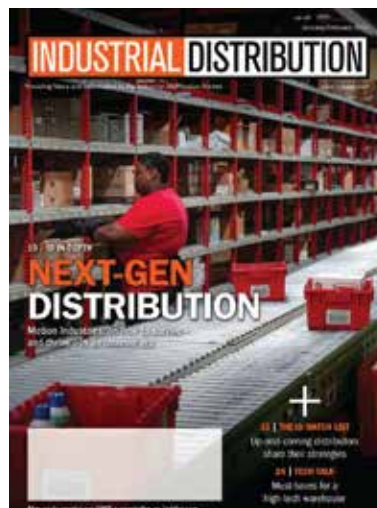
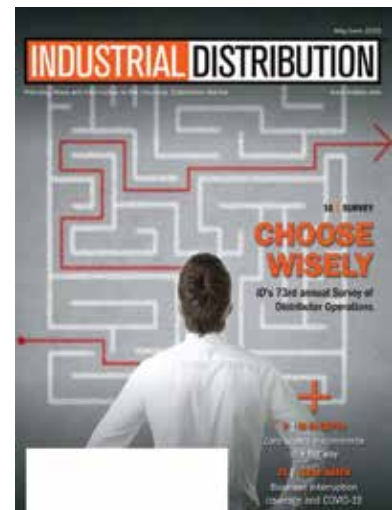
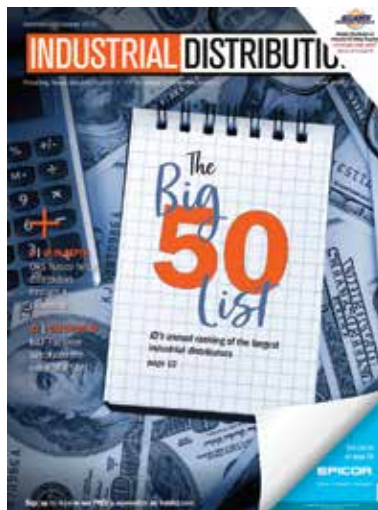


INDUSTRIAL DISTRIBUTION[®]

**Delivering the Information
Distributors Need to Succeed Since 1911**



**2021
MEDIA KIT**
www.inddist.com

The Most Trusted Name in the Business

Industrial Distribution connects you to distributors – the critical link in your company’s sales success. The more distributors know your brand, the more likely they will recommend it to end users. That’s where we come in. Through our newsletters, online products, magazine, and special reports, including the *Big 50 List*, *Survey of Distribution Operations*, and annual *Salary Report*, Industrial Distribution has been delivering the information distributors need to succeed since 1911.

Industrial Distribution provides a complete portfolio of integrated marketing solutions with print and online products, digital and print magazine delivery, single and multi-sponsored newsletters, a daily newsletter, resource guides, and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.

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 and its online products, your message is aligned with the strongest and most trusted name in the business.**





MOBILE

- All Industrial Distribution products are mobile friendly



NEWSLETTERS

- Highly engaged audience
- Targeted users
- Lead gen options
- Mobile friendly



WEBSITE

- Engaged audience
- Updated multiple times daily
- Responsive design
- Mobile friendly



VIDEO

- Daily and weekly video series focused on technology, daily news, and industry trends
- Custom commercials targeting an engaged audience
- Video creation, editing and distribution
- Promotion campaigns and lead gen options



PRINT

- Reaches a superior audience with authority and buying power
- Industry leading content including *The Big 50 List*, *The Salary Report* and in-depth trade show coverage



CUSTOM LEAD GEN PROGRAMS

- Content marketing
- White papers
- Research
- Webinars
- Live video events
- Custom cost-per-lead campaigns

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. Industrial Distribution's circulation is strictly controlled, providing a superior audience with authority and buying power. Our website, www.inddist.com, also reaches additional distributors worldwide with in-depth editorial and daily news.

Reaches Distributor Personnel with Decision-making Authority



Product Lines Stocked (% of Respondents)

Adhesives & Sealants	42.2%	Hydraulics	35.0%	Plant Operations	19.8%
Automation & Instrumentation	27.3%	Lighting	23.5%	Pneumatics	36.4%
Chemicals	34.5%	Lubricants	42.0%	Power Tools	43.0%
Cutting Tools	37.4%	Material Handling	38.8%	Preventive Maintenance	34.0%
Electrical	37.2%	Mobile Devices	6.7%	Pumps	33.2%
Grinding & Finishing	32.6%	Motors, Controls & Drives	39.3%	Safety	47.6%
Hand Tools	47.1%	MRO supplies	48.9%	Sanitation	18.7%
Hoses, Reels & Cords	39.0%	Personal Equipment	29.4%	Software	8.3%
HVAC	17.4%	Pipes & Tubing	28.6%	Sprockets & Gears	24.9%

Sectors in Which Industrial Distributors Sell (% of Respondents)

Aerospace	43.6%	Hospitality	27.8%	Mining	42.0%
Automotive	49.6%	Institutional	41.5%	OEM	62.5%
Construction	62.7%	Machine Shops	58.0%	Other	6.3%
Energy	49.6%	Manufacturing/Processing	83.5%	Utilities	53.3%
Government	55.6%	Military	37.5%		

Audience

Industrial Distribution subscribers represent an engaged audience of influential distribution sales and management professionals across key market sectors.



ID's Big 50 List is published annually in the September/October print issue. The annual Big 50 List showcases the 50 largest distributors of industrial products, based on their most recent full-year revenue. ID analyzes which companies have moved up or down the list from last year, which companies have joined the ranks, and which companies did not make the list.

