



.....2022.....

MEDIA KIT AND PLANNER

**THE LEADER IN THE HEAVY
EQUIPMENT DISTRIBUTION
INDUSTRY IN NORTH AMERICA**

YOUR AED MAGAZINE ADVERTISING EXPERIENCE

Advertising with AED Magazine is the most powerful, effective way to connect with AED's extensive population of equipment distribution industry professionals – and there are many creative ways to customize your own marketing plan of attack.

GET YOUR MESSAGE HEARD!

AED is committed to helping companies reach our equipment distribution industry audience. With industry leading advertising exposure through publications like AED Magazine, we provide an excellent platform for communicating your value proposition. We look forward to developing a marketing program to connect your message with those who are serious about becoming more efficient and profitable using your products and services.

AED Magazine should be the cornerstone of your marketing plan to communicate with the industry's most influential decision-makers and top equipment distribution companies. There are also opportunities to expand your plan with unique member profile stories about your company, your products, and what makes you great!

Every marketing plan should start and end with the return on investment in mind. With AED Magazine, your investment reaches the greatest number of companies directly involved in the equipment distribution industry– and it reaches those who are highly engaged decision makers.

HOW TO GET STARTED

Call your Business Development Specialist today for details and to reserve your placement space and learn about other customized options. Special advertising opportunities are available on a first-come, first-served basis.



Benjamin P. Bernal, *Vice President of Operations*

Phone: 630-468-5138

Email: bbernal@aednet.org



Michael Kondrath, *Business Development Specialist*

Phone: 630-468-5121

Email: mkondrath@aednet.org

Northeast and Midwest US, Canada, and Asia-Pacific



Denis Budz, *Business Development Specialist*

Phone: 630-468-5119

Email: dbudz@aednet.org

West, Rocky Mountain. South Central, and Southeast US, Europe

AED MAGAZINE BY THE NUMBERS

AED MAGAZINE CIRCULATION

80% Executive (C-level, President, VP, Owner)

8% General Managers (Branch, Rental, Service, Product Support)

7% Sales & Marketing

5% Other

82%

of AED readers are **more than likely** to consider purchasing products and services from companies that advertise within the publication and/or websites

77%

of AED subscribers have **called or visited a website** because of an advertisement they viewed in AED

89%

of AED readers keep the issue for **at least a month** or longer

86%

of AED readers spend **at least 30 minutes** reading each issue of the publication

82%

of AED readers have read **three out of the past four** issues from cover to cover

77%

of AED readers are Dealers/Distributors with over **\$60 billion in sales**, more than **130,000 workers**, and **5,100 branches**

93%

of AED readers perceive companies that advertise in AED as **more supportive** of the industry and association

AED MAGAZINE PRINT ADVERTISING RATES

AD SIZE	1X	3X	6X	12X
Spread	\$6,125	\$5,400	\$4,800	\$3,450
Full Page	\$3,450	\$3,050	\$2,910	\$2,650
1/2 Page Horizontal	\$2,695	\$2,405	\$2,305	\$2,110
1/3 Page Square	\$2,360	\$2,120	\$2,040	\$1,880
1/4 Page Vertical	\$2,070	\$1,875	\$1,810	\$1,675

*The rates featured in this table are gross rates.

*Rates will be linearly interpolated between published rates as needed to reflect the actual frequency of placement.

Color Rates

The prices above include digital four-color printing.

Special Placements

Inside Front Add \$600

Inside Back Add \$400

Outside Back Add \$700

Guaranteed Position

Add 10% of gross.

General Rate Policy

All publication rates are subject to change.

AED Magazine reserves the right to reject advertising that it feels is not in the best interest of the magazine's standards.

The copy is subject to approval by the Editor-in-Chief.

Advertisers who cancel before the content deadline date of their placement will be charged a \$350 advertising cancellation charge plus the adjusted rate to reflect the actual number of placements.

All advertising contract cancellations require 30 days' written notice before the content deadline close date.

