

2027 MEDIA KIT & PLANNER



THE LEADER IN THE EQUIPMENT
DEALING INDUSTRY IN NORTH AMERICA



THE AED ADVERTISING EXPERIENCE



Advertising with AED is the most **powerful, effective way to connect** with AED's extensive population of equipment dealer industry professionals. We offer many creative ways to customize your own marketing plan of attack.



GET YOUR MESSAGE HEARD!

AED is committed to helping companies reach our equipment dealer industry audience. With industry-leading advertising exposure through publications like AED Magazine, 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 dealers**.



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



\$60 BILLION+

EQUIPMENT
DEALER
INDUSTRY

THE BUSINESS DEVELOPMENT SPECIALISTS

Your direct line to pricing, availability,
and custom advertising.

Contact your **Business Development Specialist** today to:



Reserve
placement space.



Explore custom
and bundled
opportunities.



Confirm availability
(first-come, first-served).

STEVE WERTZ

Business Development Specialist



Scan to email directly



(630) 286-1062



swertz@aednet.org

KIRSTEN ERICKSON

Business Development Specialist



Scan to email directly



(630) 309-0612



kerickson@aednet.org

Advertising opportunities can be reserved months in advance.

AED BY THE NUMBERS

Trusted by Equipment Dealer Decision-Makers
Across North America

READER STATISTICS

77%

took action after
viewing an AED ad.

89%

keep the issue for at
least a month or longer.

77%

are Dealers with over
\$60 billion in sales, more
than 130,000 workers,
and 5,100 branches.

82%

have read three out of
the past four issues
from cover to cover.

GEOGRAPHIC FOCUS

U.S. AND CANADIAN EQUIPMENT DEALERS.

Your message reaches key dealer professionals across all major regional markets in the United States and Canada, as AED represents and serves the entire equipment dealer industry, connecting you with an audience that trusts its official publications and is ready to make purchasing decisions.



93%

of readers perceive advertisers as
supportive of the equipment dealer industry.



82%

of readers are likely to purchase products
and services from advertisers in AED Magazine.



86%

of readers spend 30 minutes
or more reading each issue.

AED MAGAZINE CIRCULATION

AED Magazine is read by the top executives and management professionals responsible for the sales, purchasing, and profitability of equipment companies across North America.

58%

EXECUTIVE
C-level, Owner,
President

18%

GENERAL
MANAGER

15%

SALES &
MARKETING
MANAGEMENT

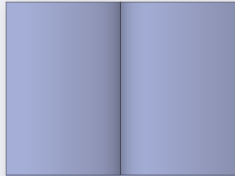
9%

OTHER
MANAGEMENT/
SUPERVISORS

AED MAGAZINE PRINT ADVERTISING

Ad Dimensions & Pricing

Ad dimensions are identical to sizes listed below. Partial ads may fall on an even or odd page unless specified. Magazine Trim Size and Live Area: Trim size is 8.25" x 10.875". Live area should fall .125" from trim. For full page spread ads with bleeds, please allow 0.25" on all size. Place important text, logos, and images within the live area.



2 Page Spread with Bleed

SIZE: 16.75"W x 11.125"H
BLEED: Size includes .125" bleed on all sides



1/2 Page Spread with Bleed

SIZE: 16.75"W x 5.75"H
BLEED: Size includes .125" bleed on left, right, & bottom



Full Page Ad without Bleed

SIZE: 8.5"W x 11.125"H
BLEED: Size includes .125" bleed on all sides



Full Page Ad with Bleed

SIZE: 7.75"W x 10"H



1/4 Page Square and Marketplace

SIZE: 3.375"W x 4.875"H



1/2 Page Vertical

SIZE: 3.375"W x 10"H



1/2 Page Island

SIZE: 4.5"W x 7.5"H



1/2 Page Horizontal

SIZE: 7"W x 4.875"H



1/3 Page Vertical

SIZE: 2.1875"W x 10"H



1/3 Page Square

SIZE: 4.5"W x 4.875"H

PRINT SPECIFICATIONS

**Resolution/
Images:**
300 dpi

Lines:
.25 pt or
above

Color:
Convert all
files to CMYK

Rich Black:
C=10 M=10
Y=10 K=100

**Accepted
file types:**
.pdf, .jpg, .tif, .eps

**NOT Accepted
file types:**
.dcs, .gif, .png

FILE SUBMISSION OR PICK UP INFORMATION

Materials and pick up information should be emailed to awill@aednet.org.

AD SIZE	1X RATE	2X RATE	3X RATE	11X RATE
Spread (2 Full Pages)	\$7,395	\$6,960	\$6,520	\$4,230
Full Page	\$4,165	\$3,920	\$3,680	\$3,100
2/3 Page	\$3,635	\$3,425	\$3,220	\$2,816
1/2 Page Horizontal, Vertical, & Island	\$3,255	\$3,080	\$2,905	\$2,500
1/3 Page	\$2,820	\$2,690	\$2,560	\$2,200
1/4 Page	\$2,500	\$2,375	\$2,260	\$2,000

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.

