

# brushware

magazine



2022 Media Kit

# 360 Solution

- There are magazines and there are websites, but *Brushware* is your one-stop solution **for a complete 360 degree experience** with a print and digital magazine, website and online directory and weekly newsletter. Plus, we offer native content opportunities along with custom marketing service solutions
- *Brushware* is the #1 trade magazine devoted to the brush, broom, mop and paint product industries
- Worldwide circulation of **1,800 industry leaders** promotes your brand recognition
- A consistently professional showcase for your products
- Flexible ad packages for any budget with deep **discounts for combo print/digital packages**
- Serving the industry for over 123 Years

## Circulation at a Glance

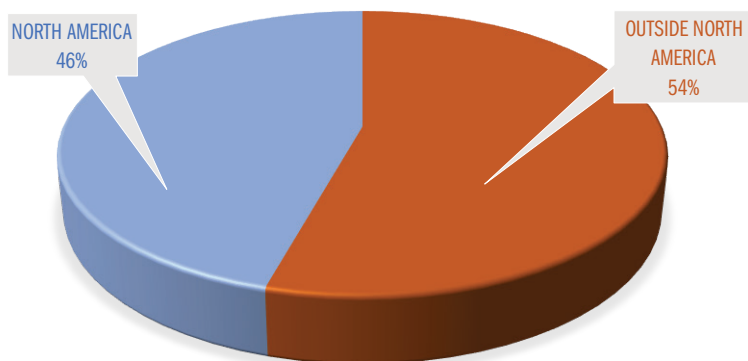
- Subscribers in **over 80 countries**
- Suppliers, manufacturers and retailers all read *Brushware*!
- Bonus distribution at all major trade shows

## Advertising Benefits

- Show your strength and **increase your sales** by aligning with the industry leader
- Unlimited free category listings in the Buyer's Guide and Online Directory for 3X advertisers ... the SEO linkbacks are worth
- Free editorial space in *Brushware's* Annual Machinery & Suppliers' Showcase edition
- Industry News and products section offers your company the opportunity to promote products, employees and key announcements
- Free classified listings available for every issue

