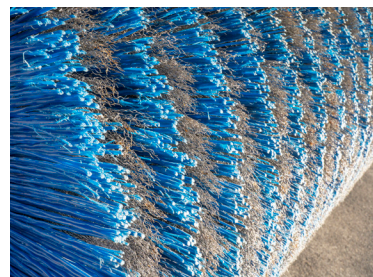


brushware

THE INDUSTRY LEADER SINCE 1898



2024 MEDIA KIT

MAGAZINE / WEBSITE / NEWSLETTER / ONLINE DIRECTORY

NOW IS THE TIME >> WORLD BRUSH EXPO

The brush industry is set for a huge year in 2024 with the launch of the **WORLD BRUSH EXPO** in Bologna, Italy, next May 22-24. Don't miss the opportunity as *Brushware* is here to maximize your company's marketing reach before, during and after this historic event. Partner with *Brushware* to get out your message through **simple advertising packages** that deliver across all of the most important channels. We are your one-stop media outlet to cover all of the bases.



The World Brush Expo launches in Bologna, Italy in May 2024

MAGAZINE

Produced six times per year, *Brushware's* print and digital magazine has no equal for global presence. *Brushware* sets the standard as **the highest quality magazine covering the industry**. Companies in the industry are benefiting from the increased exposure and direct link opportunities from the digital magazine issues launched starting 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

Brushwaremag.com includes an up-to-date news channel that gives all *Brushware* advertisers the opportunity to submit press releases for exposure and **critical backlinks that are evergreen** and also provide a connection to your company's profile in the online directory. 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**, to offer 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 a 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 (three-issue) advertisers receive 25 free categories in the annual Summer Buyer's Guide issue and the Online Directory. In addition, **SILVER advertisers** receive bonus editorial space in the annual **Machinery Showcase & Supplier/Manufacturer Spotlight issue**.

2024 BRUSHWARE >> EDITORIAL CALENDAR

JANUARY/FEBRUARY

Reserve advertising space and
provide artwork by **12/8/2023**

- Interior Paintbrush Product Special
- **Digital 40:** Ranking the Top Industry Brands
- Third Quarter 2023 US Import & Export Statistics

MARCH/APRIL

ABMA CONVENTION PREVIEW EDITION

Reserve advertising space and
provide artwork by **2/2/2024**

- 2024 ABMA Convention Preview
- Global Brush Manufacturer Locator
- Full-year 2023 US Import & Export Statistics

MAY/JUNE

WORLD BRUSH EXPO SPECIAL EDITION

Reserve advertising space and
provide artwork by **4/5/2024**

- World Brush Expo Preview
- 2024 ABMA Convention Follow-up
- Industrial Product Special

JULY/AUGUST

ANNUAL SUMMER BUYERS' GUIDE

Reserve advertising space and provide
artwork by **6/7/2024**

- World Brush Expo Coverage
- **Buyers' Guide:** Products, Raw Materials, Machinery & More
- Suppliers & Manufacturers Directory
- First Quarter 2024 US Import & Export Statistics

SEPTEMBER/OCTOBER

64th FEIBP CONGRESS GUIDE

Reserve advertising space and provide
artwork by **8/2/2024**

- 64th FEIBP Congress Preview
- Cosmetic Brush Product Special
- First Half 2024 US Import & Export Statistics

NOVEMBER/DECEMBER

COMBO ISSUE: MACHINERY & SUPPLIER SHOWCASE

Reserve advertising space and provide
artwork by **10/4/2024**

- Machinery Showcase
- Supplier/Manufacturer Spotlight
- 2025 Economic Outlook
- 64th FEIBP Congress Report

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2024 PRINT ADVERTISING RATES

Size	Type	1 Issue	3 issues	6 issues
BACK COVER	4 COLOR	\$2,950	\$1,950	\$1,500
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

TRIM:

8.5 x 11 inches
21.59 x 27.94 cm

FULL PAGE:

8.5 x 11 inches
21.59 x 27.94 cm

1/2 VERTICAL:

3.67 x 10 inches
9.32 x 25.40 cm

1/2 HORIZONTAL:

7.5 x 4.87 inches
19.05 x 12.37 cm

1/4 VERTICAL:

3.67 x 4.87 inches
9.32 x 12.37 cm

1/4 HORIZONTAL:

7.5 x 2.67 inches
19.05 x 6.78 cm

1/8 HORIZONTAL:

3.67 x 2.67 inches
9.32 x 6.78 cm

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.

SPECIAL POSITION: Add 20 percent.

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

ADVERTISER PACKAGES

BENEFITS	ELITE LEVEL Premium Advertisers (Exclusive)	GOLD LEVEL 6 Issue Advertisers	SILVER LEVEL 3 Issue Advertisers	BRONZE LEVEL 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 brushwaremag.com news feed	●	●		
Photo included with classified ad	●	●		
733 x 150 upper leaderboard on brushwaremag.com (limit four advertisers)	●			

2024 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.

