www.ContractorSupplyMagazine.com

Contractor Supply

THE VOICE OF DISTRIBUTION



The **stand-alone** leader in construction supply

2018 MEDIA KIT

Cover photo courtesy of Walter Surface Technologies

» THE NAME FOR TRUST IN THE
CONSTRUCTION SUPPLY MARKET

Contractor Supply

ONE BOOK TO RULE THEM ALL

21,500 average press run

6x per year frequency

$18+ Billion per year in sales*

You betcha, print still rocks. Recent trade association studies show that B2B **print magazines and websites tie for first place** as sources for industry related content, with **96 percent engagement** in both. In addition, industry professionals say **print is better at establishing brand worthiness** in the marketplace and for delivering advertising content **with a greater call to action.**

Contractor Supply magazine is **the only publication** dedicated to the independent **construction tool and supply distribution** channel and its three core groups—**distributors, manufacturers and manufacturers rep** firms. Our **pure professional B2B readership** is comprised of corporate management **(principal, partner, president, vice president, general manager** and related titles), sales **(inside/outside sales, counter sales, customer service** and related titles) and **rental operations managers.**

Contractor Supply readers are the industry's leading influencers of the purchasing decisions of tens of thousands of professional contractors, institutions, government and municipal customers who depend on them for expertise and **more than $18 billion in products** within STAFDA alone.* And you can reach them ***only*** in **Contractor Supply.**





Contractor Supply Website

613,000 page views per year*

452,191 site visits

178,418 unique visitors

15,892 average monthly impressions per ad

On the internet, www.ContractorSupplyMagazine.com provides fresh industry news and new product information nearly every day — and often on the weekends, too. Our online news, new product and industry resource archives are more than 7,400 pages deep.

*** Based on full year from July 1, 2016 to June 30, 2017**



CS WEEKLY Electronic Newsletter

Frequency: 52 weeks a year

36.86% average open rate*

35.09% average click through rate**

CS WEEKLY is the industry's only e-newsletter specifically targeting independent construction tool and supply distributors and their suppliers. It sends to an average of 9,623 subscriber emails.

*** Based on number of e-mails received**
**** Based on number of e-mail opens**
Sample size: 52 weeks, Aug. 4 to July 27, 2017

VLOG Video & Blog Roundup

Frequency: Every 2 weeks

29.93% average open rate*

18.00% average click through rate**

VLOG compiles new and noteworthy manufacturer videos and blog posts in one convenient place for our busy distributor readers. The average VLOG sends to 9,571 subscriber e-mails.

*** Based on number of e-mails received**
**** Based on number of e-mail opens**
Sample size: 4 months, April to July, 2017

Custom E-Blasts

Frequency: As ordered by client

27.03% average open rate*

6.81% average click through rate**

CS Custom E-Blasts are single-client e-mails. The average E-Blast sends to 8,125 subscribers.

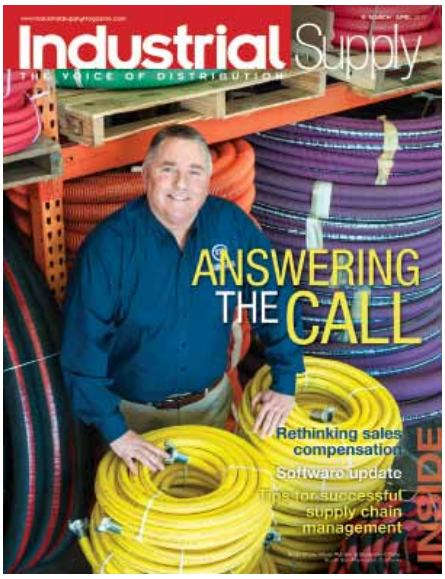
*** Based on number of e-mails received**
**** Based on number of e-mail opens**
Sample size: 4 months, April to July, 2017

DBM
DIRECT BUSINESS MEDIA
LLC

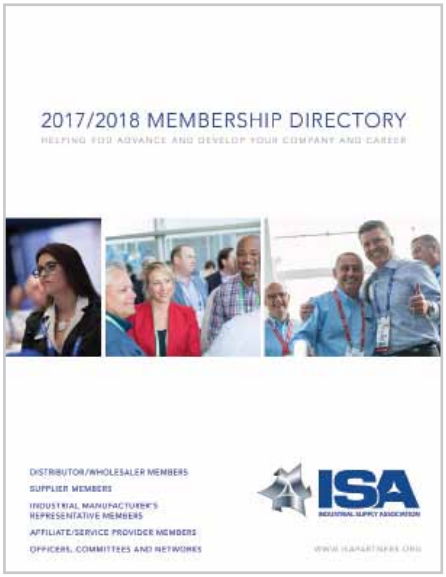
FAMILY OF PUBLICATIONS INCLUDES











ABOUT DIRECT BUSINESS MEDIA, LLC

Direct Business Media, LLC is a specialty niche media services provider covering the industrial and construction markets. DBM publishes **Contractor Supply** magazine, the **Specialty Tool and Fasteners Distributors Association (STAFDA) member Directory, Industrial Supply** magazine, the **Industrial Supply Association (ISA) Annual Membership Directory** and **Pro Contractor Rentals** magazine.

