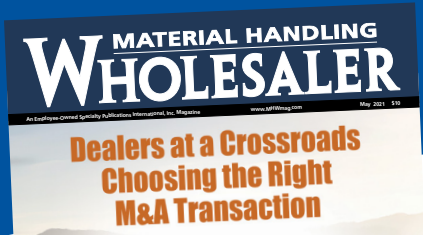


WHOLESALE MATERIAL HANDLING

Print | Online | E-Newsletter | Equipment Online | Podcast

2022 MEDIA KIT



An advertisement for blackbook magazine. It features a group of people in business attire and a network diagram. The text includes 'blackbook YOUR TOOL FOR MAKING INDUSTRY CONNECTIONS', 'August 2021 \$15.00 US', and 'ADVERTISE IN Material Handling Wholesaler Next Ad Deadline MONDAY, AUGUST 2ND Call Dean at 877.638.6190'. There is also a section for 'Dyna Rack' with contact information: 'OPEN FOR SERVICE THE DEALER'S SOURCE FOR PORTABLE RACKS STOCK PROGRAM AVAILABLE', 'Stack and Store Your Product with Dyna Rack!', 'Call For Assistance in Solving Your Storage Problems', and 'For additional literature and pricing information, call 800-939-DYNA (9362) sales@dyna-rack.com www.dyna-rack.com'.

An advertisement for the forklift marketplace. It features a grid of various forklift models and their specifications. The text includes 'Largest online market for used forklifts, attachments and work platforms.', 'forklift marketplace Network', and 'WWW.FORKLIFT-INTERNATIONAL.COM'. The advertisement also includes contact information for the marketplace.

An advertisement for the Material Handling Wholesaler Digital Issue. It features a tablet and a smartphone displaying the digital content. The text includes 'Material Handling Wholesaler Digital Issue', 'YOUR MONTHLY ISSUE HAS ARRIVED', 'Dealers CREATE QUOTES Sell Faster. Buy Smarter.', 'Check out the August 2021 Material Handling Wholesaler Digital Issue!', 'Featuring monthly columns, product news and over 120 advertisements!', 'Cover Story', 'After Market', 'Bottom Line', and 'Forklifts in the news'.



ABOUT MATERIAL HANDLING WHOLESALER

Material Handling Wholesaler (MHW) is an internationally known publication serving the wholesale material handling industry. “Wholesaler” has four primary products: a monthly magazine, a user-friendly website and two e-newsletters (Wholesaler Weekly and Wholesaler Digital.) The monthly issue of Wholesaler has been the industry’s premier “buy and sell” forum since it began in 1979. It features industry columnists, news, equipment and services and a vendor Source Directory.

MHW recognizes its readers enjoy receiving industry news and product information in both print or electronic formats. Wholesaler will continue to deliver industry news to your business but is now available in a digital format delivered directly to your inbox.

Wholesaler’s website, www.MHWmag.com, expands on the magazine with additional industry news and feature articles, as well as extensive product listings and an online vendor Source Directory. The website also has an archive search engine for news articles and equipment listings. For the latest industry news and product releases, readers count on the Wholesaler Weekly e-newsletter every Tuesday, delivering breaking news, feature articles, classifieds and industry links for more products and services. Every fourth Thursday of each month the Wholesaler Digital e-newsletter features

even more new products and a link to the monthly publication to be viewed online with a PC, tablet or smart phone.

Forklift-International.com is a buy and sell material handling equipment website which is a joint partnership of Material Handling Network and Material Handling Wholesaler. Forklift-International.com connects you to a marketplace network of dealers throughout the World for new, used and rental equipment under one site.

Forklift-International.com connects you to dealers who are committed to customer service and can take care of your new and used equipment needs. We pledge to make your user experience a positive one with the latest equipment and to make searching for your equipment hassle-free and easy.

