

brushware

The industry leader since 1898



2027 Media Kit

magazine / Website / newsletter / online directory

BRUSHWARE >> YOUR BRUSH INDUSTRY PARTNER

Brushware is the leading media resource serving the global brush, broom and mop industry. We give suppliers and manufacturers a single platform for reaching industry professionals through print, digital, web, email and our Buyers' Guide. Whether your goal is brand awareness, lead generation or year-round industry visibility, **Brushware** puts your company in front of the people who matter.



Founded
1898



Published six times per year, **Brushware** combines the credibility of print with the extended reach of digital. Each issue is mailed to **1,300 industry professionals — 700 in the United States and 650 internationally — with the digital magazine adding another 400 readers per edition.** Digital advertising also adds measurable value through direct website links and SEO-supporting backlinks. Current and archived issues remain accessible online, giving advertisers exposure well beyond the original publication date.



1300

Print
Subscribers



+400

Digital Magazine
Readers

BUYERS' GUIDE: ONLINE AND PRINT

Starting at the SILVER LEVEL, advertisers with a three-issue commitment receive **enhanced exposure in both the annual Summer Buyers' Guide and Brushware's online company directory, including up to 25 category listings.** Our ELITE, GOLD and SILVER advertisers also receive bonus editorial exposure in the annual Machinery Showcase & Supplier/Manufacturer Spotlight issue.

WEBSITE: SEARCHABLE, SHAREABLE, EVERGREEN

Brushwaremag.com delivers industry news, company announcements and resources throughout the year. Advertisers can submit press releases for online publication, generating additional exposure and valuable backlinks. **Website articles are also linked to company directory profiles** whenever possible, helping readers move directly from industry news to supplier information. GOLD and ELITE advertisers can also have company YouTube videos embedded within **Brushware** website posts.



52

Issues Per
Year

BRUSHWARE DIGEST: WEEKLY INBOX EXPOSURE

Brushware Digest delivers brush industry news directly to professionals every week, giving advertisers consistent access to an engaged industry audience. GOLD and ELITE LEVEL advertisers receive an **additional one-month featured company spotlight** in **Brushware Digest**, providing repeated visibility with industry decision-makers.

COVER IMAGE:

istockphoto/Anastasiia Dernova.

2027 BRUSHWARE >> EDITORIAL CALENDAR

JANUARY/FEBRUARY INDUSTRY PHOTO SPECIAL EDITION

Reserve advertising space and provide artwork by **December 4, 2026**

- **Photo Issue:** Best Industry Photos from 2025
- **Digital 40:** Ranking the Top Industry Brands
- Third Quarter 2026 US Import & Export Statistics

MARCH/APRIL ABMA CONVENTION PREVIEW EDITION

Reserve advertising space and provide artwork by **February 4, 2027**

- 2027 ABMA Convention Preview
- Global Brush Manufacturer Locator
- Full-year 2026 US Import & Export Statistics

MAY/JUNE

Reserve advertising space and provide artwork by **April 2, 2027**

- 2027 ABMA Convention Follow-up
- Industrial Product Showcase

JULY/AUGUST ANNUAL SUMMER BUYERS' GUIDE

Reserve advertising space and provide artwork by **June 4, 2027**

- **Buyers' Guide:** Products, Raw Materials, Machinery & More
- Suppliers & Manufacturers Directory
- First Quarter 2027 US Import & Export Statistics

SEPTEMBER/OCTOBER 67TH FEIBP CONGRESS GUIDE

Reserve advertising space and provide artwork by **August 6, 2027**

- 67th FEIBP Congress Preview
- Product Showcase
- First Half 2027 US Import & Export Statistics

NOVEMBER/DECEMBER MACHINERY & SUPPLIER SHOWCASE

Reserve advertising space and provide artwork by **October 1, 2027**

- Machinery Showcase
- Supplier/Manufacturer Spotlight
- 2028 Economic Outlook
- 67th FEIBP Congress Report

STAFF

GENERAL MANAGER

Susan Goodwin
info.brushware@goodwinworldmedia.com

PUBLISHER/SALES DIRECTOR

Dylan Goodwin
dylan.goodwin@goodwinworldmedia.com

MAGAZINE EDITOR

Gwyneth Bowen

ART DIRECTOR

Elizabeth Goodwin

CORRESPONDENTS

Phillip Perry - Business Strategy
Katharina Goldbeck-Hörz - Europe
Mark E. Battersby - Business Strategy
Lisa Anderson - Manufacturing
Marion Keller - North America

PRESS RELEASES

news.brushware@goodwinworldmedia.com

PUBLICATION OFFICE

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

2027 PRINT ADVERTISING RATES

Size	Type	1 Issue	3 issues	6 issues
BACK COVER	4 COLOR	\$2,400	\$1,975	\$1,750
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	\$795	\$695
1/4 PAGE	4 COLOR	\$650	\$550	\$475
1/8 PAGE	4 COLOR	\$400	\$325	\$250
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
New Option	Type	1 Issue	3 issues	6 issues
FRONT COVER	4 COLOR	\$2,950	N/A	N/A

Product feature: Designed by Brushware team

PRINT MECHANICAL SPECIFICATIONS Page Unit – Width x Depth

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

TECHNICAL:

TRIM: 8.5 x 11 inches (21.59 x 27.94 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.