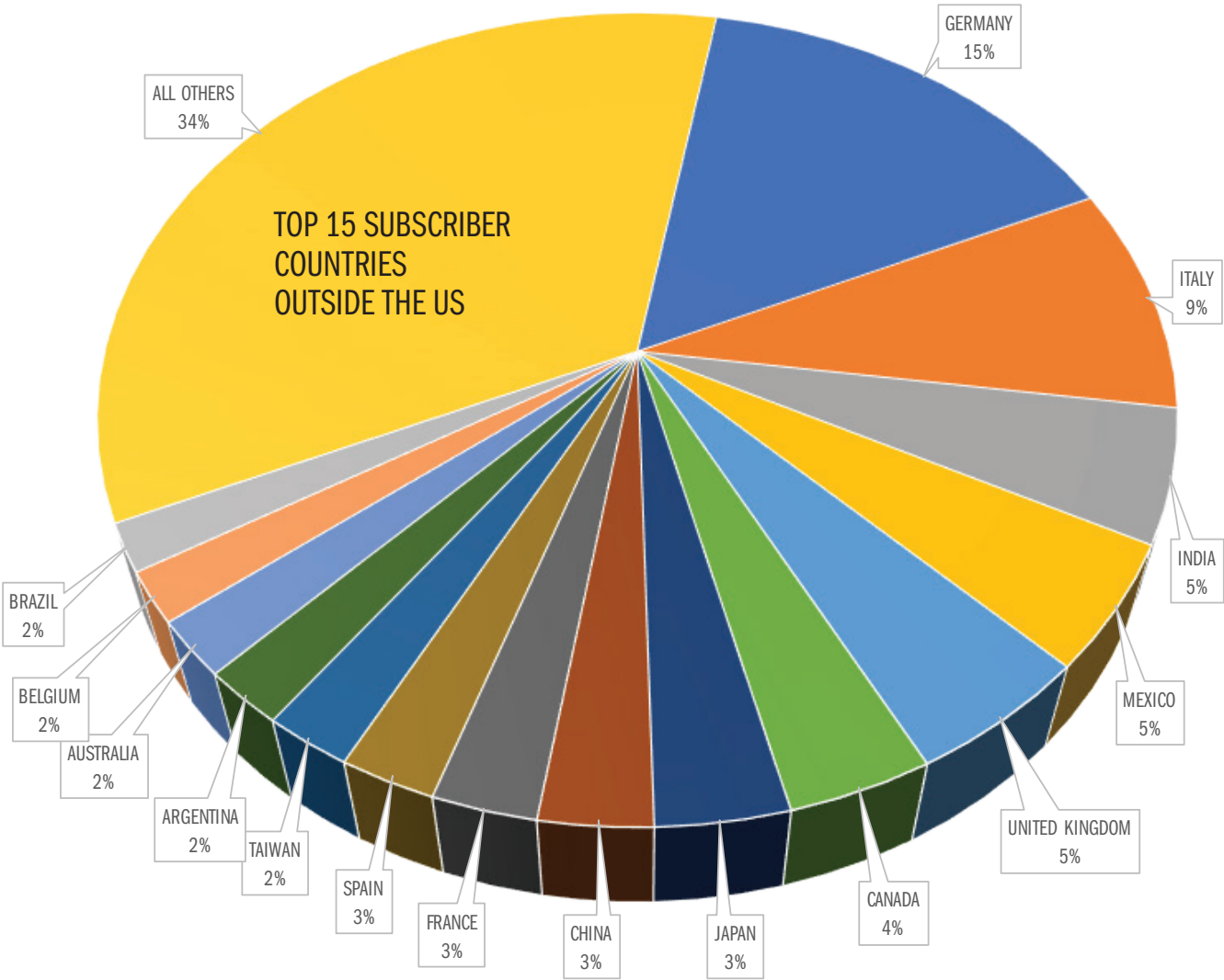


## Worldwide Subscriber Base



# Global Reach

Brushware magazine boasts a global audience balanced between key 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

## GENERAL MANAGER

Susan Goodwin  
info.brushware@goodwinworldmedia.com

## PUBLISHER/SALES

Dylan Goodwin  
dylan.goodwin@goodwinworldmedia.com  
913-636-7231

## PRESS RELEASES

news.brushware@goodwinworldmedia.com

## CORRESPONDENTS

Bob Lawrence - North America  
Meg Cooper - North America  
Katharina Goldbeck-Hörz - Europe  
Phillip Perry - Business Strategy  
Mark E. Battersby - US Business Tax Insights

## PUBLICATION OFFICE

Brushware Magazine  
Goodwin World Media LLC  
P.O. Box 7093  
Overland Park, KS 66207

# 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.

## 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. Join the team as an advertiser to take advantage of this **spectacular opportunity to improve SEO for your company's website**.

## Newsletter

Launched in the fall of 2019, **the *Brushware Digest* newsletter** has an established presence 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 3X 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 receive bonus editorial space in the annual Machinery Showcase & Supplier/Manufacturer Spotlight** with custom profiles.

## 2022 BRUSHWARE EDITORIAL CALENDAR

### January/February

Reserve advertising space and provide artwork by **12/3/2022**

- 2022 Economic Outlook
- Digital 40: Ranking the Top Industry Brands
- Third Quarter 2021 US Import & Export Statistics

### March/April

#### **ABMA CONVENTION PREVIEW**

Reserve advertising space and provide artwork by **1/28/2022**

- 2022 ABMA Convention Preview
- Industry Profile
- Global Brush Manufacturer Locator
- Full-year 2021 US Import & Export Statistics

### May/June

Reserve advertising space and provide artwork by **4/8/2022**

- 2022 ABMA Convention Follow-up
- Industrial Brush Special

### July/August

#### **BIGGEST ISSUE OF THE YEAR**

#### **ANNUAL SUMMER BUYERS' GUIDE**

Reserve advertising space and provide artwork by **6/3/2022**

- Buyers' Guide:  
Suppliers & Manufacturers Directory
- Company Profile
- First Quarter 2022 US Import & Export Statistics

### September/October

Reserve advertising space and provide artwork by **8/8/2022**

- 2022 FEIBP Congress Preview
- 2nd Annual Artist Brush Special
- First half 2022 US Import & Export Statistics

### November/December

#### **MACHINERY & SUPPLIERS' SHOWCASE**

Reserve advertising space and provide artwork by **10/7/2022**

- Machinery Showcase
- Supplier/Manufacturer Spotlight
- FEIBP 2022 Congress Report

# 2022 Digital Advertising Rates

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

## Leaderboard Web Ads

Our two leaderboard positions (1) (3) rotate six 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](http://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

1733 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 FEIB 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: **FEIB**

2300 x 250 px Impact

300 x 250 px Impact

3733 x 150 px Leaderboard

# 2022 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
1/8 PAGE	4 COLOR	\$495	\$295	\$225
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

## 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.

