

www.ContractorSupplyMagazine.com

# Contractor

# Supply

THE VOICE OF DISTRIBUTION



The stand-alone  
leader in  
construction  
supply

2017 MEDIA KIT

Cover photo courtesy of Walter Surface Technologies

» THE NAME FOR TRUST IN THE  
CONSTRUCTION SUPPLY MARKET

# Contractor Supply

## YOUR ESSENTIAL PARTNER IN THE CHANNEL

Distributors are the critical link in the supply chain between manufacturers who produce construction products and the contractors who use them every day. As the economy improves and contractors field larger, less experienced crews, they are relying more than ever on distributor product knowledge and application expertise to ensure their crews use the right products the right way to meet productivity and quality standards.

## YOUR LINK TO DISTRIBUTORS

**Contractor Supply's** veteran staff has been serving construction supply distributors and suppliers for decades, building relationships and mutual trust. Our industry standing means that when distributors see your advertising in **Contractor Supply**, they know they are looking at reputable, customer-focused companies that can be counted on for high-quality products and service after the sale.

**The average distributor has thousands of active contractor accounts**, so when a distributor sees and responds to your print ads in **Contractor Supply** or clicks on your web ads on [www.ContractorSupplyMagazine.com](http://www.ContractorSupplyMagazine.com), each lead represents not just a one-time potential sale, but thousands of sales over years to come.

Distributors rely on **Contractor Supply**. **Our print magazine has averaged double digit growth every year since its launch.** Our website and electronic newsletter lists continue to grow. Our writers, including exclusive arrangements with STAFDA and ISA consultants, provide the most authoritative, timely and targeted information in the channel, including daily news updates on our website, [www.ContractorSupplyMagazine.com](http://www.ContractorSupplyMagazine.com)

## COMPLETE CHANNEL COVERAGE

**Contractor Supply** and its sister magazine **Industrial Supply** have the supply channel covered. **Contractor Supply** reaches 18,000 construction equipment, tool and supply distributors, manufacturers and rep agencies. **Industrial Supply** serves 29,000-plus industrial distributors. We also publish the member directories of the industry's two leading trade associations, the **Specialty Tools & Fasteners Distributors Association (STAFDA)**, and the **Industrial Supply Association (ISA)**.



- The average construction distributor in the U.S. serves 2,000-plus contractor accounts. Some have multiples of that.
- Professional contractors rely almost exclusively on distributors for their application-specific tool and supply needs.
- Contractors and distributors build trust-based relationships over the course of years and decades. A well-served contractor will continue to buy from his preferred distributor for years, even decades.
- Distributors specialize in repeat business and make purchasing decisions based on that expectation. A distributor that adds your line expects to sell it for years to come.

Each lead generated by **Contractor Supply** represents thousands of potential customers — all professional, repeat buyers.



» SALES  
LEADERS



## THE ONE AND ONLY — IN PRINT AND ONLINE

**Contractor Supply is the print magazine of choice** for the construction tool and supply distribution channel, and print remains the channel's preferred medium of communication. The evidence is both empirical and anecdotal: **Contractor Supply's** page counts continue to grow, and **Contractor Supply is the only magazine exclusively serving the construction supply channel.**

**On the Internet, [www.ContractorSupplyMagazine.com](http://www.ContractorSupplyMagazine.com)** has surpassed **600,000 pages views** in a 12-month period and provides fresh industry news and new product information nearly every day — and often on the weekends, too.

**Our electronic newsletter, CS Weekly,** serves more than **11,000 professionals** who verify its value with consistently high open rates week-in and week-out.

**Electronic services including e-blasts** offer our advertisers a blazingly fast, direct, high-response conduit to the industry's most connected distributors and manufacturers.

## THE RESOURCE OF CHOICE — FOR GOOD REASON

Chris McClimon, Tom Hammel, Rich Vurva, Bob Stange and Patricia Wolf have 90-plus years of combined experience serving the construction and industrial supply markets.

