

brushware

125

YEAR ANNIVERSARY

1898-2023



2023 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 **print and digital magazine issues, modern news website, online company directory and the industry's leading weekly newsletter**. Does your marketing partner for the brush industry cover all of those channels? Team up with *Brushware* and we'll partner with you to make sure your company is covered across all channels.
- Worldwide circulation of **1,700 industry leaders** promotes your brand recognition
- Flexible ad packages for any budget with **discounts for combo print/digital packages**
- Serving the industry for 125 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

- Up to 25 category listings in the Summer Buyer's Guide and Online Directory for SILVER LEVEL advertisers ... the SEO linkbacks are alone are key to any digital marketing program.
- Free editorial space in *Brushware's* Annual Machinery Showcase & Supplier Spotlight combo issue.
- Industry News and products section offers your company the opportunity to promote products, employees and key announcements
- Free classified listings

CELEBRATE WITH BRUSHWARE

Founded in 1898 as *Brooms, Brushes, & Handles*, *Brushware* magazine has been the leading voice for the brush, broom, mop and paint products industry for 125 years. **Join us in our celebration of 125 years as we continue to set the standard for more a modern media approach for the brushware industry.**

The primary channels for *Brushware* Magazine 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. SEO pros know that backlinks are part of the overall marketing mix and *Brushware's* evergreen digital issue program provides an extra boost from an industry authority.

WEBSITE

Our re-vamped website 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**. If you are a GOLD or ELITE advertiser, **we'll even embed your YouTube videos in our posts**, so you can get the most bang for your buck on your video marketing and production expenses.

NEWSLETTER

Launched in the fall of 2019, **the *Brushware Digest* newsletter** has an established presence as targeted and concise weekly update for industry news. It's quickly become the digital newspaper for the brush community. Elite and GOLD LEVEL advertisers benefit from additional exposure in the digest with a spotlight appearance that runs for one month in *Brushware Digest*.

ONLINE/PRINT DIRECTORIES

Active SILVER LEVEL (3-issue) advertisers receive 25 free categories 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.

ADVERTISER PACKAGES

BENEFITS	ELITE LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
	Premium Advertisers (Exclusive)	6 Issue Advertisers	3 Issue Advertisers	1 Issue + Listing Advertisers
Online Directory Profile Microsite	Unlimited categories	Unlimited categories	Up to 25 categories	Up to 5 categories
Print Listing - Summer Buyers' Guide	●	●	●	●
Bold Listing - Print Global Brush Locator (manufacturers only)	●	●	●	●
Press releases posted on www.brushwaremag.com with link	●	●	●	●
Free classifieds (limit 6 per two-month cycle)	●	●	●	●
Machinery Showcase/Supplier Spotlight Free Profile Page	●	●	●	
Online Directory Featured Company - 1 month	●	●		
Video Embedded on Profile Page	●	●		
Videos embedded in the www. brushwaremag.com news feed	●	●		
Photo included with classified ad	●	●		
733 x 150 upper leaderboard on www.brushwaremag.com (limit four advertisers)	●			

BRUSHWARE TEAM

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Conor M. Todd - Global

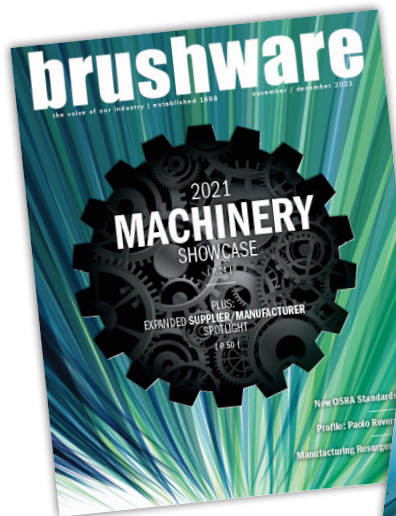
PUBLICATION OFFICE

Brushware Magazine

Goodwin World Media LLC

P.O. Box 7093

Overland Park, KS 66207



125 YEARS: SPONSORSHIP

In honor of our 125 year anniversary, **Brushware Magazine** will be offering sponsorship opportunities for advertisers that would like to celebrate the milestone. For details on any of the opportunities below, call **913-636-7231** or email info.brushware@goodwinworldmedia.com.

FRONT COVER SPOT: For all six issues in 2023, **Brushware** will offer supporting companies the opportunity for a Cover Snipe / Flag with company logo, QR code and congratulations message.

HISTORIC COVERS: Place your company LOGO on the historic covers spread — **July-August Issue.**

GLOBAL BRUSH LOCATOR POSTER: Place LARGE COMPANY LOGO on our global brush poster commemorating 125 years — **March-April Issue.**

CELEBRATION EVENT: **Brushware** will hold a 125th Anniversary Celebration Event in 2023. Contact us to learn more about the event and signage opportunities

DIGITAL ADS: Digital Ads: 75% off full-year ads that mention **Brushware's** anniversary. 50% off two-month ads that mention the anniversary.

We can provide design work for any of the opportunities mentioned above. Contact us today to discuss options.

