



brushware

THE INDUSTRY LEADER SINCE 1898

2025 MEDIA KIT

MAGAZINE / WEBSITE / NEWSLETTER / ONLINE DIRECTORY

BRUSHWARE >> YOUR BRUSH INDUSTRY PARTNER

Launched in 1898, *Brushware* magazine's legacy as the leader for brush industry information continues as we offer the only full-service media outlet serving the brush, broom and mop industry. Whether your company is targeting a strong print presence, digital marketing or comprehensive industry visibility, *Brushware* delivers unmatched exposure across all platforms. From print and digital magazine editions to our brand new, expanded online buyers' guide and industry news website, *Brushware* is the one-stop media outlet to elevate your company's marketing efforts.



The *Brushware* team looks forward to seeing you at the 2025 ABMA Convention to be held March 25-28 at the Lost Pines Resort and Spa near Austin, Texas.

MAGAZINE: EVERGREEN RESOURCE

Published six times per year, *Brushware's* print and digital magazine continues to set the global standard for industry coverage. There is no equal in terms of reach, quality and authority. Our digital issues, launched in 2019, have further enhanced advertising value for advertisers by offering direct link opportunities and SEO-boosting backlinks. **Most importantly, with *Brushware*, your message is visible long after publication, as digital editions new and old are sourced by industry professionals across the world providing lasting impact and value.**



BUYERS' GUIDE: ONLINE AND PRINT

SILVER LEVEL advertisers (with three-issue commitments) enjoy prominent listings in the annual Summer Buyers' Guide issue as well as our online directory, with up to 25 free category listings. Additionally, **SILVER advertisers are given bonus editorial space in the annual Machinery Showcase & Supplier/Manufacturer Spotlight issue**, ensuring your company stands out to buyers.

WEBSITE: GROWING EVERY DAY

Brushwaremag.com is your go-to resource for industry news, providing advertisers with the ability to **submit press releases and gain critical evergreen backlinks**. Our website articles also connect to company profiles in the online directory when possible, **giving your business increased visibility and improved SEO**. **GOLD** and **ELITE** advertisers enjoy the added benefit of having their YouTube videos embedded in our website posts, maximizing the value of your video marketing efforts.

NEWSLETTER: WEEKLY SOURCE

The *Brushware Digest* e-newsletter sets the standard for brush industry news, providing a focused update delivered weekly to industry professionals. As a dedicated source for brush industry news, the newsletter offers excellent exposure for advertisers. **ELITE and GOLD LEVEL advertisers receive additional benefits, including a featured spotlight that runs for one month in *Brushware Digest***, giving your company a prominent presence in the inboxes of industry decision-makers.

2025 BRUSHWARE >> EDITORIAL CALENDAR

JANUARY/FEBRUARY INDUSTRY PHOTO SPECIAL EDITION

Reserve advertising space and provide artwork by **12/6/2024**

- **Photo Issue:** Best Brush Industry Images from 2024
- **Digital 40:** Ranking the Top Industry Brands
- Third Quarter 2024 US Import & Export Statistics

MARCH/APRIL ABMA CONVENTION PREVIEW EDITION

Reserve advertising space and provide artwork by **2/7/2025**

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

MAY/JUNE

Reserve advertising space and provide artwork by **4/11/2025**

- 2025 ABMA Convention Follow-up
- Industrial Product Showcase

JULY/AUGUST ANNUAL SUMMER BUYERS' GUIDE

Reserve advertising space and provide artwork by **6/13/2025**

- **Buyers' Guide:** Products, Raw Materials, Machinery & More
- Suppliers & Manufacturers Directory
- First Quarter 2025 US Import & Export Statistics

SEPTEMBER/OCTOBER 65TH FEIBP CONGRESS GUIDE

Reserve advertising space and provide artwork by **8/8/2025**

- 65th FEIBP Congress Preview
- Product Showcase
- First Half 2024 US Import & Export Statistics

NOVEMBER/DECEMBER MACHINERY & SUPPLIER SHOWCASE

Reserve advertising space and provide artwork by **10/3/2025**

- Machinery Showcase
- Supplier/Manufacturer Spotlight
- 2026 Economic Outlook
- 65th FEIBP Congress Report

