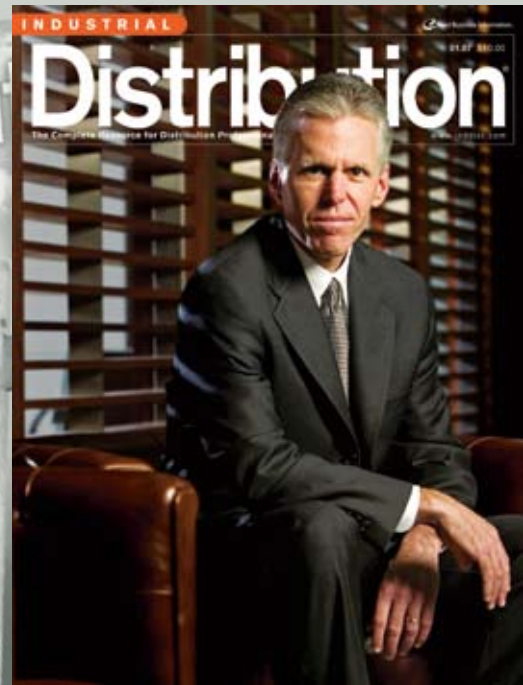


THE PREFERRED BRAND



INDUSTRIAL

# Distribution<sup>®</sup>

The Complete Resource for Distribution Professionals

[www.inddist.com](http://www.inddist.com)

Media Information 2008





## INDUSTRIAL DISTRIBUTION

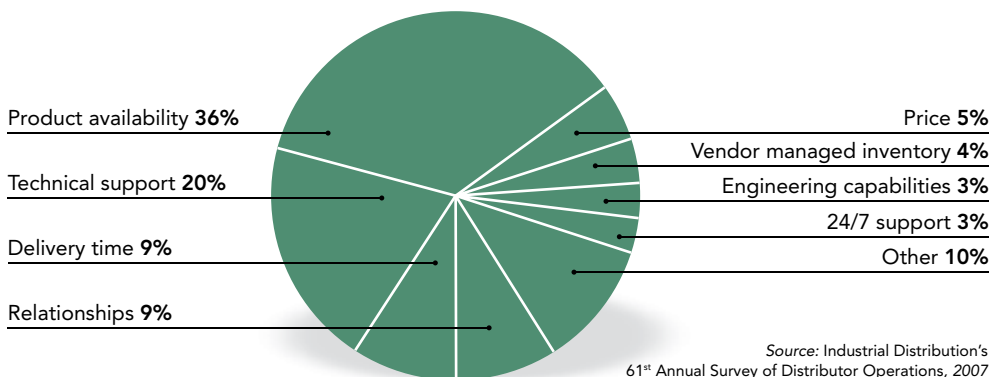
*connects you to distributors—the critical link in your company’s sales success. The more distributors that know your brand, the more likely they will recommend it to end users. That’s where we come in. Through our monthly issues, e-newsletters, online products, trade shows and events, Industrial Distribution has been delivering the information distributors need to succeed since 1911.*

## THE VALUE OF THE DISTRIBUTOR

### Distributors serve a vital supply chain role

With global economic competition intensifying, your product end customers need short leadtimes, on-time delivery, and consistent technical support. More and more, they are looking to distributors to play a crucial role in keeping their supply chains operating smoothly and effectively.

### Primary reasons customers do business with distributors



### Purchasing professionals prefer distributors

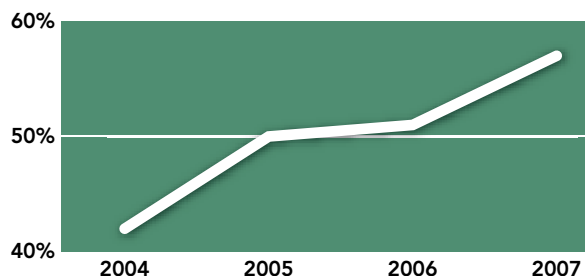
<b>50</b>	<b>PERCENTAGE</b> of purchasing professionals who place nearly half (41% or more) of their total buys with distributors
<b>27</b>	<b>PERCENTAGE</b> of purchasing professionals who place 70% or more of their total buys with distributors
<b>87</b>	<b>PERCENTAGE</b> of purchasing professionals who have maintained or increased their use of distributors in the past five years
<b>63</b>	<b>PERCENTAGE</b> of purchasing professionals who buy more products from distributors than they did five years ago
<b>65</b>	<b>PERCENTAGE</b> of purchasing professionals who buy more services from distributors than they did five years ago

