

www.ContractorSupplyMagazine.com

# Contractor Supply

THE VOICE OF DISTRIBUTION



Undeniable Proof:  
Distributors trust  
**Contractor Supply**

2026 MEDIA KIT



» THE NUMBER ONE RESOURCE IN THE  
CONSTRUCTION SUPPLY MARKET

# Contractor Supply

## FIRST RESPONDERS FOR THE INDUSTRY

21,000

average  
press run

6x

per year  
frequency

\$30+  
Billion

per year in  
STAFDA distributor  
member sales

1+  
Million

website visits  
in 2024

47.18%

average open rate  
for CS Weekly  
newsletter

## How reliably can you deliver your products to market?

The primary drivers of today's construction market are **new products** that promise to improve contractor efficiencies and **available existing products** to keep projects moving. Communicating this news to distributors is essential. This is why the channel relies on **Contractor Supply** for new product and best practice information. Our print publication is vital to our distributor subscribers and our website continues to grow, from **1,075,118** page views in calendar year 2023 to **1,172,524** in 2024!

Advertising in **Contractor Supply** magazine, on our website, in our e-newsletters and custom e-blasts gives you a direct link to distributors starving for your products. **The smart money works with us.**



*"Contractor Supply is my go-to industry magazine for relevant articles that I will actually read. I love the stories about independent family businesses because I always learn something and enjoy hearing how they got started."*

Dale Hahs II, president and CEO  
AIS Industrial & Construction Supply  
Denver, Colorado





## Contractor Supply Website

**1,172,524** page views, 2024

**1,020,564** site visits, 2024

**508,516** unique visitors, 2024

**245,700** ad impressions per month, 2024

Traffic to **ContractorSupplyMagazine.com** grew by 97,406 page views in 2024, to **1,172,524**.

**ContractorSupplyMagazine.com** posts new product and industry news every day and our product sourcing and news archives are thousands of pages deep!

## CS Weekly Email Newsletter

Frequency: 52 weeks a year

**47.18%** average open rate\*

**49.20%** average click through rate\*\*

CS Weekly is the industry's only e-newsletter specifically targeting independent construction tool and supply distributors and their suppliers.

CS Weekly emails to **6,136 subscribers**.

\* Based on total number of emails received

\*\* Based on total number of email opens

Sample: 11 weeks: Oct. 3 to Dec. 12, 2024

## V-Log Video & Blog Roundup

Frequency: Every 2 weeks

**41.87%** average open rate\*

**22.41%** 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.

V-Log sends to an average **6,058 subscribers**.

\* Based on total number of total emails received

\*\* Based on total number of emails opened

Sample: 8 Weeks — June 4 to July 23, 2024

## Custom E-Blasts

Frequency: As ordered by client

**49.14%** average open rate\*

CS Custom E-Blasts are single-client emails.

The average E-Blast sends to **6,027 subscribers**.

\* Based on number of total emails received

\*\* Based on total number of emails opened

Sample size: 7 blasts, Sept. 16 to Nov. 20, 2024





## » FOCUSED FEATURES



### INSIGHTFUL COVER STORIES

At **Contractor Supply**, our mission is simple: empower distributors with the high-impact tools and strategies they need to boost performance and grow profits.

Each of our cover stories dives into real-world success stories, spotlighting how today's top distributors are tackling the industry's toughest challenges head-on. From fending off local and global competitors, to forging lasting partnerships with customers and suppliers, these companies are:

- Creating unique, value-added services that set them apart.
- Growing market share and driving long-term success.
- Evolving their operations for the digital age.
- Navigating generational shifts and planning for the future.

We're here to inform, inspire, and equip our readers with actionable insights they can put to work right away.

### INDUSTRY INSIGHTS FROM THE BEST IN THE BUSINESS

**Contractor Supply** partners with the top trade organizations in the industry such as STAFDA, Evergreen Supply Group, Sphere 1, NetPlus Alliance, and more, to bring you expert-driven guest columns that tackle today's biggest business challenges.

From cutting-edge tech and smarter inventory control to leadership, cash flow, and sales training, our contributors, including STAFDA-designated consultants, are recognized authorities who know what works and why.

### TOMORROW'S TRENDS, DELIVERED TODAY

Every issue of **Contractor Supply** delivers must-know updates on the latest tools, tech, and trends reshaping the construction industry. Our **Industry Updates** sections connect readers with innovations from the world's leading manufacturers, helping you stay ahead of the curve and in front of your customers with what's new and what's next.