PROFILES OF COMPANY TYPES AND JOB FUNCTIONS BY PLATFORM

Type of primary business	Electronic %	Print%
Dealer or distributor of new equipment	17	27.4
Dealer or distributor of used equipment	4	3.8
Dealer or distributor of new/used equipment	56	23.8
Manufacturer of equipment, parts & components	17	19.5
Manufactures representative	3	3.5
Surplus, liquidation, auctions, financial	1	2.8
Other	2	19.20

Type of position represented	Electronic %	Print%
Owner, Principal, CEO and President	26	22.5
Vice-President/General Manager	24	16
Sales Manager	34	23.3
Sales Representative	7	10.6
Service Manager	1	10.4
Parts Manager	1	1.9
Other	7	5.3

Source: MHW reader qualification form - September 2021

*Material Handling Wholesaler, 2021 Publisher’s statement

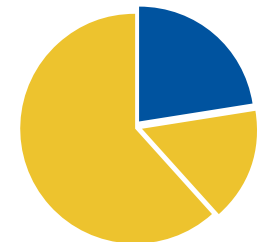
*WHO DOES MATERIAL HANDLING WHOLESALER REACH?

- 55% are material handling distributors or dealers
- 23% are material handling manufacturers and their representatives
- 22% are material handling associated suppliers or service providers



*WHAT ARE THE KEY DEMOGRAPHICS OF MATERIAL HANDLING WHOLESALER READERS?

- 22.5% are owners, presidents, principals and CEOs of their companies
- 16% are vice presidents or general managers of their companies
- 61.5% are sales/service managers, representatives or serve in other capacities in the material handling industry



*Material Handling Wholesaler is passed around the office – on average each issue is shared with 2.26 people or an estimated audience of 17,004.

*Material Handling Wholesaler knows its readers – each issue is 100% qualified.

PUBLISHER'S STATEMENT

AVERAGE CIRCULATION

Sep. 2020–Aug. 2021
7,524

ANALYZED ISSUE

August 2021
Circulation 7,467

FREQUENCY

12 times/year

ESTABLISHED

1979

PUBLISHER

Specialty Publications
International Inc.

BUSINESS/INDUSTRY CLASSIFICATION

(6,113 surveyed)

- 1. Material Handling Distributor/Dealer 55%**
 - New Equipment Only 27.4%
 - Used Equipment Only 3.8%
 - New and Used Equipment 23.8%
- 2. Material Handling Manufacturer 23%**
 - Manufacturer's Equipment. 9.9%
 - Manufacturer's Parts & Components 5.4%
 - Manufacturer's All 4.2%
 - Manufacturer's Rep. 3.5%
- 3. Other (Engineer, Consultant, etc.) 22%**
 - Surplus, Liquidations, Auctions and Financial. 2.8%
 - Other/Repair Services 19.2%
- Total 100%**

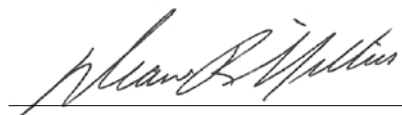
TITLE CLASSIFICATIONS

(6,113 surveyed)

- Owner, President, Principal, CEO 22.5%
- Vice President or General Manager 16%
- Sales Manager 23.3%
- Sales Representative 10.6%
- Service Manager 10.4%
- Parts Manager 1.9%
- Other 15.3%

PUBLISHER'S AFFIDAVIT

I hereby make an oath and say that to the best of my knowledge and belief all data set forth in this report are true and correct.
Date signed: July 26, 2021. State: Iowa. County: Dubuque.



Publisher/General Manager

FIELD SERVED

Material handling equipment distributors/dealers, manufacturers, manufacturer's representatives, service facility owners and systems engineers.

READER QUALIFICATION

Material Handling Wholesaler (ISSN #2155-3467) is distributed to qualified subscribers serving MHEDA and MHIA memberships, Industrial Truck Wholesalers (SIC 3537), Material Handling and Shop Equipment Wholesalers (SIC 5084-26), Material Handling Service and Repair Facilities (SIC 7699) and other qualified readers, including consultants and engineers within the Material Handling Industry.