- We are the industry's most recognized and respected publishing team.
- Our consultants and advertisers are the best of the best.
- Industry professionals rely on us for honest, focused content that they can use to build sales, profitability and competitive advantage in their local markets.
- As an advertiser, your message in **Contractor Supply** or **Industrial Supply** gives you the credibility of the industry's most trusted and respected magazines, bar none.

Whether your company is 1, 10 or 100 years old, our decades of industry credibility will work for you in ways no other publishers can even approach.

## » BY THE NUMBERS

### PRINT

- **Contractor Supply** magazine is published six times a year
- **Contractor Supply** reaches **18,000 highly-targeted subscribers** — all distributors, manufacturers and reps
- In 2015, **Contractor Supply** magazine averaged **118 pages** per issue
- **Contractor Supply's** 2015 STAFDA Convention issue ran **220 pages**

### WEBSITE

In the 12 months from June 1, 2015 to May 31, 2016, **Contractor Supply's** website had:

- **603,400 page views**
- **454,400 visits**
- **149,000 unique visitors**

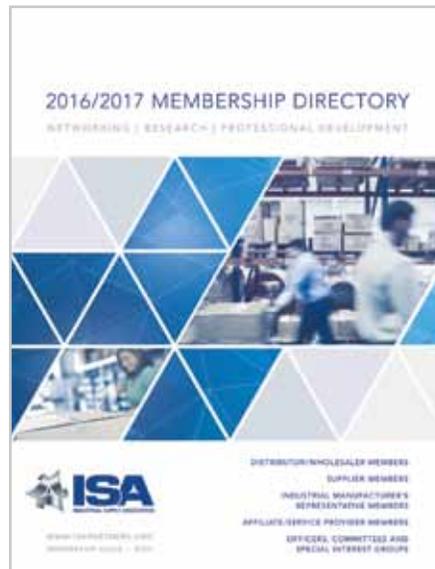
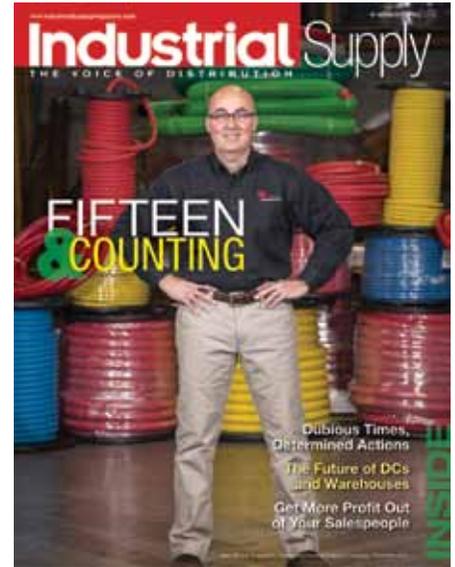
### EMAIL NEWSLETTER

- **CS Weekly** goes out 52 times a year to 11,000 subscribers each week

**For the year, CS WEEKLY had:**

- **469,740 total recipients**
- **151,314 total opens**  
(32.21% average open rate)
- **24,341 click-throughs**  
(16.08% average click-through rate)

## FAMILY OF PUBLICATIONS INCLUDES



## ABOUT DIRECT BUSINESS MEDIA, LLC

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

DBM is staffed and managed by its owners. We are dedicated to providing our customers with the highest levels of service, professionalism and integrity in the industry.

## » MEET THE PROS



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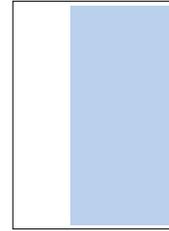


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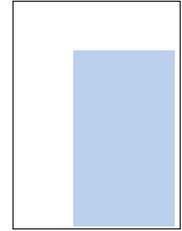
## AD SIZES



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



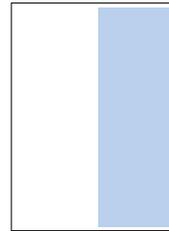
**2/3 Page**  
4.5625" x 10"