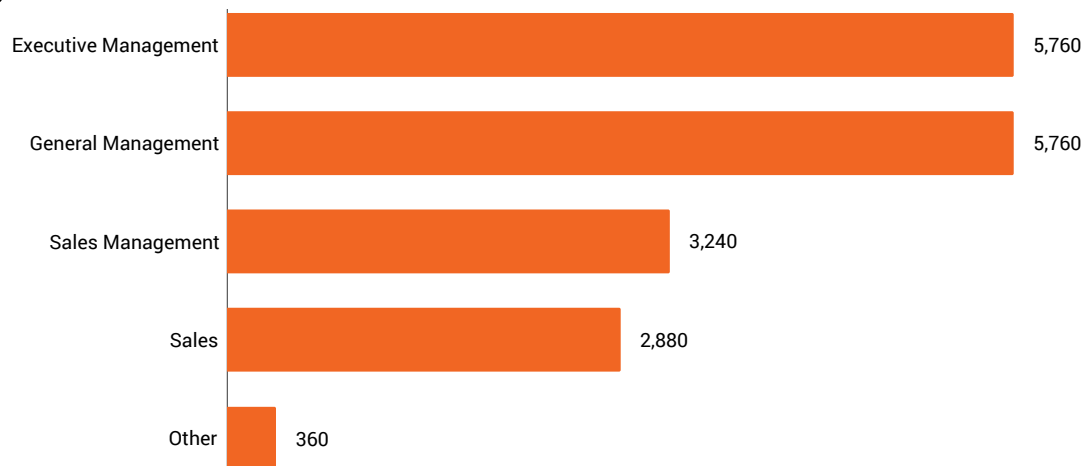
Along with the print feature, ID also publishes the Big 50 via a three-part video countdown before the print magazine mails. The Big 50 lists from previous years retain high viewership in the months surrounding the current year's list, as readers tend to compare lists year-over-year.

Top Influential Subscriber Companies

3M Company	DXP Enterprises	Indoff	Precision Industries
Airgas	Eaton	Industrial Distribution Group	Production Tool Supply
Alamolron Works	Emerson Motor Company	Industrial Supply Solutions	Purvis Industries
Allied Electronics	Endries International	Ingersoll Rand	Rexel
American Electric	Fairmont Supply Company	Interline Brands	Schneider Electric
Anixter	Fastenal	Johnstone Supply	Staples
Applied Industrial Tech	Ferguson Enterprises	Kaman Industrial Technologies	Stellar Industrial Supply
Arrow Electronics	FW Webb Company	Kimball Midwest	Sunsorce
Barnes Distribution	GatesCorporation	Laird Plastics	The Hite Company
BDI	Gexpro	Lawson Products	The Home Depot
Bearing Distributors	Grainger	LPS Laboratories	ULINE
Bearing Headquarters	Graybar Electric	McJunkin Red Man Corporation	Unisource
Black & Decker	GT Midwest	McMaster-Carr Supply	US Bearings & Drives
Carlisle Power Transmission	Hagemeyer North America	Miller Bearings	VED
Champion Charter	HD Supply	Motion Industries	Wesco Distribution
Crown Lift Trucks	Hisco	MSCIndustrial Supply	White Cap Construction Supply
Dakota Supply Group	Honeywell	Newark	Wilson Supply
Dillon Supply	IBM	Omni Services	Womack Machine Supply
Drago Supply Company	IBT	ORS Nasco	Wurth Service Supply
Duncan Industrial Solutions	IDG	Parker Hannifin	xpedx

Who We Are

Digital Audience



Executive Management



5,760

General Management



5,760

Sales Management



3,240

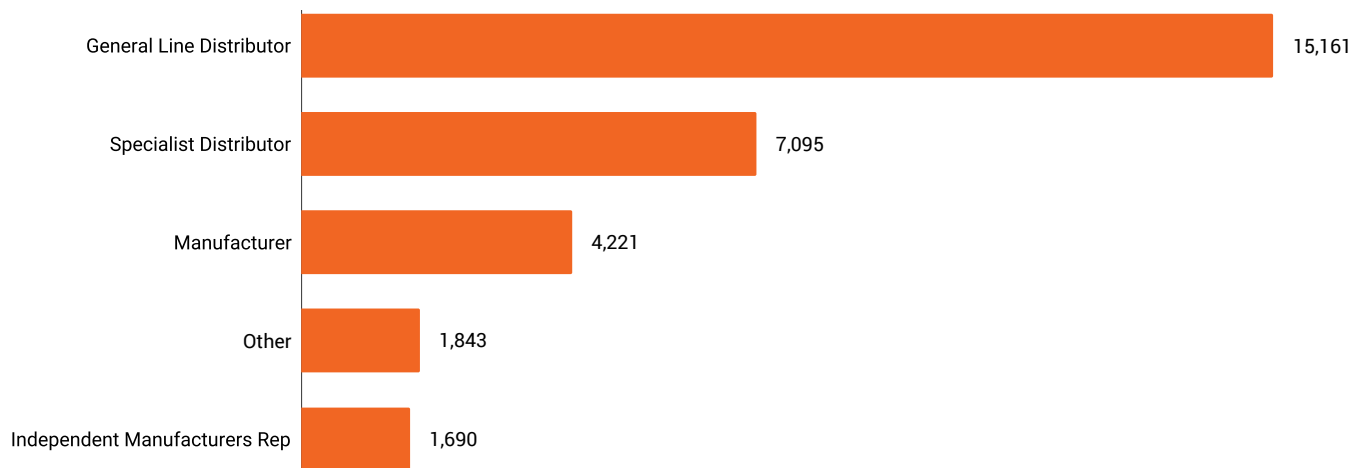
Sales



2,880

Other - 360

Print Audience



Executive Management



4,202

General Management



5,207

Sales Management



2,478

Sales



3,102

Other - 76

Print

Industrial Distribution's 30,000 subscribers are comprised of 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. Industrial Distribution's circulation is strictly controlled, providing a superior audience with authority and buying power.



