

# W MATERIAL HANDLING HOLESALE

The *Source* in Material Handling

## 2010 Media Kit



Magazine



Web site



Newsletter

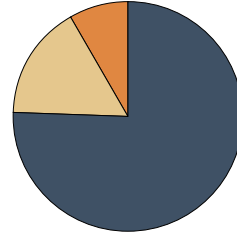
Get your message into the marketplace with *Material Handling Wholesaler's* print, e-mail and online resources.

Material Handling Wholesaler is an internationally known publication serving the wholesale material handling industry. "Wholesaler" has three primary products, a monthly print magazine, an easy-to-use Web site and a popular weekly newsletter delivered via e-mail. The monthly issue of Wholesaler has been the industry's premier "buy and sell" forum since it began in 1979. It features industry columnists, news, equipment and services and a vendor Source Directory.

Wholesaler's Web site, [www.MHWmag.com](http://www.MHWmag.com), expands on the magazine with additional industry new and feature articles, as well as extensive product listings and an online vendor Source Directory. The Web site also has an archive search engine for news articles and equipment listings. And for the latest industry news and product releases, readers count on the Wholesaler Weekly newsletter every Tuesday, delivering breaking news, feature articles, classified and industry links for more products and services.

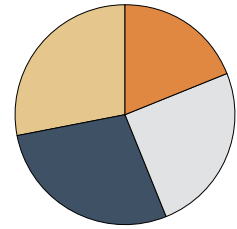
*\*Material Handling Wholesaler, 2009 Publisher's statement*

## \*Who does Material Handling Wholesaler reach?



- 75% are material handling distributors and dealers
- 17% are material handling manufacturers
- 8% are material handling associated suppliers or service providers

## \*What are the key demographics of Material Handling Wholesaler?



- 28% are Owners, Presidents, Principals and CEOs of their companies
- 28% are Vice Presidents or General Manager's of their companies
- 25% are Sales, Parts or Service manager's of their companies
- 19% are sales representatives or serve in other capacities in the material handling industry

## Online Rate Card

Web site [www.MHWmag.com](http://www.MHWmag.com)

### Ad Unit: MHW Leaderboard

Units Available: 3 rotating  
Dimensions: 728 x 90 pixels  
File Format: RGB in a GIF file (Flash also acceptable, call for details)  
Placement on Web page: Top center-right of page

1x	3x	6x	9x	12x
\$755/mo	\$695/mo	\$635/mo	\$565/mo	\$495/mo

### Ad Unit: MHW Home Page Vertical Rectangle

Units Available: 10 rotating  
Dimensions: 240 x 400 pixels  
File Format: RGB in a GIF file (Flash also acceptable, call for details)  
Placement on Web page: Right column of page

1x	3x	6x	9x	12x
\$625/mo	\$565/mo	\$495/mo	\$425/mo	\$365/mo

### Ad Unit: MHW Half Banner

Units Available: 2  
Dimensions: 234 x 60 pixels  
File Format: RGB in a GIF file  
Placement on Web page: Left column of screen

1x	3x	6x	9x	12x
\$365/mo	\$285/mo	\$225/mo	\$165/mo	\$95/mo

### Ad Unit: MHW Article Sponsor

Units Available: 2  
Dimensions: 300 x 250 pixels  
File Format: RGB in a GIF file (Flash also acceptable, call for details)  
Placement on Web page: Within the articles

1x	3x	6x	9x	12x
\$365/mo	\$285/mo	\$225/mo	\$165/mo	\$95/mo

### Ad Unit: MHW Feature Sponsor

Units Available: 10  
Dimensions: 120 x 60 pixels  
File Format: RGB in a GIF file, no animation  
Placement on Web page: Bottom of page

1x	3x	6x	9x	12x
\$165/mo	\$135/mo	\$115/mo	\$95/mo	\$75/mo

### Ad Unit: MHW Product Video Link

Units Available: 10  
Dimensions: Text link  
Copy: Company name and product name  
Placement on Web page: Bottom right on page

1x	3x	6x	9x	12x
\$355/mo	\$295/mo	\$235/mo	\$165/mo	\$95/mo

### MHW E-mail blast

Material Handling Wholesaler offers a unique opportunity to reach more than 1,300 e-subscribers by advertising on a special e-mail blast with your company information and offer. Please call for available days.  
\$525 per blast.

