



**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.

# 2019 Editorial Calendar & Deadlines

## JANUARY

Outlook 2019:  
Opportunities & Threats  
**Advertising Deadline:**  
17 December

## FEBRUARY

Capturing Safety Products Sales  
**Advertising Deadline:**  
23 January

## MARCH

Annual Technology Update  
**Advertising Deadline:**  
27 February

## APRIL

Recruiting and Hiring  
For Success  
**Advertising Deadline:**  
29 March

## MAY

Growing Your Furniture Business,  
NeoCon preview  
**Advertising Deadline:**  
29 April

## JUNE

Jan/San Update  
**Advertising Deadline:**  
30 May

## JULY

The Changing Dealer  
Product Mix  
SP Richards ABC Conference  
Preview  
**Advertising Deadline:**  
28 June

## AUGUST

Health and Wellness Products  
Make for Healthy New Profits  
**Advertising Deadline:**  
30 July

## SEPTEMBER

Successful Succession  
Planning  
**Advertising Deadline:**  
29 August

## OCTOBER

Navigating the New  
Competitive Landscape  
**Advertising Deadline:**  
30 Sept

## NOVEMBER

Building Your Breakroom  
Business  
**Advertising Deadline:**  
28 October

## DECEMBER

Growing Furniture Project  
Value with Add-on Products  
and Services  
**Advertising Deadline:**  
25 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.

## 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

## 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

**Amy Byrne** Operations & Production  
**Email:** amy.byrne@opi.net  
**Tel:** 01144 207 841 2950



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



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