

www.ContractorSupplyMagazine.com

# Contractor Supply

THE VOICE OF DISTRIBUTION



Now more than ever,  
the industry trusts  
**Contractor Supply**

**2021 MEDIA KIT**

Photo Courtesy of Metabo

» THE NUMBER ONE RESOURCE IN THE  
CONSTRUCTION SUPPLY MARKET

# Contractor Supply

## ALWAYS WORKING, ALWAYS WORKING FOR YOU

**21,000** average  
press run  
**6x** per year  
frequency  
**\$22+** per year  
in STAFDA  
**Billion** distributor  
sales alone

### The new normal has some familiar tools

The clicks have it— in the first six months of 2020, traffic to the **Contractor Supply website grew a whopping 30 percent** to an annualized rate of nearly **700,000 page views** compared to the same period in 2019. When COVID-19 struck, we redoubled our efforts to provide news and product value to our distributor readers — and they like what we are doing.

As we step up to help our channel partners adapt to the “new normal” of doing business, we also see that time-tested communication tools still work — as they always have. Here at **Contractor Supply**, we remain constant in our drive to provide critical information and keep the lines of communication open between manufacturers, distributors and their contractor customers on the job sites. **Life may be disrupted, but the supply channel must flow.**

*“Contractor Supply magazine helps keep me in tune with today’s trends in the market and leadership. Our team is always learning from our peers through the articles and advertisers. There’s always some nugget of gold to be gleaned.”*

— Ed Stebbins, President, Northwest Contractors Supply,  
Casper, Wyoming





## Contractor Supply Website

**700,000** projected page views, 2020\*

**519,291** page views, 2019

**419,161** site visits, 2019

**177,255** unique visitors, 2019

**320,750** ad impressions/month, 2019

www.ContractorSupplyMagazine.com provides fresh industry news and new product information every day. Our online news, new product and industry archives are more than 9,300 pages deep.

\* Based on page views from Jan. 2 to June 30, 2020



## CS Weekly Electronic Newsletter

Frequency: 52 weeks a year

**27.78%** average open rate\*

**67.48%** 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 emails to an average of **10,638 subscribers weekly**.

\* Based on number of emails received

\*\* Based on number of email opens

Sample: 20 weeks: March 5 to July 16, 2020

## V-Log Video & Blog Roundup

Frequency: Every 2 weeks

**20.90%** average open rate\*

**46.90%** average click through rate\*\*

V-LOG compiles new and noteworthy manufacturer videos and expert blog posts in one convenient place for our busy distributor readers. The average V-LOG sends to 10,500 subscriber emails.

\* Based on number of emails received

\*\* Based on number of emails opened

Sample: 3 months — March 3 to July 7, 2020

## Custom E-Blasts

Frequency: As ordered by client

**18.85%** average open rate\*

**38.89%** average click through rate\*\*

CS Custom E-Blasts are single-client emails. The average E-Blast sends to 11,400 subscribers.

\* Based on number of emails received

\*\* Based on number of emails opened

Sample size: 4 months, April 13 to July 14, 2020

## » 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 — including COVID
- Forging long-term partnerships with customers and key suppliers
- Developing value-added services that create competitive advantage in their markets
- Building market share and long-term growth
- Adapting business systems to an online world
- Managing generational and succession challenges

### THE SMARTEST PROS IN THE BIZ

**Contractor Supply** partners with STAFDA, Sphere 1, NetPlus Alliance, The Evergreen Marketing Group 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 — including designated STAFDA consultants.

### TOMORROW'S TRENDS TODAY

In each issue, **Industry Updates** survey the latest products, technologies and trends across the construction industry. These updates bring **Contractor Supply** readers unprecedented access to and insights from the world's top manufacturers. We know what's coming next.

### "NEW" MANUFACTURERS ARE DISCOVERING OUR CHANNEL

More manufacturers are discovering **Contractor Supply** every day as they seek to grow their distribution networks. As a result, our print magazine and website at [www.ContractorSupplyMagazine.com](http://www.ContractorSupplyMagazine.com) is bringing these "new" manufacturers to our distributors readers like never before — and in the case of our website, often within minutes of receiving their news. **Contractor Supply** readers can search **more than 6,000 pages** of news and articles and **more than 3,100 products** online.

### A-LIST CREDIBILITY FOR YOUR AD

Advertising in **Contractor Supply** and on [www.ContractorSupplyMagazine.com](http://www.ContractorSupplyMagazine.com) positions 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. Distributors know they can trust **Contractor Supply** and the products in it.

