

brushware

voice of the industry



2020 Media Kit

Looking for the Next Level?

- Brushware is the #1 trade magazine devoted to the brush, broom and mop industries
- Worldwide circulation of **1,800 industry leaders** promotes your brand recognition
- A consistently professional showcase for your products
- 360 degree marketing exposure -- print, website, newsletter, native content, custom and marketing services
- Flexible ad packages for any budget with deep **discounts for combo print/digital packages**
- Serving the industry for over 120 Years!

Circulation at a Glance

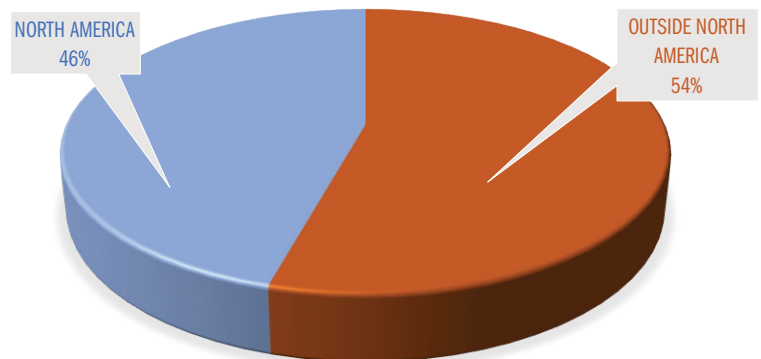
- Subscribers in **over 80 countries**
- Suppliers, Manufacturers and Retailers all read Brushware!
- Bonus distribution at all major trade shows
- Larger circulation than any other magazine in the field!

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 Product Profile/Information and Industry News sections give your company the opportunity to promote products and people
- Free classified listings in every issue

