

WHOLESALER MATERIAL HANDLING

Still the one for advertising RESULTS!

2013 Media Kit

Specialty Publications International, Inc. A Dynamic, Employee-Owned Publishing Company

MATERIAL HANDLING WHOLESALER **TVH** www.tvh.com

HOME SOURCE DIRECTORY NOTS & BOLTS NEW PRODUCTS ARCHIVES SHIFTING GEARS ADVERTISE INDUSTRY LINKS CURRENT ISSUE AD UPLOAD

SEARCH

SUBSCRIBE TO PRINT MAGAZINE | SUBSCRIBE TO E-NEWSLETTER | ABOUT US | CONTACT US

Find equipment or articles

INDUSTRY NEWS

Nuts & Bolts | **Shifting Gears**

CAT LR Tractor handles hand pallet truck to Houston Habitat for Humanity

AAR reports record weekly rail traffic

The second Tennessee State University Supply Chain Summit to focus on risk management

Historic park around Los Angeles city hall turns premier with LED lighting

NAHQ donates 10 truck to First Born Community Development Center

The signs of an improving economy through a fourth year

Cosco Wiring Devices awarded platinum honors for Product of the Year Competition

AAR reports gains in weekly rail traffic

AMT elects new directors

YRC Freight driver named four-time champion at 2012 National Truck Driving Championships

Cooper Lighting's LED Innovation Center receives LED Lighting Excellence award

Web Exclusives | **Features** | **Products** | **Events** | **Digital Edition**

Johnson Controls Global WorkPlace Solutions and Agilent Technologies extend successful relationship for a third time

Johnson Controls Global WorkPlace Solutions (GPS), a leading provider of facilities, operations real estate and energy management to many of the world's largest companies, has signed a new global contract with Agilent Technologies Inc. The third-generation...

Magline promotes Greg Ecker to Executive Vice President

Magline announces that it has promoted the current Vice President of Sales & Marketing, Greg Ecker, to the position of Executive Vice President. Mr. Ecker, an experienced sales manager and innovative thought leader, will assume responsibility...

ODSS's Outstar 2.5 brings system administration to forefront

The new version of Outstar, ODSS's flagship surveillance and security platform, focuses on system-wide administration and optimized hardware utilization. The new version of Outstar introduces automatic learning, a huge time-saver for system...

Extreme environments no problem for ruggedized TUFF air sampling pumps from Casella

Extreme environments in the construction, mining, petrochemical and many other industries can expose workers to dangerous airborne particulates and vapors, such as lead, mold or asbestos, or a variety of organic or synthetic chemicals. Sample pumps...

Cooper Wiring Devices awarded platinum honors for Product of the Year Competition

Cooper Wiring Devices has been honored with a Platinum Product of the Year award from Electrical Construction & Maintenance (ECM) magazine. Its combination USB charger with digital resistor impedance tested a list of more than 120 products...

YRC Freight driver named four-time champion at 2012 National Truck Driving Championships

YRC Freight is proud to announce that professional driver Scott Stroup of Omaha, NE has been named four-time champion at the 2012 National Truck Driving Championships (NTDC). Kevin Kowalski of Lancaster, PA placed third in the same class. Stroup...

Cooper Lighting's LED Innovation Center receives LED Lighting Excellence award

Cooper Lighting's LED Innovation Center receives LED Lighting Excellence award

WEST POINT RACK, INC.

Chain Wear Gauge

Website

Specialty Publications International, Inc. A Dynamic, Employee-Owned Publishing Company

MATERIAL HANDLING WHOLESALER **WEEKLY e-Newsletter**

We know of a sales person who works 24/7 for just \$63⁹⁹ a month...

