Best practices for industrial distributors

2020 MEDIA KIT
**WE KNOW THE BUSINESS**

*Industrial Supply’s* veteran staff has been serving the industrial supply channel and building relationships and mutual trust for two decades. Distributors, reps and manufacturers know they can count on us for information that can have immediate impact in their businesses in these ever-changing times.

Our writers — with longstanding relationships with ISA, NAHAD, PTDA, STAFDA, industry buying and marketing groups, and 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 and digital products 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 21,000-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 directory for the **Specialty Tools & Fasteners Distributors Association (STAFDA)**.

Our longstanding relationship with this leading distributor association demonstrates STAFDA’s trust in our ability to produce 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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thammel@directbusinessmedia.com

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.

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.

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.
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:

- 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

And many more.

**DIGITAL EDITION**

We produce a digital edition to complement all six print editions of the magazine. That means — at no extra cost — you get additional exposure for your ads that appear in print whenever readers access the digital edition online.

**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 Sept./Oct. 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.
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.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL FEATURE</th>
<th>WAREHOUSE / MATERIAL HANDLING SOLUTIONS</th>
<th>SUPPLIER ROUND TABLE</th>
<th>TRAINING TIPS</th>
<th>MARKET OUTLOOK</th>
<th>NEW PRODUCTS</th>
<th>SHOWS/ EVENTS</th>
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<tbody>
<tr>
<td>Jan/Feb 2020</td>
<td>Green Solutions</td>
<td>Modular workstations, Packaging Tables &amp; Benches</td>
<td>Abrasives</td>
<td>Hand Protection</td>
<td>Tools Power-Electric</td>
<td>Cutting tools, hand/power tools</td>
<td></td>
</tr>
<tr>
<td>May/June 2020</td>
<td>Inventory Management / Vending</td>
<td>Labeling / Bar coding / Packaging</td>
<td>Safety</td>
<td>Abrasive Brushes</td>
<td>Pneumatic tube / fittings</td>
<td>Safety, PPE, power transmission</td>
<td></td>
</tr>
<tr>
<td>July/Aug 2020</td>
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<td>Lift truck / Dock Safety</td>
<td>Lubricants</td>
<td>Abrasive flap wheels, discs</td>
<td>Maintenance Brushes</td>
<td>Lubrication, anti-seize, specialty chemicals</td>
<td></td>
</tr>
<tr>
<td>Sept/Oct 2020</td>
<td>Top 20 Distributors</td>
<td>Fans / Lighting</td>
<td>Hose / accessories</td>
<td>Fall protection</td>
<td>Coated Abrasives</td>
<td>Metal cutting products, vises</td>
<td>PTDA Oct. 21-24</td>
</tr>
<tr>
<td>Nov/Dec 2020</td>
<td>Software / Technology</td>
<td>Racks / Shelving</td>
<td>Master Distributors, buying groups</td>
<td>Hand tools</td>
<td>Safety Test Equipment and Respirators</td>
<td>Construction supplies, power transmission</td>
<td>STAFDA Nov. 8-10</td>
</tr>
</tbody>
</table>
**Meet the pros**

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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 Horz.**  
  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**

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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<tbody>
<tr>
<td>Spread</td>
<td>$16,690</td>
<td>$15,185</td>
<td>$14,330</td>
</tr>
<tr>
<td>Full page</td>
<td>$9,280</td>
<td>$8,435</td>
<td>$7,965</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$6,925</td>
<td>$6,300</td>
<td>$5,950</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,800</td>
<td>$5,275</td>
<td>$4,980</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$4,240</td>
<td>$3,855</td>
<td>$3,640</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$3,350</td>
<td>$3,050</td>
<td>$2,875</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,390</td>
<td>$2,175</td>
<td>$2,050</td>
</tr>
</tbody>
</table>
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 TIF 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), InDesignCS5.5*, 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://spaces.hightail.com/uplink/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.
Our website design increases 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 and IS eResource Guide, 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**

<table>
<thead>
<tr>
<th>Website</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super banner ad*</td>
<td>1,800 x 370 pixels</td>
<td>$2,730/month</td>
</tr>
<tr>
<td>Take over ad</td>
<td>900 x 600 pixels</td>
<td>$2,175/month</td>
</tr>
<tr>
<td>Top banner ad</td>
<td>600 x 100 pixels</td>
<td>$840/month</td>
</tr>
<tr>
<td>Content banner ad</td>
<td>500 x 100 pixels</td>
<td>$600/month</td>
</tr>
<tr>
<td>Button ad</td>
<td>225 x 225 pixels</td>
<td>$370/month</td>
</tr>
</tbody>
</table>

*Super banner ads limited to two per month in rotation

<table>
<thead>
<tr>
<th>IS Weekly e-mail newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner ad</td>
</tr>
<tr>
<td>Content banner ad</td>
</tr>
<tr>
<td>Newsletter button</td>
</tr>
</tbody>
</table>

| Third party/custom e-blasts | $2,850/time |
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. If you have a white paper, customer testimonials, a series of articles that you want to promote to the industry, or some other pertinent information, our content-specific e-newsletter called the "IS Target Report," may be just the right vehicle.

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 the industry-focused content.

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. Deployment dates are early October and mid-November.

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: Sept. 2, 2020

Here’s where your 225 x 225 ad will appear on our website on the page promoting the Distribution Software Guide.
MONTHLY IS VIDEO ROUNDDUP

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 allow 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.

2020 DEPLOYMENT DATES:

- Jan. 17
- Feb. 14
- March 13
- April 17
- May 15
- June 19
- July 17
- Aug. 14
- Sept. 18
- Oct. 16
- Nov. 13
- Dec. 11

E-NEWSLETTER RATES

IS Video Roundup e-newsletter

- Top banner ad: 600 x 100 pixels $725/issue
- Content banner ad: 500 x 100 pixels $595/issue
- Button ad: 225 x 225 pixels $480/issue
- Featured video placements $770/issue

IS eResource Guide

- Top banner ad: 600 x 100 pixels $635/issue
- Content banner ad: 500 x 100 pixels $570/issue
- Button ad: 225 x 225 pixels $470/issue
- Featured content (Catalog/eBook, etc.) $635/issue
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, Contractor Supply magazine and the Specialty Tool and Fasteners Distributors Association (STAFDA) member 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.