Ad Sizes*

Spread ————— 16.5" x 10.875"

Full Page ————— 8.25" x 10.875"

1/2 Horizontal ————— 7.25" x 4.875"

1/3 Square ————— 4.75" x 4.875"

1/4 Vertical ————— 3.5" x 4.875"

Place all important text, logos, and images within the live area (inside 0.25" on all sides).

*For full page spread ads with bleeds, please allow 0.25" on all size.

*Other sizes available upon request.

Advertising Requirements:

Preferred File Format: Please provide your advertisement as a high-resolution PDF file.

Submitting Your Advertisements:

Email: mcabral@aednet.org. Please include in the subject line: AED Magazine Ad for <issue month>.

*If the file sizes are larger than 10MB, please upload to AED Magazine's Hightail account: bit.ly/CEDupload

QUESTIONS?

Contact Martin Cabral, Associate Director of Production

Phone: 630-468-5118 | Email: mcabral@aednet.org

EDITORIAL CALENDAR

MONTH	CONTENT DEADLINE	ADVERTISEMENT INSERTION ORDER DEADLINE	ADVERTISEMENT MATERIAL DEADLINE	SPECIAL PREVIEW
January + February	11/26/2021	12/3/2021	12/10/2021	2022 AED Preview
March	1/28/2022	2/4/2022	2/11/2022	Equipment Leasing & Financing Showcase
April	3/4/2022	3/11/2022	3/18/2022	Technology Showcase
May	N/A	4/8/2022	4/15/2022	Membership Directory
June	5/6/2022	5/13/2022	5/20/2022	Crushing & Screening Equipment Showcase
July	6/3/2022	6/10/2022	6/17/2022	Attachments Showcase
August	7/1/2022	7/8/2022	7/15/2022	Road Building Equipment Showcase
September	8/5/2022	8/12/2022	8/19/2022	Compact Equipment Showcase
October	9/2/2022	9/9/2022	9/16/2022	Equipment Trailer Showcase
November + December	11/4/2022	11/11/2022	11/18/2022	2023 Summit Showcase

Deadline Definition Guide: Please note that some deadlines may be back to back for issues with timely subjects, I.E. January Summit Issue.

Content Deadline: This deadline is for individuals submitting articles for the publication and for advertising placement cancellations. Articles should be emailed to aedmagazine@aednet.org, in a Microsoft Word document attachment. All material including photos, logos and bios should be submitted by this date.

Advertisement Insertion Order Deadline: This deadline represents the due date of the signed insertion orders. All insertions should be signed and submitted to your dedicated sales representative by this date.

Advertisement Material Deadline: This deadline represents the due date for your advertisement and showcase material. If the material is not submitted by this date, the advertisement will be billed as per the signed insertion order and the issue will run without the placement being included.

SHOWCASE INFORMATION & PRICING

Don't miss the **SPECIAL OPPORTUNITY** to be showcased in the **AWARD WINNING AED Magazine** available to all companies that offer industry leading equipment, products and services.

MARCH – EQUIPMENT LEASING & FINANCING SHOWCASE

APRIL – TECHNOLOGY SHOWCASE

JUNE – CRUSHING & SCREENING EQUIPMENT SHOWCASE

JULY – ATTACHMENTS SHOWCASE

AUGUST – ROAD BUILDING EQUIPMENT SHOWCASE

SEPTEMBER – COMPACT EQUIPMENT SHOWCASE

OCTOBER – EQUIPMENT TRAILER SHOWCASE

NOVEMBER/DECEMBER – 2023 SUMMIT SHOWCASE

CONTACT YOUR SALES REP FOR MORE INFORMATION AND TO BE INCLUDED IN A SHOWCASE, SPACE IS LIMITED AND WILL UP FAST!

TWO SHOWCASE OPTIONS AVAILABLE

Standard:

150 words and a product/service image or company logo

- Complimentary for AED members
- \$1020 for non-members

Enhanced:

Highlighted listing with 300 words, product/service image, company logo, sales contact with email address

- Complimentary for AED members with ad
- \$510 for AED members without ad
- \$2040 for non-members without ad

Upload your description, high resolution photo and logo to: bit.ly/CEDupload

**AED will resize images and logos to approximately 150 x 150 dpi.*

SPECIAL ADVERTISING OPPORTUNITIES

AED offers a variety of other advertising opportunities in both print and digital media to choose from. These options provide an excellent solution for expanding your exposure to your target audience.