Display Ad

Rates

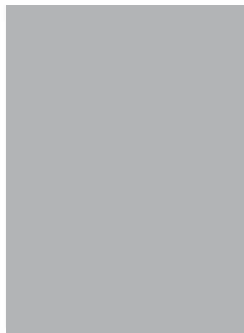
Full Page Spread	\$14,415
Full Page	\$8,498
2/3 Page	\$5,608
1/2 Page	\$4,249
1/3 Page	\$2,833
1/4 Page	\$2,261

Classified Advertising

Per column inch: \$278

Second color: \$160 additional

Column size: 2 1/2" wide



Full Page

Live: 7 3/4" x 10 1/4"
Trim: 7 7/8" x 10 3/4"
Bleed: 8 1/8" x 11"



Two-Page Spread

Live: 14 3/4" x 10 1/4"
Trim: 15 3/4" x 10 3/4"
Bleed: 16 1/4" x 11"



Two-thirds Page Vertical
4 5/16" x 10"



One-half Page Vertical
3 3/8" x 10"



One-half Page Standard
4 5/16" x 7 3/8"



One-half Page Horizontal
7" x 4 7/8"



One-third Page Standard
4 5/16" x 4 7/8"



One-third Page Vertical
2 3/16" x 10"



One-fourth Page
3 3/8" x 4 7/8"

2021 Editorial Calendar

Edition	Close Dates	Special Feature	Product Focus	Tech Talk
February	Ads Close 12/25 Materials 1/1	The Watch List	Motors & Power Transmission	CRM
April	Ads Close 2/19 Materials 2/26	The Sales Report	Safety	e-Commerce
June	Ads Close 4/23 Materials 4/30	ID's Annual Survey of Distributor Operations	Abrasives & Finishing	ERP
August	Ads Close 6/25 Materials 7/2	The Salary Report	Hand & Power Tools	WMS
October	Ads Close 8/27 Materials 9/3	The Big 50 List	Cutting Tools	Digital Transformation
December	Ads Close 10/21 Materials 10/28	The 2022 Industry Forecast	Construction	ERP

Contact Your Rep to Inquire About Topic Sponsorship

Departments

ID In-Depth – This exclusive feature is based on interviews with executives at leading distribution companies. We talk about their business model, market pressures, and what makes them stand out.

ID Today – This segment covers the latest updates in the industry, including news, awards, and mergers & acquisitions.

Sales Pitch – Paul Reilly is the President of Tom Reilly Training and has been selling since the age of 16. He has an MBA from Webster University, and uses his regular column to provide insights into how distributors can improve value-added selling techniques.

Manufacturer's View – This column allows manufacturer-suppliers to weigh in on channel issues. It has a rotating author. Topics might include ways manufacturers and distributors can improve the joint sales process, or major updates on a specific product segment.

Legal Watch – In this regular column, Fred Mendelsohn, partner with law firm Burke, Warren, MacKay & Serritella, PC, takes a look at the operational issues that often land small businesses in hot water, offering tips for readers to avoid legal problems.

A Closer Look, with Jack Keough – Jack Keough spent 26 years with *Industrial Distribution*, serving as editor and, later, publisher. He currently works as a distribution industry consultant and writes a regular print column where he takes a deeper dive into the latest industry trends, market updates, and mergers & acquisitions.

Special Segments



February: The Watch List

In this segment, we highlight the companies to watch in the coming year – specifically those smaller companies that might not receive the kind of recognition provided by the Big 50 List. These short profiles will highlight business improvement strategies, as well as the ways in which these companies embody progressive values and proper growth trajectory to improve their market position in the coming years.



April: The Guide to the Modern Sales Organization

Our readership comprised of sales managers and salespeople are always looking for any edge they can find in this industry of razor-thin margins while competing against fellow distributors selling many of the same products. Our annual 'Guide to the Modern Sales Organization,' consists of a series of sales thought leadership articles aimed at giving your sales team(s) something to think about.



June: The Survey of Distributor Operations

Embarking on its 74th year, the annual Survey of Distributor Operations will focus on the results and analysis of our reader surveys in the following areas: Reader Profile/ Demographics; Issues, Challenges & Trends; The Balance Sheet; Tech Usage & Investment; Best Practices; The Value of the Distributor; and Employment.



August: The Salary Report

The Industrial Distribution Salary Report will showcase the results and analysis of our readership survey on average industry salaries, broken out by job category. Follow-up data will discuss whether industrial distribution professionals feel well compensated for the work they perform, how much said workload has increased over the years, and whether they expect raises or cuts.



October: The Big 50 List Video Countdown

Industrial Distribution's Big 50 Countdown of the biggest industrial suppliers by revenue is brought to you in a unique video format. The editorial team puts a microscope on the industry, including discussion and expert commentary as they run down the year's list of the industrial market's 50 largest MRO distributors.