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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: [Wöhler](#)

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 FEBRP 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: [FEBRP](#)

2

300 x 250 px Impact

300 x 250 px Impact

3

733 x 150 px Leaderboard

DIGITAL AUDIENCE GROWTH

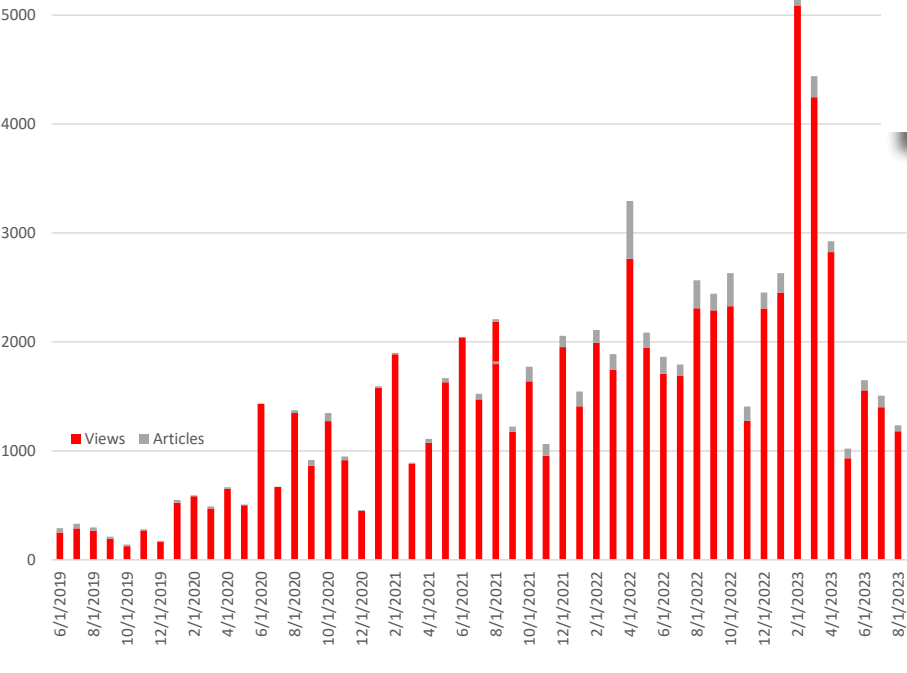
BEYOND PRINT

With the website redesign in 2020, *Brushware's* digital magazine, newsletter and social channels have all combined **to steadily drive overall impression growth**. The modern approach and technical infrastructure combined with the commitment to deliver a top quality print magazine means Brushware is the one-stop solution for brush industry marketing. We offer the **#1 magazine in the industry** and soon, we'll top the list for online presence.

Don't miss your chance to get in on the ground floor as we head into the big year with the new World Brush Expo set for May 2024.

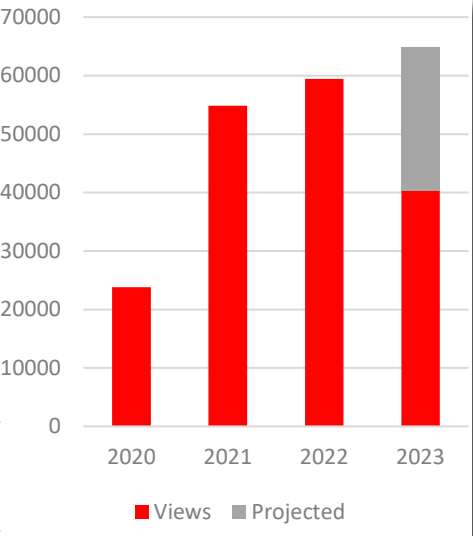
DIGITAL MAGAZINE TREND

Graph combines digital magazine views with digital article impressions



ANNUAL DIGITAL IMPRESSIONS

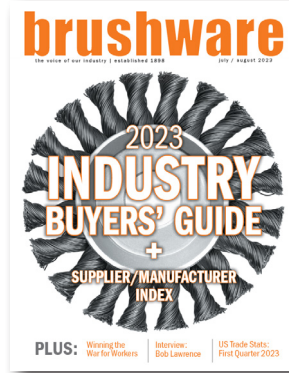
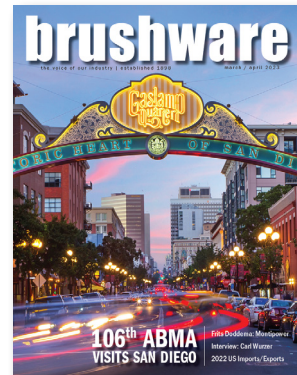
Website + Magazine



9%

2023 AVERAGE DIGITAL MAGAZINE
CLICK THROUGH RATE
UP FROM 6 PERCENT IN 2022

THE INDUSTRY LEADER SINCE 1898



PRINT MAGAZINE | DIGITAL MAGAZINE

NEWS WEBSITE | ONLINE COMPANY DIRECTORY

INDUSTRY LEADING WEEKLY NEWSLETTER

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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