### Wholesaler Weekly e-newsletter

The Wholesaler Weekly is e-mailed to more than 1,300 e-readers every Tuesday morning. Deadline is Friday at 3 p.m. for the following week's publication.

### Ad Unit: Weekly Leaderboard

Units Available: One  
Dimensions: 728 x 90 pixels  
File Format: RGB in a GIF file  
Placement on Weekly: Top center right of e-newsletter

Open Rate	13x	26x	40x	52x issues
\$400	\$325	\$255	\$195	\$125

### Ad Unit: Weekly Half Banner

Units Available: 6  
Dimensions: 234 x 60 pixels  
File Format: RGB in a GIF file  
Placement on Weekly: Right column of screen

Open Rate	13x	26x	40x	52x issues
\$215	\$185	\$135	\$105	\$65

### Ad Unit: Weekly Featured Product

Units Available: 4  
Dimensions: 184 x 261 pixels  
File Format: RGB in a GIF file  
Placement on Weekly: Right column and bottom of newsletter

Open Rate	13x	26x	40x	52x issues
\$385	\$305	\$245	\$185	\$125

### Wholesaler Weekly Classifieds

Each issue has FOR SALE, WANTED TO BUY and EMPLOYMENT ads available for sale: \$55 per listing without any print advertising • \$25 per listing with any print advertising

### Wholesaler Weekly Weblinks

Each link contains company name with link to Web site: • Annual listing \$55

# W MATERIAL HANDLING WHOLESALE

P.O. Box 725 • Dubuque, IA 52004-0725  
 (563) 557-4495 • Toll Free (877) 638-6190  
 Fax (563) 557-4499 • www.MHWmag.com

## Publisher's Statement

**Average Circulation:** 9,154  
**October 2008-Sept. 2009**  
**Analyzed Issue:** September 2009, Circulation 8,945  
**Frequency:** 12 times/year  
**Established:** 1979  
**Publisher:** Specialty Publications International Inc.

**Field Served:** Material handling equipment distributors/dealers, manufacturers, manufacturer's representatives, service facility owners and systems engineers

**Reader Qualification:** *Material Handling Wholesaler* is distributed to qualified subscribers serving MHEDA and MHIA memberships, Industrial Truck Wholesalers (SIC 3537), Material Handling and Shop Equipment Wholesalers (SIC 5084), Material Handling Service and Repair Facilities (SIC 7699), and other qualified readers, including consultants and engineers within the Material Handling Industry.

**Subscribers Surveyed:** 4,435 subscribers as of the September 2009 issue (50% of circulation)

**Pass Along Copies** 2.07 people on average share a subscription, effectively making MHW circulation 18,949.

<b>Business/Industry Classification</b>	<b>1. Material Handling Distributor/Dealer.....</b>	<b>75.3%</b>
	New Equipment Only .....	19.4%
	Used Equipment Only .....	6.4%
	New and Used Equipment .....	49.5%
	<b>2. Material Handling Manufacturer .....</b>	<b>16.5%</b>
	Equipment, Parts and Components .....	12.0%
	Manufacturers Representative .....	4.5%
	<b>3. Other (Engineer, Consultant, etc.) .....</b>	<b>8.2%</b>
	Surplus, Liquidations, Auctions and Financial.....	1.2%
	Other .....	7.0%
<b>Total .....</b>	<b>100%</b>	

<b>Title Classifications and Definitions</b>	Owner, President, Principal, CEO.....	27.9%
	Vice President or General Manager .....	27.6%
	Sales Manager .....	16.2%
	Sales Representative .....	9.3%
	Service Manager.....	5.0%
	Parts Manager .....	4.0%
	Other.....	10.0%