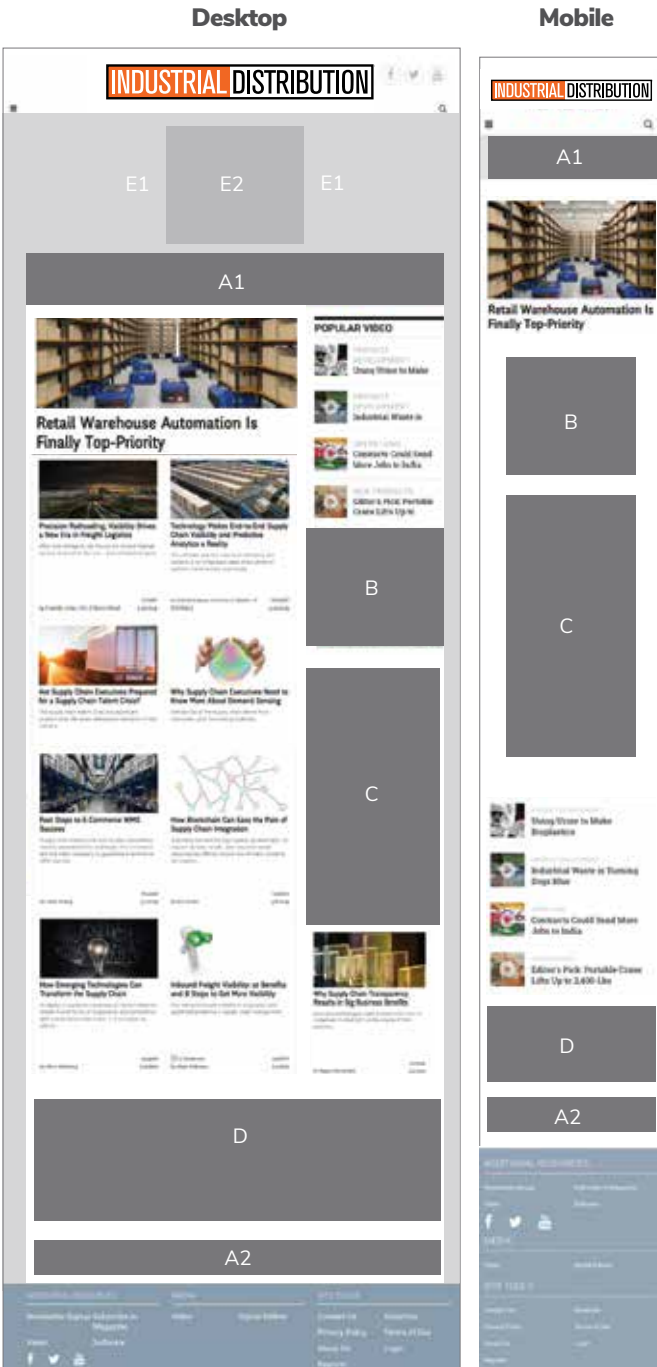


October: The Big 50 List

The Industrial Distribution Big 50 List has been a cornerstone of the magazine's editorial for decades. Based on total yearly revenues, the list highlights the 50 largest businesses in our segment who continue to serve as market leaders in the area of industrial supply.

Web Specs and Rates

Reach *Industrial Distribution's* highly engaged audience by displaying your brand through banner advertising not only within targeted search results, but also next to focused content that matches the interests of high-income visitors. *Industrial Distribution's* editorial appeals to a wide scope of influencers, including distribution company executives, their salespeople, manufacturers' rep agencies, and their supply partners within major manufacturing companies. That's what we now deliver at INDDIST.com, which increases the frequency with which visitors return to the site.

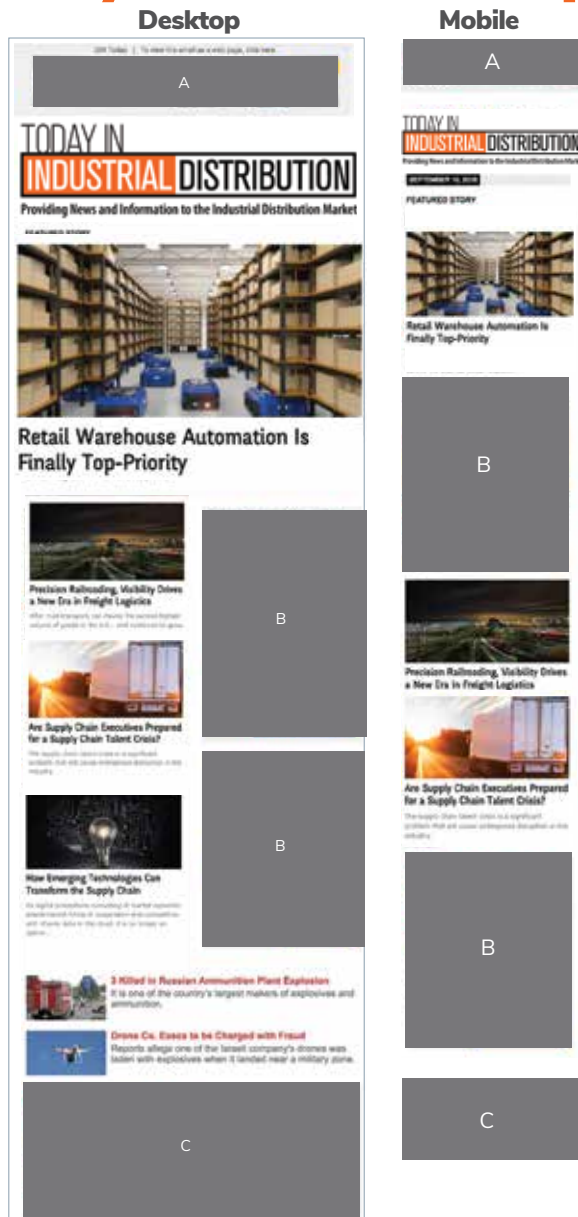


- A Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B Boombox:** \$65 CPM; 300x250
- C Tower:** \$65 CPM; 300x600
- D Billboard:** \$65 CPM; 970x250
- E Reveal Ad:** \$125 CPM; Requires two independent creatives:
E1: 2500x1450 background image
E2: 300x250 transparent PNG (messaging / call-to-action should go here)