Over 3,400 Weekly E-Newsletter Readers | Over 21,000 Wholesaler Monthly Magazine Readers

August 14, 2012 | Print advertising deadline for the October issue is Friday, August 31

Feature

Industry offers career diversity

To Mike Flamer, a large distribution center with its conveyors and elevators looks like a life-size Lionel train set. The fascination with all the moving parts are part of what Flamer, of The Dorfman Group, which recruits for the material handling industry...**MORE**

Nuts & Bolts News of acquisitions, operations, and other business news

Barcoding, Inc. announces agenda for 2nd annual executive forum

Barcoding, Inc. announced the agenda for the 2nd Annual Executive Forum: Accelerating the Supply Chain with Barcoding and RFID, presented in conjunction with Motorola...**MORE**

Peter Borden transitions based on AMT merger success

AMT - The Association for Manufacturing Technology has announced that Peter Borden, past President of AMTDA and current Strategic Integration Officer of AMT, will be leaving the...**MORE**

Reddaway receives 2012 Quest for Quality award for performance excellence

Reddaway announced it was named a 2012 Quest for Quality award recipient by Logistics Management magazine. Reddaway earned the honor in the Expedited Motor Carriers category. This makes 10...**MORE**

TVH tvh.com

SOUTHWORTH 800-743-1000

MHEDA www.mheda.com

www.MHwMag.com

Source Links

Perf. Std. US. Copyright. PAID Wholesaler

MATERIAL HANDLING WHOLESALER P.O. Box 720 • Columbus, IN 47306-0720 Change Service Requested

Weekly E-Newsletter

Specialty Publications International, Inc. A Dynamic, Employee-Owned Publishing Company

MATERIAL HANDLING WHOLESALER **DIGITAL ISSUE**

September 2012 Digital Edition

Check out the Material Handling Wholesaler Digital Issue!

Featuring monthly columns, product news and over 120 advertisers!

Cover Story

Industry offers career diversity

By Gary Bartels

You now have to prepare to implement both the PPACA and HCRBA as a result of the Supreme Court decision on Obamacare. It appears that these laws require amendment or additions to the Internal Revenue Code to the extent that these changes will generate the largest set of tax changes in more than 20 years. To learn more click here.

Aftermarket

Downtime is costly!

By John Walker

Association and manufacturers' surveys consistently point out that customers purchasing equipment are concerned primarily with this question: Is the dealership concerned with taking care of my needs after the sale? To learn more click here.

Human Element

Training key to long-term success

By Sir Scott

Recently, while listening to a news report, I heard some disturbing news regarding the amount of money businesses, as a whole, were spending on training. Unfortunately, according to the American Society for Training and Development (ASTD), this trend started long before our recent recession. To learn more click here.

Sales Trends

Is integrity a sales strategy?

By Dave Kahle

I was speaking to a group of professional sales people in Johannesburg, South Africa, on the subject of integrity in business. At dinner later in the evening, my host, who had been sitting in the audience, sheepishly shared with me that several of the people seated near her snickered at the idea. To learn more click here.

Your Business

West Point Rack's customer first philosophy pays off

ISSUE SPONSORS

WE PAY TOP DOLLAR FOR YOUR SCRAP METALS.

1-800-594-3750

Cardex Remstar

www.MHwMag.com

FEATURED PRODUCTS

FB's chain wear gauge eliminates maintenance guesswork

FB Chain Ltd's simple to use chain wear gauge allows anyone charged with on-site vehicle maintenance, to quickly and easily assess if a lift truck chain is reaching the point where it might become hazardous. Unlike other 'Go or No Go' chain gauges on the market which only indicate if a chain is either worn or not, FB's chain wear gauge enables the engineer to decide if a chain could become dangerously worn out before the next service.

www.chainweargauge.com

Click here for the digital edition

Click here for the Black Book

Digital E-Newsletter

MATERIAL HANDLING WHOLESALER

An Employee-Owned Specialty Publications International, Inc. Magazine | www.MHwMag.com | May 2012 \$10

Smart lifting, clean trucking

DYNA RACK The Dealers' Source For Portable Racks™

STOCK PROGRAM AVAILABLE

Stack and Store Your Product with Dyna Racks!

Call For Assistance In Solving Your Storage Problems!

For additional literature and pricing information, call **800-939-DYNA (3962)**

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MATERIAL HANDLING WHOLESALER P.O. Box 720 • Columbus, IN 47306-0720 Change Service Requested

ATTN: Postmaster: This is digital material. Please return.