QUALIFIED CIRCULATION

7,467 as of the August 2021 issue (100% of circulation)

PASS ALONG COPIES

2.26 people on average share a subscription, effectively making MHW circulation 17,004. (1,000 surveyed)

PRODUCTS/SERVICES OFFERED*

(1,000 surveyed) *A majority of subscribers offer more than one product line and/or service, bringing the sum of percentages to greater than 100%.

- | | |
|---|---|
| Power industrial trucks 83% | Plant facilities equipment 34% |
| Pallet jacks 70% | Training & education 43% |
| Parts 59% | Container storage 22% |
| Attachments & accessories 73% | LP distributors 19% |
| Batteries/Chargers 60% | Plant yard equipment 36% |
| Tires/Wheels 45% | Warehouse management 41% |
| Rack shelving 49% | Packaging 92% |
| Dock equipment 55% | Transportation & hauling 29% |
| Seats 40% | Auctions 33% |
| Storage equipment 38% | Finance 28% |
| Repair services 43% | Inventory & production control 17% |
| Lift tables 35% | Computers 15% |
| Engines 35% | Controls & information handling 19% |
| Drum handlers 37% | Automatic Identification Eqpt. 13% |
| Non-power floor equipment 41% | Insurance 10% |
| Safety products 65% | Drug testing 7% |
| Overhead lifting equipment 40% | Other 8% |
| Rentals 89% | |
| Scrubbers/Sweepers 39% | |
| Conveyors equipment & accessories 34.0% | |



Material Handling Wholesaler

P.O. Box 725 • Dubuque, IA 52004-0725
(563) 557-4495 • Toll Free (877) 638-6190

www.MHWmag.com

JANUARY

WHAT CAN WE EXPECT IN 2022 - FROM A TO Z VIEWPOINT

GARRY BARTECKI

Supplement: 2022 Calendar

FEBRUARY

BATTERY ISSUE

LISA CURTIS

In this issue we will look at how the lithium-ion battery is leading the charge and what you need to do to profit from it in your company.

Supplement: Black Book of Industry Names

MARCH

MODEX 2022-

CAROL MILLER-MHI

March 28-31, 2022. Start preplanning for the 2022 MODEX Show to be held at Georgia World Congress Center in Atlanta, GA

Supplement: MODEX 2022

APRIL

MHEDA ANNUAL CONVENTION

MARCH 28-31, 2022

ANNA MARIA KENDALL

An industry conference with hundreds of industry professionals under one roof. We will tell you all about it so you can plan on attending.

MAY

AUTOMATION/ROBOTS/DRIVERLESS FORKLIFTS ISSUE

EILEEN SCHMIDT

With no one to fill jobs automation and Artificial Intelligence (AI) has been the answer to many employers. In this issue we will talk with automation manufacturers and warehouse operation managers on successes and future opportunities to expand into this segment of material handling.

JUNE

ANNUAL SAFETY ISSUE

EILEEN SCHMIDT

This issue will look at a variety of safety aspects to keep your employees and customer safe. We will also look at ITA's National Forklift Safety Day on June 7, 2022 and OSHA's Safe+Sound week August 8-12, 2022.

JULY

ANNUAL AFTERMARKET ISSUE

DAVE BAIOCCHI

Increase sales and profits with common sense strategies.

AUGUST

SALES TRENDS AND IDEAS

JEFFREY GITOMER

Sales Trends and Ideas This issue will examine ways to increase sales and time efficiencies by switching things up from your daily routines.

Supplement: Black Book of Industry Names

SEPTEMBER

ANNUAL FINANCE/RENTAL/LEASING ISSUE

GARRY BARTECKI

Garry Bartecki breaks down the current state of the rental and leasing trends and how Wholesaler readers can profit from it.