AD SPECS

- Maximum file size: 1MB
- Rich Media: looping animation and Flash included
- Flash, include .fla file [for lead tracking], .swf, and alternate .gif or .jpg
- gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

Daily Newsletter Specs & Rates



AD SPECS

- Maximum file size: 1 MB
- File type: .jpg and .png
- Include linking URL for ad units

- A Leaderboard:** \$2,495 (per week)
600x100 pixels (Desktop)
300x50 pixels (Mobile)
Link
- B T.O.C. Text and Image:** \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link
- C Inline Text and Image Ad:** \$1,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Daily Newsletter | [View Example](#)

Frequency: Daily

Focus: Daily news focused on distribution, supply chain, technology, new products and trends

Titles:

Executive Management	32%
General Management	32%
Sales Management	18%
Sales	16%
Other	2%

Industries:

General Line Distributors	48%
Specialist Distributor	25%
Independent Manufacturers Rep	5%
Manufacturer	14%
Other	8%

Email Marketing

Industrial Distribution Offers Direct Access to Our Highly Engaged Audience

Drive sales leads & website traffic • Build brand recognition • 100% share of voice • Immediate impact

\$350 PER THOUSAND	\$450 PER THOUSAND	SPECS
<ul style="list-style-type: none"> • One standard email deployment • Performance metrics provided: opens, open rate, CTOR, link tracking and demos 	<ul style="list-style-type: none"> • One standard email deployment • Second deployment to all opens to help engage your best audience • Performance metrics provided: opens, open rate, CTOR, link tracking and demos 	<ul style="list-style-type: none"> • HTML, all images and source links. Contact your sales representative for more info. • 500,000 + Manufacturing Names



ID TV

The ID TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content that *Industrial Distribution* has to offer. Featuring a mix of short-form product videos, as well as exclusive live events and interviews, the video showcase highlights the premium, engaging content created by *Industrial Distribution's* editorial staff.

Circulation: 20,000

Title/Function

Management	66%
Sales/Sales Management	34%

Rates

- **One Deployment** - \$1,495 each
- **Two Deployments** - \$1,346 each
- **Three Deployments** - \$1,211 each
- **Four Deployments** - \$1,029 each
- **Five+ Deployments** - \$950 each

AD SPECS

- Image: 640px x360px
- Headline: 80 Character Max
- Body: 250 Character Max
- Link to landing page



Video Production

- 20 to 30 sec
- Materials needed: three to five high res photos, high res logo, 75 to 150 words that best describes product
- Videos are professionally produced by the creative team at **Unit 202 Productions**, a division of IEN.

Rates


- **Video Production + 2 IEN TV Deployments** - \$2,295
- **Video Production + 4 IEN TV Deployments** - \$4,995






Walter Surface Technologies Joins IBC

Walter — one of the world's largest suppliers of metalworking products and solutions — has joined buying group IBC's network of independent distributors.



Lawson Products Q3 Sales up 7%, Helped by The Bolt Supply House

Lawson had accelerated Q3 sales growth compared to Q2, as the company said it had considerable growth from its recent acquisition of The Bolt Supply House.



MSC Industrial's 2019 Sales Increase 5% as E-Comm Comprises 60%

The company noted a weakened industrial demand and pricing environment, and forecasts decreased sales for its Q1 2020.

UNIT 202 Productions

UNIT 202 PRODUCTIONS, a division of Industrial Distribution, produces captivating, original videos designed to achieve your marketing objectives. We offer several proven formats that capture audience's attention tailored to your marketing goals. Video production is always simple and hassle free. The professionally produced videos are written by our editors and created by our in-house production team. The videos are yours to keep. Several video promotion options are available, and detailed on the next page.

Video Production Options

Product Release Video

- Video version of your product release
- Promotes your product, features & benefits
- Length: 30 seconds
- \$2,995 includes videos and one week in daily newsletter
- \$4,995 includes video and one week pre-roll in *Today In Industrial Distribution*
> [Click here for pre-roll example](#)

360 Video

- Showcases your products with a complete "360 view"
- Illuminates functionality & design features with type and graphics
- Length: 30 seconds
- \$3,595 includes videos and one week in daily newsletter
- \$5,595 includes video and one week pre-roll on in *Today In Industrial Distribution*
> [Click here for pre-roll example](#)

Corporate Video

- Recorded on site at your facility by our production crew
- May include product demos, facility tours, employee interviews
- We handle everything - from script-writing and shot planning to final editing, making the process as easy as possible
- Length: 5-20 minutes
- Custom pricing and marketing available.

Whiteboard Video

- Explainer style video that makes complex things simple
- Our process makes these very easy to produce
- Length: 45-60 seconds
- \$3,595 includes videos and one week in daily newsletter
- \$5,595 includes video and one week pre-roll in *Today In Industrial Distribution*
- > [Click here for pre-roll example](#)

All videos are hosted on INDDIST.com for 12 months
Discounts for multiple videos

72% of buyers prefer watching video
to reading about a product
(Source: HubSpot)



Check These Out...

