



brushware

is where you want to be. . .
magazine

Why Brushware?

- *Brushware is the #1* trade magazine devoted to the brush, broom, and mop industries
- Worldwide circulation of 2,000 industry leaders promotes *your* brand recognition
- A consistently professional showcase for your products
- Customer Service available to assist you with all your advertising needs
- *Serving the industry for over 115 Years!*

Circulation at a Glance

- Subscribers in over 80 countries
- Suppliers, Manufacturers, *and* Retailers read Brushware!
- Bonus distribution at all major trade shows
- Larger circulation than any other magazine in the field!

Advertising Benefits

- Show your strength and **INCREASE YOUR SALES** by aligning with *the* industry leader
- Intelligently written editorial on subjects that matter to you!
- Unlimited free listings in the Buyer's Guide and Directory
- Free editorial space in Brushware's Annual Expanded Suppliers Guide
- Special "New Product Info" and "Industry News" sections give your company the opportunity to promote products and people
- Free classified listings in every issue
- Website banner with link to your website

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EDITORIAL CALENDAR 2018

January/February

Features

2018 Economic Outlook
2017 National Broom & Mop Coverage

Statistics

3rd Quarter 2017 Import & Export Statistics

reserve advertising space and provide artwork by 12/1/17

March/April

this issue to be distributed at the ABMA Convention!

Features

Cyber Security
Feature Profile

Conventions

2018 ABMA Convention Preview

reserve advertising space and provide artwork by 2/2/18

May/June

Conventions

2018 ABMA Convention Coverage

Feature

Smart Shipping

Statistics

2017 Year-End Import & Export Statistics

reserve advertising space and provide artwork by 4/6/18

July/August

Features

Buyer's Guide and Manufacturer's Directory

Financing Mergers and Acquisitions

Statistics:

1st Quarter 2018 Import & Export Statistics

reserve advertising space and provide artwork by 6/1/18

September/October

Features

New Leasing Rules on the Horizon

Conventions

2018 FEIBP Congress Preview

Statistics

First Half 2018 Trade Stats

reserve advertising space and provide artwork by 8/3/18

November/December

Features

Expanded Supplier's Edition

Conventions

FEIBP 2018 Congress Report

reserve advertising space and provide artwork by 10/5/18

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2018 Advertising Rates

size	type	1x	3X	6X
FULL PAGE	4 COLOR	\$1,575	\$1,425	\$1,075
1/2 PAGE	4 COLOR	1,100	1,010	695
1/4 PAGE	4 COLOR	910	795	475
FULL PAGE	BLK/WH	1,295	1,010	695
1/2 PAGE	BLK/WH	975	795	395
1/4 PAGE	BLK/WH	775	595	310
1/8 PAGE	BLK/WH	695	375	175