Magazine

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

Material Handling Wholesaler (MHW) is an internationally known publication serving the wholesale material handling industry. “Wholesaler” has four primary products: a monthly magazine, a user-friendly website and two e-newsletters (Wholesaler Weekly and Wholesaler Digital.) 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.

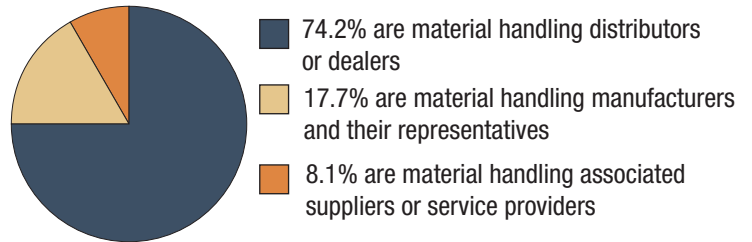
MHW recognizes its readers enjoy receiving industry news and product information in both print or electronic formats. Wholesaler will continue to deliver industry news to your business but is now available in a digital format delivered directly to your inbox.

Wholesaler’s website, www.MHWmag.com, expands on the magazine with additional industry news and feature articles, as well as extensive product listings and an online vendor Source Directory. The website also has an archive search engine for news articles and equipment listings. For the latest industry news and product releases, readers count on the Wholesaler Weekly e-newsletter every Tuesday, delivering breaking news, feature articles, classifieds and industry links for more products and services. Every fourth Thursday of each month the Wholesaler Digital e-newsletter features even more new products and a link to the monthly publication to be viewed online with a PC or tablet.

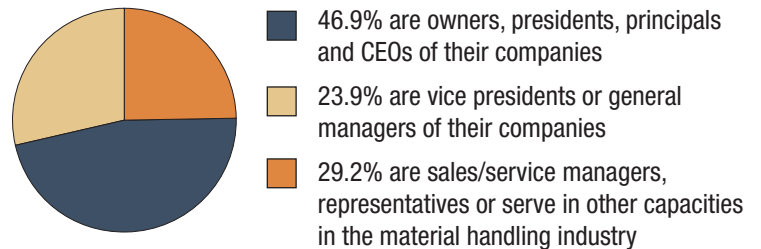
Profiles of company types and job functions by platform:		
Type of primary business	Electronic %	Print %
Dealer or distributor of new equip	18.7	12.5
Dealer or distributor of used equip	3.1	3.8
Dealer or distributor of new/used equip	14.0	57.9
Manufacturer of equip	16.6	62.0
Manufacturer of parts & components	10.2	5.5
Manufacturer of both	12.3	4.1
Manufactures representative	14.4	1.9
Surplus, liquidation, auctions, financial	5.2	0.6
Other	5.5	7.5
Type of position represented		
Owner, Principal, CEO and President	65.9	46.8
Vice-President/General Manager	15.0	23.9
Sales Manager	4.3	10.1
Sales Representative	2.4	5.5
Service Manager	1.0	3.0
Parts Manager	6.6	2.3
Other	4.8	8.4

Source: MHW reader qualification form - October 2012

*Who does *Material Handling Wholesaler* reach?



*What are the key demographics of *Material Handling Wholesaler* readers?



**Material Handling Wholesaler* is passed around the office – on average each issue is shared with 2.72 people or an estimated audience of 20,487.

**Material Handling Wholesaler* knows its readers – each issue is 100% qualified and 75.1% have personally requested the magazine.

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:
 October 2011-September 2012 7,532
Analyzed Issue: October 2012, Circulation 7,928
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* (ISSN #2155-3467) is distributed to qualified subscribers serving MHEDA and MHIA memberships, Industrial Truck Wholesalers (SIC 3537), Material Handling and Shop Equipment Wholesalers (SIC 5084-26), Material Handling Service and Repair Facilities (SIC 7699) and other qualified readers, including consultants and engineers within the Material Handling Industry.

