



*We can't tell you more about*

# *Independent Dealer* than your customers can.

*INDEPENDENT DEALER* is the one source for focused writing on what creative dealers are doing to remain successful and is a must-read for anyone in our industry. The amount of information it crams into each issue is amazing!

**Addison Jones, Executive Vice President, The Supply Room Companies**

*INDEPENDENT DEALER* is fast becoming a "must read" for me. I like ID's focus on things different dealers are doing to achieve success. The Winner's Circle feature is a nice spot to read about fellow dealers' accomplishments and I especially like the monthly focus features. Dealers need in depth analysis of important business or system developments from which they can learn and put to use to improve their own businesses. These stories meet this need.

**Mark Leazer, Director, Sales Technology - Forms and Supply  
Former Chairman - AOPD Board of Directors**

As an office products dealer publication, *INDEPENDENT DEALER* is tops, bar none! The articles are always very timely, the electronic format is ideal for my needs and there's no filler. I always get at least one or two good ideas from each and every issue.

**Wayne Stillwagon, Executive Vice President, Miller's Office Products,  
Lorton, VA, and Former Chairman, TriMega Purchasing Association**

Relevant and interesting reading for every independent in this industry. I would highly recommend any dealer to make it mandatory reading for all key personnel and salespeople in their company.

**Bill Jones, VP Sales and Marketing,  
THE Office City, Redwood City, CA, and President, AOPD**

*INDEPENDENT DEALER* is a publication I look forward to each month for industry news and insight, new product information and excellent articles. The articles are extremely relevant and cover many aspects of our business, giving us reason to circulate the publication around our organization, including our sales team.

**Jennifer Smith, CEO, Innovative Office Solutions, Burnsville, MN**



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<b>January</b>	Looking Ahead: Our Industry Three Years From Now
<b>February</b>	Selling National Accounts
<b>March</b>	Technology Update
<b>April</b>	How Green Is Your Dealership?
<b>May</b>	Making the Most of Your Furniture Opportunities • NeoCon Preview
<b>June</b>	The Changing Dealer Product Mix • SP Richards ABC Conference preview
<b>July</b>	Making Social Media Work For Your Dealership
<b>August</b>	Growing Your Jan-San Business
<b>September</b>	What Makes a Great Sales Rep Great?
<b>October</b>	Battling the Big Boxes • United Stationers Vision Show Preview
<b>November</b>	Doing Good While Doing Well: Dealers in the Community • United Stationers' 2013 Marketing Programs Preview
<b>December</b>	Selling the Education Market • S.P. Richards' 2013 Marketing Programs Preview

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# ***Independent Dealer***

## the product:

*INDEPENDENT DEALER* is published monthly and delivered via e-mail. Editorial focuses on two key areas: success in the Independent Dealer Channel and opportunities, in the broadest sense, for dealers to make their businesses stronger and more profitable. We provide regular coverage of dealer best practices and big wins in the marketplace and highlight growth opportunities from emerging product categories, hot new vertical markets and ways to boost productivity and efficiency. Regular columnists include high profile industry consultants Krista Moore and Tom Buxton and NOPA president Chris Bates. The publication also provides plenty of opportunity for dealers themselves to sound off and dialog on issues that concern them.

## the audience:

The U.S. independent office products dealer community, including the leading dealer group members, wholesaler customers and dealer systems house users. Our circulation base consists of dealer lists provided by S. P. Richards, United Stationers, TriMega, IS, AOPD, Office Partners, the WorkPlace Furnishings office furniture dealer group and similar organizations. The result: About as comprehensive a representation of the Independent Dealer Channel as you are likely to find. Each issue currently generates about 4,000 "opens" when the emails go out every month. That's not copies sent, it's action taken to download the issue!

## the pitch:

The resurgence of the independent dealer is a terrific story and the *INDEPENDENT DEALER* team is committed to telling it the way it deserves! We hope you will join regular advertisers like Avery, 3M, Smead, EC12, S.P. Richards, United Stationers, IS, TriMega and others, to support that effort and present your own products and services to a key audience in a compelling editorial environment they read and value.

## the specs:

Full Page: 8.5" w x 11" d; Half Page: 7.75" w x 5.125" d

Space Reservation Deadline: the 15th of the month prior to the month of publication; PDF due the 21st of the month prior

Please provide the following:

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If you have any questions or problems, please contact Christy Gallagher | 877-856-8583 / [christy@associatespd.com](mailto:christy@associatespd.com)



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