

W MATERIAL HANDLING HOLESALE

2017 Media Kit



MHconX.com



MHW
E-Newsletter



MHW Magazine

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.

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, tablet or smart phone.

MHconX.com is a buy and sell material handling equipment website which is a joint partnership of *Material Handling Network* and *Material Handling Wholesaler*. MHconX.com connects you to a marketplace network of dealers throughout the World for new, used and rental equipment under one site.

MHconX.com connects you to dealers who are committed to customer service and can take care of your new and used equipment needs. We pledge to make your user experience a positive one with the latest equipment and to make searching for your equipment hassle-free and easy.

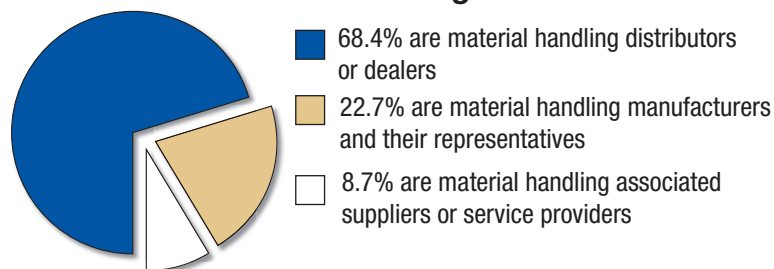
Profiles of company types and job functions by platform:

| Type of primary business | Electronic % | Print % |
|---|--------------|---------|
| Dealer or distributor of new equip | 15.4 | 13.6 |
| Dealer or distributor of used equip | 3.5 | 3.4 |
| Dealer or distributor of new/used equip | 28.8 | 52.0 |
| Manufacturer of equipment, parts & components | 18.4 | 21.0 |
| Manufactures representative | 7.6 | 1.7 |
| Surplus, liquidation, auctions, financial | 3.6 | 1.0 |
| Other | 5.6 | 7.7 |
| Type of position represented | | |
| Owner, Principal, CEO and President | 42.9 | 39.4 |
| Vice-President/General Manager | 19.9 | 31.3 |
| Sales Manager | 13.3 | 9.5 |
| Sales Representative | 9.4 | 7.2 |
| Service Manager | 1.6 | 3.0 |
| Parts Manager | 3.1 | 2.5 |
| Other | 9.8 | 9.4 |

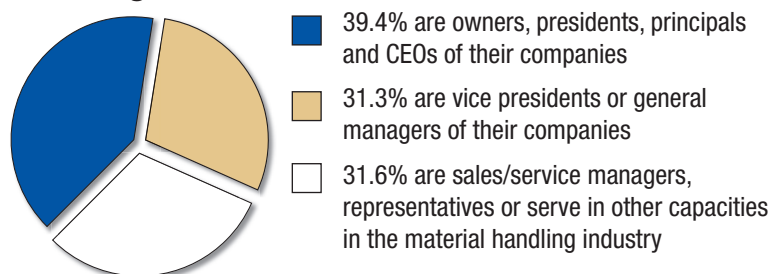
Source: MHW reader qualification form - September 2016

*Material Handling Wholesaler, 2016 Publisher's statement

*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 2.64 people or an estimated audience of 21,707.

*Material Handling Wholesaler knows its readers – each issue is 100% qualified and 99.4% have personally requested the magazine.

Publisher's Statement

Material Handling Wholesaler

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

Average Circulation:

September 2015 - August 2016 7,876
Analyzed Issue: August 2016, Circulation 7,824
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:

7,151 as of the August 2016 issue (100% of circulation)

Pass Along Copies:

2.64 people on average share a subscription, effectively making MHW circulation 21,707.
(1,272 surveyed)

Business/Industry Classification

(7,151 surveyed)

| | |
|--|--------------|
| 1. Material Handling Distributor/Dealer | 68.4% |
| New Equipment Only | 13.0% |
| Used Equipment Only | 3.4% |
| New and Used Equipment | 52.0% |
| 2. Material Handling Manufacturer | 22.9% |
| Manufacturer's Equipment | 5.7% |
| Manufacturer's Parts & Components | 9.6% |
| Manufacturer's All | 5.7% |
| Manufacturer's Rep | 1.9% |
| 3. Other (Engineer, Consultant, etc.) | 8.7% |
| Surplus, Liquidations, Auctions and Financial | 1.0% |
| Other/Repair Services | 7.7% |
| Total | 100% |