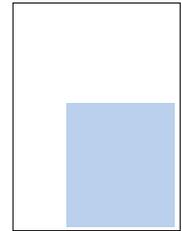
**1/2 Page Island**  
4.5625" x 7.375"



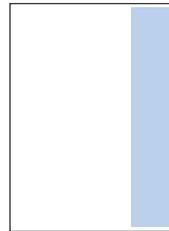
**1/2 Page Horiz.**  
7" x 4.875"



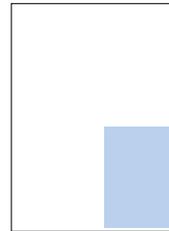
**1/2 Page Vert.**  
3.375" x 10"



**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"

## 2017 AD RATES

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

## » 2017 EDITORIAL CALENDAR

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

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

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

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



ISSUE	Dec 2016/Jan 2017	Feb/ Mar 2017	Apr/May 2017	Jun/Jul 2017	Aug/Sep 2017	Oct/Nov 2017	Dec 2017/Jan 2018
<b>Ad Close</b>	11/18/2016	1/09/2017	2/28/2017	4/28/2017	6/23/2017	8/22/2017	11/17/2017
<b>Materials</b>	11/23/2016	1/13/2017	3/06/2017	5/05/2017	7/05/2017	8/29/2017	11/22/2017
<b>Issue Focus</b>	Grinders and Sanders	Concrete Working & Cutting Equipment	Safety & PPE	Fastening Systems	Corded Tools	STAFDA Convention preview	Grinders and Sanders
<b>Industry Updates</b>	Abrasives Cords, Cables & Lighting Cold Weather Safety & Heaters Ladders, Scaffolds & Lifts	Compaction Equipment Diamond Blades & Bits Gas Engine Equipment Lubes & Chemicals Hydraulic Tools	Anchoring Systems Stationary Tools: Table, Miter & Chop Saws Rotary Hammers Adhesives, Sealants & Coatings Safety Equipment & Gloves Strut & Hangers	Power Nailers & Staplers Collated Fasteners Air Compressors & Accessories Cable Installation & Testing Head, Ear, Eye PPE	Vacuum Systems Generators Fall protection Wood & Metal Saws & Blades	Lasers, Levels, Meters & Professional Measurement Hand Tools Tool Storage, Bags & Boxes Material Handling Cordless Tools Drill Bits Pipe & Rebar Tools	Abrasives Cords, Cables & Lighting Cold Weather Safety & Heaters Ladders, Scaffolds & Lifts
<b>Shows and Reviews</b>	<b>Report: 2016 STAFDA Convention</b> <b>PREVIEW: 2017 International Builders Show</b> Jan. 10-12; Orlando <b>PREVIEW: 2017 World of Concrete</b> Jan. 17-20; Las Vegas	<b>PREVIEW: 2017 CONEXPO-CON/AGG</b> March 7-11; Las Vegas	<b>PREVIEW: 2017 National Hardware Show</b> May 9-11; Las Vegas <b>Report: World of Concrete</b> <b>Report: International Builders Show</b>	<b>Report: National Hardware Show</b>	<b>PREVIEW: 2017 STAFDA Convention &amp; Trade Show Special Issue!</b> Nov. 12-14; Austin, TX	<b>PREVIEW: 2018 International Builders Show</b> Jan. 9-11; Orlando <b>PREVIEW: World of Concrete 2018</b> Jan. 22-26; Las Vegas	

# » 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://www.hightail.com/u/DirectBusinessMedia>
- E-mail [aroehl@directbusinessmedia.com](mailto:aroehl@directbusinessmedia.com)
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

## PRODUCTION CONTACT

### MATERIALS

#### Amy Roehl

866-214-3223 ext. 20 | [aroehl@directbusinessmedia.com](mailto:aroehl@directbusinessmedia.com)

FAX: 920-397-7558

When e-mailing photos, graphics or page layout files, please send them as source (not text) files. Any files containing graphics should be saved as a stuffed, self-extracting file that is bin-hex encoded.