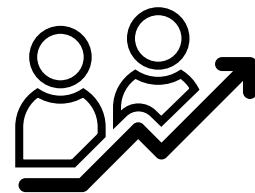
CREATE BRAND AWARENESS



ACHIEVE POWERFUL RETURNS



INCREASE YOUR CUSTOMER BASE



AED Magazine TOP ADVERTISER

Be recognized by AED members as a Top 25 AED Magazine Ambassador!

To qualify as a AED Magazine Ambassador, your company must be among our top 25 advertisers for the 2021 calendar year based on orders placed before the end of 2021. AED Magazine Ambassadors will be recognized in the January 2022 AED Magazine issue distributed to all subscribers and all attendees to the 2022 AED Summit and will be recognized in the AED Membership Directory distributed in May 2022 to all AED members.

ENHANCED MEMBERSHIP DIRECTORY LISTINGS FOR ADVERTISERS

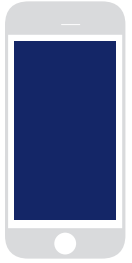
Increase your brand awareness by advertising in the AED Membership Directory!

Members with advertising placements in the May AED Membership Directory will receive a complimentary enhanced directory listing featuring their company logo and reference to the page number in the directory where their ad appears.

MARKETING PACKAGES/SERVICES

AED360 MOBILE APP

AED360 brings the latest news and resources from Associated Equipment Distributors (AED) to your fingertips. Special advertising options include an app splash page and rotating banners.



- **App Splash Page:**
\$2,500 per month
- **App Rotating Banner:**
\$500 per month

EMAIL MARKETING

Segmented email distribution by organization type, geography and individual type depending on desired demographics.



- \$2,500 for first 500
- \$4/email for second 500
- \$3/email for third 500
- \$2/email for fourth 500
- \$1/email for each additional over 2,000
- 20% additional for A/B emails

BELLY BANDS

Wraps and tip-ons can be targeted to specific subscribers by type and geographic location.



- **January/February Issue of AED Magazine [Summit Issue]:** \$4,500 (qty 3,000)
- **March–November/December Issues:** \$2,500 (qty 1,500)

INSERTS

Inserts can be targeted to specific subscribers by type and geographic location.

- **Two-Page:** \$1,500 per issue (Mar-Dec) / \$2,500 per issue (Jan/Feb) - 80 lb. gloss text
- **Four-Page:** \$3,000 per issue (Mar-Dec) / \$5,000 per issue (Jan/Feb) - 80 lb. gloss text
- **Eight-Page:** \$5,500 per issue (Mar-Dec) / \$7,500 per issue (Jan/Feb) - 100 lb. gloss text

MARKETING PACKAGES/SERVICES

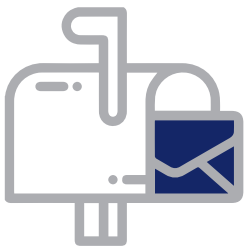
AEDMAGAZINE.COM

aedmagazine.com is the digital version of AED magazine in a mobile friendly website with support for digital advisements to complement your print advisements.

DIGITAL ADS ON AEDMAGAZINE.COM	1X	3X	6X	12X
Leaderboard Ads (570 x 160)	\$1,000	\$800	\$750	\$700
Side Box Ads (300 x 250)	\$800	\$640	\$600	\$560

MASS MAILINGS

Includes printing on 80 lb. cover paper and postage for postcards. Two-Page, Four-Page and Eight-Page brochures will print on 100 lb. text. AED will mail to members based on organization type, geography and individual type depending on the desired demographics. Postage is included in pricing below.



POSTCARD (5.5" X 8.5")	\$1.75 EACH
TWO-PAGE (8.5" X 11" double-sided)	\$1.85 EACH
FOUR-PAGE (8.5" X 11" stapled)	\$3.55 EACH
EIGHT-PAGE (8.5" X 11" stapled)	\$3.95 EACH

CONTACT YOUR SALES REP FOR MORE INFORMATION!

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