SOURCE: PURCHASING magazine study, 2007

## WHY BRAND WITH INDUSTRIAL DISTRIBUTION AND WWW.INDDIST.COM?

The percentage of distributors adding new product lines has jumped 15 points in the past three years. Make sure you benefit from this trend by consistently reinforcing, promoting and selling your brand to the distribution audience through *Industrial Distribution* and [www.inddist.com](http://www.inddist.com).

### Percentage of distributors adding new product lines





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## HOW YOU CAN REACH DISTRIBUTORS

*Industrial Distribution* has been providing leading information to distributors for over 95 years. Our full-time editors are dedicated to reporting information that is valuable to industrial distributors and providing marketers with a trusted

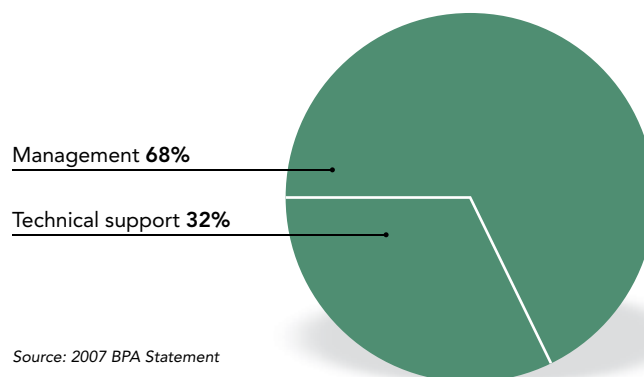
platform for reaching key customers. When you market with *Industrial Distribution* magazine and any of our online products, your message is aligned with one of the strongest and most trusted names in the business.

## WHO WE REACH

*Industrial Distribution's* 30,000-plus subscribers comprise management titles: CEO, owner, chairman, president, vice president, treasurer, general manager, operations manager, branch manager, purchasing manager/buyer and key sales personnel, located at more than 20,000 distributor companies of all sizes. And *Industrial Distribution's* circulation is strictly controlled, providing a superior audience with authority and buying power. Our Website [www.inddist.com](http://www.inddist.com), also reaches additional distributors worldwide with in-depth editorial and daily news.

Sources: 2007 BPA Statement, Publisher's data, July 2007

### Key distributor personnel that ID reaches each month



Source: 2007 BPA Statement

### PRODUCT LINES STOCKED

- Abrasives or cutting tools
- Adhesives or fasteners
- Construction/contractor supplies
- Electrical equipment and supplies
- Electronic controls, components and supplies
- Facility maintenance or janitorial supplies
- Fluid power (hydraulic/pneumatic)
- Hand tools or power hand tools
- Hose and accessories
- Industrial rubber or plastics
- Machine tools or powered shop equipment
- Material handling equipment
- MRO/lubricants/solvents/chemicals
- Pipe, tubing, valves or fittings
- Power transmission, bearings or motion control
- Pumps, seals or gaskets
- Safety or security supplies
- Welding equipment and supplies

### SECTORS IN WHICH INDUSTRIAL DISTRIBUTORS SELL

▪ Machine/job shops	62%
▪ Construction	60%
▪ Food industry	53%
▪ Utilities	56%
▪ Automotive industry	50%
▪ Government (municipalities)	51%
▪ Institutions (hospitals/schools/prisons)	45%
▪ Chemical industry	44%
▪ Mining	36%
▪ Aerospace industry	35%
▪ Military	33%
▪ Oil fields	27%
▪ Other	8%

Source: *Industrial Distribution's* 61st Annual Survey of Distributor Operations, 2007

## ONLINE PRODUCTS

More than ever, distributors are turning to the Web for the latest news and trends in distributor operations. *Industrial Distribution's* extensive portfolio of electronic products includes e-newsletters, custom e-media, webcasts, blogs, a state-

of-the-art search engine, exclusive sponsorships, and much more. Optimize your marketing by capturing both our print and online audiences today. Go to [www.inddist.com](http://www.inddist.com) and click on the advertising link to download our online brochure.

