

W **MATERIAL HANDLING** **HOLESALER**

MEDIA PLANNER

WMAW 2024



CELEBRATING 45 YEARS!

DIGITAL & PRINT | NEWSLETTERS | LEAD GENERATION

About Material Handling Wholesaler



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.

*Who Does Wholesaler Reach?

- 40% are owners, presidents, principals and CEOs of their companies
- 26% are vice presidents or general managers of their companies
- 34% are sales/service managers, representatives or serve in other capacities in the material handling industry



*Material Handling Wholesaler is passed around the office – on average each issue is shared with 4.02 people or an estimated audience of 24,120

*Key Demographics of Wholesaler readers

- 63% are material handling distributors or dealers
- 27% are material handling manufacturers and their representatives
- 10% are material handling associated suppliers or service providers



*Material Handling Wholesaler knows its readers – each issue is 100% qualified.

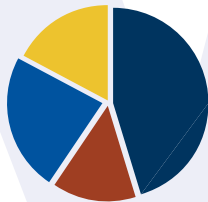
Profiles of Company Types and Job Functions by Platform

Type of primary business	Electronic %	Print%	Type of position represented	Electronic %	Print%
Dealer or distributor of new equipment	20	25	Owner, Principal, CEO and President	25	40
Dealer or distributor of used equipment	2	5	Vice-President/General Manager	28	26
Dealer or distributor of new/used equipment	58	33	Sales Manager	23	22
Manufacturer of equipment, parts & components	9	20	Sales Representative	14	4
Manufactures representative	3	7	Service Manager	1	1
Surplus, liquidation, auctions, financial	3	9	Parts Manager	1	1
Other	7	23.8	Other	8	6

Source: MHW reader qualification form - September 2023. *Material Handling Wholesaler, 2023 Publisher's statement

Wholesaler's Total Channel Reach

Circulation Readers	38360	45%
Website Unique Visitors	11936	14%
Enewsletter subscribers	19766	23%
Social Media Followers	14835	17%



Analyzed month July 2023

Media Planner Index

Reader Demographics	2
Publisher's statement	3
Editorial Calendar.....	4
Advertising Rates & Specifications	5
Digital Rate Card	7
Lead Generating Opportunities	8
Supplements.....	9
MHEDA 2024	10
Sponsored Content.....	11

Average Circulation

Sep. 2022–Aug. 2023

6,458

Analyzed Issue

August 2023

Circulation 6,000

Frequency

12 times/year

Established

1979

Publisher

Specialty Publications
International Inc.

Business/Industry Classification

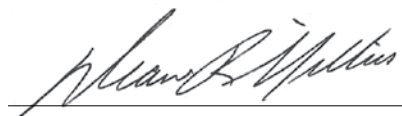
(6,113 surveyed)

- 1. Material Handling Distributor/Dealer ... 63%**
 - New Equipment Only 25%
 - Used Equipment Only 5%
 - New and Used Equipment 33%
 - 2. Material Handling Manufacturer 27%**
 - Manufacturer's Equipment 2%
 - Manufacturer's Parts & Components 16%
 - Manufacturer's All 2%
 - Manufacturer's Rep 7%
 - 3. Other (Engineer, Consultant, etc.) 10%**
 - Surplus, Liquidations, Auctions and Financial 9%
 - Other/Repair Services 1%
- Total 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: July 26, 2023. State: Iowa. County: Dubuque.



Publisher/General Manager

Material Handling Wholesaler

P.O. Box 725 • Dubuque, IA 52004-0725
(563) 557-4495

www.MHWmag.com

Title Classifications

(6,113 surveyed)

Owner, President, Principal, CEO 40%
Vice President or General Manager 26%
Sales Manager 22%
Sales Representative 4%
Service Manager 1%
Parts Manager 1%
Other 6%

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

6,000 as of the August 2023 issue (100% of circulation)

Pass Along Copies

4.02 people on average share a subscription, effectively making MHW circulation 24,120. (1,000 surveyed)