PREMIUM POSITIONS (ADDITIONAL COST ADDED TO 1X RATE)	
Inside Front Cover (IFC)	+\$600
Inside Back Cover (IBC)	+\$400
Outside Back Cover (OBC)	+\$700
Guaranteed Position (Center Spread, Chariman's Editorial, etc.)	+10% of gross rate
Marketplace (Classified)	\$240 per column inch

AED MAGAZINE PRINT ADVERTISING

Production & Submission



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 \$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.

SUBMITTING YOUR ADVERTISEMENTS



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



Email: 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.



Scan to connect
to our file sharing
platform.



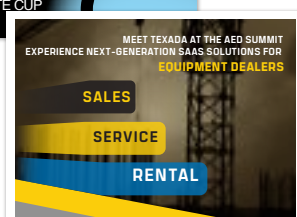
QUESTIONS?

Contact Amy Will, Editor-In-Chief
Phone: 630-286-1376
Email: awill@aednet.org

ADDITIONAL PRINT MARKETING

POSTCARD MAILERS

- Custom Pricing
- Contact your Business Development Specialist



INSERTS

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

- 2-Page: \$5,000/issue
- 4-Page: \$6,500/issue
- 8-Page: \$8,000/issue
- 80-100 lb. gloss text



BELLY BANDS

Targeted by subscriber type & geography.

- Wraps entire magazine front to back
- \$3,500 per issue (qty 1,500)
- Only one per issue



2027 EDITORIAL CALENDAR OVERVIEW

 MONTH	 INSERTION ORDER DEADLINE	 MATERIAL DEADLINE	 BUYER'S GUIDE
JANUARY / FEBRUARY 2027	January 6	January 13	New Product & Services Buyer's Guide
MARCH 2027	February 3	February 10	Equipment Leasing & Finance Buyer's Guide
APRIL 2027	March 3	March 10	Technology Buyer's Guide
MAY 2027	March 31	April 7	-----
JUNE 2027	May 3	May 7	Crushing/Screening and Road Building Equipment Buyer's Guide
JULY 2027	June 2	June 9	Attachments & Implements Buyer's
AUGUST 2027	June 30	July 7	Dealer's Wanted Buyer's Guide
SEPTEMBER 2027	August 4	August 11	Compact Equipment, Trailer & Farmstead Equipment Buyer's Guide
OCTOBER 2027	September 1	September 8	Business Services Buyer's Guide
NOVEMBER 2027	September 29	October 6	Agricultural Equipment Buyer's Guide
DECEMBER 2027	November 3	November 10	2028 Summit Exhibitor Showcase



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.

SPECIAL ADVERTISING OPPORTUNITIES

BECOME AN AMBASSADOR

A high-visibility advertising program that positions your brand as a trusted industry leader. These options provide an excellent solution for expanding your exposure to your target audience.



**CREATE BRAND
AWARENESS**



**ACHIEVE POWERFUL
RETURNS**



**INCREASE YOUR
CUSTOMER BASE**

CHOOSE YOUR LEVEL

PLATINUM AMBASSADOR

- ✓ EXCLUSIVE RECOGNITION AND OPPORTUNITIES TO CONNECT WITH THE AED MEMBERSHIP
- ✓ LIMITED AVAILABILITY

REQUIREMENTS

Please reach out to your **AED Business Development Specialist** for more information, availability, and qualification.

PREMIER AMBASSADOR

- ✓ BE RECOGNIZED IN EVERY ISSUE OF AED MAGAZINE
- ✓ ENJOY EXCLUSIVE MARKETING OPPORTUNITIES
- ✓ ACCESS EXCLUSIVE SPONSORSHIP OPTIONS

REQUIREMENTS

Your company must reserve a minimum of **THREE** ad placements for the 2027 calendar year based on orders placed before the end of 2026.



INTERESTED IN BECOMING AN AED AMBASSADOR?

CONTACT YOUR BUSINESS DEVELOPMENT SPECIALIST TO RESERVE AVAILABILITY.

CONNECTING WITH THE DIGITAL AUDIENCE



DIGITAL & EMAIL ADVERTISING OPPORTUNITIES

AEDMagazine.com is the mobile-friendly digital home of AED Magazine, delivering high-visibility advertising opportunities that complement your print placements and extend your reach to AED members online and in their inbox.



DIGITAL ADS on AEDMagazine.com

Leaderboard Ads

(570 x 160 pixels)

**1X
RATE**

+\$1,500

**3X
RATE**

+\$800

**6X
RATE**

+\$750

**12X
RATE**

+\$700

Side Box Ads

(300 x 250 pixels)

+\$1,250

+\$750

+\$625

+\$560



The AED Magazine Email Blast is a direct announcement introducing the new issue of AED Magazine to all AED Members, providing high visibility for your brand.

DIGITAL ADS in AED EMAIL BLAST

1X Rate

Leaderboard Ads (570 x 160 pixels)

\$2,000

Side Box Ads (300 x 250 pixels)

\$1,500



TARGETED E-BLASTS

Send exclusive email messages to AED's database, segmented by organization type, individual type depending on desired demographics and geographic location.