Qualified Circulation: 7,669 as of the October 2012 issue
 (100% of circulation)

Pass Along Copies: 2.72 people on average share a subscription, effectively making MHW circulation 20,487.
 (1,057 surveyed)

Business/Industry Classification
 (7,669 surveyed)

1. Material Handling Distributor/Dealer	74.2%
New Equipment Only.....	12.5%
Used Equipment Only.....	3.8%
New and Used Equipment.....	57.9%
2. Material Handling Manufacturer	17.7%
Manufacturer's Equipment.....	6.2%
Manufacturer's Parts & Components.....	5.5%
Manufacturer's All.....	4.1%
Manufacturer's Rep.....	1.9%
3. Other (Engineer, Consultant, etc.)	8.1%
Surplus, Liquidations, Auctions and Financial.....	0.6%
Other/Repair Services.....	7.5%
Total	100%

Title Classifications
 (7,669 surveyed)

Owner, President, Principal, CEO.....	46.8%
Vice President or General Manager.....	23.9%
Sales Manager.....	10.1%
Sales Representative.....	5.5%
Service Manager.....	3.0%
Parts Manager.....	2.3%
Other.....	8.4%

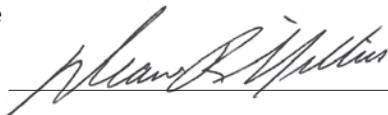
Products/Services Offered*

(1001 surveyed) *A majority of subscribers offer more than one product line and/or service, bringing the sum of percentages to greater than 100%.

Power industrial trucks	66.5%	Rentals	33.2%	Custom fabricators.	13.8%
Pallet jacks	60.2%	Overhead lifting equipment . . .	32.9%	Auctions	12.4%
Attachments & Accessories	59.8%	Scrubbers/Sweepers	30.0%	Finance	11.9%
Parts	59.5%	Conveyors equip and accessories	28.2%	Controls & Information handling	11.2%
Batteries/Chargers	52.3%	Training & Education.	24.1%	Mechanical power transmission equipment	10.0%
Tires/Wheels	49.3%	Plant facilities equipment	22.2%	Robots, auto equipment	10.0%
Rack shelving	46.0%	Container storage	21.8%	Inventory & Production control . .	9.7%
Dock Equipment.	45.8%	Plant yard equipment	20.5%	Fluid power equipment.	9.0%
Seats	43.9%	LP distributors	20.2%	Computers	8.8%
Repair services	41.2%	Auto storage systems.	20.0%	Auto identification equipment. . .	6.7%
Lift tables	39.5%	Warehouse management	19.7%	Insurance.	4.5%
Storage equipment	39.0%	Packaging	16.2%	Drug testing	4.4%
Drum handlers	37.1%	Transportation & Hauling	14.8%	Other.	4.0%
Engines	36.7%	Electrical/Electronic controls . .	14.2%		
Non-power floor equipment. . . .	36.2%				
Safety products	35.4%				

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: August 28, 2012. State: Iowa. County: Dubuque.



Publisher/General Manager

Month	
January	ProMat 2013 – Featuring the latest solutions and events of ProMat where the industry's leading innovators showcase their latest manufacturing, distribution and supply chain equipment and systems.
February	Economic / Political / Health Care Direction – What to expect after the recent presidential election. <i>Supplement: Wholesaler's Black Book of material handling contacts.</i>
March	Streamlining business operations and managing pricing pressures in today's economy.
April	MHEDA Annual Convention – Pre-planning for the 2013 Material Handling Equipment Dealer Association convention.
May	Environmental issue – Maintaining continued needs and use of renewable fuel technologies.
June	Customer Service – Striving for world-class customer and the tools needed to reach that goal.
July	Aftermarket – John Walker expands on aftermarket topics making news in the industry.
August	Benefits/Retention/Recruiting/Training – Best practices in human resources. <i>Supplement: Wholesaler's Black Book of material handling contacts.</i>
September	Finance – Garry Bartecki examines industry specific solutions to business credit-best practices.
October	Salute to Women in Material Handling – A profile of women making headlines in the industry.
November	Increasing warehouse efficiencies and dealing with transportation/3rd party carriers/less than a load issues. <i>Supplement: What's New products and services guide.</i>
December	Manufacturer/Dealer Relationships – Adjusting to current trends in manufacturing/dealer relationships.

