Industrial Supply

THE VOICE OF DISTRIBUTION

Products, strategies, and networks for the **biggest and best distributors.**

2027 MEDIA KIT

istockphoto.com/MJ_Prototype

» 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 most timely, relevant, and 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 market offerings will get you in the door and into decision-makers' hands.

Industrial Supply reaches industrial distributors and independent manufacturer reps in the United States with . . .

12,637 print subscribers
11,502 digital subscribers

Contractor Supply reaches construction equipment, tool and supply distributors, manufacturers and rep agencies with . . .

18,000 print subscribers
6,140 digital subscribers

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

WE OWN 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 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

Kim Phelan, Patricia Wolf, and Chris McClimon have many decades of combined experience serving the construction and industrial supply markets.

- We are the industry's most recognized and respected professionals.
- Our contributing writers, consultants, and advertisers are the best of the best.
- Industry professionals rely on us for honest, focused content 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 deep 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, caliber of staff, 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, Media Consultant
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Chris McClimon, Managing Partner/Director, Sales & Marketing
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cmcclimon@directbusinessmedia.com

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Our circulation is second to none: ***Industrial Supply*** reaches 12,637+ 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

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 50 DISTRIBUTOR LIST

In conjunction with Modern Distribution Management, we feature the nation's top industrial distributors in our annual **Top 50 Distributor List** in ***Industrial Supply's*** September/October issue. It's a must-read issue for distribution executives.

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.

Content is king! — Our cover stories profile how distribution decision-makers deal with critical business issues facing all distributors today. ***Industrial Supply*** stories examine issues such as:

- Adopting and embracing new technologies
- Effective use of marketing/buying groups
- Designing a more productive warehouse
- Structuring M&A deals and family business succession
- Strategies for building secure supply chains
- Expanding into new markets and product categories

And more.

DIGITAL EDITION

We produce a digital edition with 11,502 subscribers to complement all six print editions of the magazine. That means – at no extra cost – you get additional exposure for your print ads whenever readers access the digital edition online.

» 2027 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, as well as 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	SHOWS/EVENTS AND SPECIALS
Jan/Feb 2027 Ad Close 12/30 Materials 1/7	Business Outlook	Inventory Control Systems	Abrasives	Industrial Lubricants	Cutting Tools	
March/April 2027 Ad Close 1/27 Materials 2/4	Succession Planning	WMS	Hose & Accessories	Industrial Tape	Fasteners	Bonus Distribution: **Show Previews** ***NAHAD 4/10-4/13** ***ISA 4/21-4/23**
May/June 2027 Ad Close 3/31 Materials 4/8	AI insights	Forklifts, Carts, Tuggers	Chemicals & Coolants	Hand Tools	Industrial Brushes	
July/Aug 2027 Ad Close 6/1 Materials 6/8	Marketing	Supply Chain Management Systems	Storage Systems	Ladders	Industrial Gloves	**FREE Company Profile Page** with the Purchase of a Full Page
Sept/Oct 2027 Ad Close 7/21 Materials 7/29	Top 50 Distributors	Industrial Floor Cleaning Machines	Lifts & Hoists	Power Tranmission & Motion Control	Industrial Lubricants	**PTDA 10/20-10/22**
Nov/Dec 2027 Ad Close 10/6 Materials 10/14	Inventory Best Practices	Robotics & Automation	Buying Groups	Industrial Cleaners – Liquids & Wipes	Power Tools	Bonus Distribution: ***STAFDA 11/14-11/16**

** Show copies at conventions*

» 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 with all graphics and fonts embedded (postscript fonts only). No RGB images should be used. We will accept two single full pages or a two-page spread. Follow our standard ad specs when creating your profile. (Note: please see the Design Recommendations section of our specs for additional two-page spread rules).

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

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

DEADLINES

Insertion orders for both your full-page ad and your Corporate Profile must arrive by **June 1, 2027** to your Direct Business Media sales representative.

