



2012 RATE CARD

More than a magazine, *Ed Dealer* is a complete marketing plan – offering print, online and e-newsletter advertising.

*The Teaching Cottage
League City, Texas*



ABOUT US

Since it began as a trade magazine over 35 years ago, *Educational Dealer* has become an invaluable advertising resource for publishers and suppliers of products used in classrooms.

In 2011, digital versions of the printed magazine became available on our website. Our “digimag” gives readers direct access to advertisers and their product information thanks to its interactive capabilities.

Our audience includes owners, buyers and managers of school supply stores, catalog decision makers, children’s stores and online retailers.

In addition to our printed magazine which mails to buyers five times each year, *Ed Dealer* maintains two vibrant websites. **EducationalDealerMagazine.com** is a resource that provides trade news, a calendar of events and a wealth of good ideas for retailers. **ShopSchoolSupplies.com**, our searchable directory, features accurate, up-to-date information on every manufacturer, publisher and distributor in our industry. Each site offers a variety of advertising opportunities to help you promote your products all year long.

Rounding out *Ed Dealer*’s continuous promotional package is its monthly e-newsletter, mailed to 5,800 buyers.

Support your print schedule with online advertising and e-newsletter product features to increase your sales for 2012.

*The Launching Success Learning Store
in Bellingham, Washington.*



MAGAZINE CIRCULATION – 6,741

3,528 – School Supply Dealers

1,240 – Children’s Stores

701 – Other Independent Stores

1,272 - Digital Magazine

Based on results of our recent reader survey, pass-along readership is 12,032 or 2.2 readers per copy.

Members of



2012 ISSUES

Ed Expo Ad Space Due: Dec 9, 2011 Mailing Date: Jan 13	If you sell products to the education market, you'll want to be a part of the industry's annual trade show: Ed Expo & Dealer Conference, March 21-23, in Baltimore. Whether you plan on exhibiting or not, thousands of school supply retailers and dealers will see your ad in <i>Educational Dealer</i> magazine, mailed to buyers prior to the show. Promote your dealer specials, discounts and booth number in this heavily read issue. <i>Bonus distribution at NSSEA's Ed Expo & Dealer Conference</i>
New Products Ad Space Due: Feb 17 Mailing Date: Mar 23	An ad in this issue is the perfect follow-up to the industry's annual trade event. Use this opportunity to increase sales of your newest product and remind buyers about your dealer discounts and specials. Studies show that companies like yours that sell to specialized industries can improve the effectiveness of their marketing by advertising regularly in the leading trade magazine.
Back-to-School Ad Space Due: Apr 27 Mailing Date: June 1	Help school supply retailers prepare for a successful selling season – the biggest of the year – by promoting your back-to-school specials and discounts. Advertise your classic back-to-school bestsellers and new items here. Our readers are hungry for product knowledge and they can't order your products if they don't know about them.
Buyers' Guide Ad Space Due: July 6 Mailing Date: Aug 10	In addition to timely articles and features, this special annual issue features a 32-page full-color directory of industry vendors and publishers, plus a cross-reference of their products. It's handy and easy-to-use – a great desk reference for school supply retailers all year long. School supply dealers are searching for re-stocking specials and discounts after a busy back-to-school.
Fourth Quarter Ad Space Due: Sept 21 Mailing Date: Oct 26	Studies show that our readers now order product all year long thanks to retail, catalog and Internet sales. This issue is timed to reach buyers preparing for their next busy seasons – fourth quarter and second semester. It's the perfect opportunity to advertise a wide range of products and to finish out the year with strong sales. Plus, it includes a preview of the NSSEA School Equipment Show scheduled for November 7- 9 in Tampa. <i>Bonus distribution at the NSSEA's School Equipment Show</i>

WHAT OUR READERS SAY

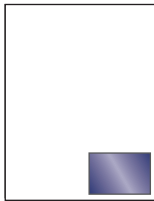
85 percent of our readers look to *Educational Dealer* for new products

93 percent read the advertisements in *Educational Dealer*

91 percent make buying decisions for their company and place orders year-round

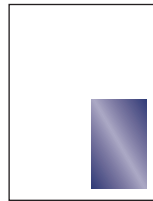
66 percent of our readers say that more than two people read the magazine at their location

