

INDUSTRIAL DISTRIBUTION[®]

Delivering the Information Distributors Need to Succeed Since 1911



2022
MEDIA KIT
www.inddist.com

About Us

Serving the US Manufacturing Professional



Overview

Industrial Media, LLC serves US based Manufacturing Professionals through seven industry-leading brands. We help industrial marketers reach their target audience using one or more of the following:

- **PRINT**
- **DAILY NEWSLETTER (13 TOTAL)**
- **CUSTOM NEWSLETTERS**
- **WEEKLY NEWSLETTERS**
- **WEBSITE DISPLAY**
- **NATIVE ADVERTISING**
- **VIDEO**
- **VIDEO SHOWCASE**
- **CUSTOM RESEARCH**
- **MQL**
- **CPL**
- **CONTENT SYNDICATION**
- **CONTENT CREATION**
- **MULTI-CHANNEL SPONSORED NATIVE ARTICLES**

Our dedicated team of account managers and customer service specialists can help execute your marketing strategy. Our customized approach has helped marketers create brand awareness, drive leads and position their companies as thought leaders.

Contact your representative today to identify your audience and leverage our expertise to execute your campaign and maximize ROI.

Our Brands:



INDUSTRIAL DISTRIBUTION

FOOD
Manufacturing

IMPO

Manufacturing
Business Technology

DESIGN AND
DEVELOPMENT TODAY

FINISHING WORLD

UNIT 202
A Division of IEN



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.

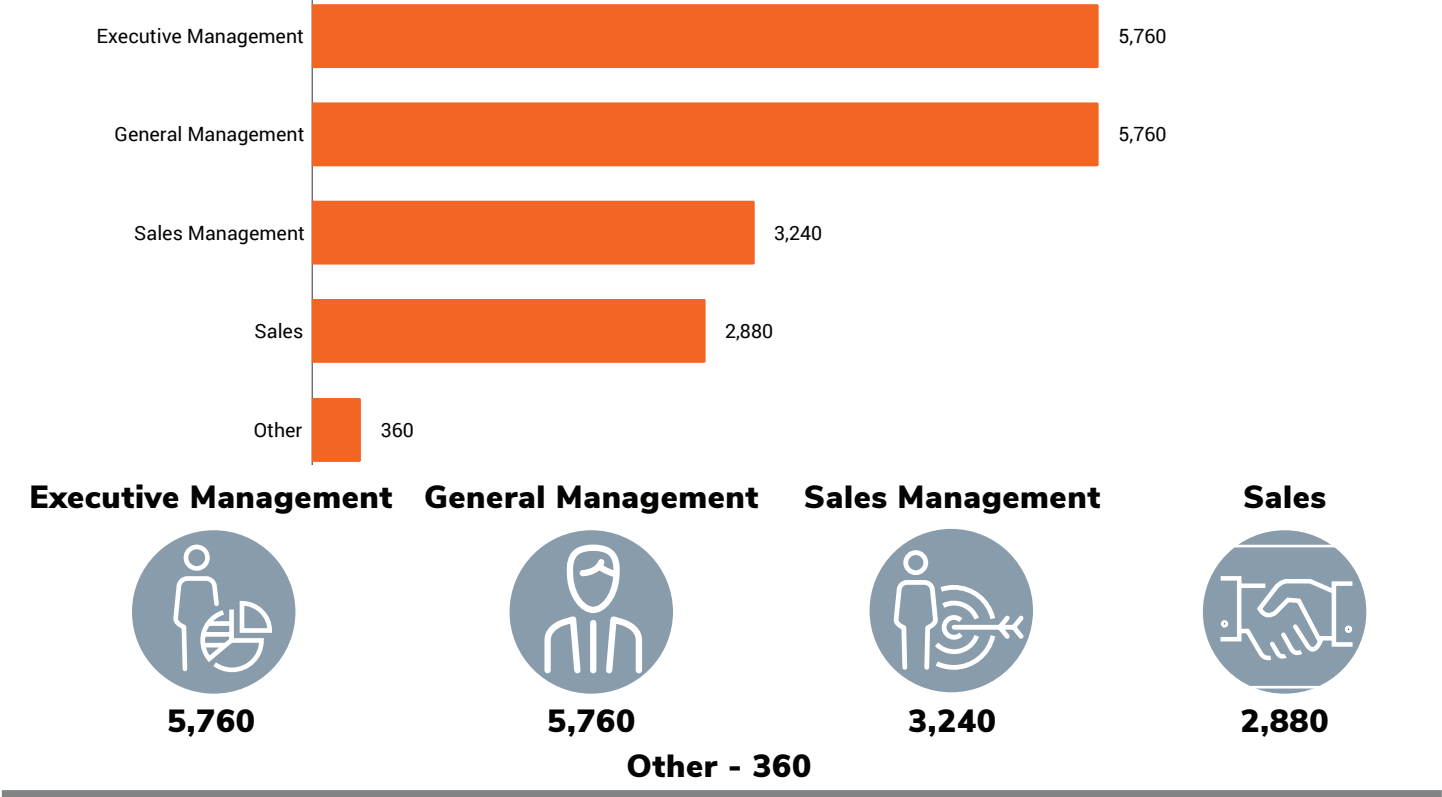
Along with the print feature, ID also publishes the Big 50 via a three-part video countdown before the print magazine mails. The Big 50 lists from previous years retain high viewership in the months surrounding the current year's list, as readers tend to compare lists year-over-year.