Products/Services Offered*

(2,300 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 79%
Pallet jacks 64%
Parts 76%
Attachments & accessories 57%
Batteries/Chargers 57%
Tires/Wheels 30%
Rack shelving 35%
Dock equipment 40%
Seats 29%
Storage equipment 25%
Repair services 35%
Lift tables 39%
Engines 30%
Drum handlers 28%
Non-power floor equipment 25%
Safety products 47%
Overhead lifting equipment 25%
Rentals 79%
Scrubbers/Sweepers 30%
Conveyors equipment & accessories 32%
Plant facilities equipment 26%
Training & education 35%
Container storage 45%
LP distributors 18%
Plant yard equipment 26%
Warehouse management 69%
Packaging 75%
Transportation & hauling 23%
Auctions 25%
Finance 20%
Inventory & production control 20%
Computers 5%
Controls & information handling 19%
Automatic Identification Eqpt. 12%
Insurance 13%
Drug testing 5%
Other 4%



JANUARY

What to expect in 2024 from a tax and presidential year election viewpoint

Supplement: 2024 Calendar

FEBRUARY

Battery Issue

In this issue we will look at how the conversion of electrification of fleets is taking hold and what is the future of lead acid batteries in a lithium-ion world.

Supplement: Black Book of Industry Names

MARCH

MODEX 2024

MODEX 2024- MARCH 11-14, 2024.

Start preplanning for the 2024 MODEX 2024 show to be held at the Georgia World Congress Center in Atlanta, GA.

Supplement: MODEX 2024

APRIL

MHEDA Annual Convention

April 24, 2024, in San Diego, CA. An industry conference with hundreds of industry professionals under one location. We will tell you all about it so you can plan on attending.

Supplement: Wholesaler's 45th Anniversary

MAY

Automation and Artificial Intelligence (AI).

This issue will look at using data to transform operations in real time--Automation and Artificial Intelligence has been the answer to many employers facing labor challenges, we will talk with trailblazing companies who are at the forefront at transforming operations in real time.

JUNE

Annual Safety Issue

This issue will look at a variety of safety aspects to keep your employees and customer safe. We will also look at ITA's National Forklift Safety Day on June 11, 2024 and OSHA's Safe+Sound week August 5-9, 2024.

JULY

Annual Aftermarket Issue

Increase sales and profits with common sense strategies in generating new revenues in parts and service.

AUGUST

Sales Trends and Ideas

This issue will look at how we need to shake up ways you currently sell and keep your customers raving fans.

Supplement: Black Book of Industry Names

SEPTEMBER

Annual Finance/Rental/Leasing Issue

Garry Bartecki breaks down the current state of the rental and leasing trends and how Wholesaler readers can benefit from it.

OCTOBER

The 24th annual Women in Material Handling Issue.

Wholesaler recognizes Women in the Industry that innovate, promote and excel in their position in making the industry better place to grow.

Supplement: PACK EXPO

NOVEMBER

Warehouse Issue

The annual warehouse issue looks at the latest technology and trends in making the warehouse efficient, lean and profitable.

Supplement: What's New Product and Services

DECEMBER

Manufacture/Dealer relationship

How dealers can utilize their manufacturers strength to grow revenue and how dealers can encourage innovation by working with manufacturers.

Display Advertising Rates

Ad Size	1x full color / black & white	3x full color / black & white	6x full color / black & white	9x full color / black & white	12x full color / black & white
Glossy Cover Page*	\$1,835	\$1,765	\$1,735	\$1,660	\$1,535
Front Cover Ad*	\$1,635	\$1,540	\$1,500	\$1,425	\$1,385
Center Spread Pages	\$1,735 / \$1,435	\$1,630 / 1,330	\$1,570 / \$1,270	\$1,525 / \$1,225	\$1,422 / \$1,125
Facing Inside Pages**	\$1,555 / \$1,255	\$1,480 / 1,180	\$1,445 / \$1,145	\$1,370 / \$1,070	\$1,270 / \$970
Full Page	\$1,065 / \$765	\$1005 / \$705	\$1000 / \$700	\$980 / \$680	\$950 / \$630
3/4 Page	\$1010 / \$710	\$965 / \$705	\$960 / \$660	\$930 / \$630	\$875 / \$595
1/2 Page	\$975 / \$575	\$850 / \$550	\$840 / \$540	\$825 / \$525	\$795 / \$495
1/4 Page	\$695 / \$395	\$675 / \$375	\$660 / \$360	\$645 / \$345	\$630 / \$330
1/8 Page	\$595 / \$295	\$590 / \$290	\$580 / \$280	\$570 / \$270	\$560 / \$260

Position requests for inside placement are available for a 15% surcharge to above display rates.