2023 BRUSHWARE EDITORIAL CALENDAR

JANUARY/FEBRUARY

Reserve advertising space and provide artwork by 12/2/2022

- Paintbrush Product Special
- **Brushware 125th Anniversary, Part 1**
- Digital 40: Ranking the Top Industry Brands
- Third Quarter 2022
US Import & Export Statistics

MARCH/APRIL

ABMA CONVENTION PREVIEW

Reserve advertising space and provide artwork by 2/3/2023

- 2023 ABMA Convention Preview
- **Brushware 125th Anniversary, Part 2**
- Global Brush Manufacturer Locator
- Full-year 2022
US Import & Export Statistics

MAY/JUNE

Reserve advertising space and provide artwork by 4/6/2023

- 2023 ABMA Convention Follow-up
- **Brushware 125th Anniversary, Part 3**
- Abrasives Product Special

JULY/AUGUST

BIGGEST ISSUE OF THE YEAR: ANNUAL SUMMER BUYERS' GUIDE

Reserve advertising space
and provide artwork by
6/2/2023

- Buyers' Guide:
Products, Raw Materials,
Machinery & More
- Suppliers & Manufacturers Directory
- **Brushware 125th Anniversary, Part 4**
- First Quarter 2023 US Import & Export Statistics

SEPTEMBER/OCTOBER

Reserve advertising space and provide artwork by 8/4/2023

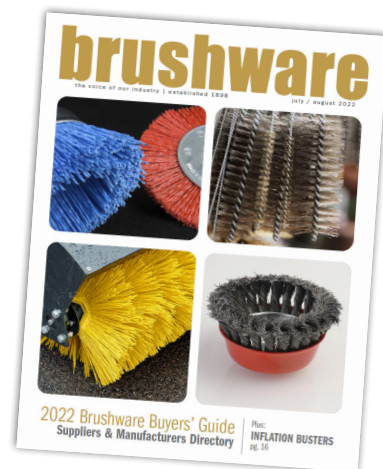
- 2023 FEIBP Congress Preview
- **Brushware 125th Anniversary, Part 5**
- Annual Artist Brush Product Special
- First half 2023 US Import & Export Statistics

NOVEMBER/DECEMBER

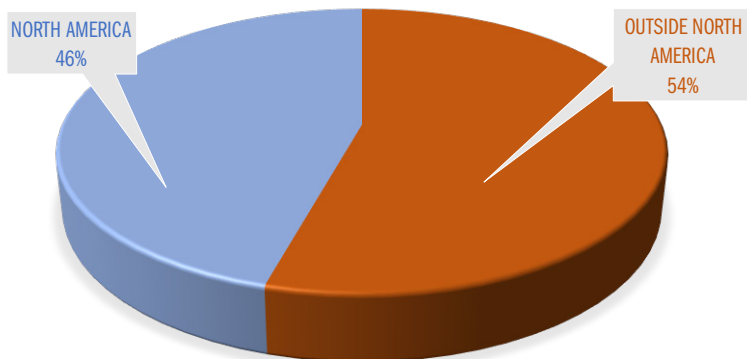
COMBO ISSUE: MACHINERY & SUPPLIER SHOWCASE

Reserve advertising space and provide artwork by 10/6/2023

- Machinery Showcase
- Supplier/Manufacturer Spotlight
- **Brushware 125th Anniversary, Part 6**
- 2024 Economic Outlook
- FEIBP 2023 Congress Report



WORLDWIDE SUBSCRIBER BASE



2023 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.
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 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 [...]

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Filed Under: [Machines](#)
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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](#)
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2 300 x 250 px Impact

300 x 250 px Impact

3 733 x 150 px Leaderboard

2023 PRINT ADVERTISING RATES

SIZE	TYPE	1 ISSUE	3 ISSUES	6 ISSUES
FULL PAGE	4 COLOR	\$1,400	\$1,200	\$975
1/2 PAGE	4 COLOR	\$995	\$800	\$725
1/4 PAGE	4 COLOR	\$650	\$550	\$475
1/8 PAGE	4 COLOR	\$375	\$295	\$225
FULL PAGE	BLK/WH	\$975	\$795	\$695
1/2 PAGE	BLK/WH	\$675	\$595	\$495
1/4 PAGE	BLK/WH	\$575	\$475	\$375

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

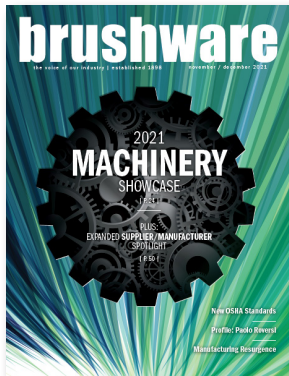
All digital artwork can be provided via email or shared folder location.

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 a live matter 1/4 inch margin inside all four sides to allow for trimming and variations in folding and binding. On spreads keep live matter 1/4 inch from each side to centerline to prevent hiding live matter in binding.

brushware



PRINT MAGAZINE | DIGITAL MAGAZINE

NEWS WEBSITE | ONLINE COMPANY DIRECTORY

INDUSTRY LEADING WEEKLY ENEWSLETTER

Does your marketing partner cover all of the key marketing channels?
Contact **Brushware** today and we'll be your 360 degree marketing partner.

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