



2020 Editorial Calendar & Deadlines

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.

Advertising

BE SEEN IN INDEPENDENT DEALER

- Reach top quality circulation built around dealer lists provided by the leading industry dealer groups and wholesalers.
- 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.
- The Official Publication of NOPA.

Rates

Advertising Rates - Monthly cost per Advertisement

	Full Page	Half Page	Quarter Page	Feature Video
Series booking x 12	\$1,500	\$900	\$500	\$1,100
Series booking x 6	\$1,750	\$1,100	\$650	\$1,300
Single insertion	\$2,000	\$1,200	\$800	\$1,400

ADD A VIDEO TO ANY ADVERT FOR \$250

Homepage Banners: \$1,500 per month

Issue Mailshot Sponsorship: \$3,500

Chris Turness

Head of Media Sales

Phone: 703 596 4302

Mobile: 01144 7872 684 746

Email: chris@idealercentral.com

JANUARY

Outlook 2020:
Opportunities & Threats
Advertising Deadline:
17 December

FEBRUARY

Selling the Education Market
Advertising Deadline:
23 January

MARCH

Annual Technology Update
Advertising Deadline:
27 February

APRIL

Recruiting, Hiring
and Onboarding
Advertising Deadline:
29 March

MAY

Growing Your Furniture Business
NeoCon Preview
Advertising Deadline:
29 April

JUNE

Training Your Sales Force
Advertising Deadline:
30 May

JULY

Charging Ahead: Selling
New Tech Accessories
Advertising Deadline:
28 June

AUGUST

Making the Most of Your
Online Presence
Advertising Deadline:
30 July

SEPTEMBER

Building Your
Breakroom Business
Advertising Deadline:
29 August

OCTOBER

Jan/San Update
Advertising Deadline:
30 Sept

NOVEMBER

2020s Selling: The
Millennial Marketplace
Advertising Deadline:
28 October

DECEMBER

Custom Products, Stampers
and Ad Specialties
Advertising Deadline:
25 November

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