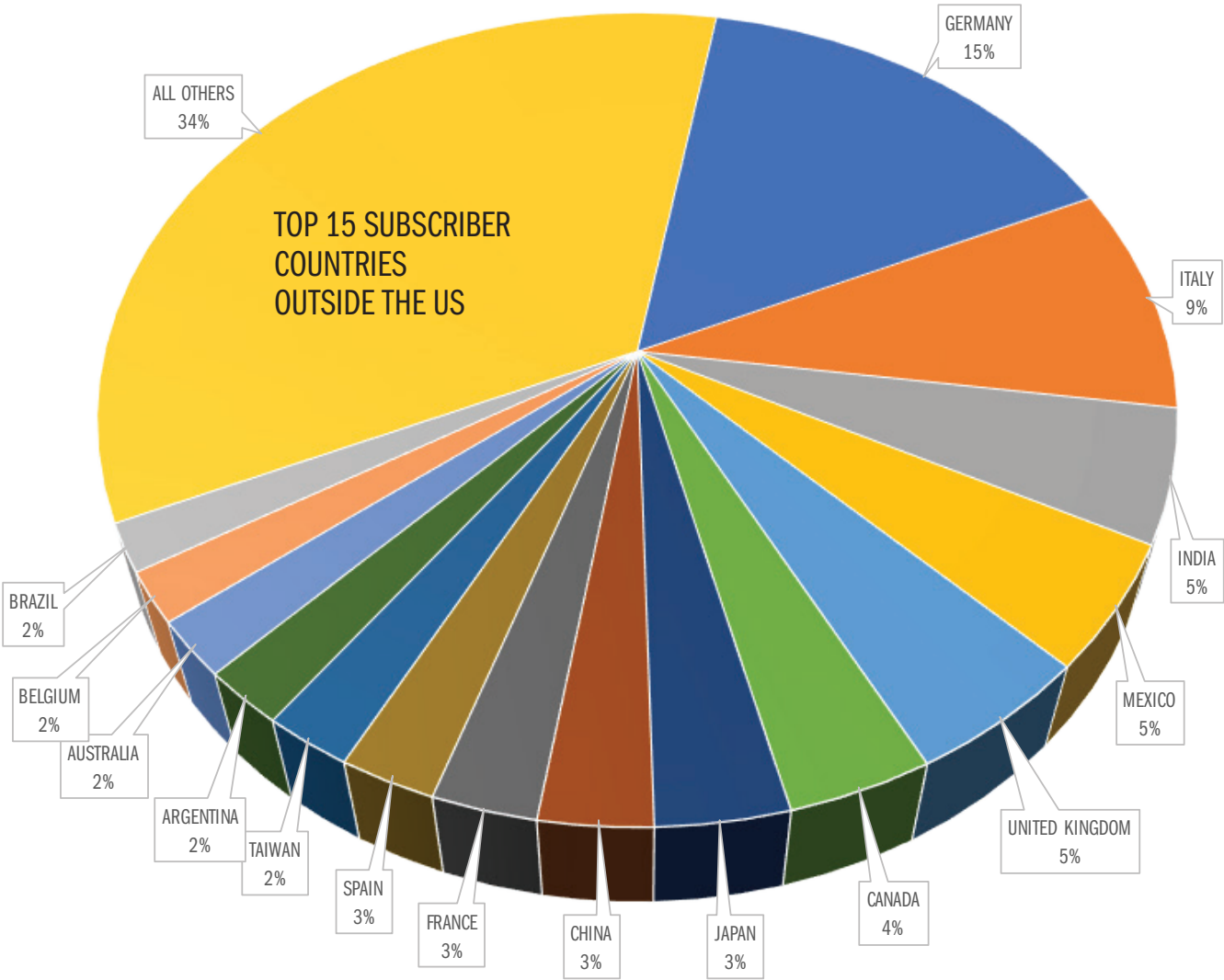


Worldwide Subscriber Base



Global Reach

Brushware magazine boasts a global audience well-balanced with between North American and international industry leaders. With a subscription base that reaches out to over 80 countries, you can be sure your brand is getting **maximum global exposure** and setting your company up for new revenue streams.



Brushware Team

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Voice Of The Industry

Founded in 1898 as *Brooms, Brushes, & Handles*, *Brushware* magazine is the leading voice for the the industry with an editorial staff that mixes experience with fresh talent and ideas. Join us as we look to re-invent and modernize the trade media for the brushware industry. Key channels for *Brushware* include:

Magazine

Brushware is produced six times a year as a print and digital magazine and sets the standard as [the highest quality magazine covering the industry](#). Already advertisers are benefiting from the increased exposure and direct link opportunities from the digital edition versions launched in 2019. And, we're not done yet – you will see exciting new initiatives around our digital editions as we head into the new year.

Website

Under new ownership, *Brushware* has a new digital mandate and that means a re-vamped website that now includes an up-to-date news channel that gives all *Brushware* advertisers the opportunity to submit press releases for exposure and critical linkbacks while providing a connection to your company's profile in the online directory. Be sure to join us as an advertiser to take advantage of this [key opportunity to improve SEO for your company's website](#).

Newsletter

Launched in the fall of 2019, [the *Brushware Digest* enewsletter](#) is just getting started as a smart, consolidated weekly look at industry news. As a bonus, full-year advertisers will get a spotlight that runs for one month in *Brushware Digest*.

Online/Print Directories

Active advertisers receive unlimited free category listings in the annual Summer Buyer's Guide issue and the Online Directory. To go one step further, [advertisers also recieve bonus editorial space in the annual Expanded Suppliers Guide](#) with custom profiles. Stay tuned in 2020 as we'll be launching a brand new online directory and with several new features designed to help drive leads to your company.

2020 BRUSHWARE EDITORIAL CALENDAR

January/February

Reserve advertising space and provide artwork by **12/6/2019**

Features

- 2020 Economic Outlook
- 2020 Tax Guide: Website/Digital Marketing Expenses

Statistics

- Third Quarter 2019 US Import & Export Statistics

March/April

Issue is distributed at the ABMA Convention

Reserve advertising space and provide artwork by **2/4/2020**

Features

- Online Reputation: Managing Internet Feedback for Businesses
- 2020 ABMA Convention Preview

Statistics

- 2019 Year-End US Import & Export Statistics

May/June

Issue is distributed at Interbrush 2020

Reserve advertising space and provide artwork by **3/31/2020**

Features

- 2020 Interbrush Preview
- 2020 ABMA Convention Coverage

July/August

Reserve advertising space and provide artwork by **6/5/2020**

Features

- **Buyers' Guide: Suppliers and Manufacturers Directory**
- 2020 Interbrush Coverage

