@directbusinessmedia.com](mailto:dpierce@directbusinessmedia.com)  
FAX: 920-397-7558

Contact Deb Pierce before e-mailing material. 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.

# » ELECTRONIC ADVERTISING OPTIONS

**Industrial Supply** magazine offers electronic advertising opportunities to help you get an even better return on your advertising and marketing investment. **IndustrialSupplyMagazine.com** and our weekly e-mail newsletter, **IS Weekly**, should be key components of your media strategy. We also provide custom e-mail opportunities for advertisers.

## ONLINE ADVERTISING HELPS YOU:

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

Traffic at **www.IndustrialSupplyMagazine.com** is growing each month, as executive decision-makers in the industrial distribution industry come back often for breaking industry news, analysis, articles on distribution management, sales, motivational tips, important industry links and more.

Subscribers to **IS Weekly** have come to rely on our weekly newsletter 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. Level 1 ads appear in the body of the newsletter itself. Level 2 ads appear on the pages of the stories included in the newsletter.



## AD SIZES

**Standard Button Ad:** 225 x 225 pixels

**Top Banner Ad:** 600 x 100 pixels

**Content Banner Ad:** 500 x 100 pixels

## SPECIFICATIONS

**File type:** animated or static .JPG or .GIF

**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

If providing a flash ad, the file type must be SWF. The file size, resolution, link and ad size all apply as above. You must also embed a clickTAG link within the SWF file, and provide us with the URL for the link.

SWF ads will not work in e-mail messages, because some e-mail browsers do not support flash ads.

## PRODUCTION CONTACTS

### MATERIALS

**Deb Pierce**

866-214-3223 ext.20 | [dpierce@directbusinessmedia.com](mailto:dpierce@directbusinessmedia.com)

FAX: 920-397-7558

## AD RATES

Web site	Size	Cost
Top banner ad	600 px by 100 px	\$700/month
Content banner ad	500 px by 100 px	\$500/month
Button ad	225 px by 225 px	\$300/month

### IS Weekly e-mail newsletter

Top banner ad	600 px by 100 px	\$600/issue
Content banner ad	500 px by 100 px	\$500/issue
Level 1 Button ad	225 px by 225 px	\$400/issue
Level 2 Button ad	225 px by 225 px	\$300/issue

## » 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 onsite management
- And many more.

### EXPERT CONTRIBUTORS

**Best-in-class contributors** — **Industrial Supply** features contributing columnists who are known for their thought-provoking insight. Regular contributors include Jason Bader of the Distribution Team, Robert Nadeau of the Industrial Performance Group, Frank Hurtle of River Heights Consulting and others.

### NEW PRODUCT EXPOSURE

**Product news** — New products are the lifeblood of every distribution company. 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.

### ASSOCIATION RELATIONSHIPS

**Convention coverage** — **Industrial Supply** keeps readers informed about the key industry associations. By advertising in the issues promoting industry events for associations such as the **Industrial Supply Association (ISA)**, the **Specialty Tools & Fasteners Distributors Association (STAFDA)**, the **Power Transmission Distributors Association (PTDA)**, **Bearing Specialists Association (BSA)**, **NAHAD - The Association for Hose and Accessories Distribution**, the **Fluid Powers Distributors Association (FPDA)**, the **Safety Equipment Distributors Association (SEDA)** and others:

- You gain all-important exposure of your new products,
- maximize your return on your show investments,
- reinforce your message with pros who attended the show, and
- deliver it to those who didn't

Plus, **Industrial Supply** offers expanded show coverage online and in our weekly e-mail newsletter.

### 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.