OCTOBER

THE 22ND ANNUAL WOMEN IN MATERIAL HANDLING ISSUE

EILEEN SCHMIDT

Wholesaler recognizes women in the Industry that innovate, promote and excel in their position in making the industry better place to grow.

NOVEMBER

WAREHOUSE ISSUE

EILEEN SCHMIDT

The annual warehouse issue looks at the latest technology and trends in making the warehouse efficient, lean and profitable.

Supplement: What's New Product and Services

DECEMBER

THE FINE LINE OF THE MANUFACTURE AND DEALER RELATIONSHIP

DAVE BAIOCCHI

We will interview leaders in the Industry and get their perspective of what's ahead in the new year

DISPLAY ADVERTISING RATES

Ad Size	1x	3x	6x	9x	12x
	full color / black & white	full color / black & white	full color / black & white	full color / black & white	full color / black & white
Glossy Cover Page*	\$1,825	\$1,755	\$1,725	\$1,650	\$1,525
Front Cover Ad*	\$1,625	\$1,530	\$1,490	\$1,415	\$1,375
Center Spread Pages	\$1,725 / \$1,425	\$1,620 / 1,320	\$1,560 / \$1,260	\$1,515 / \$1,215	\$1,412 / \$1,115
Facing Inside Pages**	\$1,545 / \$1,245	\$1,470 / 1,170	\$1,435 / \$1,135	\$1,360 / \$1,060	\$1,260 / \$960
Full Page	\$1,055 / \$755	\$995 / \$695	\$990 / \$690	\$970 / \$670	\$940 / \$620
3/4 Page	\$1000 / \$700	\$955 / \$695	\$950 / \$650	\$920 / \$620	\$865 / \$585
1/2 Page	\$965 / \$565	\$840 / \$540	\$830 / \$530	\$815 / \$515	\$785 / \$485
1/3 Page	\$825 / \$525	\$790 / \$490	\$780 / \$480	\$770 / \$470	\$750 / \$450
1/4 Page	\$685 / \$385	\$665 / \$365	\$650 / \$350	\$635 / \$335	\$620 / \$320
1/8 Page	\$585 / \$285	\$580 / \$280	\$570 / \$270	\$560 / \$260	\$550 / \$250

Position requests for inside placement are available for a 15% surcharge to above display rates.

*Glossy cover page and front cover ads are only available in full color **No bleeds or center alignments are allowed on facing pages.

DEADLINES & MAILING DATES

Issue	Ad Copy/Space Deadline	Mailing Date
January	12/01/2021	12/10/2021
February	12/30/2021	1/14/2022
March	2/01/2022	2/11/2022
April	3/01/2022	3/11/2022
May	4/01/2022	4/12/2022
June	4/29/2022	5/13/2022
July	6/01/2022	6/13/2022
August	6/30/2022	7/13/2022
September	8/01/2022	8/12/2022
October	9/01/2022	9/12/2022
November	9/30/2022	10/12/2022
December	11/01/2022	11/11/2022

SOURCE DIRECTORY LISTINGS

The Source Directory is a monthly buyers' guide for products and services relevant to the industry.

Display Listing	\$800
Two additional listings	1,200
Three additional listings	1,450

Any additional listings add \$100

Size: 3.25" x 1" (room for company logo/other artwork, contact name, etc.)

Annual Rate — 12 issues (display ad includes FREE link on website)

	1x	3x	6x	12x
Single sheet or folded	\$1,025	\$925	\$825	\$725
Single sheet: 7.75" x 9" Folded: 7.75" x 18"				
Larger inserts quoted on an individual basis. Minimum insertion charge is \$400. We also print inserts, flyers & brochures – call for a quote!				