Title Classifications

(7,151 surveyed)

| | |
|---|-------|
| Owner, President, Principal, CEO | 37.6% |
| Vice President or General Manager | 30.9% |
| Sales Manager | 9.4% |
| Sales Representative | 7.1% |
| Service Manager | 3.1% |
| Parts Manager | 2.5% |
| Other | 9.3% |


Products/Services Offered*

(1,392 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 | 53.8% | Safety products | 27.9% | Auctions | 10.5% |
| Pallet jacks | 49.6% | Overhead lifting equipment | 27.3% | Custom fabricators | 10.3% |
| Parts | 48.2% | Rentals | 26.4% | Finance | 9.8% |
| Attachments & Accessories | 48.3% | Scrubbers/Sweepers | 25.9% | Robots, auto equipment | 8.1% |
| Batteries/Chargers | 41.8% | Conveyors equipment & accessories | 24.3% | Inventory & Production control | 8.3% |
| Tires/Wheels | 39.1% | Plant facilities equipment | 19.8% | Computers | 7.8% |
| Rack Shelving | 38.4% | Training & Education | 20.0% | Controls & Information handling | 7.4% |
| Dock Equipment | 37.1% | Container storage | 19.1% | Mechanical power transmission equipment | 7.4% |
| Seats | 35.7% | LP distributors | 17.3% | Fluid power equipment | 6.5% |
| Storage equipment | 32.5% | Plant yard equipment | 17.4% | Auto identification equipment | 5.2% |
| Repair Services | 32.2% | Warehouse management | 15.7% | Insurance | 3.3% |
| Lift tables | 31.6% | Auto storage systems | 14.7% | Drug testing | 3.3% |
| Engines | 29.2% | Packaging | 14.9% | Other | 3.1% |
| Drum handlers | 29.2% | Transportation & Hauling | 12.3% | | |
| Non-power floor equipment | 28.5% | Electrical/Electronic controls | 11.6% | | |

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 16, 2016. State: Iowa. County: Dubuque.



Publisher/General Manager

2017 Editorial Calendar

| | |
|------------------|---|
| January | What to expect in 2017 from a tax viewpoint. |
| February | We'll explore the industry trends to look for in 2017. Where is the material handling industry headed - technology/industry trends, robotics, rack/shelving, forklift, warehousing, batteries/chargers, used inventory, conveyors, etc. Supplement: Black Book |
| March | Mergers & acquisitions – Is it time to sell or time to buy? |
| April | ProMat 2017 – Preplanning for 2017 ProMat Show to be held at the McCormick Place/Chicago April 3-6, 2017 |
| May | MHEDA Annual Convention, April 29 to May 3, 2017 in Salt Lake City, UT – Preplanning for one of the industries' largest conventions. |
| June | Safety issue – Controlling materials-handling risks. Current and changing OSHA regulations. National Forklift Safety day – Tuesday, June 13, 2017 |
| July | Aftermarket – Are you capitalizing on aftermarket labor and parts sales? Dave Baiocchi will tell you how. |
| August | Benefits/Retention/Recruiting/Training – Engaging your staff to promote productivity and efficiency. Competent, motivated employees. Supplement: Black Book |
| September | Finance - Garry Bartecki examines the industries current financial challenges and regulation changes. |
| October | Women in the Industry. |
| November | Managing warehouse efficiencies - personnel, energy reliance, service time, delivery and inventory. Supplement: What's New |
| December | Managing strategic partnerships in manufacturer/dealership world. |

Display Ad Mechanical Requirements

Publication trim size is 8.375 x 10.875", live print area is 7.875 x 10.625"
Add .125" bleed to publication trim size for glossy cover pages.

Glossy Covers

| Ad Size | Width | Height |
|---------------------------------|--------|---------|
| Glossy Cover Page | 8.375" | 10.875" |
| Front Cover Ad | 5" | 3" |
| Front Cover Mailbox Ad. | 3" | 4.125" |

Inside Page sizes

| | | |
|--------------------------------------|--------|--------|
| Full Single Page Inside | 7.625" | 9.875" |
| Facing Inside Pages (each) | 7.625" | 9.875" |
| Center Spread Pages | 16" | 9.875" |
| 3/4 Page. | 7.625" | 7.325" |
| 1/2 Vertical. | 3.75" | 9.875" |
| 1/2 Horizontal. | 7.625" | 4.875" |
| 1/2 Island | 4.75" | 7.625" |
| 1/3 Vertical. | 2.375" | 9.875" |
| 1/3 Horizontal. | 7.625" | 2.375" |
| 1/3 Square | 5" | 5" |
| 1/4 Page. | 3.75" | 4.875" |
| 1/8 Page. | 3.75" | 2.375" |

PDF SPECIFICATIONS

We prefer to receive digital advertising files in Adobe's PDF format exported from InDesign using the PDF/X-1a specification. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications. Do NOT outline type, instead please have all fonts embedded in the PDF. Do NOT send ads as JPEGs. Not following these specifications will result in ads that are not searchable in our digital publication.

