

# Industrial Supply

THE VOICE OF DISTRIBUTION



## Best practices for industrial distributors

2023 MEDIA KIT

» THE INDUSTRY'S TRUSTED RESOURCE

# Industrial Supply

## 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 and Tom Hammel have 100-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

**Patricia Wolf:** 847-858-2147  
pwolf@directbusinessmedia.com

**Chris McClimon:** 866-214-3223, ext. 121  
cmcclimon@directbusinessmedia.com

**Kim Phelan:** 630-862-4435  
kphelan@directbusinessmedia.com

**Tom Hammel:** 262-751-6308  
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, hose & accessories, fluid power 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

## » 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:

- 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.

### IS PRODUCT ROUNDUP

As a compliment to our monthly IS Product Roundup 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, digital surveys, direct mail, email 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.

# » 2023 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	SPECIAL FEATURE	DISTRIBUTION SOLUTIONS	SUPPLIER ROUND TABLE	TRAINING TIPS	MARKET OUTLOOK	NEW PRODUCTS	SHOWS/ EVENTS
<b>Jan/Feb 2023</b> Ad Close 1/3 Materials 1/5	Wearables	E-Commerce Solutions	Abrasives	Hose Reels	Hose Industrial MRO	Cutting Tools, Hand/Power Tools	
<b>March/April 2023</b> Ad Close 2/8 Materials 2/16	Robotics/AGVs/AMRs	Warehouse Management Systems (WMS)	Power Transmission	Industrial Hoses	Carbide Cutting Tools	Anchors, Fasteners, Janitorial Supplies	<b>ISA</b> <b>April 17-19</b> <b>NAHAD</b> <b>April 29 - May 3</b>
<b>May/June 2023</b> Ad Close 3/31 Materials 4/10	Warehouse Automation	Conveyors/Sorters	Hand Tools	Industrial flash-lights/headlamps	Fasteners	Safety, PPE, Power Transmission	
<b>July/Aug 2023</b> Ad Close 5/31 Materials 6/8	Corporate Profiles	Lift Truck/Dock Safety	Lubricants	Hoists/Lifts	Brushes Industrial	Lubrication, Anti-Seize, Specialty Chemicals	
<b>Sept/Oct 2023</b> Ad Close 8/2 Materials 8/10	Top 20 Distributors	AI in Distribution	Hose/Accessories	Power Tools	Bearings MRO	Metal Cutting Products, Machine Tool Supplies, Vises	<b>PTDA</b> <b>Oct. 18-21</b> <b>STAFDA</b> <b>Nov. 5-7</b>
<b>Nov/Dec 2023</b> Ad Close 9/29 Materials 10/9	ERP Software/Technology	Labor Management	Master Distributors, Buying Groups	Hand Cleaners	Coated Abrasives	Construction Supplies, Power Transmission	



## » CORPORATE PROFILES

**FREE  
bonus  
page**

### PRESENT YOUR BUSINESS TO OUR READERS IN A FEATURE FORMAT

Our Annual 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.

### THAT'S RIGHT. A FREE PAGE!

Just 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.

In order to take advantage of the opportunity to run a FREE profile, you need to simply supply a press-optimized PDF that fits within 7" w X 9.5" h (no bleeds). The file must be saved with all graphics and fonts embedded (postscript fonts only). No RGB images should be used. While this is the typical format that we recommend, we will accept either a two-page spread or two single pages. If you choose this option, please follow our normal ad specs for full page or two-page spreads.

Typically, companies taking advantage of this very special offer include in their free profile page a company profile, a company logo, photos, a headline, and company contact information.

At our discretion we will add a page header, "Advertisement," to distinguish your profile from the rest of the magazine's editorial.

ADVERTISEMENT

Your headline here

PHOTO

LOGO



### DEADLINES

**Insertion orders** for both your full-page ad and your Corporate Profile must arrive by **May 31, 2023** to your Direct Business Media sales representative.

Corporate Profile **materials and ad** must arrive by **June 8, 2023**.

