



Prime Message Environment

MDM reaches:

- An engaged expanding audience of distribution executives in many types of wholesale distribution firms with a majority in industrial, construction, electrical, safety, HVAC and plumbing markets
- Suppliers of products sold through independent distribution channels
- Executives with supply chain management responsibility

Lead Generation/Data Capture/Branding

- MDM creates innovative marketing partnerships with clients based on metrics to meet specific marketing, advertising and sales objectives and budgets
- We take great pride in crafting campaigns with clients to fully leverage our experience with best practices and methodologies in online lead-generation and branding tools
- We monitor, adjust and optimize your campaigns to lower your cost per lead and/or cost per sale
- Detailed campaign metric reports are accessible 24/7 to monitor campaigns and modify as necessary to guarantee best ROI on your marketing spend
- We deliver results and exceed expectations while working within your budgetary guidelines

Quality Focused Content

Since 1967, Modern Distribution Management has been the premier source of independent and objective news, analysis, industry data, informed insight and trend evaluation for the wholesale distribution industry. Your message is positioned with the most trusted, reliable brand that rises above the clutter. We are distinctive and difference because we are better, faster and deeper in our industry coverage. Through our web site, Webcasts and weekly industry update email, MDM delivers a unique online community for wholesale distribution executives.

79% of the companies that define *mdm.com's* audience have sales revenues over \$10 million.

Select Audience - Wholesale Distribution

200,000+	Web page impressions per month
30,000+	Web site unique visitors per month
14,000+	Weekly email newsletter subscribers
1,500+	Daily site visits

Key Decision-Makers Act On Your Message

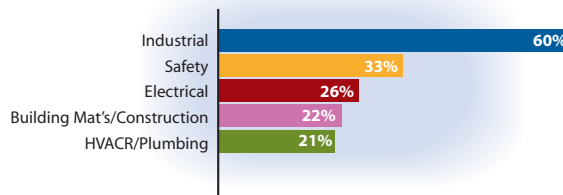
- The most prestigious industrial and construction supplies wholesale distributors, with annual sales of \$2 million to more than \$25 billion, across electrical, general mill supplies, power transmission, fluid power, fasteners, PVF, HVACR, safety equipment and welding supplies.
- Top-level executives at most of the largest industrial wholesale distributors, with annual sales of \$100 million to more than \$25 billion, in North America subscribe to MDM's paid information services.
- Top-level executives at more than two-thirds of the top 10 electrical products distributors* in North America read MDM (revenues \$350 million to \$5+ billion).

INDUSTRIAL PRODUCT GROUPS

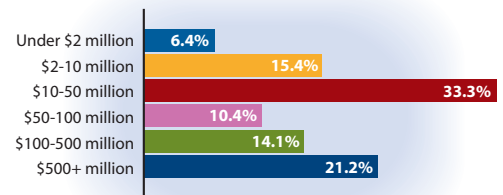
- GENERAL MILL SUPPLIES
- ELECTRICAL
- SAFETY
- ELECTRONIC CONTROLS
- POWER TRANSMISSION
- FLUID POWER
- HVACR
- PLUMBING
- MATERIAL HANDLING
- GASES AND WELDING
- ABRASIVES
- ADHESIVES/SEALANTS
- CUTTING TOOLS
- LUBRICANTS
- HAND AND POWER TOOLS
- MACHINE TOOLS
- FASTENERS
- METALS
- PVF

mdm.com Demographics*

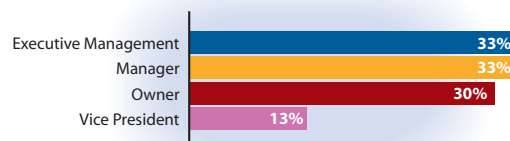
Top Wholesale Distribution Sectors



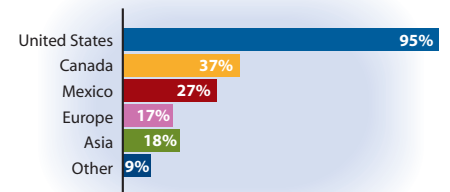
Company Size By Sales Revenue



Wholesale Distribution Titles



Markets Our Audience Serves



Rates

		1 month	3 month	6 month	12 month
Packages	Platinum	6,715	6,105	5,705	5,325
	Gold	3,875	3,520	3,315	2,930
	Silver	3,201	2,910	2,635	2,395
Website	Leaderboard Marquis (728x90 ROS)	2,665	2,425	2,295	2,165
	Banner Marquis (468x60 ROS)	2125	1935	1850	1,825
	Premium Rectangle (300x100 ROS)	1525	1375	1295	1255
	Rectangle (180x150 Article page)	1525	1375	1295	1255
	Medium Rectangle (300x250 ROS)	1395	1265	1185	1125
	Sponsorship Logo (130x30 ROS)	1525	1375	1295	1255
	Large Button (120x240 or 240x120 ROS)	1190	1075	1025	950
	Standard Button (125x125 ROS)	675	645	615	575
	Small Button/Logo (120x60 ROS)	645	585	550	515
	Text link	675	645	615	575
E-Newsletter	Text ad plus logo (150x100)	2,530	2,300	2,195	2,165
	Full banner (468x60)	2,530	2,300	2,195	2,165
E-Blast	Custom single-sponsor email		Consult publisher		
Webcast	Sponsorship opportunities		Consult publisher		
News alert	Sponsorship opportunities		Consult publisher		

All pricing is per-month, net of agency commission. Rates Effective January 1, 2010

Platinum Package

Website: Medium Rectangle, Premium Rectangle, or Large Button
 Website: Text Link
 E-Newsletter Advertorial (4/mo)
 Custom E-Blast (1/mo)

Gold Package

Website: Medium Rectangle, Premium Rectangle, or Large Button
 Website: Text Link
 E-Newsletter Advertorial (4/mo)

Silver Package

Website: Standard button
 Website: Text Link
 E-Newsletter Advertorial (4/mo)

Custom Email Blast

Send your customized HTML message to 14,000+ executives as a stand-alone message to the MDM Update list.