Click links to view
Product Release video examples

[NOVA](#)

[Anamet](#)

[WireCrafters](#)

[Fluke](#)

[SpilVak](#)



Check These Out...

Click links to view
360 video examples

[Apex](#)

[Mayhew](#)



Check These Out...

Click links to view
Corporate Video examples

[Laird](#)

[Dude Solutions](#)

[Interpower Corp](#)



Check These Out...

Click links to view
Whiteboard Video examples

[OEO](#)

[Dude Solutions](#)

[IEN](#)

Video Promotion Packages

We offer powerful solutions that combine our first class video production with *Industrial Distribution's* reach. Videos are produced by UNIT 202 and marketed to *Industrial Distribution's* engaged and diverse audience via eblasts, INDDIST.com, daily newsletters and social media to maximize your exposure.



Pre-Roll

Grab viewers' attention while they are most engaged

- Your video will run before our daily news video
- 20,000 ad impressions on INDDIST.com
- Guaranteed leads available
- [> Click here for pre-roll example](#)



Today In Industrial Distribution Newsletter

Reach our most active users via email

- In-line ads in Industrial Distribution's daily newsletter
- Lead gen
- Hosted on INDDIST.com for six months
- [> Click here to check out the newsletter](#)



Social Media

Tap into the explosive trend of video on social media

- Views of branded video content have increased 99% on YouTube and 258% on Facebook in the last few years
- On Twitter, a video Tweet is 6x more likely to be retweeted than a photo Tweet
- Using video on your social media offers great content and an effective strategy to increase social interaction
- Industrial Distribution also offers packages to promote your video on our social media channels, Facebook, Twitter, LinkedIn and Instagram

(Source: <https://www.wyzowl.com/video-social-media-2019>)



88%

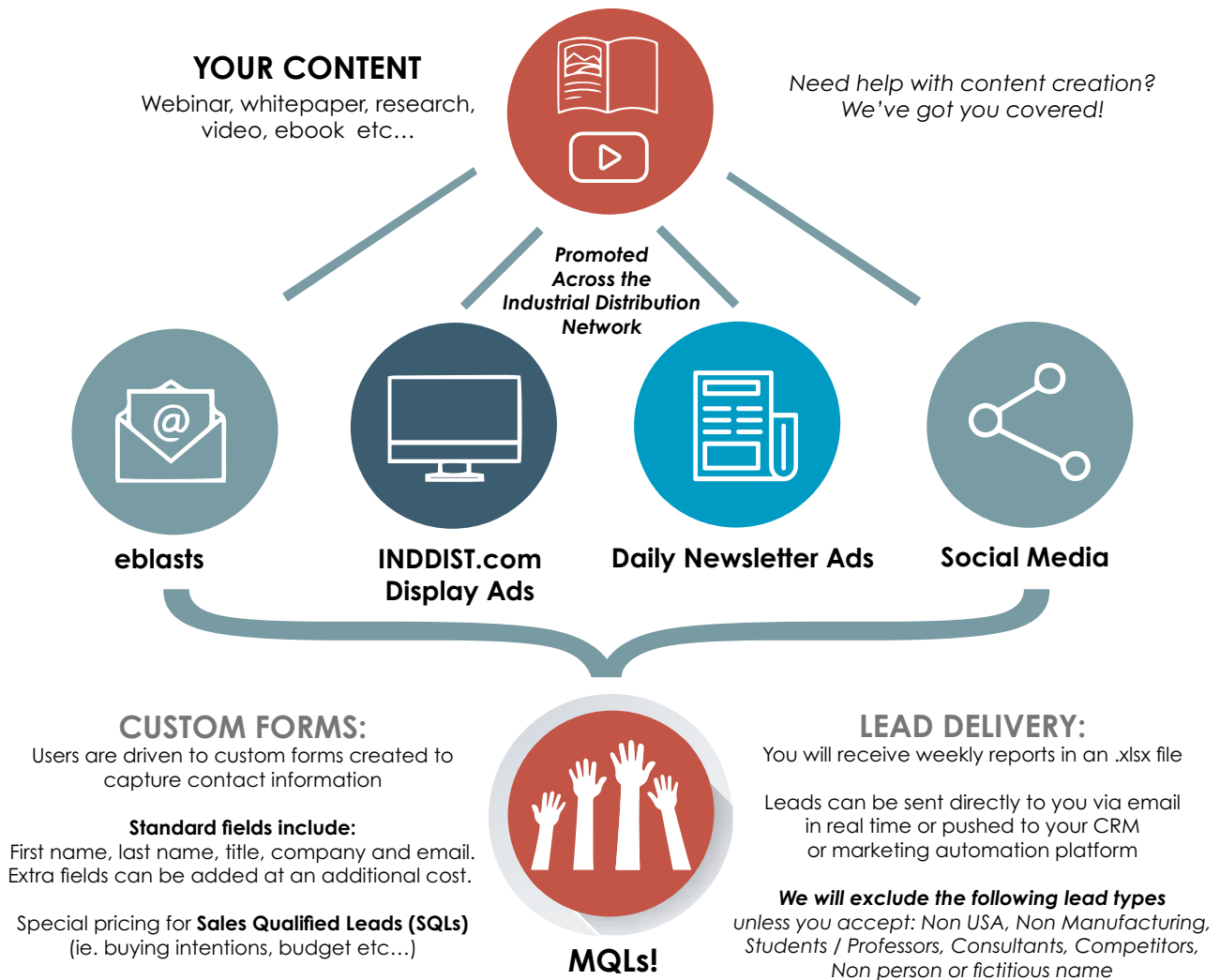
**of marketers are satisfied with their
social media video marketing ROI**