Top Influential Subscriber Companies

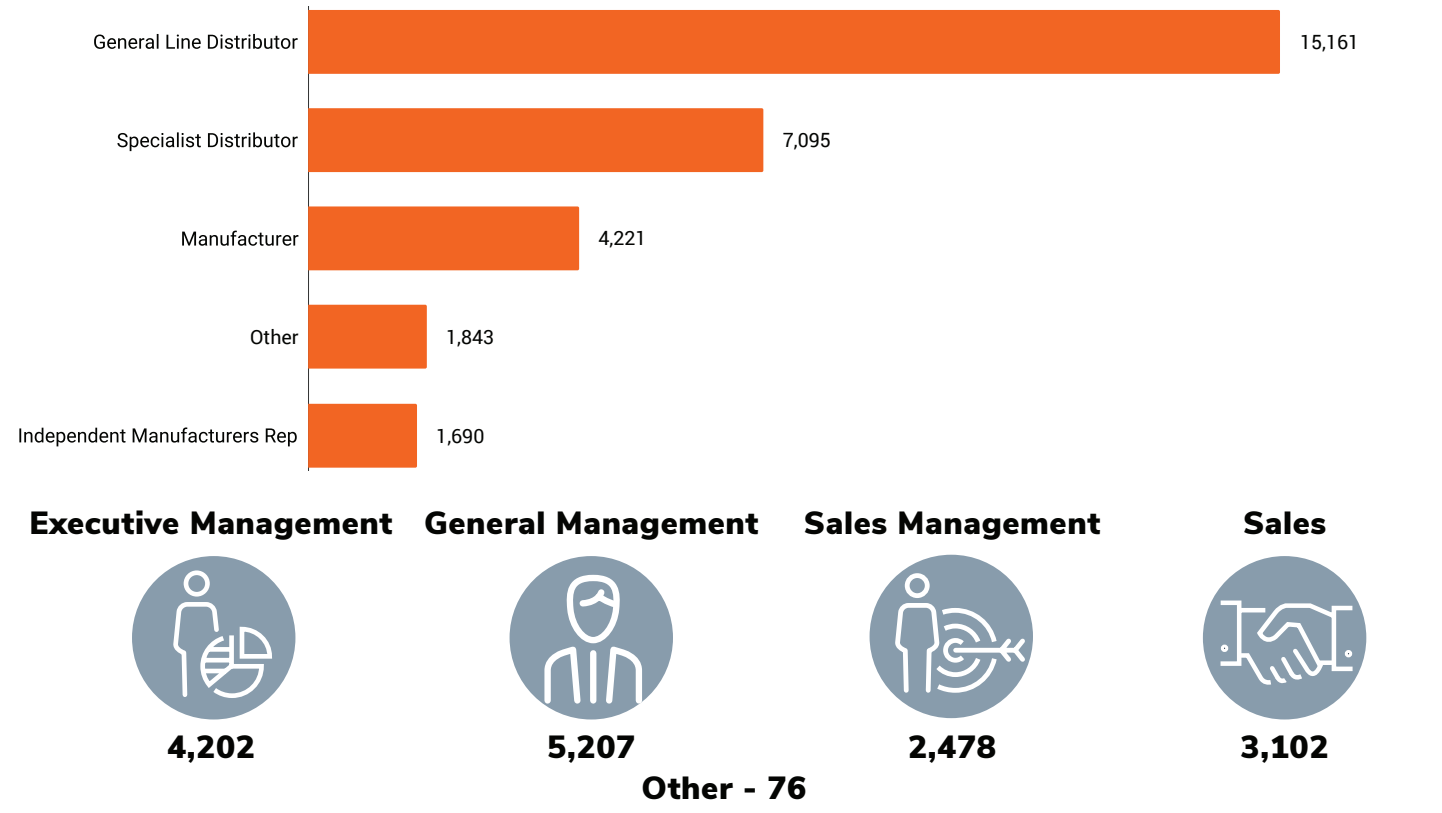
3M Company	DXP Enterprises	Indoff	Precision Industries
Airgas	Eaton	Industrial Distribution Group	Production Tool Supply
Alamolron Works	Emerson Motor Company	Industrial Supply Solutions	Purvis Industries
Allied Electronics	Endries International	Ingersoll Rand	Rexel
American Electric	Fairmont Supply 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	Sunsource
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