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. Please contact your account executive with questions.

SENDING ADS

Via E-mail—Files less than 20 MB

send to: art@MHWmag.com

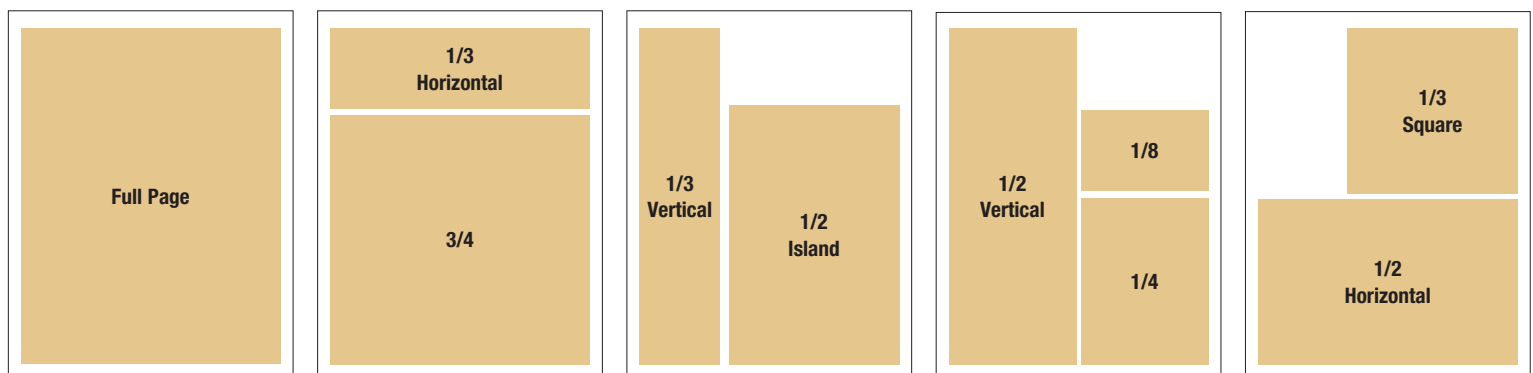
Via FTP—Files compressed with Ziplt or Stuffit

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

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* | \$1,742 | \$1,685 | \$1,638 | \$1,565 | \$1,456 |
| Front Cover Ad* | 1,540 | 1,450 | 1,410 | 1,340 | 1,300 |
| Center Spread Pages | 1,650 / 1,350 | 1,550 / 1,250 | 1,490 / 1,190 | 1,450 / 1,150 | 1,350 / 1,050 |
| Facing Inside Pages** | 1,465 / 1,165 | 1,375 / 1,075 | 1,325 / 1,025 | 1,270 / 970 | 1,195 / 895 |
| Full Page | 1,005 / 705 | 955 / 655 | 940 / 640 | 925 / 625 | 895 / 595 |
| 3/4 Page | 950 / 650 | 910 / 610 | 890 / 590 | 840 / 540 | 815 / 515 |
| 1/2 Page | 820 / 520 | 790 / 490 | 775 / 475 | 750 / 450 | 735 / 435 |
| 1/3 Page | 785 / 485 | 740 / 470 | 720 / 420 | 690 / 390 | 675 / 375 |
| 1/4 Page | 670 / 370 | 650 / 350 | 635 / 335 | 620 / 320 | 600 / 300 |
| 1/8 Page | 565 / 265 | 555 / 255 | 545 / 245 | 535 / 235 | 520 / 220 |

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.