(Source: SmartInsights)

Marketing Qualified Lead Programs

Turbocharge Your Demand Generation With High Quality Leads

We'll promote your high value assets to our targeted audience, and deliver leads that match your requirements



Reach Decision Makers Directly With Daily Newsletters

Did you know that for every dollar you invest in email marketing, you can expect \$44 in return?*

Our newsletter advertising empowers you to reach specific segments of our highly engaged audiences directly in their inbox. Promote your brand and generate leads through banner and native style ads. We appeal to a wide scope of influencers and cover an impressive range of topics via multiple titles including:

*SOURCE: CAMPAIGN MONITOR



72% of buyers prefer to receive promotional messages through email.

~Marketing Sherpa

Advertising Specs

IEN Today, IEN Update, Industrial Management, Industrial Technology Today, Engineering News Today, Food & Beverage Insider, Industrial Software & Technology, Design & Development Today and Design & Development Update.



Leaderboard - 600 x 100 pixels (Desktop) & 300 x 50 pixels (Mobile) • Link



Inline Text and Image Ad

Both Inline Text and T.O.C. Include:
50 character headline (including spaces)
250 characters text (including spaces) • 150 x 125 pixel image • Link

Maximum file size – 1MB, File type – .jpg.



T.O.C. and Image



Contact Your Rep Today to Learn More or Get Started!

Video Webinars - An Effective Way to Communicate to the Industrial Media Audience

76% of B2B buyers have used webinars in the past 12 months to make a purchase decision*. Industrial Media offers turn-key video webinar solutions. Our creative experts will write and produce your video webinar, then promote it across our network, and deliver high quality leads to your inbox. Promotion is targeted to audience segments that are most interested in what you do.

*SOURCE: GoToWebinar



Infor [> View](#)

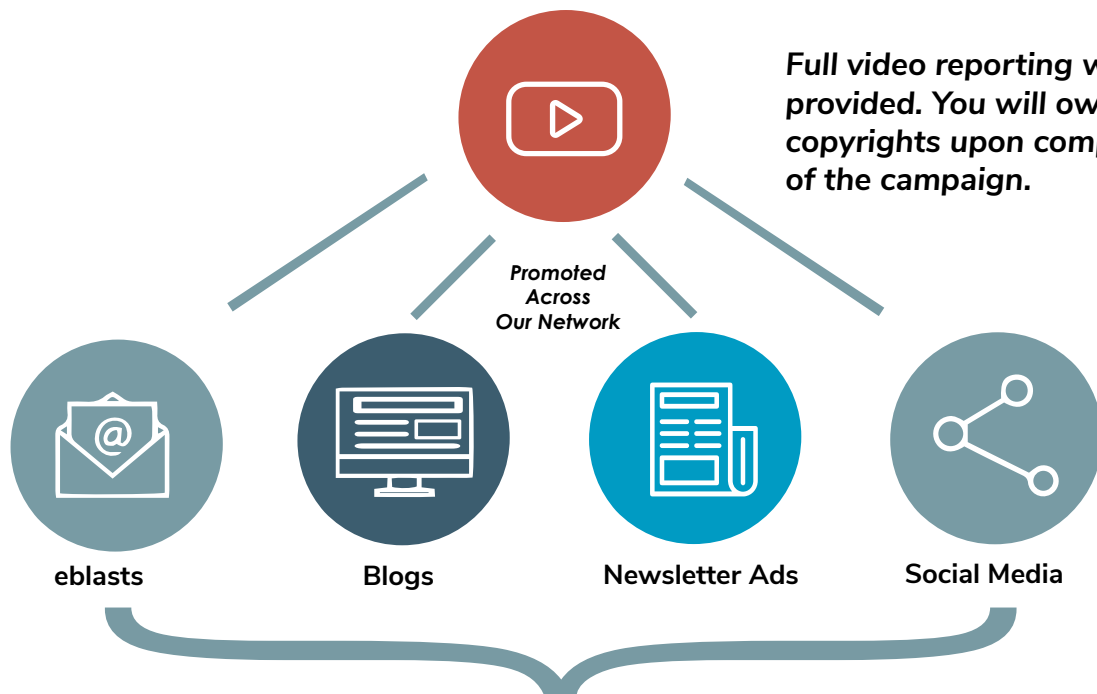


Dude Solutions [> View](#)



BinMaster [> View](#)

YOUR WEBINAR



Full video reporting will be provided. You will own video copyrights upon completion of the campaign.

CUSTOM FORMS:

Prospects are driven to custom forms created to capture contact information

Standard fields include:

First name, last name, title, company and email. Extra fields can be added at an additional cost.

Special pricing for **Sales Qualified Leads (SQLs)** (ie. buying intentions, budget etc...)



MQLs!

LEAD DELIVERY:

You will receive weekly reports in an .xlsx file

Leads can be sent directly to you via email in real time or pushed to your CRM or marketing automation platform

We exclude the following lead types unless you accept: Non USA, Non Manufacturing, Students / Professors, Consultants, Competitors, Non person or fictitious name

IEN's Made In America Video Series

Featuring Manufacturers Dedicated to US-Based Manufacturing

IEN's Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site and produced using IEN's state of the art video studio.