*Glossy cover page and front cover ads are only available in full color **No bleeds or center alignments are allowed on facing pages.

Display Ad Mechanical Requirements

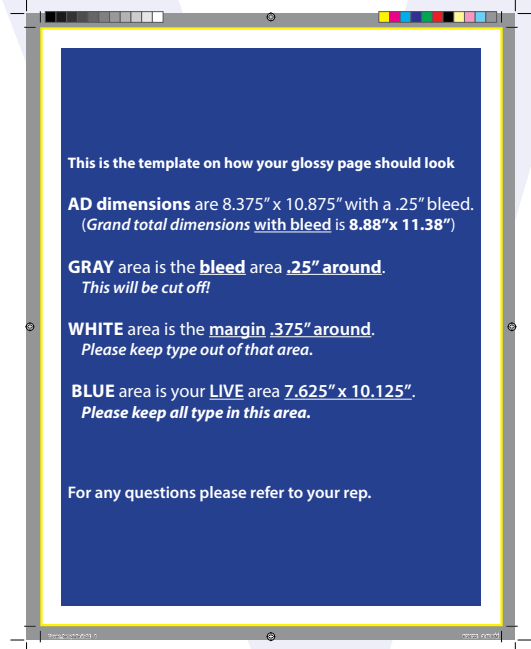
Glossy Covers			Inside Page sizes					
Ad Size	Width	Height	Ad Size	Width	Height	Ad Size	Width	Height
Front Cover Ad	5"	3"	Full Single Page Inside	7.375"	9.625"	1/2 Vertical	3.6"	9.625"
Glossy Ad Page*	8.375"	10.875"	Facing Inside Pages (each)	7.375"	9.625"	1/2 Horizontal	7.375"	4.75"
* include a .25" bleed with a .375" margin Template below			Center Spread Pages	15.75"	9.625"	1/4 Page	3.6"	4.75"
			3/4 Page	7.375"	7"	1/8 Page	3.6"	2.3"

Files that result in an unreasonable amount of editing are subject to additional charges.

DEADLINES & MAILING DATES

Issue	Ad Copy/ Space Deadline	Mailing Date
January	12/01/2023	12/13/2023
February	12/29/2023	1/12/2024
March	2/01/2024	2/16/2024
April	3/01/2024	3/15/2024
May	4/01/2024	4/12/2024
June	5/01/2024	5/10/2024
July	5/31/2024	6/14/2024
August	7/01/2024	7/12/2024
September	8/01/2024	8/09/2024
October	8/30/2024	9/13/2024
November	10/01/2024	10/11/2024
December	11/01/2024	11/13/2024

Glossy Ad Specs



PDF Specifications	We can't accept	Sending Ads
Adobe PDF (PDF/X-1a)	Ads created In Microsoft® Publisher, Word, Powerpoint or PaintShop	E-mail (less than 20 MB)
Do NOT outline type please embed all fonts in the PDF.		Send to: art@MHWmag.com
Do NOT send ads as JPEGs		If you have problems, call 563-557-4495
Not following these specifications will result in ads that are not searchable in our digital publication.	Ads submitted in these formats will be returned to the advertiser.	

Source Directory Listings

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

Display Listing	\$825
Two additional listings	1,225
Three additional listings	1,425

Any additional listings add \$100

Size: 3.25" x 1" (room for company logo/other artwork, contact name, etc.

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

Inserts

	1x	3x	6x	12x
Single sheet or folded	\$1,035	\$935	\$835	\$735
*Single sheet: 8" x 10.75" Folded: 8" x 21.5"				
Larger inserts quoted on an individual basis. Minimum insertion charge is \$500. We also print inserts, flyers & brochures – call for a quote!				
* Must include a .25" bleed				

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.

YOUR MATERIAL HANDLING

SOURCE DIRECTORY

For a direct link to these websites, visit www.MHWMag.com and click on the corresponding display ad under the category you are browsing.