### MATERIAL SUBMISSION

peghuckabee@directbusinessmedia.com  
<https://spaces.hightail.com/uplink/DirectBusinessMedia>  
 Peggy Huckabee, Production & Administration  
 Direct Business Media, LLC  
 401 S Fourth St. W  
 Fort Atkinson, WI 53538-2106

### CONTACT US TODAY

Contact your sales representative to take advantage of this special offer!

**Patricia Wolf:** 847-858-2147  
 pwolf@directbusinessmedia.com

**Chris McClimon:** 866-214-3223 ext. 121  
 cmcclimon@directbusinessmedia.com



**Lubriplate**  
 Lubriplate's Complimentary ESP Extra Services Package helps maximize your lubrication maintenance program.  
 Complimentary Value Added Services Offered Include:  
 • A Full Time Technical Support Hotline and E-mail  
 • Complete Fleet Service and Lubrication Consultation  
 • Customized Color-Coded Lubrication Charts and Machinery Tags  
 • Lubrication Maintenance Systems  
 • No Charge Pick-Up  
 • In-Plant User Library

**ADVANCED 100% SYNTHETIC GEAR OILS**  
 FROM A COMPANY ADVANCING LUBRICATION FOR 150 YEARS

**We Help Our Members Grow**  
 Industrial distributors are facing unprecedented demand for services and products. NetPlus Alliance is a leading group that was founded to help independent distributors compete and thrive in this environment.

**ARE YOU SERIOUS ABOUT GROWTH?**

**FIVE GENERATIONS OF INDUSTRIAL LEADERSHIP**  
 NetPlus Alliance is a family business that started as a hardware shop in 1918. Now, over 100 years later, we are still growing. We have a proven track record of helping independent distributors compete and thrive in this environment.

**INCREASE NET MARGINS**  
 Increase your profitability up to 20% with our competitive pricing programs.

**ACCESS MORE SUPPLIERS**  
 Get access to hundreds of distributors and suppliers in dozens of markets with better terms.

**IMPROVE ENGAGEMENT**  
 Boost your engagement through our training, support, marketing, and more.

**NetPlus ALLIANCE**

**382 DISTRIBUTOR MEMBERS** **162 PRODUCT SUPPLIERS** **37 PRODUCT CATEGORIES**

Learn more at [netplusalliance.com](http://netplusalliance.com) Call us today 714-438-3074

## » MEET THE PROS



**Patricia Wolf**  
Sales Representative  
847-858-2147  
[pwolf@directbusinessmedia.com](mailto:pwolf@directbusinessmedia.com)



**Kim Phelan**  
Editor, Industrial Group  
630-862-4435  
[kphelan@directbusinessmedia.com](mailto:kphelan@directbusinessmedia.com)



**Peggy Huckabee**  
Production & Administration  
866-214-3223 ext. 125  
[pegghuckabee@directbusinessmedia.com](mailto:pegghuckabee@directbusinessmedia.com)



**Lindsey Austin**  
Audience Administrator  
866-214-3223 ext 128  
[laustin@directbusinessmedia.com](mailto:laustin@directbusinessmedia.com)



**Chris McClimon**, Partner  
Director, Sales & Marketing  
866-214-3223 ext. 121  
[cmclimon@directbusinessmedia.com](mailto:cmclimon@directbusinessmedia.com)



**Tom Hammel**, Partner  
Editorial Director, Construction Group  
262-751-6308  
[thammel@directbusinessmedia.com](mailto:thammel@directbusinessmedia.com)

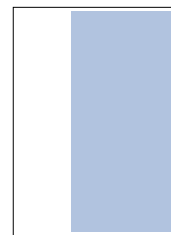


**Amy Klawitter**  
Creative Director  
866-214-3223 ext. 127  
[aklawitter@directbusinessmedia.com](mailto:aklawitter@directbusinessmedia.com)

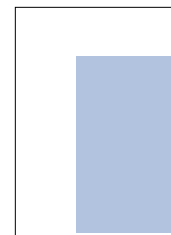
## AD SIZES



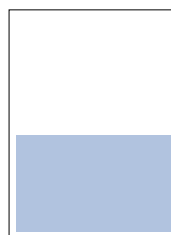
**Full Page**  
Trim: 8.375" x 10.875"  
Bleed: 8.625" x 11.125"