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



Chris McClimon, Partner
Director, Sales & Marketing
866-214-3223 ext. 121
cmcclimon@directbusinessmedia.com



Tom Hammel, Partner
Editorial Director, Construction Group
866-214-3223 ext. 124
thammel@directbusinessmedia.com



Bob Stange, Partner
Director, Business Development
866-214-3223 ext. 123
bstange@directbusinessmedia.com



Rich Vurva, Partner
Editorial Director, Industrial Group
866-214-3223 ext. 122
rvurva@directbusinessmedia.com



Patricia Wolf
Sales Representative
847.657.9322
pwolf@directbusinessmedia.com



Linda Scott-McCabe, Partner
Chief Financial Officer
866-214-3223 ext. 125
lmccabe@directbusinessmedia.com



Amy Roehl
Production Manager
866-214-3223 ext. 120
aroehl@directbusinessmedia.com

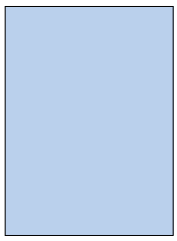


Amy Klawitter
Creative Director
866-214-3223 ext. 127
aklawitter@directbusinessmedia.com

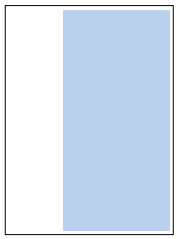


Caitlin Kincannon
Audience Development
866-214-3223 ext. 128
ckincannon@directbusinessmedia.com

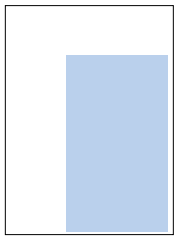
AD SIZES



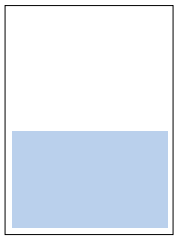
Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



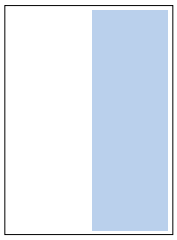
2/3 Page
4.5625" x 10"



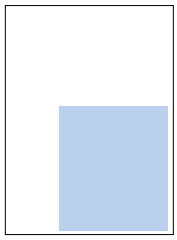
1/2 Page Island
4.5625″ x 7.375″



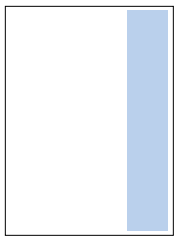
1/2 Page Horz.
7″ x 4.875″



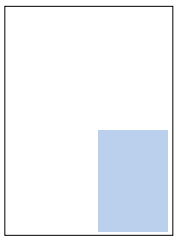
1/2 Page Vert
3.375″ x 10″



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"

2017 AD RATES

FREQUENCY	1x	3x	6x
Spread	$6,025	$5,425	$4,980
Full Page	$4,265	$3,845	$3,525
2/3 Page	$3,195	$2,880	$2,640
1/2 Page	$2,540	$2,290	$2,100
1/3 Page	$1,995	$1,800	$1,650
1/4 Page	$1,465	$1,320	$1,210

» 2018 EDITORIAL CALENDAR



Distribution Rule Number One: People buy from people. Distributors stake their careers, livelihoods and reputations on the expertise and value they can bring to professional contractors. At **Contractor Supply**, so do we.

Across North America, **Distributors** count on **Contractor Supply** for vital new product and business management information.

Across the United States and the world, **Suppliers** count on **Contractor Supply** to present their products and services to the distributor market with the highest quality print and online media with the highest professional standards.

We take that trust to heart every day. Contractor Supply brings you the credibility of the industry's most respected sales and editorial team and the cachet of the stand-alone market leader.