Art Specs

Inside Pages Ad Size	Dimensions (W x H)
Full Single Page Inside	9.75" x 11"
Facing Inside Pages	9.75" x 11" each
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"

PRINT ADVERTISING SUBMISSIONS

All print ad artwork needs to be submitted to correct 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 PDF (v1.3). Acceptable alternate applications include QuarkXPress™, Adobe® InDesign®, Adobe® Photoshop® or Adobe® Illustrator®*. When supplying native files, all supporting elements – fonts, images, logos – must be included. Files can also 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. Please contact your account executive with questions. *Other formats may be acceptable - please call for more information.

WEBSITE/NEWSLETTER ADVERTISING SUBMISSIONS

All website/newsletter banner ad artwork needs to be submitted to correct dimensions at 72 dpi, in RGB color mode, and in GIF or JPEG format. Flash is acceptable; include original FLA file and a static GIF or JPEG image.

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

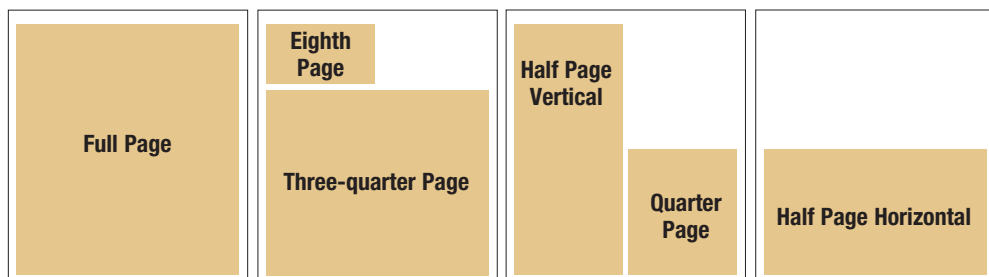
Via FTP—Files compressed with Ziplt or Stuffit

Go to www.MHWmag.com, 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, Word, 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	1742	1685	1638	1565	1456
Glossy Facing	2480	2356	2278	2137	2054
Foldout Cover	3822	3697	3593	3416	3167
Front Cover Ad	1440	1350	1310	1240	1200

Black and White	1x	3x	6x	9x	12x
Facing Inside Pages*	1155	1065	1015	960	875
Center Spread Pages	1330	1220	1170	1105	1005
Full Page	695	645	630	615	585
3/4 Page	640	600	580	530	505
Half Page	510	480	465	440	425
Quarter Page	360	340	325	310	290
Eighth Page	255	245	235	225	210

B/W + one color	1x	3x	6x	9x	12x
Facing Inside Pages*	1255	1165	1115	1060	975
Center Spread Pages	1430	1320	1270	1205	1105
Full Page	795	745	730	715	685
3/4 Page	740	700	680	630	605
Half Page	610	580	565	540	525
Quarter Page	460	440	425	410	390
Eighth Page	355	345	335	325	310

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

Full Color (CMYK)	1x	3x	6x	9x	12x
Facing Inside Pages*	1455	1365	1315	1260	1175
Center Spread Pages	1630	1520	1470	1405	1305
Full Page	995	945	930	915	885
3/4 Page	940	900	880	830	805
Half Page	810	780	765	740	725
Quarter Page	660	640	625	610	590
Eighth Page	555	545	535	525	510

Electronic Sponsor-Cover page in electronic edition

Digital Cover Page	1295	1245	1230	1215	1185
Video/Audio links	125	105	90	75	50
Web and e-mail hot links are complimentary.					

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 are 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 11"x17" folded	\$930	\$855	\$775	\$670

Larger inserts quoted on an individual basis. Minimum insertion charge is \$300.

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

Classified Advertising	1x	3x	6x	9x	12x
4"	85	80	75	70	65
6"	110	105	100	95	90
9"	135	130	125	120	115
12"	170	160	155	150	145
15"	190	185	180	175	170
20"	240	225	220	215	210
55"	550	535	525	515	505

(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 PMS 185.