Corporate Profile **materials and ad** must arrive by **June 8, 2027**.

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. 701
cmcclimon@directbusinessmedia.com

» DIGITAL ADVERTISING OPTIONS

Industrial Supply Website

151,543 average monthly page views

143,820 average monthly site visits

69,719 average monthly unique visitors

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 Super Banner, Homepage Overlay, Top Banner, Content Banner and Button ads. **IndustrialSupplyMagazine.com**, our weekly email newsletter, **IS Weekly**, and our monthly **IS Video Roundup** and **IS Product News Roundup**, should be key components of your media strategy. We also provide custom email opportunities.

ONLINE ADVERTISING HELPS YOU:

- Increase traffic to your own website
- Reinforce andromote 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.

SPECIFICATIONS

File type: animated or static .JPG or .GIF

EXCEPTION:** Animated ads may 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).

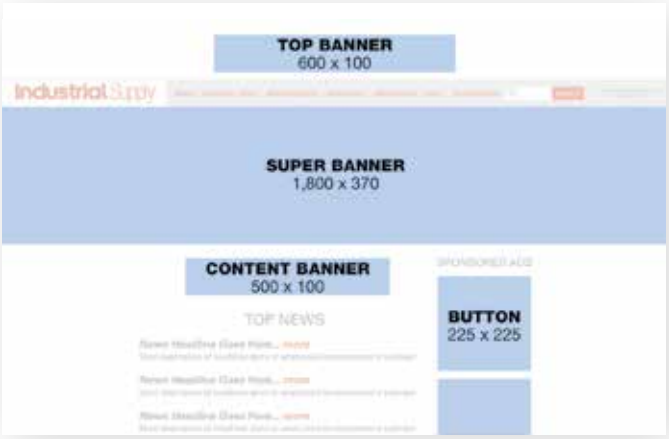
Link: Please provide the URL where visitors will be redirected after they click on your ad.

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.

INDUSTRIALSUPPLYMAGAZINE.COM

Super banner ad*	1,800 x 370 pixels	$3,275/month
Homepage overlay	900 x 600 pixels	$2,615/month
Top banner ad	600 x 100 pixels	$1,015/month
Content banner ad	500 x 100 pixels	$720/month
Button ad	225 x 225 pixels	$450/month

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



PRODUCTION CONTACT

MATERIALS

Peggy Huckabee
866-214-3223 | peghuckabee@directbusinessmedia.com
FAX: 920-397-7558

» DIGITAL ADVERTISING OPTIONS

IS Weekly Email Newsletter
Frequency: 52 weeks a year
49% average open rate*

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 Weekly emails to 11,159 subscribers.

*** Based on total number of emails received**
Sample: 11 weeks: Oct. 2 to Nov. 20, 2025

IS WEEKLY EMAIL NEWSLETTER

Top banner ad	600 x 100 pixels	$870/issue
Content banner ad	500 x 100 pixels	$720/issue
Newsletter button	225 x 225 pixels	$580/issue

IS Product News Roundup
Frequency: 1 per month
48% average open rate*

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

- New products
- Catalogs
- e-books, White Papers
- Promotional literature

Click-thru links allow recipients to immediately download your product sheets, catalog, white paper, e-books or other material. Leads/contact information are shared with sponsors.
Product News Roundup sends to an average 11,605 subscribers.

*** Based on total number of total emails received**
Sample: 8 Weeks — Oct. 8 to Dec. 10, 2025

IS PRODUCT NEWS ROUNDUP EMAIL NEWSLETTER

Top banner ad	600 x 100 pixels	$755/issue
Content banner ad	500 x 100 pixels	$695/issue
Button ad	225 x 225 pixels	$560/issue
Featured content (Product, Catalog, etc.)		$755/issue

IS Video Roundup
Frequency: 1 per month
48% average open rate*

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% of users say that seeing a video about a product is helpful in the decision process*
- 75% 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*

Video Roundup sends to an average 11,279 subscribers.