### THE SMARTEST MANUFACTURERS ARE TUNING IN

More manufacturers are turning to **Contractor Supply** to expand their distributor networks. With every issue, in print and online, we connect emerging and established brands with the distributors who drive the industry forward. Our website, **ContractorSupplyMagazine.com**, offers instant access to breaking product news, nearly 8,000 pages of expert content, and over 4,200 products — all searchable and always up to date.

*"I am so grateful for the positive feedback from my cover story for Contractor Supply. I have made so many new connections with suppliers and other small businesses. I'm looking forward to working more with other small businesses and STAFDA to grow and help each navigate through this economy."*

Jill Tranmer, owner and president  
The Tool Box, Great Falls, Montana



### A-LIST CREDIBILITY

When you advertise with **Contractor Supply**, in print or online, you position your brand alongside the most trusted names in the business. Our readers recognize that presence in **Contractor Supply** means quality, credibility, and reliability. If you want distributors to take your product seriously, this is where the conversation begins.

### ON-TARGET, VALUE-ADDED SERVICES

Whether you're aiming for high-impact print, like eye-catching inserts, sponsored covers, feature article reprints, belly bands, or laser-focused digital tools like surveys and targeted email campaigns, we can deliver. Our team works with you to amplify your message, break through the market noise, and connect directly with the decision-makers who count.

# » 2026 EDITORIAL CALENDAR

## TODAY'S TOP MARKET FAQ'S

### Number One: Why do contractors rely on distributors?

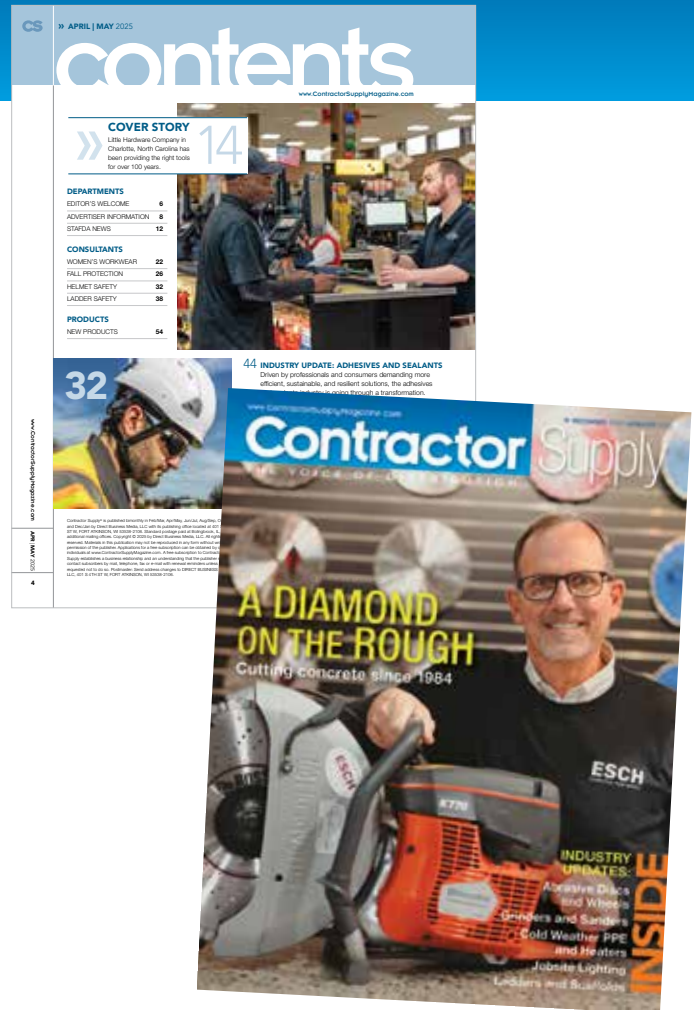
Because they're buying more than just products, they're buying expertise. Distributors help contractors choose the right tools, understand proper applications, and keep jobs moving efficiently, profitably and safely. Their knowledge often makes the difference in winning new jobs and executing it successfully.

### Number Two: Can you sell from an empty warehouse?

Of course not, and that's why distributors must constantly evolve. Staying stocked with the right products, anticipating contractor needs, and maintaining clear communication are essential. At **Contractor Supply**, we work daily to keep distributors up to speed on the latest product innovations and availability across North America.