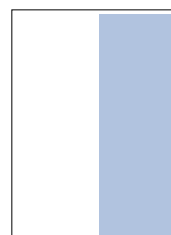
**2/3 Page**  
4.5625" x 10"



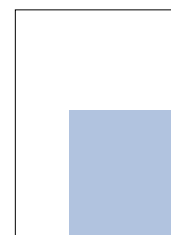
**1/2 Page Island**  
4.5625" x 7.375"



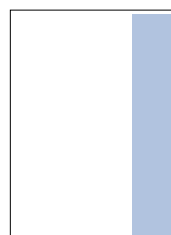
**1/2 Page Horiz.**  
7" x 4.875"



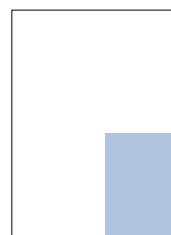
**1/2 Page Vert.**  
3.375" x 10"



**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 Vert.**  
2.1875" x 4.875"

## AD RATES

FREQUENCY	1X	3X	6X
Spread	\$9,920	\$9,025	\$8,520
FP	\$7,495	\$6,815	\$6,435
2/3	\$5,595	\$5,090	\$4,800
1/2	\$4,685	\$4,260	\$4,020
1/3	\$3,425	\$3,115	\$2,940
1/4	\$2,710	\$2,465	\$2,320
1/6	\$1,925	\$1,755	\$1,660

# » MECHANICAL REQUIREMENTS

## A. SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

## B. PREFERRED MATERIALS

Digital 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 digital 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 digital file (i.e., entire font families, hi-res images and logos). Any third party extension (i.e., Pasteboard) must accompany digital 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.

## DIGITAL PRINT AD FILES

Adobe Acrobat PDF (high-resolution), InDesignCC\*, Adobe Illustrator CC\*, Adobe Photoshop CC\*

\*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](http://www.hightail.com)) using the following address:  
<https://spaces.hightail.com/uplink/DirectBusinessMedia>
- Email [peghuckabee@directbusinessmedia.com](mailto:peghuckabee@directbusinessmedia.com)

## PRODUCTION CONTACT

### MATERIALS

#### Peggy Huckabee

866-214-3223 ext. 125 | [peghuckabee@directbusinessmedia.com](mailto:peghuckabee@directbusinessmedia.com)

FAX: 920-397-7558

When emailing 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.



## » DIGITAL ADVERTISING OPTIONS

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 email 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 email 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

**Peggy Huckabee**

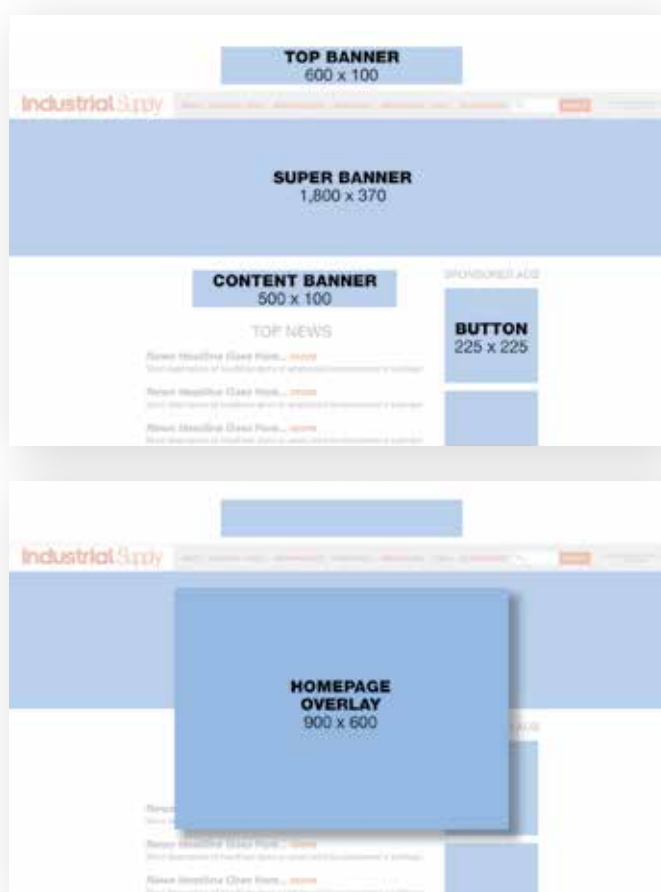
866-214-3223 ext. 125 | [pegghuckabee@directbusinessmedia.com](mailto:pegghuckabee@directbusinessmedia.com)