WEBSITE

Leaderboard Banner

Units available: 4 rotating
Size: 728 x 90 pixels

	1x	3x	6x	9x	12x
Prices per month	\$755	\$695	\$635	\$565	\$495

Vertical Rectangle Banner

Units available: 4 rotating
Size: 240 x 400 pixels

	1x	3x	6x	9x	12x
Prices per month	\$625	\$565	\$495	\$425	\$365

Half Banner

Units available: 2 rotating
Size: 234 x 60 pixels

	1x	3x	6x	9x	12x
Prices per month	\$365	\$285	\$255	\$165	\$95

Article Sponsor

Units available: 2 rotating
Size: 300 x 250 pixels

	1x	3x	6x	9x	12x
Prices per month	\$365	\$285	\$255	\$165	\$95

Billboard

Units available: 1/month
Size: 1280 x 150 pixels

	1x	3x	6x	9x	12x
Prices per month	\$565	\$495	\$435	\$365	\$295

WHOLESALE WEEKLY E-NEWSLETTER

The Wholesaler Weekly is e-mailed to more than 19,500+ readers every Tuesday morning. Deadline is Friday at 3 pm for the following week's e-newsletter.

Leaderboard Banner

Units available: 1
Size: 728 x 90 pixels

Open Rate	13x	26x	40x	52x
\$400	\$325	\$295	\$255	\$125

Large Banner

Units available: 3
Size: 234 x 250 pixels

	1x	3x	6x	9x	12x
Prices per month	\$300	\$260	\$190	\$147	\$99

Weekly Featured Product

Units available: 3
Size: 234 x 332 pixels (no animation available)

	1x	3x	6x	9x	12x
Prices per month	\$385	\$305	\$245	\$185	\$125

Wholesaler Weekly Classified

Each issue has FOR SALE, WANTED TO BUY, and EMPLOYMENT ads available for sale: \$65 per listing without print advertising • \$30 per listing with any print advertising

Wholesaler Weekly Web Links

Each link contains the company name linked to its website. Annual listing \$65

WHOLESALE DIGITAL E-NEWSLETTER

The Wholesaler Digital is e-mailed on the fourth Thursday of each month to over 19,500+ subscribers who have agreed to receive it. The deadline is the third Friday of each month.

Leaderboard Banner

Units available: 1
Size: 728 x 90 pixels

	1x	3x	6x	9x	12x
Prices per month	\$400	\$325	\$255	\$195	\$125

Half Banner

Units available: 3
Size: 234 x 60 pixels (no animation available)

	1x	3x	6x	9x	12x
Prices per month	\$365	\$285	\$255	\$165	\$95

Full Banner

Units available: 1
Size: 234 x 550 pixels (no animation available)

	1x	3x	6x	9x	12x
Prices per month	\$385	\$305	\$245	\$185	\$115

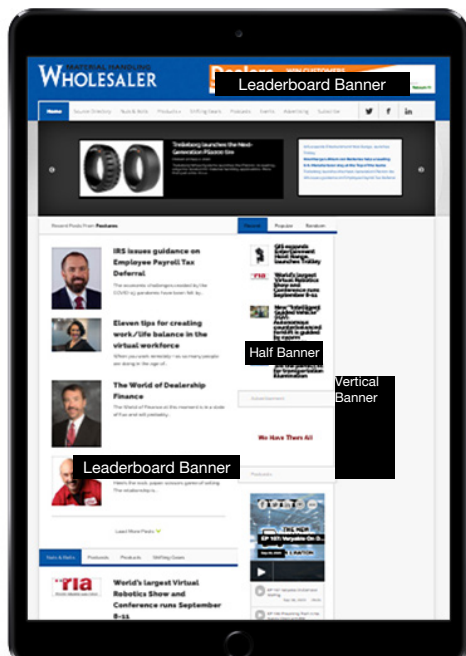
DIGITAL EDITION ADVERTISING

	1x	3x	6x	9x	12x
Mailbox Ad	\$300	\$285	\$265	\$235	\$200
Digital Sponsor	550	520	480	450	400

Web and e-mail links are complimentary.