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. \$50 service fee plus any additional charges incurred due to a returned check or credit card payment. Any bank charges assessed from any financial institution due to an account transfer will be billed back to the advertiser.

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 website)

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 2013	11/30/2012	11/30/2012	12/14/2012
February 2013	12/28/2012	12/31/2012	1/15/2013
March 2013	2/1/2013	2/1/2013	2/15/2013
April 2013	3/1/2013	3/1/2013	3/15/2013
May 2013	4/1/2013	4/1/2013	4/15/2013
June 2013	5/1/2013	5/1/2013	5/15/2013
July 2013	5/31/2013	5/31/2013	6/15/2013
August 2013	6/28/2013	7/1/2013	7/15/2013
September 2013	8/1/2013	8/1/2013	8/15/2013
October 2013	8/29/2013	8/30/2013	9/13/2013
November 2013	10/1/2013	10/1/2013	10/15/2013
December 2013	11/1/2013	11/1/2013	11/15/2013

**Short rate policy: If an advertising agreement is cancelled short of the number of insertions required to earn the frequency discounted rate it has been billed, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the agreement.

All cancellations must be submitted in writing and will not be accepted after the published ad deadline. Cover positions cannot be cancelled 30 days prior to deadline. Verbal cancellations will not be accepted.

Website

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 rotating
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 rotating
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

Ad Unit: MHW Sticky Note

Units Available: 1/month
Dimensions: 300 x 250 pixels
File Format: RGB in a GIF file
Placement on Web Page: Center of home page. One viewing per IP address per hour.

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

Wholesaler Digital e-newsletter

The Wholesaler Digital is e-mailed on the fourth Thursday of each month to readers who have agreed to receive it. The deadline for this e-mail is the third Friday of each month.

Ad Unit: Leaderboard

Units Available: 1
Dimensions: 728 x 90 pixels
File Format: RGB in a GIF file
Placement on newsletter: Top center right of e-newsletter

Open Rate	3x	6x	9x	12x
\$400	\$325	\$280	\$255	\$125

Ad Unit: MHW Half Banner

Units Available: 3
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	\$285	\$225	\$165	\$95

Ad Unit: Product listing

Units Available: 2
Word description: 50 word description of product, photo, and website URL address.
*Agreement Rate \$99
*Non-Agreement Rate \$199

Wholesaler Weekly e-newsletter

The Wholesaler Weekly is e-mailed to more than 3,100 readers every Tuesday morning. Deadline is Friday at 3 p.m. for the following week's e-newsletter.

Ad Unit: Weekly Leaderboard

Units Available: 1
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: 4
Dimensions: 234 x 60 pixels
File Format: RGB in a GIF file
Placement on Weekly: Right column of e-newsletter

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

Ad Unit: Weekly Featured Product

Units Available: 2
Dimensions: 184 x 261 pixels
File Format: RGB in a GIF file
Placement on Weekly: Right column and bottom of e-newsletter

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

Wholesaler Weekly Classified

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 Web links

Each link contains the company name with a link to its website: • Annual listing \$55

MHW e-mail blast

Material Handling Wholesaler offers a unique opportunity to reach more than 3,168 e-subscribers by advertising on a special e-mail blast with your company information and offer. Please call for available days. \$125 per thousand.

*The definition of an "agreement" is any current advertising agreement more than 3x for print, online or both.

The screenshot shows the Material Handling Wholesaler website interface. At the top, there's a navigation bar with links like HOME, SOURCE DIRECTORY, NEWS & BOLTS, NEW PRODUCTS, ARCHIVES, SHIPPING & LOGISTICS, ADVERTISE, INDUSTRY LINKS, CURRENT ISSUES, and AD UPDATES. Below the navigation is a search bar and a 'SUBSCRIBE TO MAGAZINE / SUBSCRIBE TO E-NEWSLETTER' section. The main content area features several articles under the heading 'INDUSTRY NEWS', including 'Leaders aren't born', 'ECB Refining named to 2011 Inc. 500/500 list', 'AAR reports mixed results for August rail traffic', 'Incoming knowledge - Got a clue?', 'Purulator International doubles U.S. presence', and 'Allet to close North American operations by end of 2011'. On the right side, there are three large vertical banners with the text 'Vertical banner'. At the bottom of the page, there are sections for 'CURRENT SUPPLEMENTS' (Black Book Directory, Product 2011, World's New Equipment) and 'FEATURED SPONSORS'. A large 'Half banner' is positioned above the 'Featured Sponsor' section.

