

PROFESSIONAL DISTRIBUTOR

The Distribution Network Connection

2011

**MULTI-MEDIA
PROGRAMS ...
PRINT AND ONLINE!**

Complete 2011 details at www.professionaldistributormagazine.com/mk2011

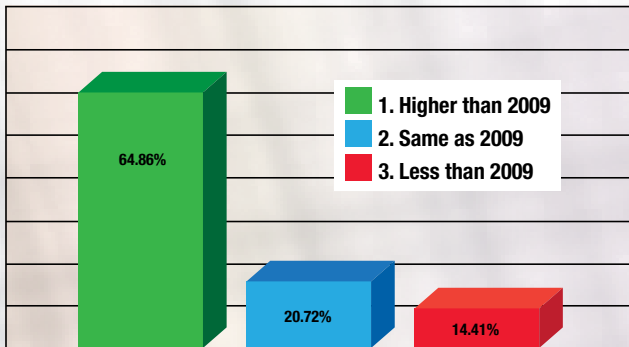
MARKET

Professional Distributor is the only magazine serving the automotive tool and equipment distribution channel with best practices and the latest product information. *Professional Distributor* helps mobiles determine the right inventory to stock on the truck and how to effectively run their business.

Market Outlook:

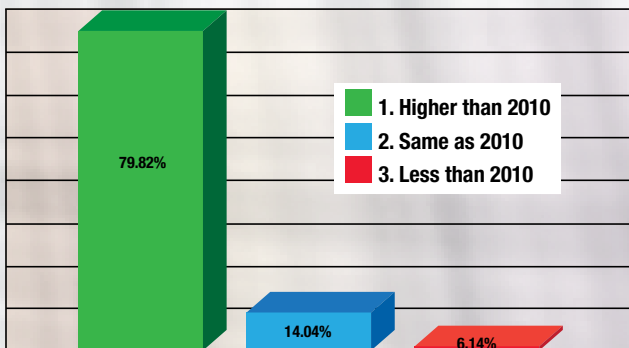
Optimism for 2010 continues and the outlook into 2011 has mobiles anticipating a recovery from the 2009 economic downturn. When asked about 2010 compared to 2009, 65% of subscribers said 2010 revenue will be higher than 2009. Another 21% said 2010 will be equal to last year. A whopping 86% will be equal to or higher than 2009 revenue levels.

2010 Revenue vs. 2009



Equally important is that the outlook for 2011 is positive. 94% of our subscribers anticipate revenue will be equal to or greater than 2010. Looking inside the numbers, 80% anticipate revenue to be greater than this year.

Do you anticipate 2011 to be...



Professional Distributor is the only magazine serving the automotive tool and equipment distribution channel with best practices and the latest product information.

We provide a strong editorial environment that engages our readers and gains maximum exposure for your advertising message.

Create awareness with the mobile in Professional Distributor and teach them how to sell your product. Complement your PTEN advertising message that gets end users asking the mobile for your product.



Best regards,

Larry M. Greenberger
Group Publisher

Marketplace issues facing the mobile distributor:

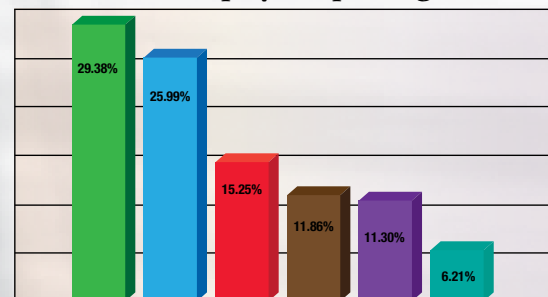
Mobiles have two primary concerns:

- Having the right inventory of tools & equipment on the truck to maximize sales, and
- Keeping abreast of the latest sales principals to be more effective sale people.

Professional Distributor provides the editorial learning environment for the mobile. Each issue focuses on best practices as well as products most wanted in the market.

Understanding the complexity of tools & equipment is information needed. *Professional Distributor* gives you the perfect to deliver a message to create visibility as well competitive advantages for your product.

Which issue keeps you up at night?