E-MAIL BLASTS

Material Handling Wholesaler offers a unique opportunity to reach more than 19,500+ e-subscribers by advertising on a special e-mail blast with your company information and offer. Please call for available days. \$125 per thousand. Minimum charge is \$500 per email blast.



DISPLAY AD MECHANICAL REQUIREMENTS

Publication trim size is 8.375 x 10.875", live print area is 7.875 x 10.625" | Add .25" bleed to publication trim size for glossy cover pages.

GLOSSY COVERS			INSIDE PAGE SIZES								
Ad Size	Width	Height	Ad Size	Width	Height	Ad Size	Width	Height	Ad Size	Width	Height
Glossy Cover Page*	8.375"	10.875"	Full Single Page Inside	7.375"	9.625"	1/2 Vertical	3.6"	9.625"	1/3 Horizontal	7.375"	2.375"
Front Cover Ad	5"	3"	Facing Inside Pages (each)	7.375"	9.625"	1/2 Horizontal	7.375"	4.75"	1/3 Square	5"	5"
Front Cover Mailbox Ad	3"	4.125"	Center Spread Pages	15.75"	9.625"	1/2 Island	4.75"	7.625"	1/4 Page	3.6"	4.75"
			3/4 Page	7.375"	7"	1/3 Vertical	2.375"	9.375"	1/8 Page	3.6"	2.3"

* include a .25" bleed with a .375" margin

PDF SPECIFICATIONS

- Adobe PDF (**PDF/X-1a**)
 - Do **NOT** outline type, please embed all fonts in the PDF.
 - Do **NOT** send ads as JPEGs.
- Not following these specifications will result in ads that are not searchable in our digital publication.*

WEBSITE/NEWSLETTER

- 72 dpi (RGB)—GIF or JPEG format.
 - include original file and a static GIF or JPEG image.
- Please contact your account executive with questions.*

SENDING ADS

- E-mail (less than 20 MB)
 - Send to: **art@MHWmag.com**
- If you have problems, call 877-638-6190.*

WE CANNOT ACCEPT

- Ads created in Microsoft® Publisher, Word, Powerpoint or PaintShop.
- Ads submitted in these formats will be returned to the advertiser. Files that result in an unreasonable amount of editing are subject to additional charges.*

COMMISSIONS

15% to recognized advertising agencies provided billings do not exceed 30 days past due. No cash discount. No commission on Source Directory, online advertising, custom webinars, or insert handling and binding.

TERMS OF PAYMENT

Cash with order unless credit established. Balance due by 20th of the following month. \$50 service fee plus any additional charges incurred due to a returned check or credit card payment. Any bank charges assessed from any financial institution due to an account transfer will be billed back to the advertiser.

SHORT RATE POLICY

If an advertising agreement is cancelled short of the number of insertions required to earn the frequency discounted rate it has been billed, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the agreement.

All cancellations must be submitted in writing and will not be accepted after the published ad deadline. Cover positions cannot be cancelled 30 days prior to deadline. Verbal cancellations will not be accepted.

E-BLAST

Are you looking for a fast way to communicate to material handling professionals that are targeted to key individuals?

Material Handling Wholesaler now offers pinpointed email messages or eblasts to the audience you want. You supply the details for us to produce and email out for you.

Choose from industry served by:

- Manufacturers
- Dealers
- Distributors
- Job Functions
- Good and Services our readers buy and sell
- Geographical location

The cost is \$150/CPM with a minimum charge of \$500. This also includes one hour of production time. Additional production time is \$85/hr.

Call your Material Handling Wholesaler representative for dates and times that are available.

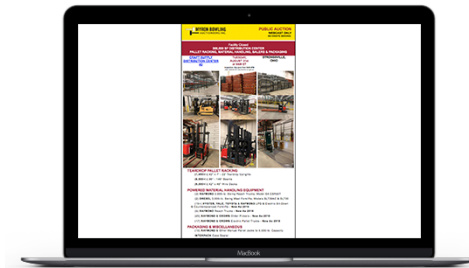
Choose from either or both lists.