ISSUE	Dec 2017/Jan 2018	Feb/ Mar 2018	Apr/May 2018	Jun/Jul 2018	Aug/Sep 2018	Oct/Nov 2018	Dec 2018/Jan 2019
Ad Close	11/17/2017	1/10/2018	3/05/2018	5/07/2018	6/25/2018	8/23/2018	11/21/2018
Materials	11/23/2017	1/22/2018	3/12/2018	5/14/2018	7/03/2018	8/31/2018	11/28/2018
Issue Focus	Grinders and Sanders	Concrete Working & Cutting Equipment	Safety & PPE	Fastening Systems	Corded Tools	STAFDA Convention preview	Grinders and Sanders
Industry Updates	Grinders and Sanders Abrasives Cords, Cables & Lighting Cold Weather Safety & Heaters Ladders, Scaffolds & Lifts	Concrete Equipment Compaction Equipment Diamond Blades & Bits Gas Engine Equipment Hydraulic Tools	Anchoring Systems Stationary Tools: Table, Miter & Chop Saws Rotary Hammers Adhesives, Sealants & Coatings Safety Equipment & Gloves	Power Nailers & Staplers Bulk & Collated Fasteners Air Compressors & Accessories Cable Installation & Testing Fall Protection	Corded Electric Power Tools Vacuums & Dust Collection Systems Generators Wood, Metal & Concrete Saws & Blades	Lasers, Levels, Meters & Professional Measurement Hand Tools Tool Storage, Bags & Boxes Material Handling Cordless Tools Drill Bits Pipe & Rebar Tools	Grinders and Sanders Abrasives Job Site Lighting & Power Distribution Cold Weather Safety & Heaters Ladders, Scaffolds & Lifts
Shows and Reviews	**Report: 2017 STAFDA Convention** **PREVIEW: 2018 International Builders Show** Jan. 09-11; Orlando **PREVIEW: 2018 World of Concrete** Jan. 23-26; Las Vegas	**PREVIEW: 2018 INTERNATIONAL HARDWARE FAIR** March 4-7; Cologne, Germany **Report: International Builders Show**	**PREVIEW: 2018 National Hardware Show** May 8-10; Las Vegas **Report: World of Concrete**	**Report: National Hardware Show**		**PREVIEW: 2018 STAFDA Convention & Trade Show Special Issue!** Oct. 28-30; Phoenix	**PREVIEW: 2019 World of Concrete** Jan. 21-25; Las Vegas **PREVIEW: 2019 International Builders Show** Feb. 19-21; Orlando

» 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 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), 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://www.hightail.com/u/DirectBusinessMedia**
- E-mail aroehl@directbusinessmedia.com
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

PRODUCTION CONTACT

MATERIALS

Amy Roehl

866-214-3223 ext. 120 | *aroehl@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.

» ELECTRONIC ADVERTISING OPTIONS

Our new website design will increase 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.

Contractor Supply's electronic advertising platforms reinforce your print message and give it the immediacy, speed and adaptability of the Internet. Our website at **ContractorSupplyMagazine.com** and our weekly e-mail newsletter, **CS Weekly**, should be key components of your media strategy. We also offer custom e-mail opportunities, our **Contractor Supply Video Channel** and our new **CS First-Run Videos** newsletter.

ONLINE ADVERTISING HELPS YOU:

- Reach the supply chain's critical decision makers
- Increase traffic to your own website
- Increase your brand awareness
- Increase your market share
- Reinforce your print advertising campaigns

In May 2016, 12-month traffic at **www.ContractorSupplyMagazine.com** topped **600,000 page views** for the first time. Executive decision makers in the construction distribution industry come back often for breaking industry news, analysis, articles on distribution management, sales, motivational tips, important industry links and more.

Subscribers to **CS 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 CS 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

Amy Roehl

866-214-3223 ext. 120 | *aroehl@directbusinessmedia.com*
FAX: 920-397-7558

ELECTRONIC AD SIZES & RATES

Website	Size	Cost
Super banner ad	1,800 x 370 pixels	$2,550/month
Take over ad	900 x 600 pixels	$2,040/month
Top banner ad	600 x 100 pixels	$790/month
Content banner ad	500 x 100 pixels	$555/month
Button ad	225 x 225 pixels	$340/month

CS Weekly e-mail newsletter		
Top banner ad	600 x 100 pixels	$670/issue
Content banner ad	500 x 100 pixels	$545/issue
Newsletter button	225 x 225 pixels	$445/issue
Click-thru button	225 x 225 pixels	$345/issue
Third Party/Custom e-Blasts		$1,690/blast

Video Uploads		
Per Video	5 minutes or less	$340/6 mo.

» E-BLAST & WEBSITE SPONSORSHIP

VLOG BIMONTHLY VIDEO E-BLAST

New in fall 2016, the bimonthly **CS VLOG** is a great way to generate more clicks for your videos and more sales for your products. Each **CS First-Run Videos** includes a screen shot from your video, a brief description and a link to the video on your YouTube page or website.

Once a video runs in **CS VLOG,** it then resides in **Contractor Supply's** Online Video Library for ongoing reference.