*"I read every issue of Contractor Supply. I enjoy seeing who's who in the construction supply industry and keeping up with what's going on in our industry across the nation. Many of the articles and advertisements are very informative and benefit our business. Contractor Supply magazine keeps us in touch."*

— Jimmy Coe, Jr., President, Pensacola Hardware, Pensacola, Florida

### BULLS-EYE VALUE-ADDED SERVICES

From high-impact print options such as inserts, feature article reprints, sponsored covers and bands to laser-focused electronic services such as surveys and email blasts, we will work with you to maximize the return on your media investment and cut through the cluttered market to reach the buyers who really matter.

## » 2021 EDITORIAL CALENDAR

### WHO YOU GONNA CALL?

**Distribution Rule Number One:** People buy from people.

**Rule Number Two:** A million web hits are great for awareness, but who “you gonna call” when the time comes to buy?

Distributors stake their careers, livelihoods and reputations on the expertise and value they 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:

*“I look forward to reading the articles in Contractor Supply and seeing new products and equipment. It’s a great resource since so much is packed into each issue.”*

— Ryan Andrews, General Manager,  
Kinnunen Sales and Rental, Stillwater, Oklahoma

Suppliers count on **Contractor Supply** to present their products and services to the distributor market with the highest professional standards. **Who you gonna call? Us.**



ISSUE	Dec 2020/Jan 2021	Feb/Mar 2021	Apr/May 2021	Jun/Jul 2021	Aug/Sep 2021	Oct/Nov 2021	Dec 2021/Jan 2022
<b>Editorial Due</b>	11/10/2020	1/7/2021	2/22/2021	4/26/2021	6/25/2021	8/12/2021	11/9/2021
<b>Ad Close</b>	11/17/2020	1/13/2021	2/26/2021	4/30/2021	7/2/2021	8/19/2021	11/17/2021
<b>Ad Materials Due</b>	11/25/2020	1/21/2021	3/8/2021	5/10/2021	7/12/2021	8/27/2021	11/24/2021
<b>Issue Focus</b>	Grinders & Sanders	Concrete Working & Cutting Equipment	Safety & PPE	Fastening Systems	Corded Tools	STAFDA Convention Preview	Grinders & Sanders
<b>Industry Updates</b>	Grinders & Sanders Abrasives Job Site Lighting & Power Distribution 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 & Sanders Abrasives Job Site Lighting & Power Distribution Cold Weather Safety & Heaters Ladders, Scaffolds & Lifts
<b>Shows &amp; Reviews</b>	<b>PREVIEW: 2021 World of Concrete</b> Jan. 19-22; Las Vegas  <b>PREVIEW: 2021 Builders Show</b> Feb. 10-13; Orlando		<b>PREVIEW: 2021 National Hardware Show</b> May 11-13; Las Vegas  <b>Report: World of Concrete</b>	<b>Report: National Hardware Show</b>		<b>PREVIEW: 2021 STAFDA Convention &amp; Trade Show Special Issue!</b> Nov. 7-9; Charlotte, NC	<b>PREVIEW: 2022 World of Concrete</b> Jan. 18-21; Las Vegas  <b>PREVIEW: 2022 Builders Show</b> Feb. 8-10; Orlando

## » MEET THE PROS



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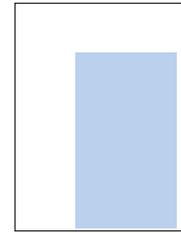
## AD SIZES



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



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



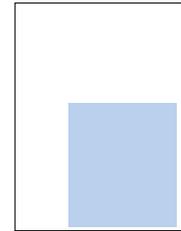
**1/2 Page Island**  
4.5625" x 7.375"



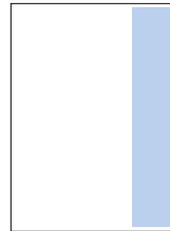
**1/2 Page Horiz.**  
7" x 4.875"



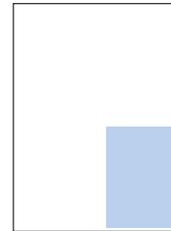
**1/2 Page Vert.**  
3.375" x 10"



**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"

## 2021 AD RATES

FREQUENCY	1x	3x	6x
Spread	\$6,495	\$5,845	\$5,365
Full Page	\$4,595	\$4,145	\$3,795
2/3 Page	\$3,445	\$3,110	\$2,850
1/2 Page	\$2,735	\$2,465	\$2,265
1/3 Page	\$2,150	\$1,940	\$1,775
1/4 Page	\$1,585	\$1,430	\$1,310

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

## » ELECTRONIC ADVERTISING OPTIONS

Our website 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 Super Banners, Top Banners, Content Banners 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 email newsletter, **CS Weekly**, should be key components of your media strategy. We also offer custom email opportunities, our **Contractor Supply Video Library** and our **CS V-Log** blog and video 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 2019, 12-month traffic at **www.ContractorSupplyMagazine.com** topped **519,000 page views** and for 2020, they are on track to hit nearly **700,000**. Decision makers in the construction distribution industry visit often for breaking industry news, analysis, articles on distribution management, sales, important industry links and more.