Material Handling Wholesaler

Estimated circulation of 19,500+ consisting of Manufacturers, Dealers, Distributors and supporting industry professionals.

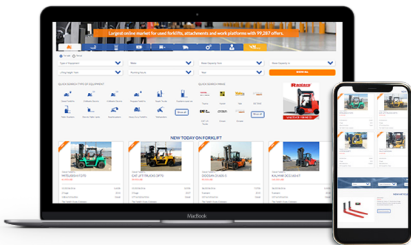
Forklift-International

Estimated circulation of 21,400+ consisting of End-Users, Manufacturers, Dealers, Distributors and supporting industry professionals.



FORKLIFT INTERNATIONAL

forklift



The expert market platform to connect buyers and sellers

- Mirror your listed offers on your website
- See dealer and wholesale prices
- Get leads and inquiries
- Create flyers, stock lists and quotes in multiple languages
- Source the machine your customer desires directly from our platform
- Position your business in front of a large buyer audience
- List new machines easily via our app or automatically using our XML interface

Forklift has over 100,000 visitors per month that consist of Dealers, Manufacturers and End Users

Forklift advertises over 100,000 offers and is in 32 different regional markets.

25% of all requests turn into sales based on Forklifts sales data.

Let Material Handling Wholesaler and Forklift promote your equipment with site promotion in our magazine, weekly e-newsletter and Internet advertising.

To learn how your forklift dealership or brand can benefit from Forklift contact your Material Handling Wholesaler sales representative.

FIND IT. SELL IT. ENJOY IT.

Wholesaler's special supplements give your company an opportunity to showcase new products or developments, build market position and increase your company's brand recognition. Supplement placement also gives you a spot in prime reference guides for industry events that Wholesaler readers will refer to throughout the year.

BLACK BOOK OF INDUSTRY CONTACTS



The Black Book of Industry Contacts is published twice a year with a list of product and service categories for Wholesaler readers to reference throughout the year.

Each listing has company information with a brief 50-75 word description, including name, contact information and member affiliations. In addition to the printed Black Book supplement, the listing also will appear in a PDF publication available at www.MHWmag.com until the new Black Book is published.

Ad Deadline: December 23, 2021

Inserted: February 2022 issue

Ad Deadline: June 27, 2022

Inserted: August 2022 issue

MODEX 2022



If you are exhibiting at MODEX 2022, don't forget to let Wholesaler readers know! This special supplement will feature important show information including, the MODEX 2022 booth map, hours of operation and more. This supplement will be distributed in the MHW booth at MODEX 2022.

Ad Deadline: January 31, 2022

Inserted: March 2022 issue

WHAT'S NEW



This annual supplement highlights the new products and services that you want Wholesaler readers to know about. When you buy a page to advertise your business, you get a page to highlight your business' products and services.

Ad Deadline: September 26, 2022

Inserted: November 2022 issue

BLACK BOOK SUPPLEMENT

	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$799	\$999	6.25" x 3"
Back Cover*	\$999	\$1,099	8" x 10.75" .25" Bleed
Inside Front	\$799	\$999	7" x 9.375"
Full Page	\$429	\$599	7" x 9.375"
Half Page	\$329	\$499	7" x 4.6"

Black Book Text Blocks (includes contact information, 50-word description & logo or photo)

1-3 blocks	\$55 each	\$75 each
4-8 blocks	\$50 each	\$70 each
9 or more blocks	\$45 each	\$60 each