- Allied Products
- Attachments & Access.
- Auctions
- Automated Storage Systems
- Automatic Identification Equip.
- Batteries/Chargers
- Container Storage
- Controls & Information Handling Systems
- Conveyors
- Customer Fabricators
- Drug Testing Compliance

- Dock Equipment
- Drum Handlers
- Electrical/Electronic Controls
- Engines
- Finance Companies
- Field Power Equipment
- Insurance Companies
- Inventory & Production Control Systems
- Inventory And Bar Coding
- Lift Tables
- LP Gas Distributors

- Mechanical Power Transmission Equipment
- Non-Powered Floor Equipment & Access.
- Other
- Overhead Lifting Equipment & Access.
- Packing And Equipment
- Pallet Jacks
- Plant Facilities Equipment
- Parts
- Plant Yard Equipment

- Powered Industrial Trucks
- Rack/Shelving
- Rentals
- Repair Services
- Robots, Automated Equipment
- Safety Products
- Seals
- Storage Equipment
- Sweepers Scrubbers & Brushes
- Tires/Wheels
- Training Education/Assoc.
- Transportation & Hauling Equipment
- Warehouse Management

➤ ATTACHMENTS / ACCESSORIES

ISE INC.

SUPERIOR ENGINEERING

1-800-359-3052

www.superiorengr.com

- Pallet Truck Modifications
- Turret Mast Attachment
- Mechanical Attachments
- Special Design Request and Much More...

TVH

www.tvh.com

➤ DISPLAY RACK AND SHELVING

Corrugated Steel Rack Deck

Punch Deck® • Solid Deck

Economical • Strong • Easy Install • Fast Delivery

Painter • Galvalume • Stainless Steel

DACS Inc.

800-909-4937 dacsinc.com

➤ ENGINES (REMAN)

CHARNOR

Reman Engines • Gas, LP & CNG

800-447-3967 | www.charnor.com



Commissions

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

Terms of Payment

Cash with order unless credit established. Balance due by 20th of the following month. \$50 service fee plus any additional charges incurred due to a returned check or credit card payment. Any bank charges accessed from any financial institution due to an account transfer will be billed back to the advertiser.

Website

*Leaderboard Banner					Size:	728 x 90 pixels
Units available: 4 rotating						Spots: 2
1x	3x	6x	9x	12x		
\$755	\$695	\$635	\$565	\$495		

* Supply a 320 x 50 pixels banner for Mobile devices
(Without this, your banner will not be available)

Vertical Rectangle Banner					Size: 240 x 400 pixels
Units available: 4 rotating					Spots: 2
\$625	\$565	\$495	\$425	\$365	

Half Banner					Size: 234 x 60 pixels
Units available: 2 rotating					
\$365	\$285	\$255	\$165	\$95	

Article Sponsor					Size: 300 x 250 pixels
Units available: 2 rotating					
\$365	\$285	\$255	\$165	\$95	

Billboard		Size: 1280 x 150 pixels		Size: 1280 x 150 pixels	
Units available: 1/month					
\$565	\$495	\$435	\$365	\$295	

Prices per month

Wholesaler Weekly e-newsletter

The Wholesaler Weekly is e-mailed to more than 20,500+ readers every Tuesday morning. Deadline is Friday at 3 pm for the following week's e-newsletter.

Leaderboard Banner				Size: 728 x 90 pixels	
Units available: 1					
Open Rate	13x	26x	40x	52x	
\$400	\$325	\$295	\$255	\$125	

Large Banner					Size: 234 x 250 pixels
Units available: 3					
\$300	\$260	\$190	\$147	\$99	

Featured Banner					Size: 234 x 332 pixels
Units available: 3					
\$385	\$305	\$245	\$185	\$115	

Wholesaler Weekly Web Links

Each link contains the company name linked to its website.
Annual listing \$65

Wholesaler Digital e-newsletter

The Wholesaler Digital is e-mailed on the fourth Thursday of each month to over 20,500+ subscribers who have agreed to receive it. The deadline is the third Friday of each month.