Statistics

- First Quarter 2020 US Import & Export Statistics

September/October

Reserve advertising space and provide artwork by **8/7/2020**

Features

- 2020 FEIBP Congress Preview

Statistics

- First half 2020 US Import & Export Statistics

November/December

Reserve advertising space and provide artwork by **10/9/2020**

Features

- **Expanded Supplier's Edition**
- FEIBP 2020 Congress Report
- 50th Arcola Broomcorn Festival Coverage

2020 Digital Advertising Rates

	Size	Type	2 MONTHS	1 YEAR
1	733 x 150 px	UPPER LEADERBOARD	\$950	\$4,800
	300 x 600 px	LARGE IMPACT (exclusive)	\$1,200	\$6,000
2	300 x 250 px	IMPACT	\$500	\$2,400
3	733 x 150 px	LOWER LEADERBOARD	\$350	\$1,750

Leaderboard Web Ads

Our two leaderboard positions (1) (3) rotate four advertisers in each ad location.
Size is 733 x 150 pixels.

Large Impact Web Ads

This exclusive opportunity is more than double the size of a the 300 x 250 ad spot. The ad runs above the 300 x 250 ad locations in the right column on the website and is the premier ad location on www.brushwaremag.com.
Size is 300 x 600 pixels.

Standard Impact Web Ads

Up to 12 advertisers rotate in the available 300 x 250 pixel slots in the right website column (2).

Ask about our print/digital ad packages for maximum exposure at deeply discounted prices.

brushware

1 733 x 150 px Leaderboard

WÖHLER – Innovations Make It Possible
September 17, 2019 by [BrushwareNews](#)

Regardless of the brush industry sector your business is focused on, one thing always prevails – the exceptional level of innovation. Whether it is strip brush, roll brush, power brush or twisted brush production, the possibilities are nearly endless. There is always an opportunity to look for new applications and uses. To date, this innovative force has been the [...]

[read more](#)

Filed Under: [Machines](#)
Tagged With: [Wohler](#)

Boucherie Borghi Group Attending Medtec China
September 10, 2019 by [BrushwareNews](#)

For the first time, the Boucherie Borghi Group will participate in the Medtec China exhibition to be held September 25-27, 2019, at the Shanghai World Expo Exhibition & Convention Center in Shanghai, China. As part of the global MedTechWorld ... [\[Continue reading\]](#)

Filed Under: [Events](#)
Tagged With: [Boucherie Borghi Group](#), [MedTec China](#)

2019 Brushware September-October Digital Edition Available
September 2, 2019 by [BrushwareNews](#)

The 2019 September-October Brushware Digital Edition is now available for readers. This edition previews the 61st FEIBP Congress to be held in Lucerne, Switzerland this month and also has an in-depth feature on the Future of Nature Fibers ... [\[Continue reading\]](#)

Filed Under: [Digital Edition](#), [Events](#)
Tagged With: [FEIBP](#)

2 300 x 250 px Impact

300 x 250 px Impact

3 733 x 150 px Leaderboard

2020 Print 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

Print Mechanical Specifications

Page Unit – Width x Depth:

MAGAZINE TRIM:

8 1/2 x 11 inches
21.60 x 27.94 cm

FULL PAGE:

8 1/2 x 11 inches
21.60 x 27.94 cm

1/2 VERTICAL:

3 3/8 x 10 inches
8.57 x 25.40 cm

1/2 HORIZONTAL:

7.5 x 4 7/8 inches
19.05 x 12.38 cm

1/4 VERTICAL:

3 5/8 x 4 7/8 inches
9.19 x 12.38 cm

1/4 HORIZONTAL:

7.5 x 2 3/8 inches
19.05 x 6.03 cm

1/8 HORIZONTAL:

3 5/8 x 2 5/8 inches
9.19 x 6.65 cm

All digital artwork can be provided via email or shared folder location.

PREFERRED FORMAT: Adobe PDF

BLEED ADS: Please provide 1/4 inch of bleed to ensure no white edges show in the final magazine product.

LIVE MATTER: On all bleeds, please keep live matter 1/4" inside all four sides to allow for trimming and variations in folding and binding. On spreads keep live matter 1/4" from each side to centerline to prevent hiding live matter in binding.