1. Becoming a more effective sales person
2. Having the right inventory on your truck to maximize sales
3. Understanding/training to keep up with the complexity of tools & equipment
4. Other
5. Understanding/training on the complexity of automotive repairs
6. Understanding/training to run a franchise business

AUDIENCE

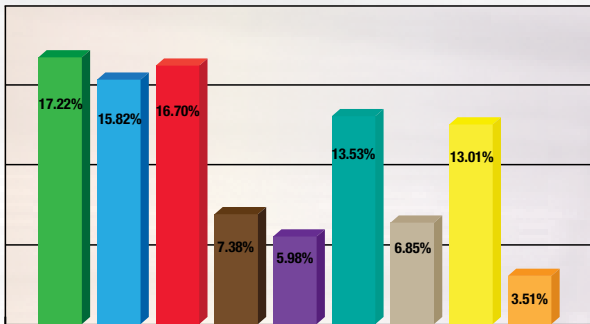
Professional Distributor reaches 13,000 subscribers:

- Mobile distributors
- Warehouse distributors
- Capital equipment distributors
- Program distributors
- Glass front/stationary jobbers
- PBE jobbers
- PBE warehouses
- Buying groups
- Sales reps and rep agencies

Mobiles are selling wherever tools & equipment are needed!

The market continually expands and mobiles have aggressively sought out repair facilities in adjacent markets. Automotive repair is still the core of the market but fleet facilities, franchise locations, marine and airport locations are being added to the revenue mix.

What types of businesses do you call on?

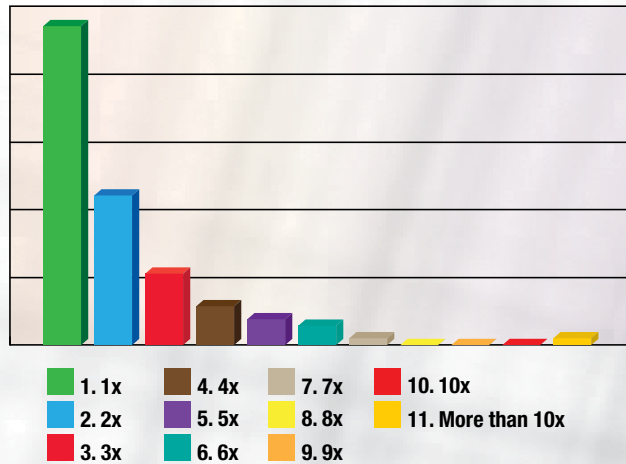


- 1. Independent Repair Shops
- 2. Automotive Dealerships
- 3. Body Shops
- 4. Marine/Boat Repair
- 5. Airport Maintenance Facilities
- 6. Fleet Maintenance Facilities
- 7. Retail Chaings (Sears, Pep Boys)
- 8. Franchises (Midas, Goodyear)
- 9. Other

Shopowners & technicians ask mobiles about products seen in Professional Tool & Equipment News (PTEN) up to 9x per week!!

Professional Distributor and PTEN remain a powerful PUSH/Pull marketing strategy. Educate the distribution channel in Professional Distributor and create demand for your product with end users in PTEN.

In the space of a week how often does a customer ask about a tool or equipment that they saw in Professional Tool & Equipment News?



Interactive Advertising Opportunities

Professional Distributor is not only the tool & equipment industry's top print resource, but is also the ultimate online resource for daily industry news, tools, equipment and statistical information. Connectivity with internet users has gained significant ground within the market place. ROI is more important than ever before. We understand the challenges your company faces. Interactive advertising is now a critical component to enhancing your marketing plans. The benefits of an interactive ad campaign include:

- Reinforcing your print message
- Increasing your reach and frequency
- Providing immediate and measurable results
- Enabling on-line surveys for research and product feedback
- Directing your customers to a specific location on your website
- Increasing brand awareness

Professional Distributor's online resources are a powerful way for marketing executives to connect with influential customers in the tool & equipment industry.

Professional Distributor.com boasts the best, comprehensive Online Product Guide to search for the latest tools and equipment for automotive repair. When shop owners and technicians are looking to make a purchase, *Professional Distributor's* online product guide offers them the opportunity to research a product's features and benefits, and access manufacturer websites. And for more information or to contact the company directly, visitors can click the eInquiry button to send an email to the company.