Print Audience



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

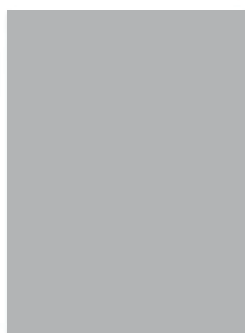
Full Page Spread	\$14,415
Full Page	\$8,498
2/3 Page	\$5,608
1/2 Page	\$4,249
1/3 Page	\$2,833
1/4 Page	\$2,261

Classified Advertising

Per column inch: \$278

Second color: \$160 additional

Column size: 2 1/2" wide



Full Page

Live: 7 3/8" x 10 1/4"
Trim: 7 1/8" 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 9/16" x 10"



One-half Page Vertical

3 3/8" x 10"



One-half Page Standard

4 9/16" x 7 3/8"



One-half Page Horizontal

7" x 4 7/8"



One-third Page Standard

4 9/16" x 4 7/8"



One-third Page Vertical

2 3/16" x 10"



One-fourth Page

3 3/8" x 4 7/8"

2022 Editorial Calendar

Edition	Close Dates	Special Feature	Product Focus	Tech Talk
February	Ads Close 12/25 Materials 1/1	The Watch List	Cutting Tools	e-Commerce
April	Ads Close 2/19 Materials 2/26	The Sales Report	Safety	Digital Transformation
June	Ads Close 4/23 Materials 4/30	The 2022 Survey of Distributor Operations	Hydraulics & Pneumatics	Cloud Solutions
August	Ads Close 6/25 Materials 7/2	The Salary Report	Safety	ERP
October	Ads Close 8/27 Materials 9/3	The Big 50 List	MRO	e-Commerce
December	Ads Close 10/21 Materials 10/28	The 2023 Industry Forecast	Tools & Equipment	Emerging Technologies in Distribution

Contact Your Rep to Inquire About Topic Sponsorship

Departments

ID In-Depth: Distributor Profile- The cover story for each issue, this exclusive feature is based on interviews with executives at leading-edge 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.

Strictly Sales- 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



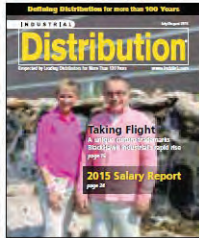
February: The Watch List

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 75th 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.

