



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. 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, Essendant, 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.

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, Clover, Domtar, ECI2, Pentel, 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.

2018 Editorial Calendar & Deadlines

JANUARY

Outlook 2018: Opportunities & Threats
Advertising Deadline: 24 November

FEBRUARY

Effective Dealer Training Programs
Advertising Deadline: 24 January

MARCH

Annual Technology Update
Advertising Deadline: 24 February

APRIL

Custom Products & Ad Specialties
Advertising Deadline: 24 March

MAY

Growing Your Furniture Business, NeoCon preview
Advertising Deadline: 24 April

JUNE

The Changing Dealer Product Mix
Advertising Deadline: 24 May

JULY

Dealer Marketing Success Stories
Advertising Deadline: 22 June

AUGUST

Jan-San Update, S.P. Richards ABC Conference Preview
Advertising Deadline: 24 July

SEPTEMBER

Controlling Overhead Cost, EPIC 2018 Preview
Advertising Deadline: 24 August

OCTOBER

Navigating the New Competitive Landscape
Advertising Deadline: 24 Sept

NOVEMBER

Selling the Education Market, Essendant 2019 Marketing Programs Preview
Advertising Deadline: 24 October

DECEMBER

Building your Brand, S.P. Richards 2019 Marketing Programs Preview
Advertising Deadline: 23 November

Advertising

BE SEEN IN INDEPENDENT DEALER

- Reach top quality circulation built around dealer lists provided by Essendant, S.P. Richards, TriMega, Independent Stationers, AOPD, Office Partners and WorkPlace Furnishings.
- Enjoy top quality editorial on key dealer topics and outstanding graphics that not only boost readership but provide an attractive environment for your advertising.
- Benefit from an innovative online format that keeps production costs and advertising rates far lower than print media.
- Show your support for the independent dealer community. n The Official Publication of NOPA.



INDEPENDENT DEALER is the only publication in our industry that I make sure I read on a regular basis. It's important for me to be aware of trends and the changing marketplace and I always find an article or two that I forward to our management group.

BOB MAIRENA, PRESIDENT
OFFICE SOLUTIONS, YORBA LINDA, CA

INDEPENDENT DEALER is a must-read for our team. It has the pulse of our entire industry—from dealers to wholesalers, reps and manufacturers—and its coverage of dealer best practices makes it a truly valuable resource for a business like ours.

STEVE DEMARCO, PRESIDENT
MIDWEST OFFICE,
SPRINGFIELD, IL



Rates

Advertising Rates - Monthly cost per Advertisement

	Full Page	Half Page	Quarter Page
Series booking x 12	\$1,500	\$900	\$500
Series booking x 6	\$1,750	\$1,100	\$650
Single insertion	\$2,000	\$1,200	\$800

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Technical Details

ARTWORK

Files should be supplied as press-quality PDF (or 300dpi RGB JPEGs) to size.

SIZES

Single page 8.5" x 11"
Half page 7.75" x 5.125"
Quarter page 3.8" x 5.125"

SEND TO

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