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2025 PRINT ADVERTISING RATES

Size	Type	1 Issue	3 issues	6 issues
BACK COVER	4 COLOR	\$2,400	\$1,950	\$1,500
FULL PAGE	4 COLOR	\$1,400	\$1,200	\$975
1/2 PAGE VERTICAL	4 COLOR	\$1,100	\$950	\$795
1/2 PAGE HORIZONTAL	4 COLOR	\$995	\$800	\$725
1/4 PAGE	4 COLOR	\$650	\$550	\$475
1/8 PAGE	4 COLOR	\$375	\$295	\$225

Size	Type	1 Issue	3 issues	6 issues
FULL PAGE	BLACK/WHITE	\$975	\$795	\$695
1/2 PAGE	BLACK/WHITE	\$675	\$595	\$495
1/4 PAGE	BLACK/WHITE	\$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

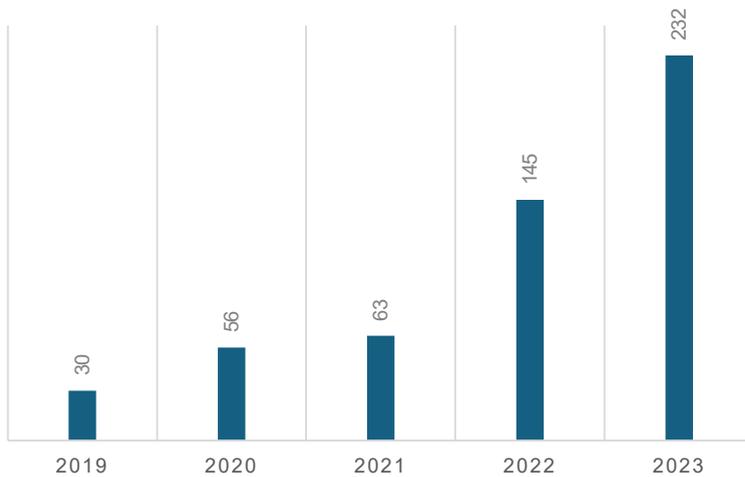
BENEFITS	ELITE LEVEL Premium Advertisers (Exclusive)	GOLD LEVEL 6 Issue Advertisers	SILVER LEVEL 3 Issue Advertisers	BRONZE LEVEL 1 Issue + Listing Advertisers
Online Directory Profile Microsite	Unlimited categories	Unlimited categories	Up to 25 categories	Up to 5 categories
Print Listing - Summer Buyers'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

DIGITAL AUDIENCE GROWTH

BEYOND PRINT

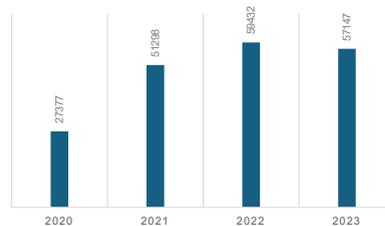
With the website redesign in 2020, *Brushware's* digital magazine, newsletter and social channels have all combined **to steadily drive overall impression growth**. The modern approach and technical infrastructure combined with the commitment to deliver a top quality print magazine means Brushware is 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.

DIGITAL MAGAZINE ENGAGEMENT TREND



The digital magazine continues to see increased engagement with readers as the total number of cumulative clickthroughs from the library of Brushware digital magazines continues to accelerate. What is driving that? **All ads in Brushware are linked to the respective company website — meaning advertisers have clickthrough opportunities that continue to grow with each issue.** And most importantly, digital editions are accessible going back to 2019. **Are you missing the opportunity to connect while your competitors continue to collect traffic through Brushware advertising?** Reach out today to get on track. Another issue is just around the corner!