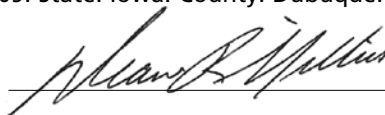
### Products/Services Offered\*

Power industrial trucks .....	71.5%	Dock Equipment .....	33.4%	Drug testing .....	10.5%
Pallet jacks .....	69.9%	Safety products .....	33.1%	Auctions .....	10.5%
Parts .....	64.1%	Conveyor equipment		Robots, automation equipment .	9.8%
Attachments & accessories . . .	63.8%	and accessories .....	32.2%	Fluid power equipment.....	9.8%
Batteries/chargers.....	58.2%	Scrubbers/sweepers .....	29.7%	Mechanical power transmission	
Tires/wheels .....	53.7%	Container storage .....	26.4%	equipment .....	9.7%
Rack shelving .....	48.5%	LP distributors .....	23.1%	Computers .....	8.0%
Seats .....	47.9%	Plant yard equipment .....	22.5%	Controls & information	
Repair services .....	46.5%	Plant facilities equipment . . .	22.4%	handling .....	7.2%
Lift tables .....	44.8%	Automated storage systems . . .	19.4%	Inventory & production control	
Storage equipment .....	42.9%	Transportation & hauling . . .	16.7%	systems .....	5.7%
Drum handlers .....	40.7%	Electrical/electronic controls . .	16.4%	Auto identification equipment..	5.6%
Engines .....	38.8%	Warehouse management .....	15.8%	Other.....	5.5%
Overhead lifting equipment . . .	38.7%	Packaging .....	15.0%	Training & educational .....	4.2%
Non-powered floor equipment.	36.9%	Custom fabricators.....	13.8%	Insurance.....	3.7%
Rentals .....	35.6%	Finance .....	12.3%		

\*A majority of subscribers offer more than one product line and/or service, bringing the sum of percentages to greater than 100%.

### Publisher's Affidavit

I hereby make an oath and say that to the best of my knowledge and belief all data set forth in this report are true and correct. Date signed: September 1, 2009. State: Iowa. County: Dubuque.



Publisher/General Manager

Month	Edit Deadline	
January	11/13/2009	<b>Smart staffing and training</b> – A look at how to hire the right people and train them for success.
February	12/15/2009	<b>Sales Excellence</b> – New ideas to help your sales staff achieve its profit goals. <i>Supplement: Wholesaler's Black Book of M&amp;H contacts</i>
March	1/15/2010	<b>NA 2010 show guide and highlights</b> – Get all the information you need before attending one of the largest material handling shows in North America. <i>Supplement: NA 2010</i>
April	2/16/2010	<b>MHEDA 2010 convention preview</b> – Find out what to expect at the 2010 Material Handling Equipment Dealer Association convention. <i>Supplement: MHEDA Conference</i>
May	3/16/2010	<b>Environment Issue</b> – Find out how your business can increase its recycling, and possibly save some money too.
June	4/14/2010	<b>Sales and Marketing</b> – New marketing and sales ideas to help your company come out on top.
July	5/14/2010	<b>MATTECH™ 2010 show preview</b> – Find out what to expect at the 2010 international show. <i>Supplement: MATTECH™ 2010</i>
August	6/15/2010	<b>Aftermarket</b> – Find out how your business' parts and service departments can become a profit source. <i>Supplement: Wholesaler's Black Book of M&amp;H contacts</i>
September	7/15/2010	<b>Finance</b> – Finance advice for the material handling industry.
October	8/17/2010	<b>Salute to Women in the Industry</b> – Find out about women leaders in the material handling industries and the new opportunities they're helping create.
November	9/15/2010	<b>New industry technology</b> – The latest resources and ideas to improve your business operations. <i>Supplement: What's new in material handling</i>
December	10/15/2010	<b>Setting up for success in 2011</b> – Ideas and advice to help your company have a successful new year.

## Art Specs

Inside Pages Ad Size	Dimensions (W x H)
Full Single Page Inside	9.75" x 11"
Facing Inside Pages	each 9.75" x 11"
Center Spread Pages	20.25" x 11
3/4 Page	9.75" x 8.125"
1/2 Page (Vertical)	4.75" x 11"
1/2 Page (Horizontal)	9.75" x 5.5"
1/4 Page	4.75" x 5.5"
1/8 Page	4.75" x 2.625"
Source Directory	Dimensions (W x H)
Enhanced Listing	3" x 1"
Glossy Covers Ad Size	Dimensions (W x H)
Glossy Cover Page	10.5" x 12"
Glossy Facing (2 pages)	21" x 12"
Front Cover Ad	6.75" x 3.5"
Document size	10.5" x 12"
Image area	10" x 11.5"
Build bleeds	0.125"

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final artwork provided as a Press Quality PDF (v1.3), or acceptable applications, including QuarkXPress™ Adobe® InDesign®, Adobe® Photoshop®, Adobe® Illustrator®, or Macromedia® Freehand® for Macintosh\*. When supplying native files, all supporting elements - fonts, images, logos, etc. - must be included. Files also can be received through e-mail and ftp. Acceptable standalone file formats include PDF (use the pdf/x-1a:2001 standard, with fonts embedded), EPS (supply fonts or convert them to outlines/paths), TIFF and JPEG. Spot color ads should be built using black and magenta. Call 877-638-6190 and our production department will assist you if you have further questions.