- 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*



VLOG VIDEO E-NEWSLETTER RATES

CS First-Run Videos e-newsletter

Top banner ad	600 x 100 pixels	$660/issue
Content banner ad	500 x 100 pixels	$550/issue
Button ad	225 x 225 pixels	$445/issue
Featured video placements		$720/issue

BROWN SMITH WALLACE CONSULTING GROUP
DISTRIBUTION SOFTWARE GUIDE

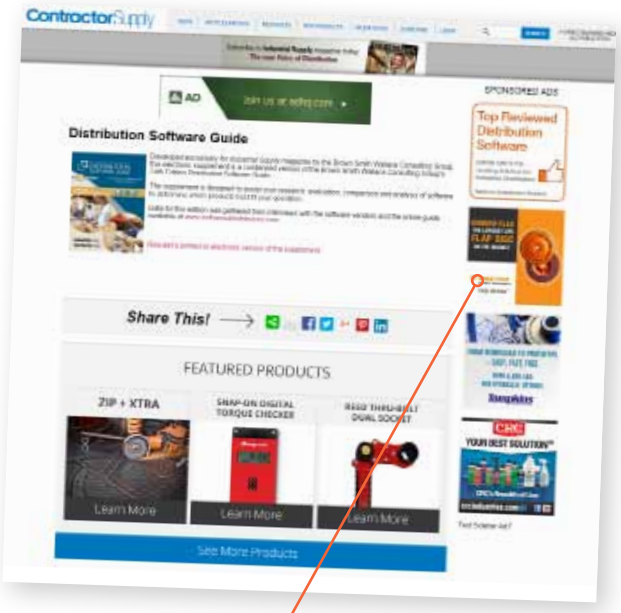
PROMOTE YOUR INVESTMENT IN THE DISTRIBUTION SOFTWARE GUIDE

Contractor Supply and **Industrial Supply** magazines are helping to promote the Brown Smith Wallace Consulting Group's **Distribution Software Guide**.

We have scheduled print advertising in the Aug./Sep. issue of **Contractor Supply** and the Sep./Oct. issue of **Industrial Supply.** In addition, we will send e-mail messages to our circulation lists promoting the supplements that were specially prepared by BSW for **Contractor Supply** and **Industrial Supply** magazines, plus promote the supplements on our websites.

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: Sep. 1, 2017



Here's where your 225 x 225 ad will appear on our website on the page promoting the Distribution Software Guide.

» FOCUSED FEATURES



FRONT-LINE COVER STORIES

Contractor Supply's mission is to give distributors "Critical to Quality" tools and strategies that can help them improve their business operations and profitability.

Our cover stories present real-world examples of how distributors are meeting today's critical issues by:

- Addressing competitive threats from local, regional and global entities
- Forging long-term partnerships with customers and key suppliers
- Developing value-added services that create competitve advantage in their markets
- Building market share and long-term growth.

AUTHORITATIVE FEATURES AND DEPARTMENTS

Contractor Supply partners with STAFDA, ISA, The Evergreen Marketing Group, Sphere 1, NetPlus Alliance and other leading trade organizations on departments and guest articles that deliver the information and knowledge that distributors need today.

From business technology, inventory control, leadership, cash flow and collections to marketing and sales training, we cover the gamut of business operations. Our guest contributors are all recognized experts in their fields — many are designated STAFDA consultants.

THE LAST WORD ON TOOLS

In each issue, **Industry Updates** survey the latest products, regulations, technologies and opportunities across the construction industry. These updates bring **Contractor Supply** readers unprecedented access to and insights from the world's top manufacturers in their segments who discuss latest and future generation products and technologies.

THE BEST PRODUCTS ON EARTH — AND ONLINE

Contractor Supply delivers in-depth studies of major product categories in each issue as well as spotlighting the latest new products.

Our website at **www.ContractorSupplyMagazine.com** publishes news and new products online every day, often within minutes of receiving them. Readers can search thousands of articles and more than 2,000 products online.

Contractor Supply offers manufacturers the largest, most current circulation of construction equipment, tool and supply distributors in the United States. We are your conduit to the world's premier construction market.

STAFDA distributors purchase more than $15 billion in goods and services each year, and **Contractor Supply** stands alone as the industry's clear magazine of choice.

Advertising in **Contractor Supply** and on **www.ContractorSupplyMagazine.com** places your company among the industry's premier brands and lends your products an instant credibility that only the industry's best known, most respected team can deliver.

VALUE-ADDED SERVICES WITH *REAL* VALUE

Direct Business Media, LLC, **Contractor Supply** and **Industrial Supply** stand ready to implement the latest print and online tools to add impact to your marketing programs.

From high-impact print options such as inserts, feature article reprints, sponsored covers and bands to electronic services such as surveys and e-mail blasts, we will work with you to maximize the return on your media investment.