# EDITORIAL CALENDAR 2008

ISSUE DATE	FEATURES	SPECIAL OPPORTUNITIES/ SHOW COVERAGE	E-MEDIA NEWSLETTERS
<b>JANUARY</b> <b>AD CLOSING:</b> 12/4/07 <b>EDIT CLOSING:</b> 11/5/07	<ul style="list-style-type: none"> <li>▪ 2008 Economic Outlook</li> <li>▪ Safety in the Workplace</li> <li>▪ Selling Cutting Tools &amp; Abrasives</li> </ul> <b>PRODUCT FOCUS:</b> PVF <b>SELLING:</b> Electrical	<b>NAW</b> , Jan. 29-31, Washington, D.C.	ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>FEBRUARY</b> <b>AD CLOSING:</b> 1/4/08 <b>EDIT CLOSING:</b> 12/4/07	<ul style="list-style-type: none"> <li>▪ Special Report: M&amp;A Update</li> <li>▪ Sales Force Automation</li> <li>▪ Focus on Construction: Safety at the Job Site</li> </ul> <b>PRODUCT FOCUS:</b> Fasteners & Adhesives <b>SELLING:</b> Power Transmission		NAW Post-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>MARCH</b> <b>AD CLOSING:</b> 2/4/08 <b>EDIT CLOSING:</b> 1/4/08	<ul style="list-style-type: none"> <li>▪ Perfecting Your Sales Pitch</li> <li>▪ Future Leaders in Distribution</li> <li>▪ Private Labeling</li> </ul> <b>PRODUCT FOCUS:</b> Abrasives <b>SELLING:</b> PVF		NAHAD Pre-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>APRIL</b> <b>AD CLOSING:</b> 3/4/08 <b>EDIT CLOSING:</b> 2/4/08	<ul style="list-style-type: none"> <li>▪ Hose &amp; Accessories</li> <li>▪ Fluid Power</li> <li>▪ Integrated Supply: An Industry Update</li> </ul> <b>CONSTRUCTION FOCUS:</b> Counterfeit Tools <b>PRODUCT FOCUS:</b> Bearings <b>SELLING:</b> Fasteners	<b>NAHAD</b> , April 4-9, Williamsburg, Va. <b>NFDA</b> , April 9-11, Scottsdale, Ariz. <b>BSA</b> , April 26-29, Tucson, Ariz. <b>FPDA</b> , April 27-30, Tampa, Fla.	NAHAD Post-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>MAY</b> <b>AD CLOSING:</b> 4/3/08 <b>EDIT CLOSING:</b> 3/5/08	<ul style="list-style-type: none"> <li>▪ Compensation Survey</li> <li>▪ Manufacturer Reps</li> <li>▪ Manufacturer/Distributor Relationships</li> <li>▪ Web Sites: How Does Yours Stack Up?</li> </ul> <b>PRODUCT FOCUS:</b> Hand & Power Tools <b>SELLING:</b> Cutting Tools		ISA Pre-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>JUNE</b> <b>AD CLOSING:</b> 5/5/08 <b>EDIT CLOSING:</b> 4/4/08	<ul style="list-style-type: none"> <li>▪ Distribution's Big 50</li> <li>▪ The Annual Big 50 List</li> <li>▪ Overview &amp; Analysis</li> <li>▪ Cover Profile</li> </ul> <b>CONSTRUCTION FOCUS:</b> How the Housing Market Affects the Big 50 <b>PRODUCT FOCUS:</b> Electrical <b>SELLING:</b> Safety	<b>ISA</b> , June 1-3, Rosemont, Ill.	ISA Post-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report