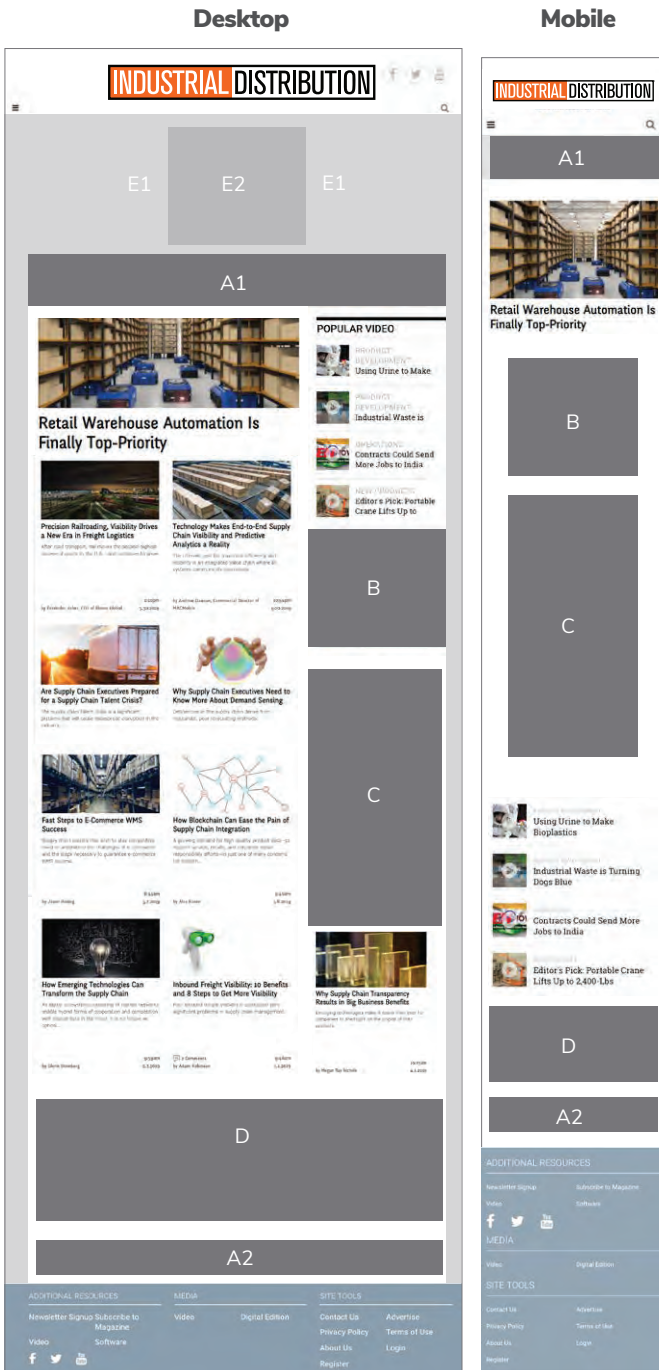


October: The Big 50 List

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.



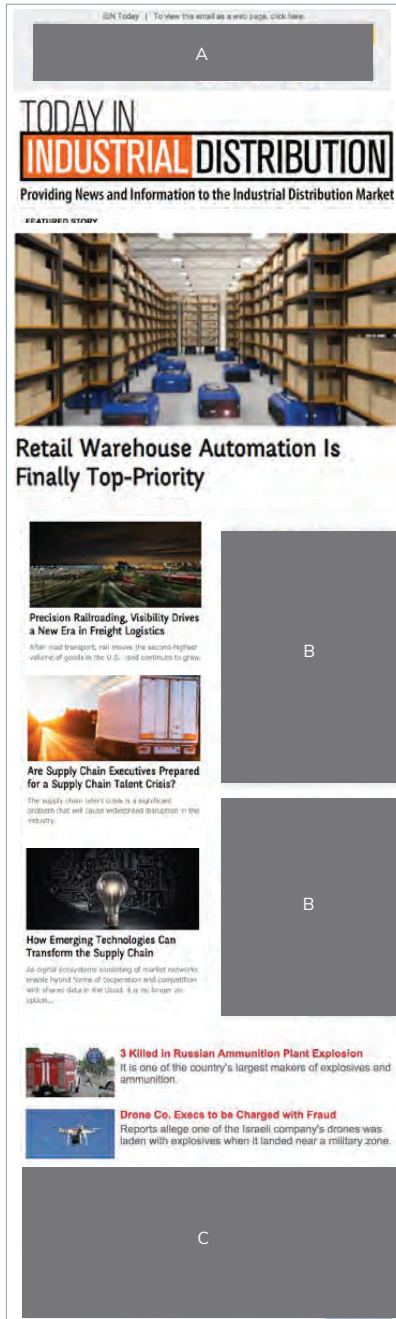
- A** **Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B** **Boombbox:** \$65 CPM; 300x250
- C** **Tower:** \$65 CPM; 300x600
- D** **Billboard:** \$65 CPM; 970x250
- E** **Reveal Ad:** \$125 CPM; Requires two independent creatives: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

