2023

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: bernal@aednet.org

Please direct general inquiries to help@aednet.org
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

### 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.

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

*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.

### 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.

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

### Submitting Your Advertisements:
Email: avito@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

### 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.

QUESTIONS?
Contact Alex Vito, Production Coordinator
Phone: 630-286-1064 | Email: avito@aednet.org
<table>
<thead>
<tr>
<th>MONTH</th>
<th>CONTENT DEADLINE</th>
<th>ADVERTISEMENT INSERTION ORDER DEADLINE</th>
<th>ADVERTISEMENT MATERIAL DEADLINE</th>
<th>SPECIAL PREVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>January + February</td>
<td>11/25/2022</td>
<td>12/2/2022</td>
<td>12/9/2022</td>
<td>2023 AED Preview</td>
</tr>
<tr>
<td>May</td>
<td>N/A</td>
<td>4/7/2023</td>
<td>4/14/2023</td>
<td>Membership Directory</td>
</tr>
<tr>
<td>June</td>
<td>5/5/2023</td>
<td>5/12/2023</td>
<td>5/19/2023</td>
<td>Crushing &amp; Screening Equipment Showcase</td>
</tr>
<tr>
<td>August</td>
<td>6/30/2023</td>
<td>7/7/2023</td>
<td>7/14/2023</td>
<td>Road Building Equipment Showcase</td>
</tr>
<tr>
<td>October</td>
<td>9/1/2023</td>
<td>9/8/2023</td>
<td>9/15/2023</td>
<td>Equipment Trailer Showcase</td>
</tr>
</tbody>
</table>

**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 cbomba@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.
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 – 2024 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.
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.

**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 2022 calendar year based on orders placed before the end of 2022. AED Magazine Ambassadors will be recognized in the January 2023 AED Magazine issue distributed to all subscribers and all attendees to the 2023 AED Summit and will be recognized in the AED Membership Directory distributed in May 2023 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

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.

— November/December Issue of AED Magazine [Summit Issue]: $4,500 (qty 3,000)

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

Two-Page: $1,500 per issue (Jan-Oct) / $2,500 per issue (Nov/Dec) - 80 lb. gloss text
Four-Page: $3,000 per issue (Jan-Oct) / $5,000 per issue (Nov/Dec) - 80 lb. gloss text
Eight-Page: $5,500 per issue (Jan-Oct) / $7,500 per issue (Nov/Dec) - 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.

<table>
<thead>
<tr>
<th>DIGITAL ADS ON AEDMAGAZINE.COM</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Leaderboard Ads (570 x 160)</td>
<td>$1,000</td>
<td>$800</td>
<td>$750</td>
<td>$700</td>
</tr>
<tr>
<td>Side Box Ads (300 x 250)</td>
<td>$800</td>
<td>$640</td>
<td>$600</td>
<td>$560</td>
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</table>

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.

<table>
<thead>
<tr>
<th>POSTCARD (5.5” X 8.5”)</th>
<th>$1.75 EACH</th>
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<tbody>
<tr>
<td>TWO-PAGE (8.5” X 11” double-sided)</td>
<td>$1.85 EACH</td>
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<tr>
<td>FOUR-PAGE (8.5” X 11” stapled)</td>
<td>$3.55 EACH</td>
</tr>
<tr>
<td>EIGHT-PAGE (8.5” X 11” stapled)</td>
<td>$3.95 EACH</td>
</tr>
</tbody>
</table>

CONTACT YOUR SALES REP FOR MORE INFORMATION!