*** Based on total number of total emails received**
Sample: 8 Weeks — Sept. 24 to Nov. 19, 2025

IS VIDEO ROUNDUP EMAIL NEWSLETTER

Top banner ad	600 x 100 pixels	$890/issue
Content banner ad	500 x 100 pixels	$715/issue
Button ad	225 x 225 pixels	$580/issue
Featured video placements		$925/issue

» E-BLAST SPONSORSHIPS

Custom Email Blasts
Frequency: As ordered by client

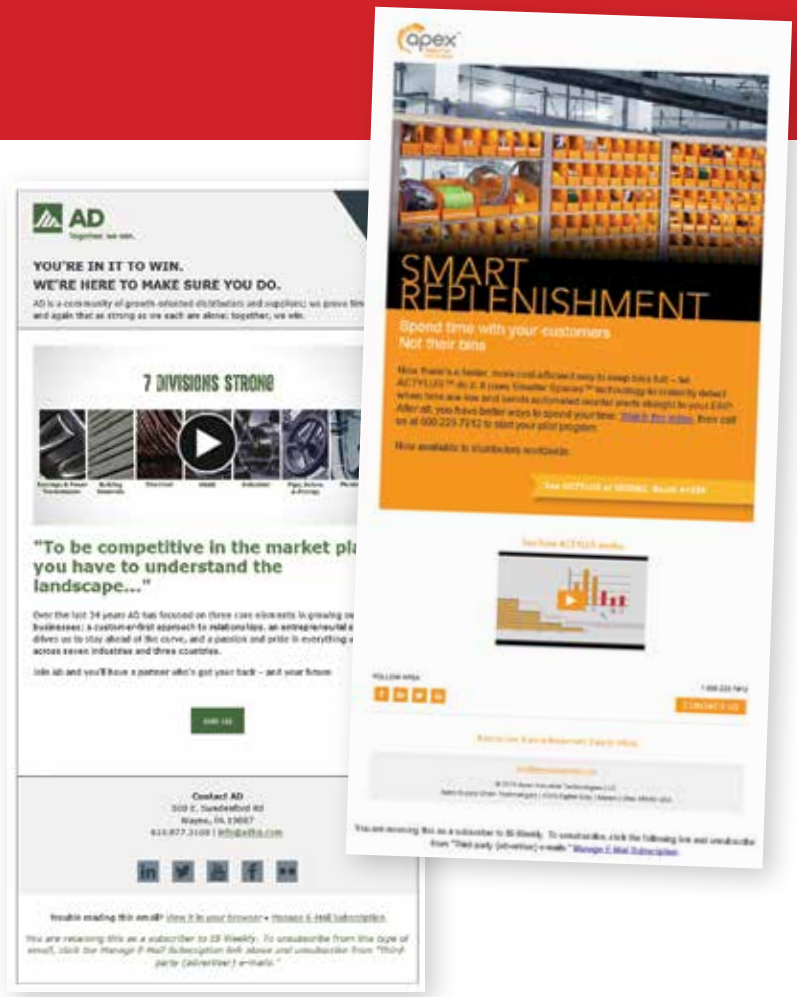
49% average open rate*

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

The average E-Blast sends to 10,977 subscribers.

*** Based on number of total emails received**
Sample size: 8 blasts, Sept. 23 to Nov. 12, 2025



CUSTOM EMAIL BLASTS

Third party/custom e-blasts	$3,425/time

Hot Seat
Frequency: As ordered by client

Got something new for industrial distributors? Our editor will talk about it with your expert . . . on video!

Industrial Supply has launched a new offering that could be the perfect way to help you unveil a new product, introduce a new service, or position your company as a trustworthy subject-matter authority.