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ISSUE DATE	FEATURES	SPECIAL OPPORTUNITIES/ SHOW COVERAGE	E-MEDIA NEWSLETTERS
<b>JULY</b> AD CLOSING: 6/3/08 EDIT CLOSING: 5/7/08	<ul style="list-style-type: none"> <li>Is International Business Overrated?</li> <li>Evaluating Your Customer Base</li> <li>Why You Need an IT Eexpert</li> </ul> <b>PRODUCT FOCUS:</b> Welding <b>SELLING:</b> Hand & Power Tools	<b>DISTRIBUTION SOFTWARE GUIDE</b>	ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>AUGUST</b> AD CLOSING: 7/3/08 EDIT CLOSING: 6/5/08	<ul style="list-style-type: none"> <li>62nd Annual Survey of Distributor Operations</li> <li>Sales Compensation Plans</li> <li>Vending Machines/Tool Crib Management</li> <li>Construction Focus: Updating Your Showroom</li> </ul> <b>PRODUCT FOCUS:</b> Janitorial Supplies <b>SELLING:</b> Materials Handling	<b>62ND ANNUAL SURVEY OF DISTRIBUTOR OPERATIONS</b>	ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>SEPTEMBER</b> AD CLOSING: 8/4/08 EDIT CLOSING: 7/7/08	<ul style="list-style-type: none"> <li>Women to Watch in Distribution</li> <li>Industrial Belting</li> <li>Special Report: Small Distributors</li> </ul> <b>PRODUCT FOCUS:</b> Fluid Power <b>SELLING:</b> Motion Control	<b>NIBA</b> , Sept. 17-20, Tucson, Ariz. <b>NSC</b> , Sept. 19-/26, Anaheim, Calif.	E-Media Opportunities ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>OCTOBER</b> AD CLOSING: 9/3/08 EDIT CLOSING: 8/6/08	<ul style="list-style-type: none"> <li>Power Transmission</li> <li>Can CRM Software Improve Your Customer Service?</li> <li>Pay for Performance</li> </ul> <b>CONSTRUCTION FOCUS:</b> New Product Innovations <b>PRODUCT FOCUS:</b> Power Tools <b>SELLING:</b> Janitorial Supplies	<b>PTDA</b> , Oct. 30 – Nov. 1, Miami, Fla. <b>ISSA</b> , Sept. 8-11, Las Vegas, Nev.	PTDA Post-Meeting Update STAFDA Pre-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Midweek Business Report
<b>NOVEMBER</b> AD CLOSING: 10/6/08 EDIT CLOSING: 9/5/08	<ul style="list-style-type: none"> <li>Construction</li> <li>Safety Audits</li> <li>Electrical Distribution</li> <li>Sales Reps: A Day in the Life</li> </ul> <b>PRODUCT FOCUS:</b> Cutting Tools <b>SELLING:</b> Hose & Accessories	<b>STAFDA SHOW ISSUE</b> <b>STAFDA</b> , Nov. 9-11, Denver, Colo. <b>NIF SHOW WEST</b> , Nov. 2-4, Las Vegas	STAFDA Post-Meeting Update ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report
<b>DECEMBER</b> AD CLOSING: 11/3/08 EDIT CLOSING: 10/4/07	<ul style="list-style-type: none"> <li>2009 Economic Outlook</li> <li>Special Report: International Business</li> <li>Succession Planning</li> <li>10 Tips for Recruiting Great Employees</li> </ul> <b>PRODUCT FOCUS:</b> Materials Handling <b>SELLING:</b> Electrical		ID Channel Report Distributor Management & Operations/International Report Strictly for Sales The Electrical Report Idea File Midweek Business Report



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# Distribution

## 2008 RATES

MONTHLY ISSUE (black/white)				
	1X	4X	12X	24X
<b>FULL PAGE</b>	\$9,760	\$8,910	\$7,640	\$7,215
<b>2/3 PAGE</b>	\$7,745	\$7,105	\$6,045	\$5,730
<b>1/2 PAGE</b>				
Island	\$7,000	\$6,260	\$5,410	\$5,200
Vertical	\$6,260	\$5,730	\$4,880	\$4,560
Horizontal	\$6,260	\$5,730	\$4,880	\$4,560
<b>1/3 PAGE</b>				
Square	\$3,925	\$3,605	\$3,075	\$2,865
Vertical	\$3,925	\$3,605	\$3,075	\$2,865
<b>1/4 PAGE</b>	\$3,180	\$2,970	\$2,545	\$2,440
<b>1/6 PAGE</b>	\$2,760	\$2,335	\$2,015	\$1,910