FAX: 920-397-7558

### INDUSTRIALSUPPLYMAGAZINE.COM

Super banner ad*	1,800 x 370 pixels	\$2,940/month
Homepage overlay	900 x 600 pixels	\$2,345/month
Top banner ad	600 x 100 pixels	\$910/month
Content banner ad	500 x 100 pixels	\$645/month
Button ad	225 x 225 pixels	\$400/month

\*Super banner ads limited to two per month in rotation



### WEBINARS

Sponsors of **IS webinars** position themselves as thought leaders in the industry. Sponsor benefits include:

- A full-page ad in the print magazine
- Ads in **IS Weekly**
- E-blasts promoting the webinar
- Attendee contact info
- Positioning in **IS Video Library**
- **IS Video Roundup**

Contact your sales rep for pricing information.



## » DIGITAL ADVERTISING OPTIONS

### IS WEEKLY EMAIL NEWSLETTER

Top banner ad	600 x 100 pixels	\$780/issue
Content banner ad	500 x 100 pixels	\$645/issue
Newsletter button	225 x 225 pixels	\$520/issue

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.



### IS PRODUCT NEWS ROUNDUP EMAIL NEWSLETTER

Top banner ad	600 x 100 pixels	\$680/issue
Content banner ad	500 x 100 pixels	\$620/issue
Button ad	225 x 225 pixels	\$505/issue
Featured content (Product, Catalog, etc.)		\$680/issue

The **IS Product News Roundup** is a new monthly email newsletter to help you promote your company. Sponsor the **IS Product News Roundup** to promote your:

- New products
- eBooks, White Papers
- Catalogs
- Promotional literature

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



### DEPLOYMENT DATES:

Jan. 11	July 12
Feb. 15	Aug. 16
March 15	Sept. 13
April 12	Oct. 11
May 17	Nov. 15
June 14	Dec. 13

### IS VIDEO ROUNDUP EMAIL NEWSLETTER

Top banner ad	600 x 100 pixels	\$805/issue
Content banner ad	500 x 100 pixels	\$640/issue
Button ad	225 x 225 pixels	\$520/issue
Featured video placements		\$830/issue

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



## » E-BLAST SPONSORSHIPS

### CUSTOM EMAIL BLASTS

Third party/custom e-blasts

\$3,070/time

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

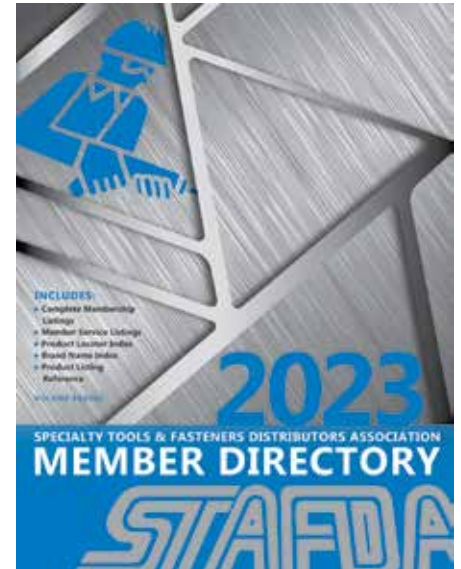
Certain key topics in the industrial supply channel require a deeper look. If you have a white paper, customer testimonials, a series of articles that you want to promote to the industry, or some other pertinent information, our content-specific e-newsletter called the "IS Target Report," may be just 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.





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, **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.