[> Hamilton Caster](#)



[> Boker's, Inc.](#)



[> Pelican Products](#)



[> Haas Automation](#)



[> PBC Linear](#)



[> Vac-U-Max](#)

Marketing Campaign



- **Video length:** 5 to 6 minutes
- **Video will be posted on IEN.com for 12 months**
- **Featured video story in all five IEN daily newsletters,** [> See Example](#)
- **Promoted via boombox on IEN.com**



- **Promoted via TOC Inline ad for one week in IEN's daily newsletter,** [> See Example](#)
Includes lead gen
- **Promoted in one IEN TV Video Product Showcase,** [> See Example](#)
Includes lead gen
- **Dedicated eblast,** [> See Example](#)
Includes lead gen



- **Video formatted for social media** (Facebook/Instagram/Twitter/LinkedIn)
1x1 aspect ratio | 15-30 seconds | background music | 3-5 graphic callouts for company message
- **Shared via IEN social media channels:** Twitter, Facebook, YouTube and LinkedIn

Industrial Media

Industrial Media represents a joint venture between Thomas Publishing Company LLC and Rich Media Group. Industrial Media manages all content creation, advertising sales, and marketing initiatives for the following brands, including magazines, videos, websites and associated digital media products. Industrial Media also offers a number of vertically-focused digital products, content marketing programs and custom publishing services focused on the industrial space.



IEN is the largest marketing platform serving the industrial marketplace. IEN's combined reach in print, daily newsletters, IEN.com and social media is unmatched, and serves a diverse and highly engaged audience.



Unit 202 is a creative video production group that produces captivating and unique videos to help manufacturers and distributors share their product, capability and company stories.



Finishing World provides product news and technical information for plating, paint & powder, coating, spraying and related operations in manufacturing facilities, along with relevant finishing industry news.



Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.



Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation, and MRO products.



Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.



Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. Concurrently, the publication provides a complete portfolio of integrated marketing solutions with print and online products, digital magazine delivery, single and multi-sponsored e-newsletters, a daily e-newsletter, resource guides and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.



Manufacturing.net reaches a global community with news, trends, and opinions shaping the manufacturing landscape. It's part of the daily routine for upper level management, plant engineers, procurement specialists, product developers, and more.



Manufacturing Business Technology is the leading manufacturing and supply chain resource for corporate, IT and operations management seeking the latest automation, operations, and IT news and information.

Contacts and Sales Territories

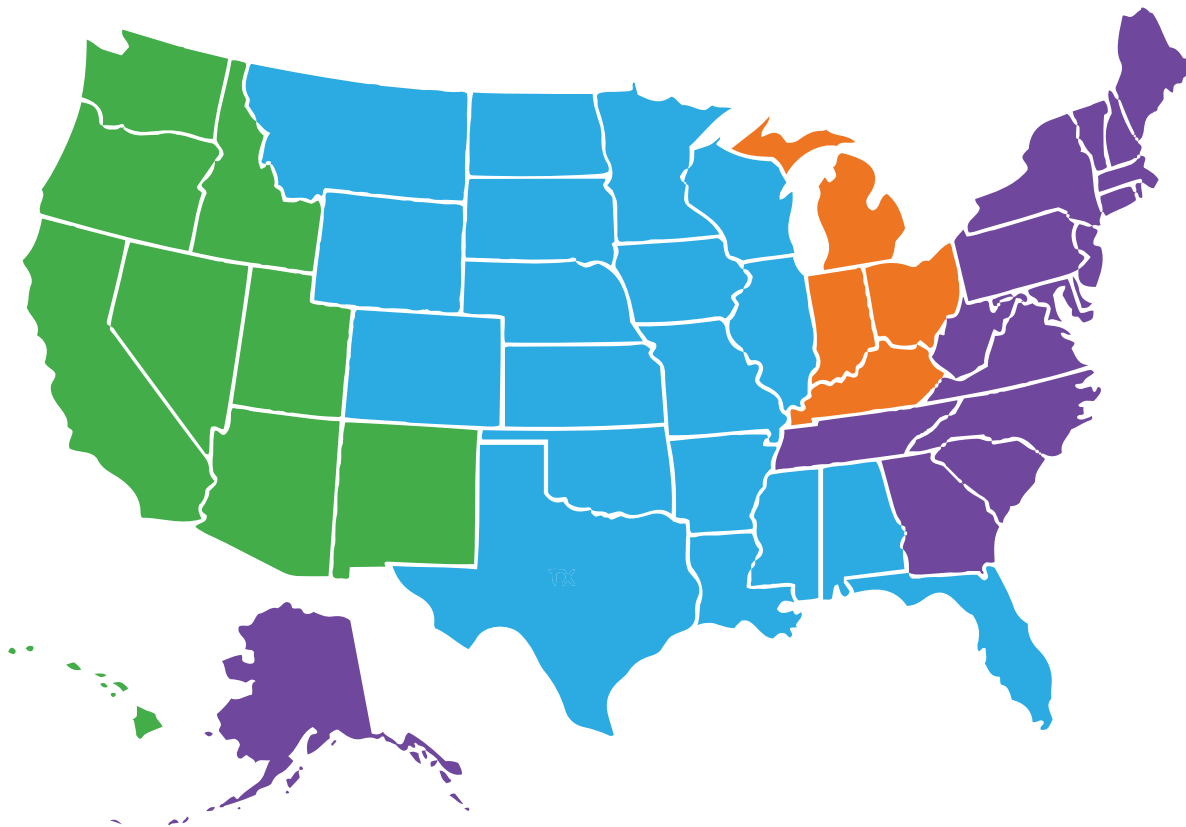
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Delivering the Information Distributors Need to Succeed

www.INDDIST.com