**The definition of an "agreement" is any current advertising agreement more than 3x for print, online or both.*

MODEX 2022 & WHAT'S NEW SUPPLEMENTS

	*Agreement Rate	*Non-Agreement Rate	Dimensions
Front Cover	\$799	\$999	7" x 7"
Back Cover*	\$999	\$1,199	8" x 10.75" .25 Bleed
Center Spread*	\$999	\$1,199	16" x 10.75" .25" Bleed
Double Page	\$599	\$999	7" x 9.375" each
Full Page (excludes What's New)	\$449	\$599	7" x 9.375"

* include a .25" bleed with a .5" margin

The New Warehouse and Material Handling Wholesaler are bringing new podcast episodes to you every Monday and Wednesday featuring industry leaders. The podcasts are available on demand through MHWmag.com, TheNewWarehouse.com and your favorite podcast platforms including Apple Podcasts, Spotify, Google Podcasts and Stitcher.

Kevin Lawton is the host of The New Warehouse podcast and brings his experience working in the distribution and logistics industry to the podcast discussions asking the questions that decision makers want to hear.

He interviews leaders in the field covering a wide range of topics and focuses on bringing you the latest insights and ideas in the warehouse and logistics world. His goal is to inform those in the industry about the latest innovations and also help them to learn more about the industry they work in and what is to come.

YOUR BUSINESS CAN BE PART OF THIS EXCITING OPPORTUNITY BY SPONSORING A PODCAST

What are the benefits of sponsoring a podcast?

- Podcasts are consumed when your customers want to listen to them; one in five Americans listen to podcasts
- Podcasts are a great way to introduce your product or service
- Podcasts have long-term marketing exposure providing credibility and influence
- Podcasts have the ability to position you as an expert in your field
- Podcasts have a niche audience focused directly on targeting the customer you want to reach



Here are some ways to sponsor a podcast or have your company interviewed for a podcast:

Interview sponsorship

This sponsorship gives you an interview with Kevin Lawton, a :30 second commercial and two live :15 second commercials inside your podcasts. The podcast will be available on The New Warehouse and Material Handling Wholesaler websites. With this sponsorship you are the sole advertiser.\$1,200

:30 recorded commercial

This opportunity gives you one :30 commercial on a selected podcast of your choice..... \$750

:15 live commercials

This opportunity has two :15 live commercials available per podcast..... \$400 ea.

Leaderboard on Email Announcement 728 x 90 pixels

A email announcement is sent to subscribers informing the new episode is available..... \$400 ea.

Kevin Lawton is the host of The New Warehouse podcast and brings his experience working in the distribution and logistics industry to the podcast discussions asking the questions that decision makers want to hear.

He interviews leaders in the field covering a wide range of topics and focuses on bringing you the latest insights and ideas in the warehouse and logistics world. His goal is to inform those in the industry about the latest innovations and also help them to learn more about the industry they work in and what is to come.

Develop strong relationships with a new audience by considering podcasts in your marketing mix.

Call Daniel or Dean at Material Handling Wholesaler at 877 638-6190 for more information or to reserve your podcast.





MODEX[®] 2022

GEORGIA WORLD CONGRESS CENTER
ATLANTA | MARCH 28-31
MODEXSHOW.COM

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Promote your business while being part of the MODEX 2022 excitement. For four weeks prior to the show *Material Handling Wholesaler* will deliver a weekly e-newsletter every Monday. These newsletters will include show updates, events taking place at the show and helpful show links.



Issue Date	Ad Deadline
March 7	March 3
March 14	March 10
March 21	March 17

Ad Unit: Leader banner

Units Available: 1
Dimensions: 728 x 90 pixels
Placement: Top center right of e-newsletter
4 weeks \$1000

Ad Unit: Half banner

Units Available: 3
Dimensions: 234 x 60 pixels
Placement: Right column of e-newsletter

<u>1 week</u>	<u>3 weeks</u>
\$300	\$600

Ad Unit: Featured product

Includes a 50-75-word description, photo and links to e-mail & web address.

<u>1 week</u>	<u>3 weeks</u>
\$150	\$300

*3 week advertisers may bump 1 week advertisers.