



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 Tom Buxton, Marisa Pensa and Troy Harrison. 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, ISG, 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, ECI, Pentel 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

- Enjoy top quality editorial on key dealer topics and outstanding graphics that not only boost readership but provide an attractive environment for your advertising.
- Reach top quality circulation built around dealer lists provided by the leading industry dealer groups and wholesalers.
- 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
Distribution Email Sponsorship: \$3,500

NEW FOR 2021
 ID Newsletter
 sponsor opportunities

Chris Turness

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2021 Editorial Calendar & Deadlines

Due to the current, uncertain situation with regard to COVID-19, we plan to publish combined issues for the first half of 2021 and hope to return to a monthly schedule again in July.

NOV/DEC 2020
 New Covid Categories – Signage, Shields and Sanitization; SPR and Essendant 2021 Marketing Programs

Advertising Deadline: November 20, 2020

JAN/FEB 2021
 Outlook 2020: What Will Be The New Normal?

Advertising Deadline: January 22, 2021

MARCH/APRIL
 Annual Technology Update; Industry Week Preview

Advertising Deadline: March 12, 2021

MAY/JUNE
 Your Furniture Business in the New Look Office; NeoCon Preview

Advertising Deadline: May 21, 2021

JULY
 New Tech Accessories: Chargers, Cabling and Connections
Advertising Deadline: July 9, 2021

AUGUST
 Making the Most of Your Online Presence
Advertising Deadline: August 6, 2021

SEPTEMBER
 Building Back Your Breakroom Business
Advertising Deadline: September 3, 2021

OCTOBER
 Selling the Education Market
Advertising Deadline: October 1, 2021

NOVEMBER
 Custom Products & Ad Specialties
Advertising Deadline: November 5, 2021

DECEMBER
 Jan/San Update
Advertising Deadline: December 3, 2021

Technical Details

ARTWORK

Files should be supplied as press-quality PDF (or 300dpi RGB JPEGs) to size.

SIZES

Single page 8.5" x 11"
Quarter page 3.8" x 5.125"
Half page 7.75" x 5.125"
Web Banner 728 x 90 pixels

SEND TO

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