



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 2019

January/February

Features

2019 Economic Outlook
2018 National Broom & Mop Coverage

Statistics

3rd Quarter 2018 Import & Export Statistics

reserve advertising space and provide artwork by 12/7/18

March/April

this issue to be distributed at the ABMA Convention!

Features

Trade Shows and Uncle Sam
Industry Profile (TBD)

Conventions

2019 ABMA Convention Preview

reserve advertising space and provide artwork by 2/8/19

May/June

Conventions

2019 ABMA Convention Coverage

Website Design. *Are you using it to your fullest potential?*

Statistics

2018 Year-End Import & Export Statistics

reserve advertising space and provide artwork by 4/5/19

July/August

Features

Buyer's Guide and Manufacturer's Directory

Social Recruiting: Using Social Networks to Attract Talent

Statistics: 1st Quarter 2019 Import & Export Statistics

reserve advertising space and provide artwork by 6/7/19

September/October

Features

The Future of Natural Fibers

Conventions

2017 FEIBP Congress Preview

Statistics

First Half 2019 Trade Stats

reserve advertising space and provide artwork by 8/9/19

November/December

Features

Expanded Supplier's Edition

Conventions

FEIBP Congress Report

reserve advertising space and provide artwork by 10/06/19

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2019 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