ANNUAL DIGITAL IMPRESSIONS

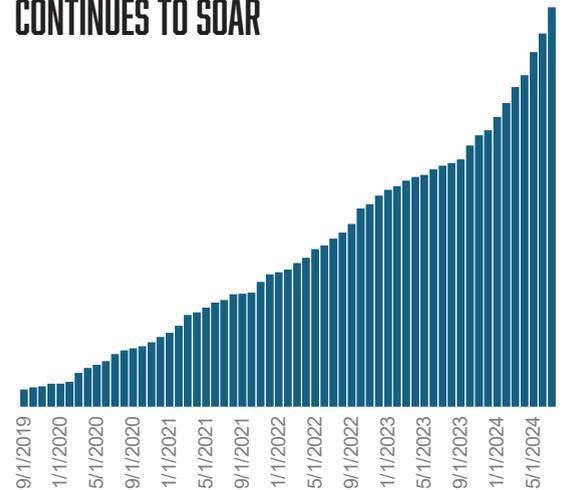


Website + Magazine Total Impressions

639

TOTAL NUMBER OF
DIGITAL EDITION CLICKTHROUGHS SINCE 2019

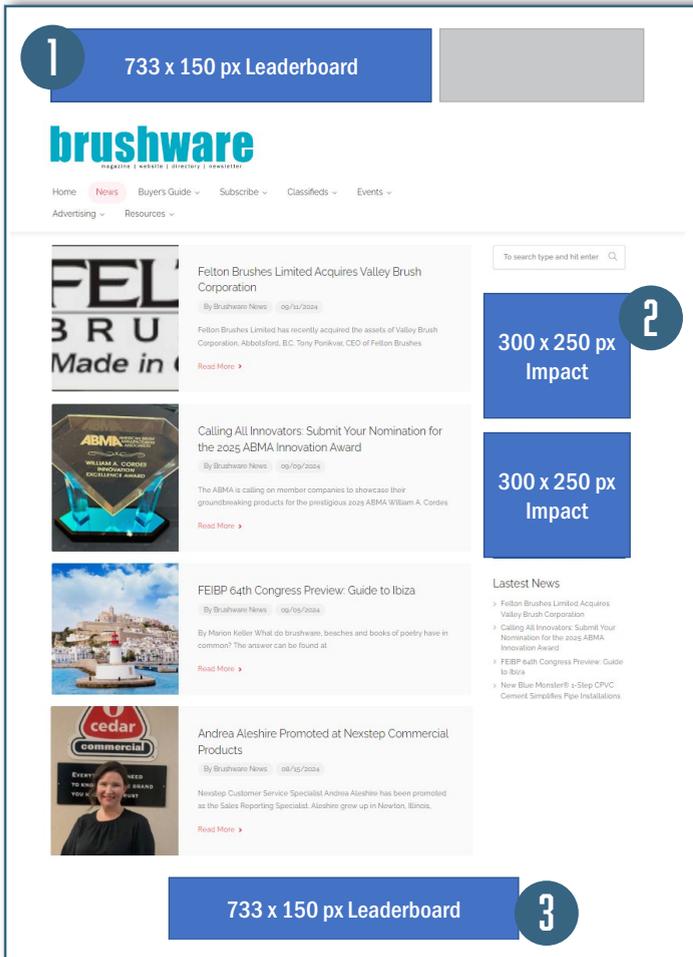
BRUSHWARE SOCIAL CONTINUES TO SOAR



Starting from zero in 2019, the *Brushware* social media total audience is the most powerful in the brush industry trade media.

2025 DIGITAL ADVERTISING RATES

Size	Type	6 MONTHS	1 YEAR
1 733 X 150 PX	UPPER LEADERBOARD AD	\$1,500	\$2,400
2 300 X 250 PX	IMPACT AD	\$850	\$1,200
3 733 X 150 PX	LOWER LEADERBOARD AD	\$500	\$800



Leaderboard Web Ads

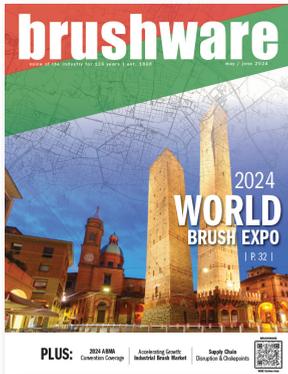
Our two leaderboard positions (1) (3) rotate up to six advertisers in each ad location. Size is 733 x 150 pixels.

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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PRINT MAGAZINE | DIGITAL MAGAZINE
NEWS WEBSITE | ONLINE COMPANY DIRECTORY
INDUSTRY LEADING WEEKLY ENEWSLETTER

Is your marketing partner offering exposure across all of the key media channels?
Contact Brushware today and we'll be your 360 degree marketing partner.

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