



..... 2024 .....

# MEDIA KIT AND PLANNER

THE LEADER IN THE HEAVY  
EQUIPMENT DISTRIBUTION  
INDUSTRY IN NORTH AMERICA

## YOUR AED ADVERTISING EXPERIENCE

Advertising with AED is the most powerful, effective way to connect with AED's extensive population of equipment distribution industry professionals – and there are many creative ways to customize your own marketing plan of attack.

### **GET YOUR MESSAGE HEARD!**

AED is committed to helping companies reach our equipment distribution industry audience. With industry leading advertising exposure through publications like AED, we provide an excellent platform for communicating your value proposition. We look forward to developing a marketing program to connect your message with those who are serious about becoming more efficient and profitable using your products and services.

AED should be the cornerstone of your marketing plan to communicate with the industry's most influential decision-makers and top equipment distribution companies. There are also opportunities to expand your plan with unique member profile stories about your company, your products, and what makes you great!

Every marketing plan should start and end with the return on investment in mind. With AED, your investment reaches the greatest number of companies directly involved in the equipment distribution industry– and it reaches those who are highly engaged decision makers.

## HOW TO GET STARTED

Call your Business Development Specialist today for details and to reserve your placement space and learn about other customized options. Special advertising opportunities are available on a first-come, first-served basis.



**Steve Werntz**

*Business Development Specialist*

Phone: 630-286-1062

Email: [swerntz@aednet.org](mailto:swerntz@aednet.org)

## AED BY THE NUMBERS

93%

of AED readers perceive companies that advertise in AED as **more supportive** of the industry and association

82%

of AED readers are **more than likely** to consider purchasing products and services from companies that advertise within the publication and/or websites.

77%

of subscribers have **called or visited a website** because of an advertisement they viewed in AED

89%

of AED readers keep the issue for **at least a month** or longer

86%

of AED readers spend **at least 30 minutes** reading each issue of the publication

82%

of AED readers have read **three out of the past four** issues from cover to cover

77%

of AED readers are Dealers/Distributors with over **\$60 billion** in sales, more than **130,000 workers**, and **5,100 branches**

**AED  
MAGAZINE  
CIRCULATION**

**58%** Executive (C-level, President, VP, Owner)

**18%** General Managers

**15%** Sales & Marketing

**9%** Other

# AED MAGAZINE PRINT ADVERTISING RATES

AD SIZE	1X	3X	6X	12X
Spread	\$6,125	\$5,400	\$4,800	\$3,450
Full Page	\$3,450	\$3,050	\$2,910	\$2,650
2/3 Page Vertical	\$3,010	\$2,670	\$2,560	\$2,335
1/2 Page Horizontal, Vertical, Or Island	\$2,695	\$2,405	\$2,305	\$2,110
1/3 Page Vertical or Square	\$2,360	\$2,120	\$2,040	\$1,880
1/4 Page Vertical	\$2,070	\$1,875	\$1,810	\$1,675

\*The rates featured in this table are gross rates.

\*Rates will be linearly interpolated between published rates as needed to reflect the actual frequency of placement.

## Color Rates

The prices above include digital four-color printing.

## Special Placements (First Come, First Serve)

Inside Front Add \$600

Inside Back Add \$400

Outside Back Add \$700

## Guaranteed Position - Add 10% of Gross

(Center Spread, Chairman's Editorial, etc.)

## General Rate Policy

All publication rates are subject to change.

AED Magazine reserves the right to reject advertising that it feels is not in the best interest of the magazine's standards.

The copy is subject to approval by the Editor-in-Chief.

Advertisers who cancel before the content deadline date of their placement will be charged a \$350 advertising cancellation charge plus the adjusted rate to reflect the actual number of placements.

All advertising contract cancellations require 30 days' written notice before the content deadline close date.

