

**THE PRODUCT:** *INDEPENDENT DEALER* is published eight times a year 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, Jennifer Stine 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 IOPFDA.

## Rates

### Advertising Rates - Monthly cost per Advertisement

	Full Page	Half Page	Quarter Page	Feature Video
Series booking x 8	\$1,500	\$900	\$500	\$1,100
Series booking x 4	\$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

**ENQUIRE ABOUT**  
 ID Newsletter  
 sponsor opportunities

## Chris Turness

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# 2023 Editorial Calendar & Deadlines

This year we plan to publish **alternate combined issues and single month issues, please see the relevant advertising deadlines below:**

**DEC/JAN 2023**  
 Looking Ahead to 2023;  
 Wholesaler Marketing Programs for 2023  
**Advertising Deadline:**  
 December 5, 2022

**JUNE/JULY**  
 Furniture Focus;  
 Seen at NeoCon  
**Advertising Deadline:**  
 June 7, 2023

**FEBRUARY**  
 Jan/San Update  
**Advertising Deadline:**  
 January 20, 2023

**AUGUST**  
 New Market Opportunities  
**Advertising Deadline:**  
 July 21, 2023

**MARCH/APRIL**  
 Annual Technology Update  
**Advertising Deadline:**  
 March 3, 2023

**SEPT/OCT**  
 Breakroom Battles Back;  
 Industry Week/NAOPA Preview  
**Advertising Deadline:**  
 September 1, 2023

**MAY**  
 Health and Wellbeing in the Modern Workspace;  
 NeoCon Preview  
**Advertising Deadline:**  
 May 5, 2023

**NOVEMBER**  
 Visual Communications and New Office Interaction  
**Advertising Deadline:**  
 October 20, 2023

**DEC/JAN 2024**  
 Looking Ahead to 2024;  
 Wholesaler Marketing Programs for 2023  
**Advertising Deadline:**  
 December 1, 2023

## 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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