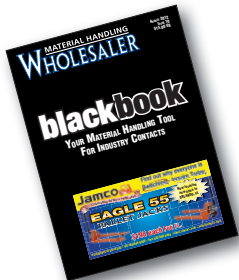
Wholesaler's special supplements give your company an opportunity to showcase new products or developments, build market position and increase your company's brand recognition. Supplement placement also gives you a spot in prime reference guides for industry events that Wholesaler readers will refer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



ProMat 2013

If you are exhibiting at ProMat 2013, don't forget to let Wholesaler readers know! This special supplement will feature important show information including, the ProMat 2013 booth map, hours of operation and more. This supplement will be distributed in the MHW booth at ProMat 2013.

Ad Deadline: November 26, 2012 Inserted: January 2013 issue



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 until the new Black Book is published.

Ad Deadline: December 21, 2012 Inserted: February 2013 issue
Ad Deadline: June 24, 2013 Inserted: August 2013 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 your business' products and services.

Ad Deadline: September 23, 2013 Inserted: November 2013 issue

Black Book Supplement			
Ad location	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$699	\$899	6.25" x 3"
Back Cover	\$999	\$1099	7" x 10"
Inside Front/Back Cover	\$799	\$999	7" x 10"
Full Page	\$399	\$599	7" x 10"
Half Page	\$299	\$499	7" x 5"
Black Book Text Blocks			
Number of text blocks	*Agreement Rate	*Non-Agreement Rate	
1-3 blocks	\$45 each	\$65 each	
4-8 blocks	\$40 each	\$60 each	
9 or more blocks	\$35 each	\$55 each	

ProMat 2013 Supplement			
Ad location	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$799	\$999	7" x 7"
Back Cover	\$999	\$1199	7" x 10"
Full Page	\$399	\$599	7" x 10"

What's New Supplement			
Ad location	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$799	\$999	7" x 7"
Back Cover	\$999	\$1199	7" x 10"
Full Page	\$399	\$599	7" x 10"
Double Page	\$599	\$999	7" x 10" each

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INTRODUCING



PROMAT®

AN MHIA INTERNATIONAL EXPO

MCCORMICK PLACE CHICAGO JAN 21-24

www.ProMatShow.com

2013

Promote your business while being part of the ProMat excitement. Material Handling Wholesaler will deliver a ProMat 2013 e-newsletter on Monday December 10th and 17th, January 7th, 14th, 21st. There will also be a wrap-up e-newsletter on Wednesday, January 30, 2013 for a total of six e-newsletters.

MHW e-subscribers will receive upcoming events at ProMat 2013 in Chicago, Illinois. From show updates to sneak previews to show links – it will be featured in this special e-mail.



Ad Unit: Leader banner

Units Available: 1
 Dimensions: 728 x 90 pixels
 File Format: RGB in a GIF file
 Placement: Top center right of e-newsletter
 6 weeks \$2000

Ad Unit: Half banner

Units Available: 3
 Dimensions: 234 x 60 pixels
 File Format: RGB in a GIF file
 Placement: Right column of e-newsletter

1 week	6 weeks
\$200	\$700

Ad Unit: Featured product

Includes a 50-word description, photo and hot links to e-mail & web address.
 \$100/product or service

*6 week advertisers may bump 1 week advertisers.

Issue Date	Ad Deadline
December 10	12/6/2012
December 17	12/13/2012
January 7	1/3/2013
January 14	1/10/2013
January 21	1/17/2013
January 30	1/28/2013