## Ad Sizes\*

Spread ————— 16.5" x 10.875"

Full Page ————— 8.25" x 10.875"

2/3 Vertical ————— 4.75" x 10.875"

1/2 Island ————— 4.75" x 7.5"

1/2 Horizontal ————— 7.25" x 4.875"

1/2 Vertical ————— 3.5" x 10"

1/3 Square ————— 4.75" x 4.875"

1/3 Vertical ————— 2.3" x 10"

1/4 Vertical ————— 3.5" x 4.875"

\*For full page spread ads with bleeds, please allow 0.25" on all size.

Place all important text, logos, and images within the live area (inside 0.25" on all sides)

## Advertising Requirements:

Preferred File Format: Please provide your advertisement as a high-resolution PDF file.

## Submitting Your Advertisements:

Email: [comm@aednet.org](mailto:comm@aednet.org). Please include in the subject line: AED Ad for <issue month>.

\*If the file sizes are larger than 10MB, please upload to AED's Hightail account: [bit.ly/AEDMAGARTWORK](https://bit.ly/AEDMAGARTWORK).

## QUESTIONS?

Contact Amy Will, Editor-In-Chief

Phone: 630-286-1376 | Email: [awill@aednet.org](mailto:awill@aednet.org)



# EDITORIAL CALENDAR

MONTH	ADVERTISEMENT INSERTION ORDER DEADLINE	ADVERTISEMENT MATERIAL DEADLINE	BUYER'S GUIDE
January /February 2024	December 1	December 8	New Product & Services Buyer's Guide
March 2024	February 2	February 9	Equipment Leasing & Finance Buyer's Guide
April 2024	March 1	March 8	Technology Buyer's Guide
May 2024	April 5	April 12	-----
June 2024	May 3	May 10	Crushing & Screening Equipment Buyer's Guide
July 2024	June 3	June 7	Attachments Buyer's Guide
August 2024	July 5	July 12	Road Building Equipment Buyer's Guide
September 2024	August 2	August 9	Compact Equipment & Trailer Buyer's Guide
October 2024	September 6	September 13	Business Services Buyer's Guide
November 2024	October 4	October 11	Agricultural Equipment Buyer's Guide
December 2024	November 1	November 8	2025 Summit Exhibitor Preview

**Advertisement Insertion Order Deadline:** This deadline represents the due date of the signed insertion orders. All insertions should be signed and submitted to your dedicated sales representative by this date.

**Advertisement Material Deadline:** This deadline represents the due date for your advertisement and showcase artwork material. If the material is not submitted by this date, the advertisement will be billed as per the signed insertion order and the issue will run without the placement being included.

## BUYER'S GUIDE INFORMATION & PRICING

Don't miss the **SPECIAL OPPORTUNITY** to be showcased in the **AWARD WINNING AED Magazine** available to all companies that offer industry leading equipment, products and services.

JANUARY/FEBRUARY - NEW PRODUCT & SERVICE BUYERS GUIDE

MARCH – EQUIPMENT LEASING & FINANCING BUYER'S GUIDE

APRIL – TECHNOLOGY BUYER'S GUIDE

MAY - AED MEMBERSHIP DIRECTORY (NO BUYER'S GUIDE)

JUNE – CRUSHING & SCREENING EQUIPMENT BUYER'S GUIDE

JULY – ATTACHMENTS BUYER'S GUIDE

AUGUST – ROAD BUILDING EQUIPMENT BUYER'S GUIDE

SEPTEMBER – COMPACT EQUIPMENT & TRAILER BUYER'S GUIDE

OCTOBER – BUSINESS SERVICES BUYER'S GUIDE

NOVEMBER - AGRICULTURAL EQUIPMENT BUYER'S GUIDE

DECEMBER - 2025 SUMMIT BUYER'S GUIDE

**CONTACT STEVE WERTZ AT [SWERTZ@AEDNET.ORG](mailto:SWERTZ@AEDNET.ORG)  
FOR MORE INFORMATION &  
TO BE INCLUDED IN AN AED BUYERS GUIDE**

### TWO BUYER'S GUIDE OPTIONS AVAILABLE

#### Standard:

150 words and a product/service image or company logo

- Complimentary for AED members
- \$1500 for non-members

#### Enhanced:

Highlighted listing with 300 words, product/service image, company logo, sales contact with email address

- Complimentary for AED members with ad
- \$750 for AED members without ad
- \$2500 for non-members without ad



Upload your description, high resolution photo and logo to: [bit.ly/AEDMAGARTWORK](https://bit.ly/AEDMAGARTWORK)  
\*AED will resize images and logos to approximately 150 x 150 dpi.