Subscribers to **CS Weekly** rely on us to keep them up to date on what's happening in the 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

**Caitlin Kincannon**

866-214-3223 ext. 120 | [ckincannon@directbusinessmedia.com](mailto:ckincannon@directbusinessmedia.com)  
FAX: 920-397-7558

### ELECTRONIC AD SIZES & RATES

Website	Size	Cost
Super banner ad*	1,800 x 370 pixels	\$2,745/month
Take over ad	900 x 600 pixels	\$2,195/month
Top banner ad	600 x 100 pixels	\$850/month
Content banner ad	500 x 100 pixels	\$600/month
Button ad	225 x 225 pixels	\$370/month

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

#### CS Weekly email newsletter

Top banner ad	600 x 100 pixels	\$730/issue
Content banner ad	500 x 100 pixels	\$585/issue
Newsletter button	225 x 225 pixels	\$480/issue
Third Party/Custom e-Blasts		\$1,825/blast

#### Video Uploads

Per Video	5 minutes or less	\$365/6 months
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## » E-BLAST & WEBSITE SPONSORSHIP

### V-LOG BIMONTHLY VIDEO E-BLAST

The bimonthly **CS V-LOG** is a great way to generate more clicks for your videos and more sales for your products. Each edition of this blog and video roundup 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 V-LOG**, 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



### V-LOG VIDEO E-NEWSLETTER RATES

#### CS First-Run Videos e-newsletter

Top banner ad	600 x 100 pixels	\$720/issue
Content banner ad	500 x 100 pixels	\$600/issue
Button ad	225 x 225 pixels	\$485/issue
Featured video placements		\$780/issue



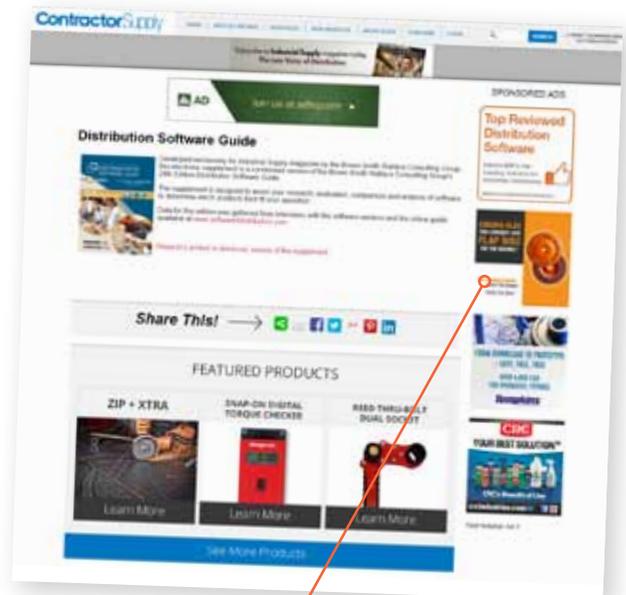
### PROMOTE YOUR INVESTMENT IN THE DISTRIBUTION SOFTWARE GUIDE

**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 email 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.

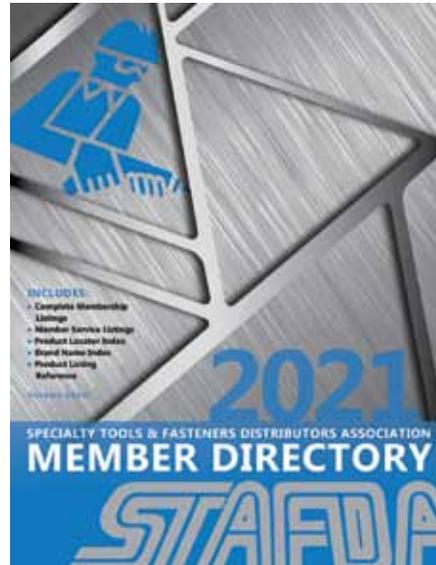
You can extend your existing investment in the **Distribution Software Guide** by sponsoring the email messages and online promotional effort.

**Sponsorship and materials deadline:**  
**Sep. 3, 2021**



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

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**, and **Industrial Supply** 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.