### Number Three: Who do suppliers and distributors trust for industry insights?

**Contractor Supply.** With over a decade of consistent, loyal service to the construction supply channel, we've earned our reputation as the industry's most trusted source for new product information and best practices.



| ISSUE                    | Dec 2025/Jan 2026   | Feb/Mar 2026  | Apr/May 2026  | Jun/Jul 2026   | Aug/Sep 2026  | Oct/Nov 2026   | Dec 2026/Jan 2027   |
|--------------------------|---|---|---|--|---|--|---|
| <b>Ad Close</b>          | 11/7/2025   | 1/9/2026  | 2/27/2026   | 4/29/2026  | 6/26/2026   | 8/27/2026  | 11/13/2026  |
| <b>Materials</b>         | 11/17/2025  | 1/19/2026   | 3/9/2026  | 5/7/2026   | 7/6/2026  | 9/4/2026   | 11/23/2026  |
| <b>Issue Focus</b>       | Grinders & Sanders  | Concrete Working & Cutting Equipment                                | Safety & PPE  | Fastening Systems  | Cordless Tools  | STAFDA Convention Preview  | Grinders & Sanders  |
| <b>Industry Updates</b>  | Grinders & Sanders<br>Abrasives<br>Jobsite Lighting<br>Heaters<br>Ladders & Scaffolds   | Concrete Equipment<br>Compaction Equipment<br>Diamond Blades & Bits | Anchoring Systems<br>Stationary Tools: Table, Miter & Chop Saws<br>Adhesives, Sealants & Coatings<br>Safety Equipment | Power Nailers & Staplers<br>Bulk & Collated Fasteners<br>Air Compressors & Accessories<br>Cable Installation & Testing | Cordless Tools<br>Vacuums & Dust Collection Systems<br>Generators<br>Wood, Metal & Concrete Saws & Blades | Lasers, Levels, Meters & Professional Measurement<br>Hand Tools<br>Tool Storage<br>Material Handling<br>Drill Bits<br>Pipe & Rebar Tools | Grinders & Sanders<br>Abrasives<br>Jobsite Lighting<br>Heaters<br>Ladders & Scaffolds   |
| <b>Shows and Reviews</b> | <b>*2026 World of Concrete</b><br>Jan. 20-23; Las Vegas<br><br><b>2026 International Builders Show</b><br>Feb. 17-19; Orlando | <b>2026 National Hardware Show</b><br>Mar. 30-Apr. 2; Las Vegas     | <b>*ISA26</b><br>April 20-22, Cleveland, OH   |  |   | <b>*2026 STAFDA Convention &amp; Trade Show Special Issue!</b><br>Nov. 15-17; Anaheim, CA  | <b>*2027 World of Concrete</b><br>Jan. 19-21; Las Vegas<br><br><b>2027 International Builders Show</b><br>Feb. 2-4; Las Vegas |

\* Show copies at conventions

## » MEET THE PROS



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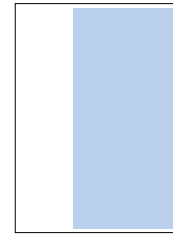


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Audience Administrator  
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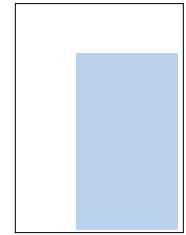
## AD SIZES



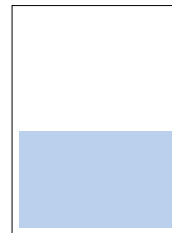
**Full Page**  
Trim: 8.375" x 10.875"  
Bleed: 8.625" x 11.125"



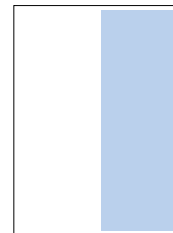
**2/3 Page**  
4.5625" x 10"



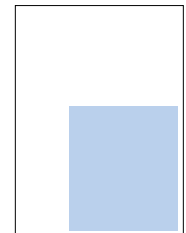
**1/2 Page Island**  
4.5625" x 7.375"



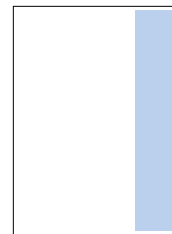
**1/2 Page Horiz.**  
7" x 4.875"



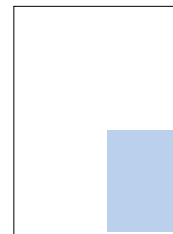
**1/2 Page Vert.**  
3.375" x 10"



**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"

## 2026 AD RATES

| FREQUENCY | 1x      | 3x      | 6x      |
|-----------|---------|---------|---------|
| Spread    | \$7,515 | \$6,770 | \$6,215 |
| FP        | \$5,320 | \$4,800 | \$4,400 |
| 2/3       | \$4,000 | \$3,600 | \$3,300 |
| 1/2       | \$3,165 | \$2,860 | \$2,620 |
| 1/3       | \$2,495 | \$2,245 | \$2,060 |
| 1/4       | \$1,840 | \$1,660 | \$1,520 |