Source Directory Listings

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

Display Listing \$775

Two additional listings 1,155

Three additional listings 1,405

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)

Classified Advertising

| Column Inches | 1x | 3x | 6x | 9x | 12x |
|--|--------|--------|------|------|--------|
| 4" | \$95 | \$90 | \$85 | \$80 | \$75 |
| 6" | 120 | 115 | 110 | 105 | 100 |
| 9" | 145 | 140 | 135 | 130 | 125 |
| 12" | 180 | 170 | 165 | 160 | 155 |
| 15" | 200 | 195 | 190 | 185 | 180 |
| 20" | 250 | 235 | 230 | 225 | 220 |
| 40" | 560 | 545 | 535 | 525 | 515 |
| Categories: For Sale, Wanted to Buy, Employment Opportunities, Business Opportunities or Announcements. | | | | | |
| Full Color: Add \$7 per inch. | | | | | |
| Additional Services: Add \$30 per week to have your classified ad appear in the weekly online classified ads. Add \$40 for a blind box or mail forwarding services. Add \$25 per photo/graphic in classified ad. | | | | | |
| Column Widths | 1 | 2 | 3 | 4 | 5 |
| | 1.375" | 2.875" | 4.5" | 6" | 7.625" |

Digital Edition Advertising

| | 1x | 3x | 6x | 9x | 12x |
|-----------------|-------|-------|-------|-------|-------|
| Mailbox Ad | \$300 | \$285 | \$265 | \$235 | \$200 |
| Digital Sponsor | 550 | 520 | 480 | 450 | 400 |

Web and e-mail links are complimentary.

Inserts

| | 1x | 3x | 6x | 12x |
|--|-------|-------|-------|-------|
| Single sheet or folded | \$950 | \$875 | \$795 | \$690 |
| Single sheet: 7.75" x 9" Folded: 7.75" x 18" | | | | |
| Larger inserts quoted on an individual basis. Minimum insertion charge is \$320. We also print inserts, flyers & brochures – call for a quote! | | | | |

2017 Art Deadlines

| Issue | Ad Copy/ Space Deadline | Mailing Date |
|-----------|----------------------------|--------------|
| January | 12/1/2016 | 12/15/2016 |
| February | 12/29/2016 | 1/13/2017 |
| March | 2/1/2017 | 2/15/2017 |
| April | 3/1/2017 | 3/15/2017 |
| May | 3/30/2017 | 4/14/2017 |
| June | 5/1/2017 | 5/15/2017 |
| July | 6/1/2017 | 6/15/2017 |
| August | 6/30/2017 | 7/14/2017 |
| September | 8/1/2017 | 8/15/2017 |
| October | 9/1/2017 | 9/15/2017 |
| November | 9/29/2017 | 10/13/2017 |
| December | 11/1/2017 | 11/15/2017 |

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 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 assessed from any financial institution due to an account transfer will be billed back to the advertiser.

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.

Online Rate Card

| Website | | | | | |
|--|-------|-------|-------|-------|-------|
| Leaderboard Banner | | | | | |
| Units available: 3 rotating | | | | | |
| Size: 728 x 90 pixels | | | | | |
| | 1x | 3x | 6x | 9x | 12x |
| Prices per month | \$755 | \$695 | \$635 | \$565 | \$495 |
| Vertical Rectangle Banner | | | | | |
| Units available: 4 rotating | | | | | |
| Size: 240 x 400 pixels | | | | | |
| | \$625 | \$565 | \$495 | \$425 | \$365 |
| Half Banner | | | | | |
| Units available: 2 rotating | | | | | |
| Size: 234 x 60 pixels | | | | | |
| | \$365 | \$285 | \$255 | \$165 | \$95 |
| Article Sponsor | | | | | |
| Units available: 2 rotating | | | | | |
| Size: 300 x 250 pixels | | | | | |
| | \$365 | \$285 | \$255 | \$165 | \$95 |
| Sticky Note | | | | | |
| Units available: 1/month | | | | | |
| Size: 300 x 250 pixels | | | | | |
| | \$355 | \$295 | \$235 | \$165 | \$95 |
| Feature Sponsor | | | | | |
| Units available: 10 | | | | | |
| Size: 120 x 60 pixels (no animation available) | | | | | |
| | \$165 | \$135 | \$115 | \$95 | \$75 |