### SENDING ADS

Via Mail—CD  
P.O. Box 725, Dubuque, IA 52004-0725

Via Delivery Service—CD  
801 Bluff Street, Dubuque, IA 52001

Via E-Mail—Files less than 10 MB

send to: art@mhwmag.com

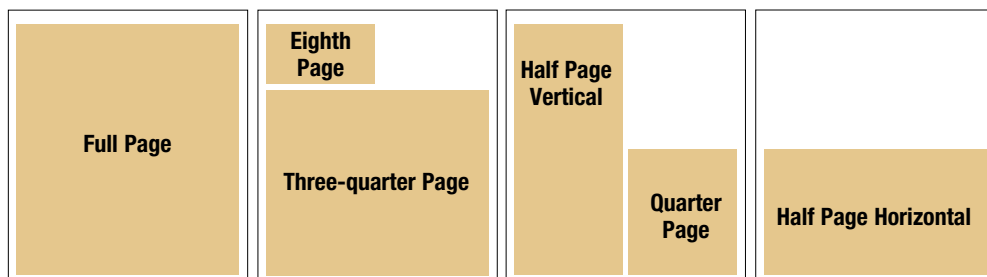
Via FTP—Files Compressed with Ziplt or Stuffit

Go to [www.MHWmag.com](http://www.MHWmag.com), click on the Ad Upload Center button type in the password wholesaler. Follow the simple instructions to use the site.

If you have problems, call 877-638-6190.

### We CANNOT accept:

Ads created in Microsoft Publisher, Powerpoint or PaintShop. Ads submitted in these formats will be returned to the advertiser. Files that result in an unreasonable amount of editing are subject to additional charges.



# Display Rate Card

Glossy Cover Pages	1x	3x	6x	9x	12x
Glossy Cover Page	1675	1620	1575	1505	1400
Glossy Facing (2 pages)	2385	2265	2190	2055	1975
Foldout Cover	3675	3555	3455	3285	3045
Front Cover Ad	1340	1250	1165	1140	1100

Black and White	1x	3x	6x	9x	12x
Facing Inside Pages*	1130	1040	995	940	855
Center Spread pages	1300	1195	1145	1080	985
Full Page	680	630	615	600	570
3/4 Page	625	585	565	520	495
1/2 Page H or V	500	470	455	430	415
1/4 Page	350	330	315	300	280
1/8 page	250	240	230	220	205

B/W + one color	1x	3x	6x	9x	12x
Facing Inside Pages*	1230	1140	1095	1040	955
Center Spread pages	1400	1295	1245	1180	1085
Full Page	780	730	715	700	670
3/4 Page	725	685	665	620	595
1/2 Page H or V	600	570	555	530	515
1/4 Page	450	430	415	400	380
1/8 page	350	340	330	320	305

Spot colors available: Reflex Blue, Red PMS 185, Green PMS 347 and Yellow.

Full Color (CMYK)	1x	3x	6x	9x	12x
Facing Inside Pages*	1430	1340	1295	1240	1155
Center Spread pages	1600	1495	1445	1380	1285
Full Page	980	930	915	900	870
3/4 Page	925	885	865	820	795
1/2 Page H or V	800	770	755	730	715
1/4 Page	650	630	615	600	580
1/8 page	550	540	530	520	505

Color rates are net. For gross rates, please add an additional \$17.65 to spot color and \$52.95 to full color.

Position Requests for inside placement is available for a 15% surcharge to above display rates.

\*No bleeds or center alignments are allowed on facing pages.

Inserts	1x	3x	6x	12x
Single Sheet 11x17" folded	\$930	\$855	\$775	\$670

Larger inserts quoted on an individual basis.

We also print inserts, flyers and brochures — call for a quote!

Classified Advertising	1x	3x	6x	12x
4"	65.00	62.75	60.50	58.25
6"	97.00	93.15	89.30	85.45
9"	121.00	115.95	110.90	105.85
12"	150.00	142.50	139.50	135.00
15"	175.50	166.75	163.25	158.00
20"	218.00	207.25	202.75	196.20
55"	525.00	500.00	488.25	475.00

(55" is full page minus classified header)

Categories: For Sale, Wanted to Buy, Employment Opportunities, Business Opportunities or Announcements

#### Additional Services:

Add \$25 per week to have your classified ad appear in the weekly online classified ads.