Buy three Email blasts and receive 10% off!

Webcast Marketing & Sponsorship

MDM offers turnkey and customized Webcast registration, hosting and tailored marketing programs to support your webcast and lead-generation programs. Contact publisher for details.

Breaking News Alert Sponsorship - Exclusive

When big news happens, MDM alerts our 14,000+ MDM Update subscribers with an email alert and link to our in-depth coverage and analysis at the MDM Web site.



Platforms Website

Leaderboard
(728x90)

Premium Rectangle
(300x100)

Medium Rectangle
(300x250)

Rectangle
(180x150)

Banner Marquis
(468x60)

Standard Button
(125x125)

Text Link
(10 words)

Sponsorship logo
(130x30)

Email

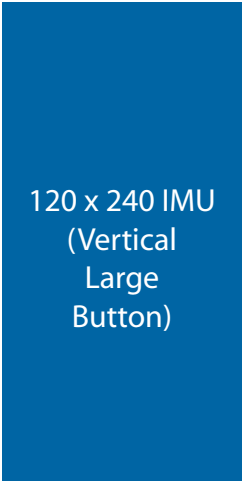
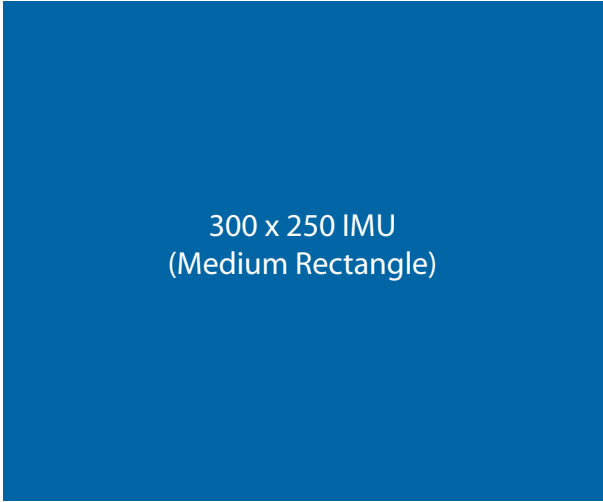
MDM Update

MDM Update is a weekly opt-in advertising-sponsored email news update service targeted to 13,500+ executives.

Weekly E-Newsletter Advertorial

- 40 words or less, 150x100 IMU
- Full banner: 468 x 60 IMU (optional)

mdm.com



Specifications

Website Banners

- Animated or static .gif or .jpg preferred for optimal tracking and reporting.

MDM'S AUDIENCE INCLUDES MEMBERS OF THESE ASSOCIATIONS

- American Machine Tool Distributors Association
- American Supply Association
- Association for High Technology Distributors
- Bearing Specialists Association
- Fluid Power Distributors Association
- Gases and Welding Distributors Association
- Heating, Air Conditioning, and Refrigeration Distributors International
- Health Industry Distributors Association
- Independent Medical Distributors Association
- Independent Sealing Distributors
- Industrial Supply Association
- International Association of Plastics Distributors
- National Association of Chemical Distributors
- National Association of Electrical Distributors
- National Association of Hose and Accessories Distributors
- National Association of Wholesaler-Distributors
- National Electronic Distributors Association
- National Fastener Distributors Association
- North American Building Material Distributors Association
- Power Transmission Distributors Association
- Safety Equipment Distributors Association
- Specialty Tool and Fastener Distributor Association
- International Sanitary Supply Association

2010 Production Schedule

MDM Update Ad

MDM Update publishes every Thursday, with the exception of Jan 1, Jul 2, Nov 26, and Dec 24. Ad materials are due one week in advance of each edition.

Web Site Advertising

Web site ads and text links are due one week prior to the start of the month. Please see ad specifications sheet for format guidelines.

Web Site Creative Material Deadlines

Month	Ad Material Due	Run Dates
January	24-Dec	Jan 1- Jan 31
February	26-Jan	Feb 1-Feb 29
March	23-Feb	Mar 1-Mar 31
April	25-Mar	Apr 1-Apr 30
May	24-Apr	May 1-May 31
June	25-May	Jun 1-Jun 30
July	24-Jun	Jul 1-Jul 31
August	27-Jul	Aug 1-Aug 31
September	25-Aug	Sept 1-Sept 30
October	24-Sep	Oct 1-Oct 31
November	26-Oct	Nov 1-Nov 30
December	24-Nov	Dec 1-Dec 31

Contacts

Thomas P. Gale
 Publisher
 tom@mdm.com

Craig Riley
 Associate Publisher
 craig@mdm.com

Hadley Fable
 Advertising Manager
 hadley@mdm.com

Lindsay Young
 Editor
 lindsay@mdm.com

Modern
**DISTRIBUTION
 MANAGEMENT**[®]
 Intelligence for Wholesale Distribution Professionals
 Modern Distribution Management
 Gale Media, Inc.
 3100 Arapahoe Avenue,
 Suite 500A
 Boulder, CO 80303
 Phone: 888-742-5060
 Fax: 303-443-5059