HOME PAGE ADVERTISING

LEADERBOARD

PAGE PEEL

PROFESSIONAL DISTRIBUTOR
The Distribution Network Connection

Home Buyer's Guide What's New Magazines News Events Subscribe Contact Us

Friday, November 12, 2010

SEARCH []

Blog
 • See what's on the editor's mind today about tools and equipment

News
 • Count On Tools celebrates 20th anniversary
 • Precision Cool Guard founded the company in 1991
 • Barlow announces latest hire
 • ETR launch and 800
 • Ford Tools (PITTSBURGH) celebrates 75th year
 • FIVE YEARS AGO: 2005 21K IN SUPPORT: Insect control solutions
 Read More Industry News >

In This Month's Issue
 • 2010 PTEN Innovation Awards
 • New tools for the shelves
 • Keeping it simple
 • Hot Starter
 • Ranger Predator 40-Quart Touchless/Leverless Tire Changer
 More from this issue...
 Digital Edition
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Click here for free product information via our online eInquiry.

Free Newsletters
 Sign up for our free trade Dealer News E-Newsletter
 yourname@pdna.com
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Featured Links
 The International Automotive Technicians Network
 The Mobile Air Conditioning Society
 The Equipment & Tool Institute
 The Automotive Aftermarket Products Expo
 Junior Talk from All Software
 Automotive Digest
 Issues on Marketing
 Professional Tool & Equipment News
 Web Directory
 Construction and Maintenance Tools and Equipment
 Wholesale and Distribution Tools
 Automotive Business
 Auto Repair Magazines and E-zines
 Vehicle Repair and Maintenance Diagnostic Equipment

Video
 Watch the ISN 2009 video and more in the NEW Professional Distributor Video Network

Quick Poll Question
 How many different brands of power tools do you carry on your truck?
 1 2 3 or more
 Submit

Innovation Awards
 Recognizing truly innovative products that help save time or make service easier. Read More >>

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BUTTON

VIDEO

WATCH NOW!

NATEP

SPONSORED BY: AUTO ENGINUITY

FLIKE

PRESENTED BY: TOOLS FOR THE TRADE

In This Month's Issue

- 2010 PTEN Innovation Awards
- New tools for the shelves
- Keeping it simple
- Most Wanted
- Ranger Products' RimGuard Touchless/Leverless Tire Changer

More from this issue...
 Digital Edition
 Subscribe

ONLINE BUYER'S GUIDE

Welcome to the Professional Distributor's Online Buyer's Guide. Use it to find an extensive selection of products, services, tools, supplies and more. Start by clicking on a category at left to browse companies and products, or search for what you are looking for by entering it in the box below.

Search for Product and Company Listings []

OVER 8,000 ITEMS GENIUS TOOLS

FEATURED PRODUCTS

DOMINATOR 4-PIECE HEAVY-DUTY RADIATOR HOSE PICK SET

FROM MARVIN'S TOOLS
 Marvin's Tools offers four great heavy-duty Radiator Hose Pick Set, No. 40000, has "extra large corners" with a heavy-duty 40-degree nose, C-head, 40 degree nose and collar-on puller. 48 pieces...>

Air Conditioning
 Auto Shop
 Brand Services
 Chassis
 Compressed Air Systems
 Computers & Software
 Equipment Test Equipment
 Education & Training
 Electrical Systems
 Emissions Systems
 Engine Services & Repair
 Fluid Exchange
 Fluid Tools
 General Tools
 Heavy Duty
 Transmission Parts, Lab Services
 Tools & Storage
 Trench Detection
 Tires
 Air and Lubr.
 Chrome Tool Vendors
 Personal Care
 Power Tools
 Repair Information Sources
 Safety Equipment
 Tool Accessories
 Tool Storage
 Top 100 Most Wanted Products
 Training
 PTEN Corporation Rewards

PROFESSIONAL DISTRIBUTOR

Here Are Some of the Ways Professional Distributor Can Keep You “Plugged In”

Display Ads — Rotating and fixed ads on home or interior pages can increase exposure to influential customers. AdRelevance reports that 63% of all online ads are created for branding purposes.

Webcasts — Customized content delivered to decision makers where they want to view it. Webcasts are great for sales lead generation and are a direct communication path to talk to your prospects.

Customized E-mail Campaigns — No spamming! Our lists are 100% opt in and sponsored exclusively by YOU. E-blasts can work to secure instant purchases and help to increase traffic to your website with links embedded in the page.

eNewsletter — Sent weekly to 35,000+ opt in subscribers.

WEBCASTS



Why do they come to Professional Distributor? News. Information. Assessment. Community.