AD SPECS

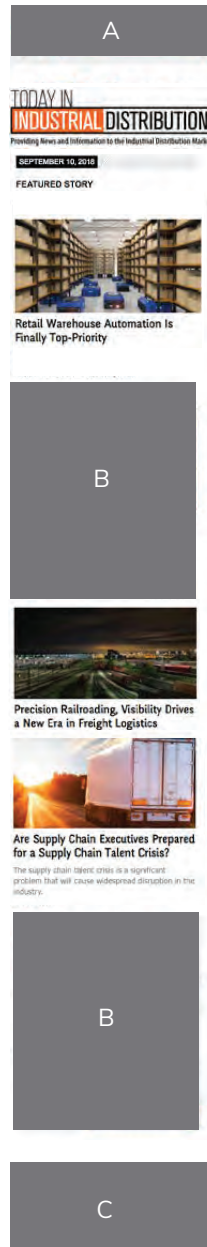
- Maximum file size: 1MB
- Rich Media: looping animation and Flash included
- Flash, include .fla file [for lead tracking], .swf, and alternate .gif or .jpg
- gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

Daily Newsletter Specs & Rates

Desktop



Mobile



Leaderboard: \$2,495 (per week)
600x100 pixels (Desktop)
300x50 pixels (Mobile)
Link



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



Inline Text and Image Ad: \$1,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Email Marketing

ID 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
<ul style="list-style-type: none"> One standard email deployment Performance metrics provided: opens, open rate, CTRO, 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

SPECS

- HTML, all images and source links. Contact your sales representative for more info.
- 500,000 + Manufacturing Names

AD SPECS

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

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

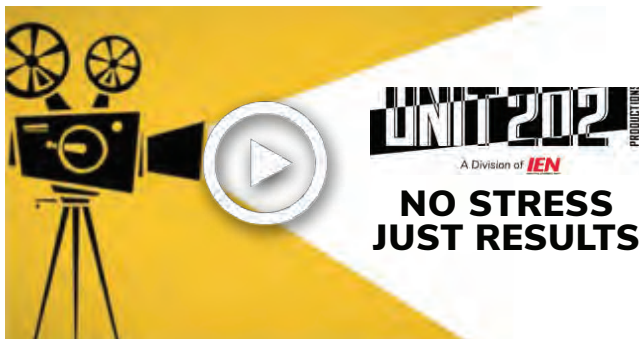
- Image: 640px x360px
- Headline: 80 Character Max
- Body: 250 Character Max
- Link to landing page

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

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.

Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching Industrial Media's entire network of manufacturing professionals using our content syndication campaigns.

Content Syndication Package: Reach multiple audiences and generate leads using your existing assets or work with Industrial Media's content experts to develop customized content for your campaign.

STEP 1

Choose your brands. Multiple brands provide the best results.

STEP 2

Supply three or more of the following assets or work with Industrial Media to develop custom:

- Whitepaper
- eBook
- Infographic
- Podcasts
- Video
- Video Podcasts
- Case Studies
- Custom Research
- Custom Projects



STEP 3

Industrial Media to provide a custom registration page that includes First Name, Last Name, Title, Email, and State.

STEP 4

Industrial Media begins promoting your assets across our network. Promotions include daily newsletters ads, text based eblasts, website display and print.

STEP 5

Weekly lead delivery begins. Leads are sent via .xlsx file.



Unit202 Video Productions

Unit202 Video Productions, a Div. of Industrial Media, LLC. provides professional video services specializing in the US manufacturing sector.

All videos can be combined with a marketing campaign including daily newsletters, display ads, video showcases, targeted eblasts and social media. Campaigns can be used to generate brand awareness, generate leads or digitize your entire library of product releases.

Product Videos

- **360 Videos**, Filmed in a light box turntable, 360 videos gives the user a full 360 degree view allowing you to tell your product story in a unique way.
- Product Videos are an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as 92% of B2B prospects consume online video.
 - **Product Release Video** (20-30 seconds)
 - **Product Video** (1 to 1.5 mins)
 - **Social Media** (up to 20 seconds)
- **Sales Brochure videos** can bring your sales brochure to life and create a more engaging experience with your target customer
- **Unboxing videos** have become a powerful marketing tool and a great way to engage your target audience by telling your product story. Ideal for promoting new products with cool features.

Educational Videos

- **5 Mins with Industrial Media** is a new short format that uses video to engage with your target audience.
- **Video Podcasts** are a new webinar format that uses video to engage with your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.
- **Whiteboard Videos** can be an incredibly effective tool. They are an exciting and innovative way to advertise and market your services or products.

Made In America/Corporate Videos

- **Made in America series** highlights manufacturers who remain committed to the 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.