\$2,500

for first
500

\$4

per email
for second
500

\$3

per email
for third
500

\$2

per email
for fourth
500

\$1

per email
for each additional
over 2,000

20%

additional for
A?B emails
AG.

Contact Business Development for pricing and availability.



CUSTOM ADVERTISING

Have a different advertising idea or need? We are happy to work with you. Contact us today to get started!

THE ANNUAL BUYERS GUIDE

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.

BUYER'S GUIDE SCHEDULE



JANUARY / FEBRUARY	New Product & Service
MARCH	Equipment Leasing & Financing
APRIL	Technology
MAY	AED Membership Directory (No Buyer's Guide)
JUNE	Crushing/Screening & Road Building Equipment
JULY	Attachments & Implements
AUGUST	Dealers Wanted
SEPTEMBER	Compact, Trailer & Farmstead Equipment
OCTOBER	Business Service Providers
NOVEMBER	Agricultural Equipment
DECEMBER	2028 Summit Exhibitor Preview



**CONTACT YOUR BUSINESS DEVELOPMENT
SPECIALISTS FOR MORE INFO!**

BUYER'S GUIDE OPTIONS

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

STANDARD

150 words and a product/service image or company logo.

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



SUBMIT YOUR LISTING

Upload your description, high resolution photo and logo to:
bit.ly/AEDMAGARTWORK



*AED will resize images and logos to approximately 150 x 150 dpi.



PARTNER WITH THE LEADER

Connect your brand with the most
influential equipment dealer
professionals across North America.

READ TO RESERVE YOUR SPACE?

CONTACT OUR BUSINESS DEVELOPMENT SPECIALISTS TODAY.

STEVE WERNTZ

Business Development Specialist

☎ (630) 286-1062

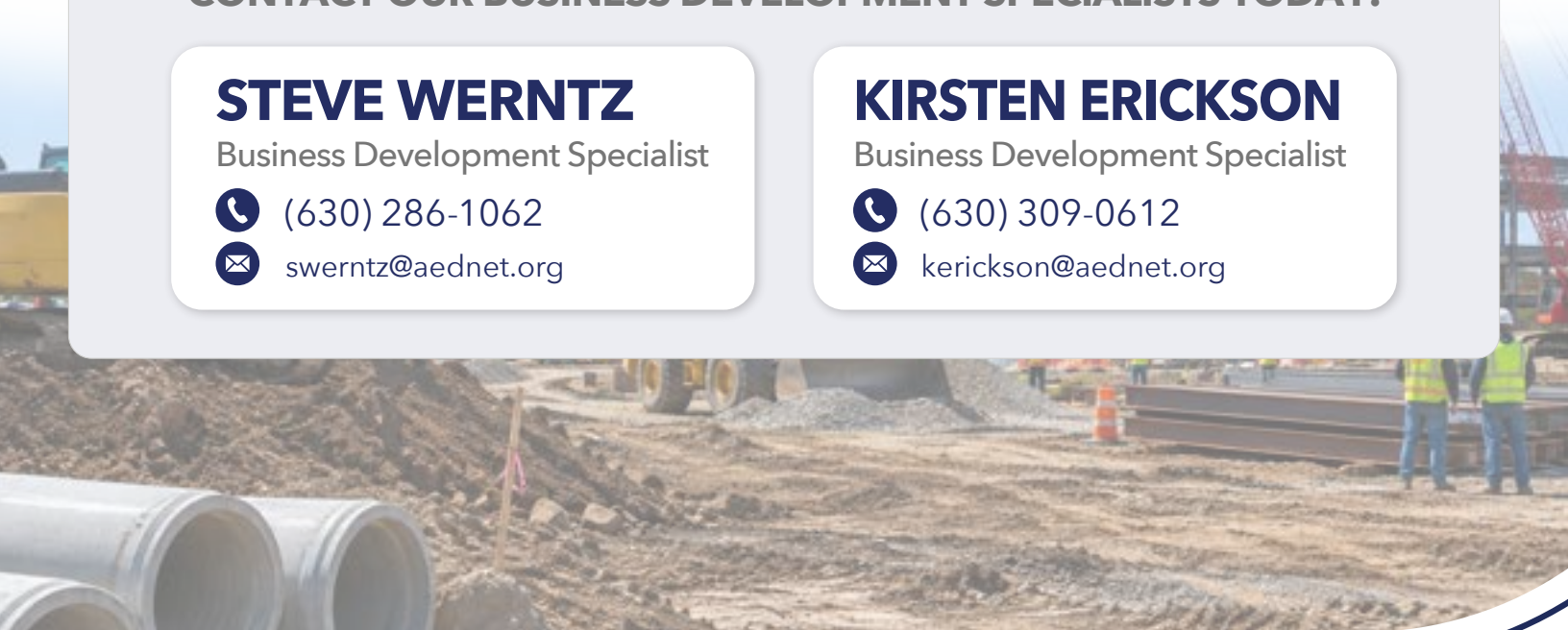
✉ swerntz@aednet.org

KIRSTEN ERICKSON

Business Development Specialist

☎ (630) 309-0612

✉ kerickson@aednet.org



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