MAGAZINE AD SPECS



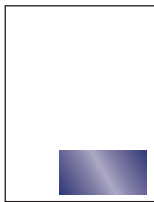
1/8 PAGE

Horizontal
3-1/2" x 2-3/8"
(WxH)



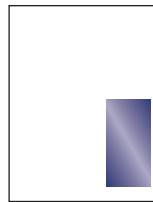
1/4 PAGE

3-1/4" x 4-3/4"
(WxH)



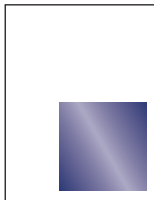
1/6 PAGE

Horizontal
4-5/8" x 2-1/8"
(WxH)



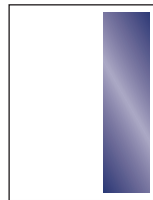
1/6 PAGE

Vertical
2-1/4" x 4-3/4"
(WxH)



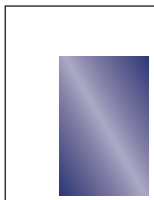
1/3 PAGE

Square
4-5/8" x 4-3/4"
(WxH)



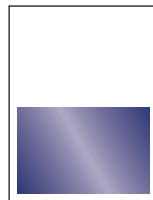
1/3 PAGE

Vertical
2-1/4" x 10"
(WxH)



1/2 PAGE

Vertical
4-5/8" x 7-5/8"
(WxH)



1/2 PAGE

Horizontal
7" x 5"
(WxH)



2/3 PAGE

4-5/8" x 10"
(WxH)



BLEED PAGE

8-3/8" x 11-1/8"
(WxH)
Trim Size:
8-1/8" x 10-7/8"

Please keep live area 1/4" from trim.

Advertisers Get More for Their Money



DIGITAL MAGAZINE



As technology evolves, so does *Educational Dealer's* outreach. Each printed issue of the magazine is now available in digital form to accommodate the growing number of e-readers and online users. **That means EDL advertisers get more exposure for the same price.**

The digital magazine is sent to 7,218 readers and offers clickable links directly to advertisers' websites. Plus, we archive each digital issue at EducationalDealerMagazine.com so your advertisement remains as a permanent link.



Vendor Specials for Retailers

Free online ad to promote your specials and discounts to retailers.

NEW PRODUCTS

We'll announce one new product for free in each magazine issue in which you advertise.

Shop
SchoolSupplies
.com

Free company profile at ShopSchoolSupplies.com

Reserve a print advertisement in all five issues of *EDL* magazine and receive the following:

Size of Ad	Number of Product Features with Company Profile
1/8 page	1 product feature
1/6 page and 1/4 page	up to 3 product features
1/3 page and 1/2 page	up to 6 product features
2/3 page and full-page	up to 9 product features

ONLINE OPPORTUNITIES

E-newsletter

Once a month *Educational Dealer* magazine sends out an e-newsletter promoting the newest and best products to our readership.

Sent to 6,334 e-mail addresses
with 1,124 average unique opens

- Product Feature: \$175 per issue
- Sponsorship Ad: \$250 per issue

EducationalDealerMagazine.com Online Advertising

By offering a fully searchable magazine article archive dating back to 2002, current industry news, hot products, surveys, retailer coupons and much more, EducationalDealerMagazine.com has become a leading online source of industry information.

12,278 average visitors per month

- Online Display Ad: \$365 / year
- Premium Banner Ad: \$700 / year

ShopSchoolSupplies.com Online Advertising

Educational Dealer's "Shop" site is an easy-to-navigate online buyers' guide designed to help school supply dealers quickly find suppliers and products through a keyword search or by browsing product categories and alphabetical company listings. Manufacturers can increase exposure for their products by upgrading to company profiles with product features and category display ads.

8,645 average visitors per month

- Three Product Features with Company Profile: \$125 / year
- Online Display Ad: \$185 / year



Educational Dealer

THE MAGAZINE OF THE SCHOOL SUPPLY INDUSTRY
P.O. Box 1080 • 171 Reed Street
Geneva, NY 14456



(800) 344-0559 • (315) 789-0458
Fax (315) 789-4263

EducationalDealerMagazine.com • ShopSchoolSupplies.com • fwpi.com