| Wholesaler Weekly e-newsletter | | | | | |
|---|-----------|-------|-------|-------|-------|
| The Wholesaler Weekly is e-mailed to more than 10,000 readers every Tuesday morning. Deadline is Friday at 3 pm for the following week's e-newsletter. | | | | | |
| Leaderboard Banner | | | | | |
| Units available: 1 | | | | | |
| Size: 728 x 90 pixels | | | | | |
| | Open Rate | 13x | 26x | 40x | 52x |
| | \$400 | \$325 | \$255 | \$255 | \$125 |
| Half Banner | | | | | |
| Units available: 4 | | | | | |
| Size: 234 x 60 pixels | | | | | |
| | \$215 | \$185 | \$135 | \$105 | \$65 |
| Weekly Featured Product | | | | | |
| Units available: 2 | | | | | |
| Size: 184 x 261 pixels (no animation available) | | | | | |
| | \$385 | \$305 | \$245 | \$185 | \$125 |
| Wholesaler Weekly Classified | | | | | |
| Each issue has FOR SALE, WANTED TO BUY, and EMPLOYMENT ads available for sale: \$65 per listing without print advertising • \$30 per listing with any print advertising | | | | | |
| 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 10,000 subscribers who have agreed to receive it. The deadline is the third Friday of each month. | | | | | |
| Leaderboard Banner | | | | | |
| Units available: 1 | | | | | |
| Size: 728 x 90 pixels | | | | | |
| | 1x | 3x | 6x | 9x | 12x |
| | \$400 | \$325 | \$255 | \$195 | \$125 |
| Half Banner | | | | | |
| Units available: 3 | | | | | |
| Size: 234 x 60 pixels | | | | | |
| | \$365 | \$285 | \$225 | \$165 | \$95 |
| Full Banner | | | | | |
| Units available: 1 | | | | | |
| Size: 234 x 550 pixels (no animation available) | | | | | |
| | \$385 | \$305 | \$245 | \$185 | \$115 |

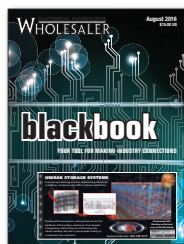
| E-mail Blasts | |
|--|--|
| Material Handling Wholesaler offers a unique opportunity to reach more than 10,000 e-subscribers by advertising on a special e-mail blast with your company information and offer. Please call for available days. \$125 per thousand. | |

The screenshot shows the Material Handling Wholesaler website with several ad placements highlighted:

- Leader banner:** Located at the top of the page, above the navigation menu.
- Vertical banner:** Located on the right side of the page, next to the main content area.
- Sticky note or article sponsor:** Located in the middle of the page, overlapping the main content area.
- Half banner:** Located at the bottom of the page, below the main content area.
- Featured Sponsor:** Located at the very bottom of the page, below the half banner.

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

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 until the new Black Book is published.

Ad Deadline: December 27, 2016 **Inserted:** February 2017 issue

Ad Deadline: June 26, 2017 **Inserted:** August 2017 issue



ProMat 2017

If you are exhibiting at ProMat 2017, don't forget to let Wholesaler readers know! This special supplement will feature important show information including, the ProMat 2017 booth map, hours of operation and more. This supplement will be distributed in the MHW booth at ProMat 2017.

Ad Deadline: February 27, 2017 **Inserted:** April 2017 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, 2017 **Inserted:** November 2017 issue

Black Book Supplement

| | *Agreement Rate | *Non-Agreement Rate | Dimensions |
|--|-----------------|---------------------|------------|
| Front Cover | \$799 | \$999 | 6.25" x 3" |
| Back Cover | 999 | 1,099 | 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 (includes contact information, 50-word description & logo or photo) | | | |
| 1-3 blocks | \$50 each | \$70 each | |
| 4-8 blocks | 45 each | 65 each | |
| 9 or more blocks | 40 each | 60 each | |

ProMat 2017 & What's New Supplements

| | *Agreement Rate | *Non-Agreement Rate | Dimensions |
|------------------------------------|-----------------|---------------------|---------------|
| Front Cover | \$799 | \$999 | 7" x 7" |
| Back Cover | 999 | 1,199 | 7" x 10" |
| Double Page | 599 | 999 | 7" x 10" each |
| Full Page (excludes What's New) | 399 | 599 | 7" x 10" |

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

Promote your business while being part of the ProMat excitement. For four 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 |
|------------|-------------|
| March 6 | 3/2/2017 |
| March 13 | 3/9/2017 |
| March 20 | 3/16/2017 |
| March 27 | 3/23/2017 |

Ad Unit: Leader banner

Units Available: 1
Dimensions: 728 x 90 pixels
Placement: Top center right of e-newsletter
4 weeks \$1000

Ad Unit: Half banner

Units Available: 3
Dimensions: 234 x 60 pixels
Placement: Right column of e-newsletter

| | |
|--------|---------|
| 1 week | 4 weeks |
| \$200 | \$600 |

Ad Unit: Featured product

Includes a 50-word description, photo and links to e-mail & web address.
\$75/product or service

*4 week advertisers may bump 1 week advertisers.

PROMAT 2017

McCormick Place | Chicago
April 3-6, 2017
promatshow.com

powered by  MHI