Step up to the mic and make your point in a friendly, conversational dialog we call, "**THE HOT SEAT**." It's a fast-paced, one-on-one video interview with our editor, Kim Phelan, and your spokesperson. Short and sweet, personable, and relevant, **THE HOT SEAT** gets your message on the radar of the 10,035 distribution decision-makers who subscribe to **IS Video Roundup**.

Contact your ad sales rep for details on leveraging **THE HOT SEAT** to your advantage.

» MEET THE PROS

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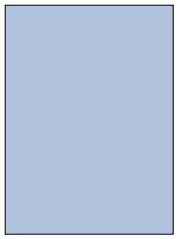
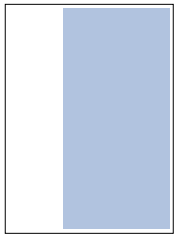
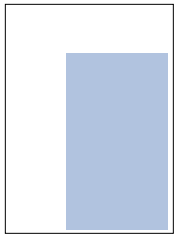
AD SIZES



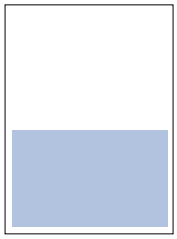
Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



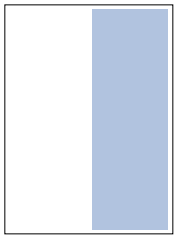
2/3 Page
4.5625" x 10"



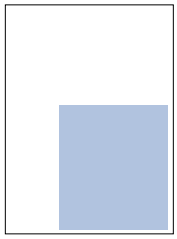
1/2 Page Island
4.5625" x 7.375"



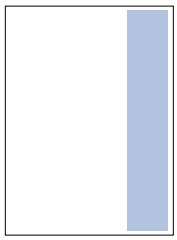
1/2 Page Horz.
7" x 4.875"



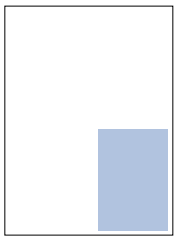
1/2 Page Vert.
3.375" x 10"



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 Vert.
2.1875" x 4.875"

AD RATES

FREQUENCY	1X	3X	6X
Spread	7,665	6,905	6,340
FP	5,425	4,895	4,400
2/3	4,080	3,670	3,300
1/2	3,225	2,915	2,620
1/3	2,545	2,290	2,060
1/4	1,875	1,695	1,520
11/6	,380	1,365	1,090

» 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. Convert all spot colors to CMYK. 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 downtime.
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) using the following address: **https://spaces.hightail.com/uplink/DirectBusinessMedia**
- Email peghuckabee@directbusinessmedia.com

PRODUCTION CONTACT

MATERIALS
Peggy Huckabee
866-214-3223 | peghuckabee@directbusinessmedia.com
FAX: 920-397-7558

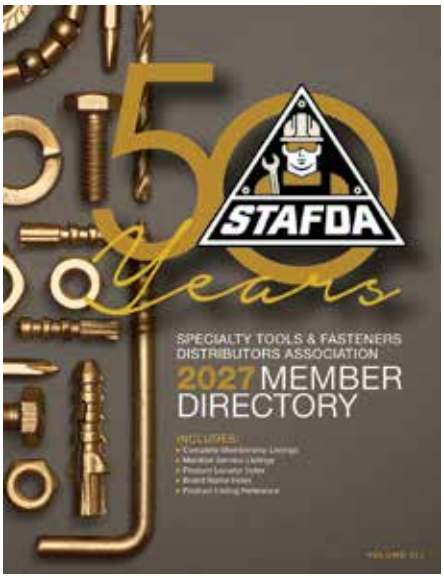
When emailing photos, graphics or page layout files, please send them as source (not text) files. Any files containing graphics should be saved as a stuffed, self-extracting file that is bin-hex encoded.

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.

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, ***Contractor Supply*** magazine, and the **Specialty Tool and Fasteners Distributors Association (STAFDA) Member Directory.**

DBM is dedicated to providing our customers with the highest levels of service, professionalism, and integrity in the industry.