Leaderboard Banner			Size: 728 x 90 pixels		
Units available: 1					
1x	3x	6x	9x	12x	
\$400	\$325	\$255	\$195	\$125	

Digital Edition Advertising

	1x	3x	6x	9x	12x
Front Cover Mailbox Ad 3" x 4.125"	\$300	\$285	\$265	\$235	\$200
Digital Sponsor	\$550	\$520	\$480	\$450	\$400

Web and e-mail links are complimentary.

All banners must be under **1 MB**

Billboard

WHOLESALE

Leaderboard 1

Result of scrolling down

E-blast

Looking to target key individuals?

Material Handling Wholesaler offers eblasts to the target audience you want.

Choose from industry served by:

- Manufacturers
- Dealers
- Distributors
- Job Functions
- Good and Services our readers buy and sell
- Geographical location

The cost is \$150/CPM with a minimum charge of \$500. This also includes one hour of production time. Additional production time is \$85/hr.



Choose from either or both lists.

Material Handling Wholesaler

Estimated circulation of 20,500+ consisting of Manufacturers, Dealers, Distributors and supporting industry professionals.

Forklift-International

Estimated circulation of 20,700+ consisting of End-Users, Manufacturers, Dealers, Distributors and supporting industry professionals.



forklift international

The expert market platform to connect buyers and sellers

- Mirror your listed offers on your website
- See dealer and wholesale prices
- Get leads and inquiries
- Create flyers, stock lists and quotes in multiple languages
- Source the machine your customer desires directly from our platform
- Position your business in front of a large buyer audience
- List new machines easily via our app or automatically using our XML interface

forklift



FIND IT. SELL IT. ENJOY IT.

Forklift has over 100,000 visitors per month that consist of Dealers, Manufacturers and End Users

Forklift advertises over 100,000 offers and is in 32 different regional markets.

25% of all requests turn into sales based on Forklifts sales data.

Let Material Handling Wholesaler and Forklift promote your equipment with site promotion in our magazine, weekly e-newsletter and Internet advertising.

To learn how your forklift dealership or brand can benefit from Forklift contact your Material Handling Wholesaler sales representative.



Podcast

Benefits of sponsoring a podcast?

- One in five Americans listen to podcasts
- Great way to introduce your product or service
- Long-term marketing exposure providing credibility and influence
- Ability to position you as an expert in your field
- Niche audience focused directly on targeting the customer you want to reach

Here are some ways to sponsor a podcast or have your company interviewed for a podcast:

Interview sponsorship

This sponsorship gives you an interview with Kevin Lawton, a :30 second commercial and two live :15 second commercials inside your podcasts.

The podcast will be available on The New Warehouse and *Material Handling Wholesaler* websites. With this sponsorship you are the sole advertiser. **\$1,200**

:30 recorded commercial

This opportunity gives you one :30 commercial on a selected podcast of your choice **\$750**

:15 live commercials

This opportunity has two :15 live commercials available per podcast. **\$400 ea.**

Leaderboard on email announcement 728 x 90 pixels

A email announcement is sent to subscribers informing the new episode is available. **\$400 ea.**

Kevin Lawton is the host of The New Warehouse podcast and brings his experience working in the distribution and logistics industry to the podcast discussions asking the questions that decision makers want to hear.

He interviews leaders in the field covering a wide range of topics and focuses on bringing you the latest insights and ideas in the warehouse and logistics world. His goal is to inform those in the industry about the latest innovations and also help them to learn more about the industry they work in and what is to come.



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 50-75 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 22, 2023 Inserted: February 2024 issue
Ad Deadline: June 26, 2024 Inserted: August 2024 issue

MODEX 2024



If you are exhibiting at MODEX 2024, don’t forget to let Wholesaler readers know! This special supplement will feature important show information including, the MODEX 2024 booth map, hours of operation and more. This supplement will be distributed in the MHW booth at MODEX 2024.

Ad Deadline: January 27, 2024 Inserted: March 2024 issue

45th Anniversary



Material Handling Wholesaler celebrates 45 years this year and you can take part in the excitement by advertising in this special 45th anniversary supplement. This supplement will have a time line of the milestones of MHW throughout the years.