# » 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 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 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 [pegghuckabee@directbusinessmedia.com](mailto:pegghuckabee@directbusinessmedia.com)

## PRODUCTION CONTACT

### MATERIALS

#### Peggy Huckabee

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

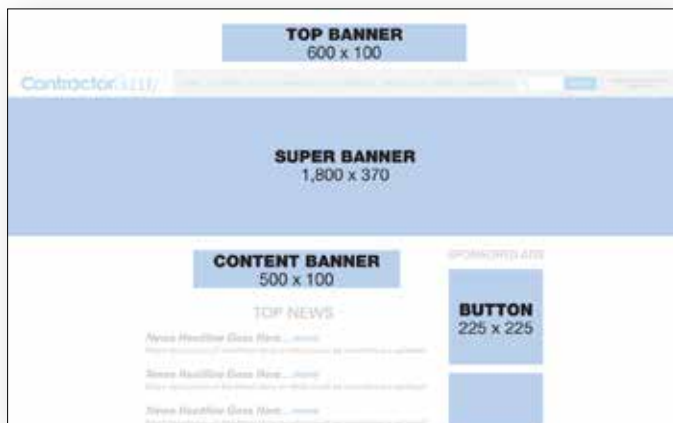
Our website will increase your company's visibility whether visitors are viewing the site from their computer, their phone or a tablet. Choose from more ad options including Super Banners, Top Banners, Content Banners and Button ads.

**Contractor Supply's** digital 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 2024, 12-month traffic at **www.ContractorSupplyMagazine.com** reached **1,172,524 page views!** Decision makers in the construction distribution industry visit often for breaking industry news, analysis, articles on distribution management, sales, 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 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

**Peggy Huckabee**

866-214-3223 ext. 125 | peghuckabee@directbusinessmedia.com

FAX: 920-397-7558

### DIGITAL AD SIZES & RATES

| Website           | Size               | Cost          |
|-------------------|--------------------|---------------|
| Super banner ad*  | 1,800 x 370 pixels | \$3,185/month |
| Homepage overlay  | 900 x 600 pixels   | \$2,545/month |
| Top banner ad     | 600 x 100 pixels   | \$990/month   |
| Content banner ad | 500 x 100 pixels   | \$700/month   |
| Button ad         | 225 x 225 pixels   | \$425/month   |

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

#### CS Weekly email newsletter

|                             |                  |               |
|-----------------------------|------------------|---------------|
| Top banner ad               | 600 x 100 pixels | \$850/issue   |
| Content banner ad           | 500 x 100 pixels | \$685/issue   |
| Newsletter button           | 225 x 225 pixels | \$555/issue   |
| Third Party/Custom e-Blasts |                  | \$2,115/blast |

#### Video Uploads

|           |                   |                |
|-----------|-------------------|----------------|
| Per Video | 5 minutes or less | \$425/6 months |
|-----------|-------------------|----------------|



## » E-BLASTS

### 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.

- Videos increase people's understanding of your product or service.
- 98% of users have watched an explainer video to learn more about a product or service\*
- 87% of people say they've been convinced to buy a product or service by watching a brand's video.\*
- Click-thru links provide immediate feedback and results
- Leads/contact information shared with advertisers

\*Source: Wyzowl



### V-LOG VIDEO E-NEWSLETTER RATES

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

|                           |                  |             |
|---------------------------|------------------|-------------|
| Top banner ad             | 600 x 100 pixels | \$835/issue |
| Content banner ad         | 500 x 100 pixels | \$695/issue |
| Button ad                 | 225 x 225 pixels | \$555/issue |
| Featured video placements |                  | \$900/issue |

### CUSTOM E-BLASTS

#### Third party/custom e-blasts

\$2,115/blast

Our ultimate fast-response marketing tools, custom e-blasts deliver your message in its purest form to our subscribers — with no clutter, no competition and no waste.

- Custom e-blasts can be sent to your choice of **Contractor Supply's** distributor subscribers or manufacturer subscribers, depending on your intended target audience.
- Plus, our custom e-blasts are well received. The average blast has an average open rate of 49.14% based on the number of opens.

And, **Contractor Supply** subscribers are 100% distribution channel professionals; we do not reach out to contractors, DIYers or hobbyists. So each response to your e-blast represents a potential long-term commercial customer for your products or services.



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