ADVERTISER PACKAGES

BENEFITS	ELITE LEVEL 6-Issue Premium Advertisers	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
Enhanced Print Listing - Summer Buyers' Guide	●	●	●	●
Bold Listing - Print Global Brush Locator (manufacturers only)	●	●	●	●
Press releases posted on www.brushwaremag.com with website link	●	●	●	●
Press releases posted on in the magazine with direct website link	●	●	●	●
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 (must be provided)	●	●		
Photo included with classified ad	●	●		
733 x 150 upper leaderboard on brushwaremag.com (limit six advertisers)	●			

DIGITAL AUDIENCE GROWTH

BEYOND PRINT

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 comprehensive digital strategy to showcase your brand to the brush manufacturing sector.

5,202

Monthly
Website
Views

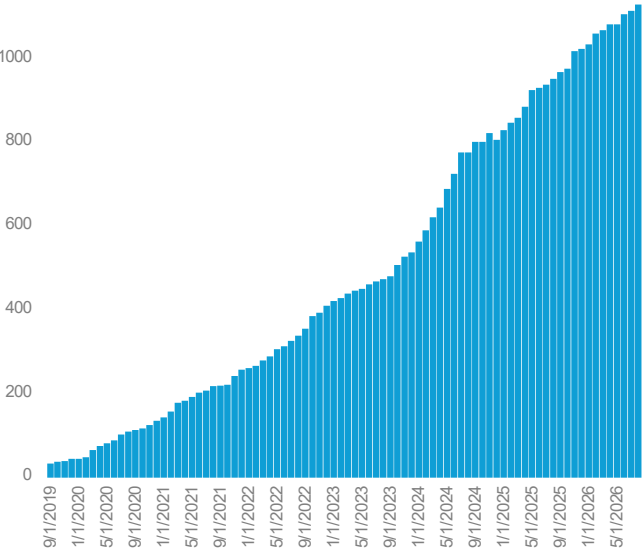
7,065

Online Directory
Visitors
(12 Months)

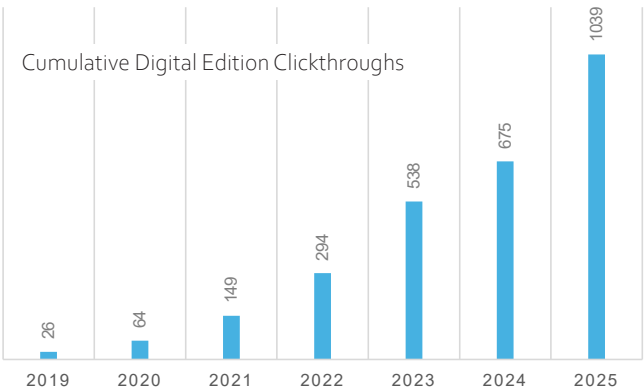
487

Directory
Contact Clicks
(12 Months)

BRUSHWARE SOCIAL REACH CONTINUES TO REACH NEW HEIGHTS



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!

BUILDING THE COMMUNITY

1,121

Total Social
Audience

649

LinkedIn
Followers

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

2027 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

1

733 x 150 px Leaderboard

The screenshot shows the Brushware website layout. At the top is a blue header with the 'brushware' logo and navigation links. Below this is a main content area with several articles. On the right side of the main content area, there are two blue boxes labeled '300 x 250 px Impact', representing ad positions. At the bottom of the page is another blue header with the text '733 x 150 px Leaderboard'.

Leaderboard Web Ads

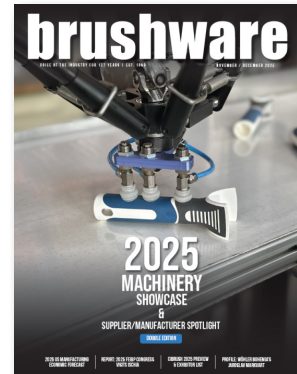
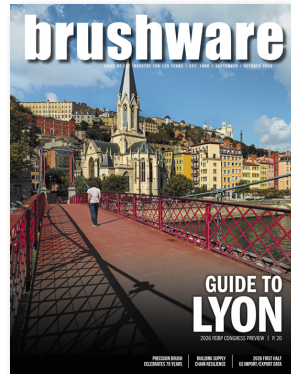
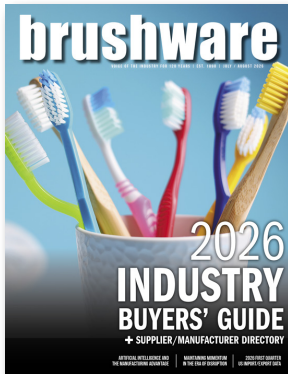
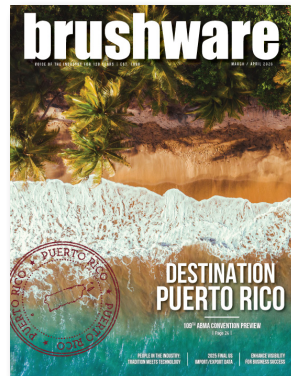
Our two leaderboard positions (1) (3) rotate up to six advertisers in each ad location. Size is 733 x 150 pixels.

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.

THE INDUSTRY LEADER SINCE 1898



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.

913.636.7231 • info.brushware@goodwinworldmedia.com • www.brushwaremag.com