## TERMS

Payment: net 30 days. Agencies and advertisers are jointly and severally liable. Discount of 15% applies for agency work if paid within 30 days. The publisher reserves the right to reject any advertising deemed inappropriate for the publication's standards.

## » ELECTRONIC ADVERTISING OPTIONS

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

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

### ONLINE ADVERTISING HELPS YOU:

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

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

Subscribers to **CS Weekly** rely on us to keep them up to date on what's happening in their industry, with news about company earnings, acquisitions, executive appointments and other important events. Newsletter button ads appear in the body of the newsletter itself. Click-thru ads appear on the pages of the stories included in the newsletter.



### SPECIFICATIONS

**File type:** animated or static .JPG or .GIF

**Resolution:** 72 dpi

**File size:** Maximum size allowed 800 KB (the smaller the file size, the faster the ad will load)

**Link:** Provide the URL where visitors will be redirected after they click on your ad

**Flash:** Flash is no longer recommended because major browsers are ending support of that technology. Instead, we accept animated GIF files as well as HTML5 content and animations.

### PRODUCTION CONTACT

#### MATERIALS

**Amy Roehl**

866-214-3223 ext. 20 | [aroehl@directbusinessmedia.com](mailto:aroehl@directbusinessmedia.com)

FAX: 920-397-7558

### ELECTRONIC AD SIZES & RATES

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

#### CS Weekly e-mail newsletter

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

*Animated ads will not work in some email systems, such as Outlook. Please submit only static ads intended for custom emails and CS Weekly.*

#### Video Uploads

Per Video	5 minutes or less	\$340/6 mo.
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## » E-BLAST & WEBSITE SPONSORSHIP

### MONTHLY FIRST-RUN VIDEO E-BLAST

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

Once a video runs in **CS First-Run Videos**, 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



### VIDEO E-NEWSLETTER RATES

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

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



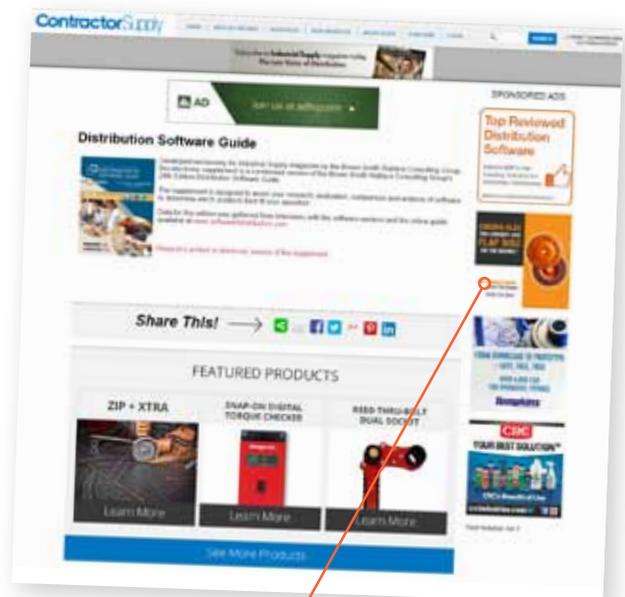
### PROMOTE YOUR INVESTMENT IN THE DISTRIBUTION SOFTWARE GUIDE

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

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

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

**Sponsorship and materials deadline:**  
**Sep. 1, 2017**



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

## » FOCUSED FEATURES



### FRONT-LINE COVER STORIES

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

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

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

### AUTHORITATIVE FEATURES AND DEPARTMENTS

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

From business technology, inventory control, leadership, cash flow and collections to marketing and sales training,

we cover the gamut of business operations. Our guest contributors are all recognized experts in their fields — many are designated STAFDA consultants.

### THE LAST WORD ON TOOLS

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

### THE BEST PRODUCTS ON EARTH — AND ONLINE

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

Our website at [www.ContractorSupplyMagazine.com](http://www.ContractorSupplyMagazine.com) publishes news and new products online every day, often within minutes of receiving them. Readers can search thousands of articles and more than 2,000 products online.

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

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

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

### VALUE-ADDED SERVICES WITH REAL VALUE

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

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