MONTHLY ISSUE (color)		
	Single Page	Spread
<b>2/COLOR</b> (std/process)	\$900	\$1,400
<b>2/COLOR</b> (PMS/matched)	\$1,200	\$1,700
<b>4/COLOR</b> (process)	\$2,200	\$3,300

ANNUAL SURVEY	
<b>SPONSOR PAGE</b> (includes 4/color)	\$6,550

CLASSIFIED/RECRUITMENT			
	1X	6X	12X
<b>PER INCH</b>	\$310	\$260	\$210
<b>2ND COLOR</b> (blue or red)			\$150
<b>BLIND BOX</b>			\$150

MARKETPLACE	
<b>PRINT OPTION</b> (1/9 PAGE, 2" X 3")	
B/W	\$1,040 per insertion
4/color charge	\$350 per insertion
2/color charge	\$150 per insertion
<b>E-MAIL OPTION</b>	\$1,040
<b>PRINT/E-MAIL COMBO</b>	\$1,975

WEB SITE LOCATOR		
	6 insertions	12 insertions
<b>LOGO</b>	\$1,100	\$1,900
<b>SCREEN SHOT</b>	\$1,500	\$2,800

## MECHANICAL REQUIREMENTS

Publication trim size: 7 7/8" x 10 1/2"

Essential material must be kept at least 1/4" from trim

Size	Non-Bleed	Bleed
<b>2-PAGE SPREAD</b>	15" x 10"	16" x 10 3/4"
<b>FULL PAGE</b>	7" x 10"	8 1/8" x 10 3/4"
<b>2/3 PAGE</b>	4 1/2" x 10"	5 1/8" x 10 3/4"
<b>1/2 PAGE</b>		
Vertical	3 3/8" x 10"	4" x 10 3/4"
Horizontal	7" x 4 5/8"	8 1/8" x 5 1/4"
Island Half	4 1/2" x 7 1/2"	
<b>1/2 PAGE SPREAD</b>	15" x 4 5/8"	16" x 5 1/4"
<b>1/3 PAGE</b>		
Square	4 1/2" x 4 5/8"	
Vertical	2 1/4" x 10"	2 7/8" x 10 3/4"
<b>1/4 PAGE</b>	3 3/8" x 4 5/8"	

## MATERIAL REQUIREMENTS

Preferred file format: PDF x1a

Please upload your hi-resolution PDF to the ads4reed web site: [www.ads4reed.com](http://www.ads4reed.com)

The ad is then preflighted to verify that it is PDFX1/A compliant. You will receive an e-mail stating that the ad has been successfully uploaded and you will receive a lo-resolution PDF proof for immediate viewing.

If it is not compliant, you will receive an alert notifying you that it has failed and a detailed log explaining why the ad failed. You can then correct the problem and re-submit a new PDF.

If you cannot supply your advertisement as a hi-res PDF, please contact:

Mary-Ann Gajewski  
(781) 734-8330  
[mgajewski@reedbusiness.com](mailto:mgajewski@reedbusiness.com)

### PREFERRED POSITIONS and COVERS

Consult with your market specialist for availability and rates.

### RATE POLICY

Rates are based on the total number of insertions used during an established 12-month contract period. Examples: Two-page spreads count as two insertions; and a full page with facing 1/3 page counts as two insertions. The combination of various space units is the factor in determining the frequency rate. Insertions in the classified section and inserts cannot be used to determine frequency. Frequency rates for ID are based on the total number of magazine edition insertions during the advertiser's contract year.

### COMBINATION RATES

All display space in ID may be added together with display space in other Reed Business Information publications to determine the earned frequency rate in ID. Consult with your market specialist for more information.

### COMMISSIONS

Agency discount commission: 15% to recognized advertising agencies on display advertising space, color and position only. Commission not paid on total cost of artwork, engraving or other mechanical charges. Agency commission disallowed after 30 days from date of invoice.

### GENERAL INFORMATION

All advertisements in ID are accepted and published by RBI on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. RBI reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest, or otherwise in appropriate or incompatible with the character of ID.

ID print mechanical specifications and online rates and specifications are available at [www.inddist.com/advertising](http://www.inddist.com/advertising)

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