News — Professional Distributor provides the latest tool & equipment news.

Information — Professional Distributor allows visitors quick search capabilities for industry products and services.

Assessment — Professional Distributor's

reports are accessible directly online giving a more intimate view of what your customers are thinking about.

Community — Professional Distributor features original, insightful reporting focused on defining the issues for your customers in the tool & equipment industry.

Readers are invited to comment, displaying responses beneath the article and on the Readers Respond Page.

EDITORIAL CALENDAR

PROFESSIONAL DISTRIBUTOR

	Cover Story	Driving Sales
January/February Editorial Deadline: 01/04/11 Ad Close: 01/11/11 Materials Deadline: 01/19/11 Planned Mail Date: 02/10/11	Cornwell	Specialty Tools
	BONUS DISTRIBUTION: CORNWELL	
March Editorial Deadline: 01/20/11 Ad Close: 01/27/11 Materials Deadline: 02/04/11 Planned Mail Date: 03/01/11	Matco	Tool Storage
April Editorial Deadline: 03/04/11 Ad Close: 03/11/11 Materials Deadline: 03/21/11 Planned Mail Date: 04/12/11	Independent	A/C
May Editorial Deadline: 04/04/11 Ad Close: 04/11/11 Materials Deadline: 04/19/11 Planned Mail Date: 05/11/11	Mac	Leak Detection
	BONUS DISTRIBUTION: TEDA	
June/July Editorial Deadline: 05/03/11 Ad Close: 05/10/11 Materials Deadline: 05/13/11 Planned Mail Date: 06/10/11	Independent	Scan Tools
	BONUS DISTRIBUTION: ISN	
August Editorial Deadline: 07/01/11 Ad Close: 07/08/11 Materials Deadline: 07/18/11 Planned Mail Date: 08/09/11	Cornwell	Power Tools
September Editorial Deadline: 08/02/11 Ad Close: 08/09/11 Materials Deadline: 08/17/11 Planned Mail Date: 09/09/11	Matco	Electrical
October Editorial Deadline: 09/02/11 Ad Close: 09/09/11 Materials Deadline: 09/19/11 Planned Mail Date: 10/11/11	Mobile of the Year	Hand Tools
	BONUS DISTRIBUTION: AAPEX/SEMA	
November/December Editorial Deadline: 10/31/11 Ad Close: 11/07/11 Materials Deadline: 11/15/11 Planned Mail Date: 12/09/11	Mac	Personal Gear
	BONUS DISTRIBUTION: MAC 2012	

Sales Q&A

Distributors will ask PD questions about sales and business help, and PD columnist Phil Sasso will find the answers for them, whether from other mobiles, manufacturers, or business professionals outside the aftermarket. Whether it's on loyalty rewards, skips, contests, rerouting stops, charitable efforts, tote-and-promote or anything else on the business of the truck, Phil will find the answers for our readers each issue.

Most Wanted

In each issue 10 tools are featured from sister publication PTEN and are culled from the most-requested tools among recent issues of PTEN to help keep distributors on top of what their customers are asking about.

In Focus

These product-focused pages offer readers an in-depth look and sales help/pitches on specific tools, with information direct from the tool manufacturers. Multiple In Focus pages in each issue give distributors more tool knowledge and sales ideas on the truck.

Mobile of the Year

PTEN subscriber research will drive selection process with techs and shop owners nominating mobiles for new exclusive annual award.



Professional Distributor and Professional Tool & Equipment News are a powerful combination as shops ask PD readers for product information seen in PTEN up to 9 times a week.

Source PD Reader Survey 2009

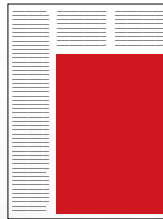
ADVERTISING RATES

2011 Print

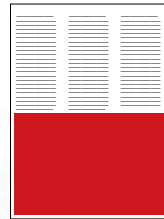
	1x	6x	10x	18x	24x
Spread	\$9,257	\$7,913	\$6,962	\$6,315	\$6,000
FP	\$5,445	\$4,655	\$4,095	\$3,715	\$3,530
2/3	\$4,895	\$4,225	\$3,730	\$3,360	\$3,175
1/2	\$3,630	\$3,105	\$2,680	\$2,450	\$2,355
1/3	\$2,585	\$2,195	\$1,890	\$1,740	\$1,675
1/4	\$1,980	\$1,710	\$1,470	\$1,340	\$1,285