Ad Deadline: February 26, 2024 Inserted: April 2024 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 25, 2024 Inserted: November 2024 issue

PACK EXPO 2024

In November 3-6, 2024 in Chicago, PACK EXPO International will be the biggest packaging and processing show on the planet, connecting more end users with more suppliers and more innovation than anywhere else you can imagine. 40+ vertical industries and 2,500 exhibitors under one roof! We will have the details in this special supplement. Inserted in *Material Handling Wholesaler’s* and *Material Handling Network’s* issues.

Ad Deadline: August 27, 2024 Inserted: October 2024 issue

Black Book Supplement

	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$809	\$1009	6.25" x 3"
Back Cover*	\$1009	\$1,109	8" x 10.75" .25" Bleed
Inside Front	\$809	\$1009	7" x 9.375"
Full Page	\$439	\$609	7" x 9.375"
Half Page	\$339	\$509	7" x 4.6"
Black Book Text Blocks (includes contact information, 50-word description & logo or photo)			
1-3 blocks	\$65 each	\$85 each	
4-8 blocks	\$60 each	\$80 each	
9 or more blocks	\$55 each	\$70 each	

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

MODEX 2024, 45th Anniversary, What's New Supplements & PACK EXPO 2024

	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$809	\$1009	7" x 7"
Back Cover*	\$1009	\$1209	8" x 10.75" .25" Bleed
Center Spread*	\$1009	\$1209	16" x 10.75" .25" Bleed
Double Page	\$609	\$1009	7" x 9.375" each
Full Page (excludes What's New)	\$459	\$609	7" x 9.375"

* include a .25" bleed with a .5" margin



MODEX²⁰²⁴
GEORGIA WORLD CONGRESS CENTER
ATLANTA | MARCH 11-14
MODEXSHOW.COM

powered by **MHI**

Promote your business while
being part of the **MODEX
2024** excitement.

For three weeks prior to the show *Material Handling Wholesaler* will deliver a weekly e-newsletter every Monday. These newsletters will include show updates, events taking place at the show and helpful show links.

Issue Date

Ad Deadline

February 19

February 12

February 26

February 19

March 4

February 26



Ad Unit: Leader banner

Units Available: 1

Dimensions: 728 x 90 pixels

Placement: Top center right of e-newsletter

3 weeks \$1000

Ad Unit: Half banner

Units Available: 3

Dimensions: 234 x 60 pixels

Placement: Right column of e-newsletter

1 week 3 weeks

\$300

\$600

Ad Unit: Featured product

Includes a 50-75-word description, photo and links to e-mail & web address.

1 week 3 weeks

\$150

\$300

*3 week advertisers may bump 1 week advertisers.

All banners must be under **1 MB**

Reach Our Exclusive Material Handling Wholesaler Readership

Publish your Wholesaler Guest Column message in our magazine (Print/Digital issue) and/or MHWmag.com website.

This is a great opportunity to submit your own column or article (suggested word count: 500-700) along with a photo of the author, name, title, company, expertise and email address (not to exceed 50 words).

The Wholesaler editorial staff will edit your article and provide stock art if necessary. (Stock art may include a fee.) Note: Should you desire assistance writing your article, we will provide you with an experienced freelance writer for hire. There will be a maximum of two Wholesaler Guest columns per month, and each will have industry exclusivity.

Why Sponsor Content?

More than **88 percent** of business-to-business marketers are now producing content.

Consider:

- Sharing your expertise engages your audience.
- Content marketing builds trust. It gives you clout to communicate with your current and prospective clients on a regular basis.
- You become the trusted expert when they're ready to buy.

— Source: 2015 Content Marketing Institute

FULL-PAGE Wholesaler Guest Column or Digital Feature Wholesaler Guest Column

\$1,995 each (net)

DEADLINE FOR PRINT SPONSORED CONTENT:

- **Space reservations:** Two months prior to publication editorial date which is the 15th of each month.
- Your content and other materials are due **six weeks prior** to publication date.
- Final approval of your page must be made no later than the first of the month prior to the issue month (or pushed to the next month).

Note: Material Handling Wholesaler reserves the right to delay publication of your content should your message require extra time to research, write and/or design your page(s) to your satisfaction. Sponsored Content in our print magazine is subject to space availability, and placement will appear in the second half of the magazine.

If you want to reach the Print and Digital Wholesaler audience

\$2,995 (net). A savings of \$995