Add \$30 for a blind box or mail forwarding services.

Add \$25 per photo/graphic in classified ad.

Add \$40 for spot color. Colors available are Reflex Blue and Red.

Column Widths:	1	2	3	4	5
	1.75"	3.75"	5.75"	7.75"	9.75"

**Commissions** — 15% to recognized advertising agencies provided billings do not exceed 30 days past due. No cash discount. No commission on Source Directory, insert handling and binding.

**Terms of Payment** — Cash with order unless credit established. Balance due by 25th of the following month. \$30 service fee plus any additional charges incurred due to a returned check.

#### Source Directory Listings

The Source Directory is a monthly buyers' guide for products and services relevant to the industry.

Enhanced Listings size 3"W x 1"H, room for company logo/other artwork, contact name, etc.

Annual Rate — 12 issues (display ad includes FREE link on Web site)

Display Listing. . . . . \$765

#### Additional Listings

2 Listings. . . . . \$1,145

3 Listings. . . . . \$1,395

Any additional listings, add \$100

## Ad deadlines

Issue	Cover Deadline	Ad Copy/Space Deadline	Mailing Date
January 2010	11/25/2009	12/3/2009	12/17/2009
February 2010	12/29/2009	12/30/2009	1/15/2010
March 2010	1/29/2009	2/2/2010	2/16/2010
April 2010	2/26/2010	3/1/2010	3/16/2010
May 2010	3/30/2010	4/1/2010	4/16/2010
June 2010	4/30/2010	5/3/2010	5/17/2010
July 2010	5/28/2010	6/1/2010	6/15/2010
August 2010	6/30/2010	7/1/2010	7/15/2010
September 2010	7/30/2010	7/30/2010	8/16/2010
October 2010	8/31/2010	9/1/2010	9/16/2010
November 2010	9/30/2010	10/1/2010	10/15/2010
December 2010	10/29/2010	11/1/2010	11/15/2010

Wholesaler's special supplements give your company an opportunity to showcase new products or developments, build market position and increase your company's brand recognition. Supplement placement also gives you a spot in prime reference guides for industry events that Wholesaler readers will refer to throughout the year.



## Black Book of Industry Contacts

The Black Book of Industry Contacts is published twice a year with a list of product and service categories for Wholesaler readers to reference throughout the year.

Each listing has company information with a brief 50-word description including name, contact information and member affiliations. In addition to the printed Black Book supplement, the listing also will appear in a PDF publication available at [www.MHWmag.com](http://www.MHWmag.com) until the new Black Book is published.

Ad Deadline: June 28, 2010      Inserted: August 2010 issue  
Ad Deadline: December 27, 2010      Inserted: February 2011 issue



## NA 2010

If you are exhibiting at NA 2010 don't forget to let Wholesaler readers know! This special supplement will feature important show information including the NA 2010 booth map, hours of operation and more.

Ad Deadline: January 25, 2010      Inserted: March 2010 issue



## MHEDA Convention

If you are exhibiting at MHEDA be sure to tell Wholesaler's readers! This special supplement will feature important show information including the exhibitor booth map, schedule of daily events and more.

Ad Deadline: February 22, 2010      Inserted: April 2010 issue



## What's New

This annual supplement highlights the new products and services that you want Wholesaler readers to know about. When you buy a page to advertise your business, you get a page to highlight product and services about your business.

Ad Deadline: September 27, 2010      Inserted: November 2010 issue

Black Book Supplement		
Ad location	Cost	Dimensions
Front Cover	\$699	6.25" x 3"
Back Cover	\$999	7" x 10"
Inside Front/Back Cover	\$799	7" x 10"
Full Page	\$399	7" x 10"
Half Page	\$299	7" x 5"
Text Blocks		
1-3 blocks	\$45 each	
4-8 blocks	\$40 each	
9 or more blocks	\$35 each	

NA 2010 & MHEDA Convention Supplements		
Ad location	Cost	Dimensions
Front Cover	\$799	7" x 7"
Back Cover	\$999	7" x 10"
Full Page	\$399	7" x 10"

What's New Supplement		
Ad location	Cost	Dimensions
Front Cover	\$799	7" x 7"
Back Cover	\$999	7" x 10"
Full Page	\$775*	7" x 10"

\*12x advertisers receive 25% off the full page price.