Black & White Deduct

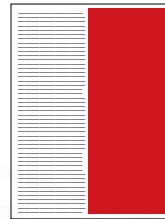
FP	\$750
2/3 & 1/2	\$400
1/3 & 1/4	\$300



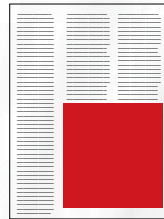
One-half Page Island
4 5/16" x 7 3/8"



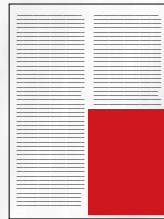
One-half Page Horizontal
7" x 4 7/8"



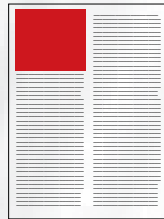
One-half Page Vertical
3 3/8" x 10"



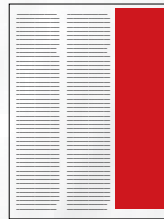
One-third Page Square
4 9/16" x 4 7/8"



One-fourth Page
3 3/8" x 4 7/8"



Product Showcase
3 1/2" x 3 1/8"



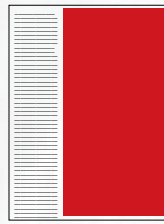
One-third Page Vertical
2 3/16" x 10"



Two-Page Spread
Live: 14 1/2" x 10 1/4"
Trim: 15 1/2" x 10 3/4"
Bleed: 16" x 11"



Full Page
Live: 7 1/4" x 10 1/4"
Trim: 7 3/4" x 10 3/4"
Bleed: 8" x 11"



Two-thirds Page Vertical
4 9/16" x 10"

2011 Interactive Rates

Website Advertising

	Size	3 Months	6 Months	12 Months	
Leaderboard	Per Month	728x90	\$1,475	\$1,350	\$1,275
Skyscraper	Per Month	160x600	\$1,400	\$1,325	\$1,150
Skyscraper	Per Month	120x600	\$1,200	\$1,051	\$950
Banner Ads	Per Month	468x60	\$750	\$675	\$565
Button	Per Month	120x120	\$395	\$375	\$350
Button	Per Month	120x60	\$295	\$275	\$250

Weekly Newsletter

	Size	3 Months	6 Months	12 Months	
Leaderboard	Per Month		\$1,475	\$1,375	\$1,250
Skyscraper	Per Month	120x600	\$1,375	\$1,275	\$1,150
Banner	Per Month	468x60	\$975	\$750	\$500
Button	Per Month	120x120	\$875	\$675	\$475

Online Product Guide

Per Month	N/A	\$545	\$440
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eProduct Showcase

Per Blast	\$1,995
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eMail Blasts

CPM	Full List	\$345/1x	\$315/3x	\$285/6x
CPM	Partial List	\$550/1x	\$475/3x	\$425/6x

Digital Edition

Per Issue				
Front Cover	Advertiser	\$495	\$425	\$350
	NonAdvertiser	\$750	\$675	\$595
Embedded Video in Ad		\$495		

Interactive Ad Sizes

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis. To develop a customized online marketing solution, contact the publisher at 920-563-1640.

Maximum file size

- **Banner**
16k animated GIF or JPEG, 35k Rich Media
- **Leaderboard, Sponsorship or Skyscraper**
30K Animated GIF or JPEG, 50K Rich Media
- **Button**
10K Animated GIF or JPEG, 25K Rich Media

PROFESSIONAL DISTRIBUTOR

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Professional Distributor has 13,000 subscribers and reports on best practices for running a mobile tool business as well as the latest tools and equipment to stock to help maximize sales. *Professional Distributor* is the only magazine that can offer you exposure amongst the automotive tool and equipment distribution channel that maintains or increases your product awareness with the mobile distributor.

Are you **passionate** about your brand? We understand. As partners in communication, we share your intensity.

In a challenging business climate it is easy to feel alone and in the dark. Let **Cygnus Custom Marketing** give you comfort in knowing we can take care of your brand so you can keep the lights on.

For more information contact: Gerry.Whitty@cygnuspub.com
or visit our web site at: CygnusCustomMarketing.com

Cygnus Custom Marketing

engage • illuminate • grow



PROFESSIONAL DISTRIBUTOR