# SPECIAL ADVERTISING OPPORTUNITIES

AED offers a variety of other advertising opportunities in both print and digital media to choose from. These options provide an excellent solution for expanding your exposure to your target audience.

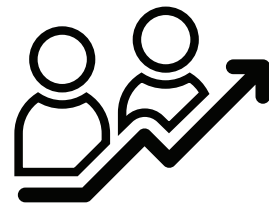
### CREATE BRAND AWARENESS



### ACHIEVE POWERFUL RETURNS



### INCREASE YOUR CUSTOMER BASE



## AED TOP ADVERTISER

***Be recognized by AED members as a Top 25 AED Ambassador!***

To qualify as a AED Ambassador, your company must be among our top 25 advertisers for the 2024 calendar year based on orders placed before the end of 2023. AED Ambassadors will be recognized in the January/February 2024 AED issue and will be recognized in the AED Membership Directory distributed in May 2024 to all AED members. Additionally, AED Ambassador company logos will be placed and recognized in every issue of the AED 2024 Magazine.

## ENHANCED MEMBERSHIP DIRECTORY LISTINGS FOR ADVERTISERS

***Increase your brand awareness by advertising in the AED Membership Directory!***

Members with advertising placements in the May AED Membership Directory will receive a complimentary enhanced directory listing featuring their company logo and reference to the page number in the directory where their ad appears.

## MARKETING PACKAGES/SERVICES

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### EMAIL MARKETING



**Segmented email distribution by organization type, geography and individual type depending on desired demographics.**

- \$2,500 for first 500
  - \$4/email for second 500
  - \$3/email for third 500
  - \$2/email for fourth 500
  - \$1/email for each additional over 2,000
  - 20% additional for A/B emails
- 

### BELLY BANDS



Wraps can be targeted to specific subscribers by type and geographic location.

**\*Only one per issue**

\$2,500 (qty 1,500)

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### INSERTS

Inserts can be targeted to specific subscribers by type and geographic location.

**Two-Page:** \$1,500 per issue - 80 lb. gloss text

**Four-Page:** \$3,000 per issue - 80 lb. gloss text

**Eight-Page:** \$5,500 per issue - 100 lb. gloss text

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### VIDEO PODCASTING

AED has options available for video podcasting interviews for members. Please contact AED for more information and pricing.



## MARKETING PACKAGES/SERVICES

### AEDMAGAZINE.COM

AEDMagazine.com is the digital version of AED magazine in a mobile friendly website with support for digital advisements to complement your print advisements

DIGITAL ADS ON AEDMAGAZINE.COM	1X	3X	6X	12X
Leaderboard Ads (570 x 160)	\$1,500	\$800	\$750	\$700
Side Box Ads (300 x 250)	\$1000	\$640	\$600	\$560

### AED MAGAZINE EMAIL BLAST

The AED Magazine Email Blast is an email announcement that introduces the new issue of AED Magazine to all AED Members.

DIGITAL ADS IN AED EMAIL BLAST	
Leaderboard Ads (570 x 160)	\$1500
Side Box Ads (300 x 250)	\$1000

### MASS MAILINGS

Includes printing on 80 lb. cover paper and postage for postcards. Two-Page, Four-Page and Eight-Page brochures will print on 100 lb. paper. AED will mail to members based on organization type, geography and individual type depending on the desired demographics. Postage is included in pricing below.



Pricing is based on quantity and current postage/print costs.

Please contact Steve Wertz for further information.

**CONTACT STEVE WERTZ FOR MORE INFORMATION**  
**SWERTZ@AEDNET.ORG / 630-286-1062**

