

# DISTRIBUTION trends 2021

## Showcasing the Trends Shaping the Future of the Wholesaler/Distributor Channel

The **NEWS' Distribution Trends** Special Section provides the editorial commentary, content, and resources necessary to enhance the success and effectiveness of HVACR wholesale distribution. By advertising in this new section you'll reach the same 33,300+ subscribers<sup>1</sup> as our usual weekly issues and an additional 7,500<sup>^</sup> top companies and decision-makers in the HVACR wholesale distribution market, including all HARDI members.

### Your Advertisements Get Proven Results with Distribution Trends\*

**91%** of Readers Take An Action After Viewing Ads

### Actions Taken After Viewing Ads

**63%** Sought out more information via internet search

**54%** Visited advertiser's website

**51%** Passed along magazine to someone else

### FEATURED MARKETING SOLUTIONS

#### Distribution Trends eNewsletter

**Total Distribution: 6,356<sup>^</sup>**

Deployed monthly, featuring editorial commentary, content, and resources designed to enhance the success and effectiveness of HVACR wholesale distribution.

#### eMail Blasts

Sponsored eBlasts are specialized emails focused on providing you with the best format to promote your product or video. Reach distribution decision-makers directly while leveraging our trusted reputation with these great lead generating opportunities.

#### Webinars

Webinars are a great way to showcase your knowledge and expertise on industry related topics – giving attendees the information they need all while you collect the leads. Choose the webinar type that works for you, whether editorial, sponsored, CEU, or sponsored CEU.

### 2021 EDITORIAL CALENDAR >

#### 1/25/21 AHR Show Issue

**Ad Close: 1/8/21**

Show Issue. A preview of the AHR Expo and wholesale/distributor outlook for 2021.

#### 3/22/21 Distributor Roundtable

**Ad Close: 3/05/21**

Distribution Trends Roundtable. A Q&A with the biggest players in the distribution industry.

#### 5/17/21 Top 50 Distributors

**Ad Close: 4/30/21**

Distribution Trends Top 30 List. List of the top distributors in heating/cooling, hydronics, and refrigeration.

#### 7/26/21 Smart Warehouses

**Ad Close: 7/9/21**

COVID: One year later. How this pandemic is affecting the distribution industry.

#### 9/20/20 E-commerce

**Ad Close: 9/03/21**

Ecommerce. How the internet is changing the distribution industry.

#### 11/15/21 HARDI Conference Issue

**Ad Close: 10/29/21**

HARDI Conference Issue. Preview of the biggest distribution event of the year.

<sup>1</sup>June 2020 AAM Consolidated Media Report

<sup>^</sup>Media Owner's Data

\*Reader Preference Profile Study, June 2017

# 4-COLOR PRINT RATES & SPECS

**DISTRIBUTION**trends

ALL RATES NET PRICE

## PRINT AD SPECS

1X

Tabloid Page	Bleed	11.125" x 15"	\$5,534
	Live Area	10.125" x 14"	
	Trim	10.875" x 14.75"	
Tabloid Spread	Bleed	22" x 15"	\$9,854
2/3 Page		6.75" x 8"	\$4,534
1/2 Page		8.125" x 5"	\$4,757
1/3 Page		6.75" x 5"	\$2,772
1/4 Page		3.25" x 5"	\$2,705
1/6 Page		3.25" x 2.875"	\$1,379
Business Card		4" x 2.75"	\$486

### High Res PDF, TIF, or AI file

\*Please send all ad materials to Lou Ann Morton - MortonL@bnpmmedia.com. For files larger than 10MB please upload at our FTP site - <http://upload.bnpmmedia.com> and select "ACHR News" from the publication drop-down menu.

## eNEWSLETTER AD SPECS

Leaderboard Ad	728 x 90 pixels
Medium Rectangle	300 x 250 pixels
Text Ad	"50 words + optional 230 x 141 image"

Maximum file size: 40 KB, JPG or GIF files accepted (no Flash animation). Please provide URL to link ad to. For **text ads** only, include a "headline."

## WEB AD SPECS

	Desktop/Tablet	Mobile
Leaderboard	728 x 90 pixels	320 x 50 pixels
Medium Rectangle	300 x 250 pixels	300 x 250 pixels
Half Page	300 x 600 pixels	300 x 250 pixels
Wide Skyscraper	160 x 600 pixels	300 x 250 pixels

Maximum file size: 200 KB, JPG, GIF or 3rd party tags accepted. Please provide URL to link ad to. Multiple ad sizes may be required for mobile responsive site and Rich Media ads.

## PRODUCT eBLASTS

Photo	250x250 pixels - exclusive 200x200 - multi sponsor
Copy	Up to 100 words - please include a headline and provide a URL to link the ad to.

## VIDEO SPOTLIGHT eBLAST

Resolution	up to 1920 x 1080 pixels
File Size	Under 2GB
Formats	*mp4, mov, flv, mpg, avi

Please include:  
 • Headline • Company logo  
 • 50 word description • URL to link logo to  
 \*The video must be submitted as a digital file, no links to YouTube or your website

## SALES STAFF

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