Daily Video Pre-Roll Sponsorship

Daily Video Pre-Rolls

Video is an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as **92% of B2B prospects consume online video**. Harness the power of video marketing by running a pre-roll on our industry leading manufacturing daily videos. An Industrial Media pre-roll video sponsorship is **100% share of voice and a powerful tool** to attract new customers.

Daily Manufacturing News Videos

Industrial Media's editorial staff writes, films and produces three news style videos daily that cover the manufacturing sector. Our daily videos generated over **1.8 millions views in 2020**.

Daily Video Distribution

Our daily videos are posted on all 8 Industrial Media websites and are delivered to an average of 150,000 manufacturing professionals via our 13 daily newsletters. Videos will also run on our social media channels.

Daily Videos

[IEN Now](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

[Design & Development Today](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles design engineers constantly face.

[The Manufacturing Minute](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

[The Manufacturing Brief](#) is a daily video series that provides exclusive industry news in a quick, easy-to-digest, text overlay format.

Pre-Roll Examples: [COAST](#) [Nippon Pulse](#) [Wurth](#) [Alibaba](#) [Magnatag](#)



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

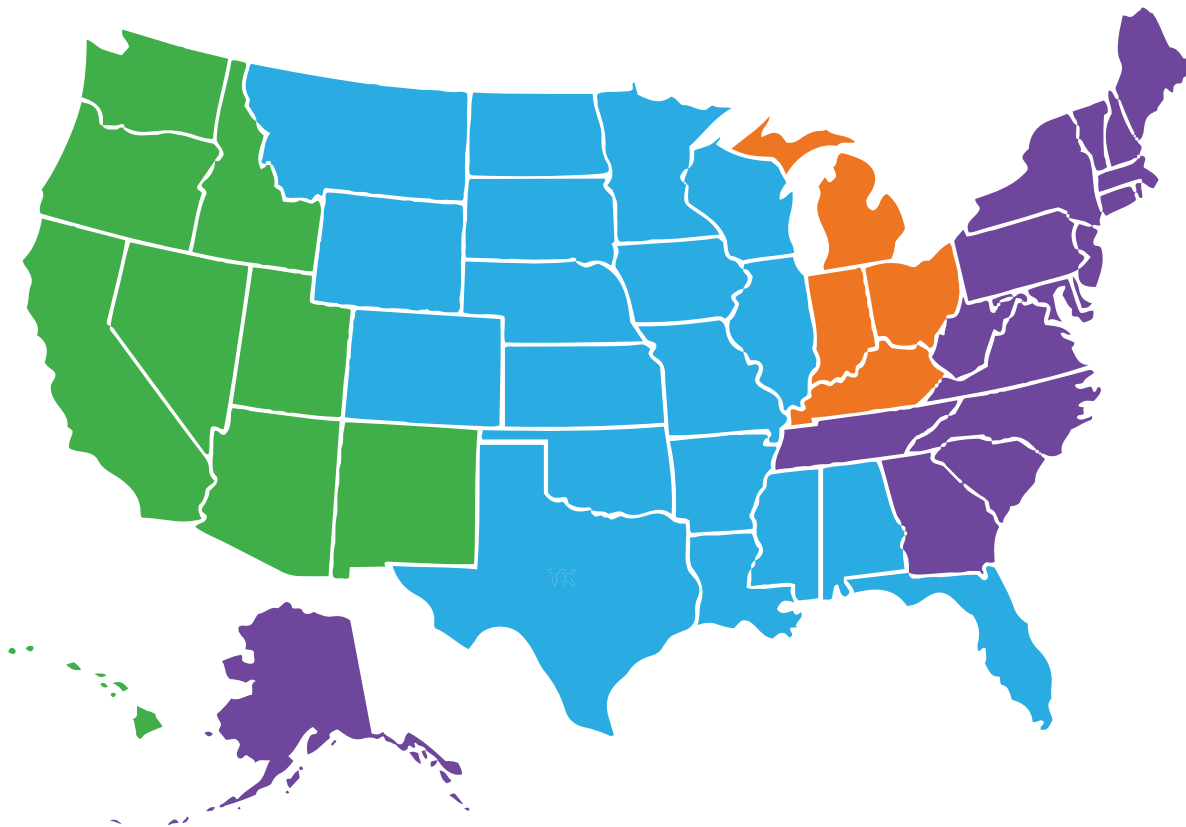
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Delivering the Information Distributors Need to Succeed

www.INDDIST.com