

Media Kit 2020

Quality, Focused Content for
Wholesale Distribution Executives



Contents



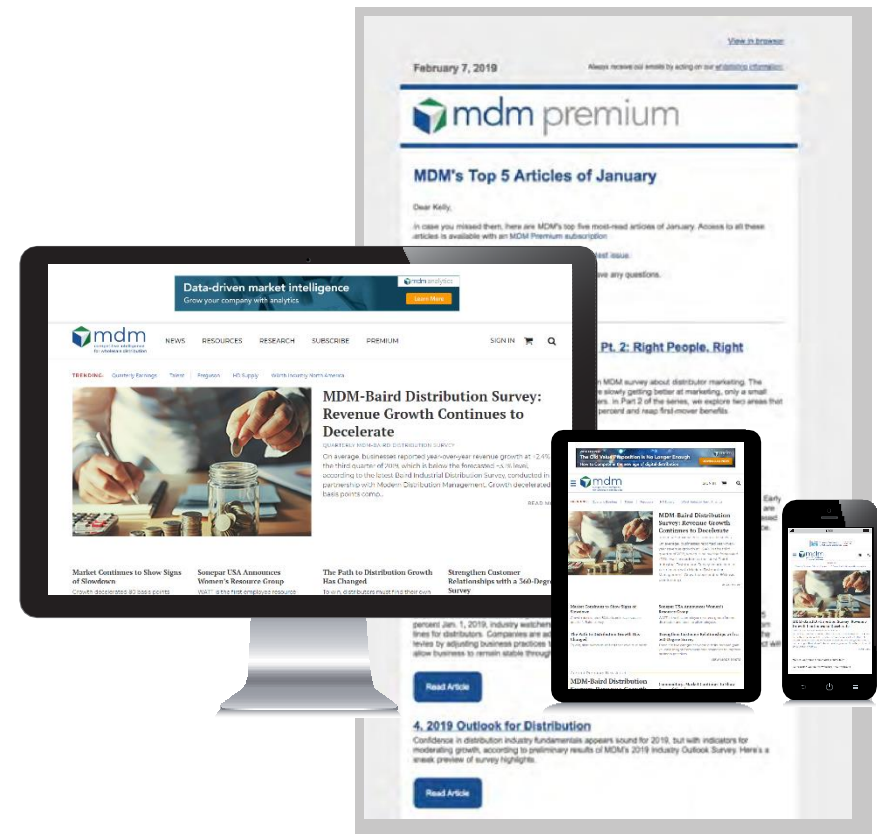
Audience Reach	3	Custom Content Programs	10	MDM Update Daily e-Newsletter	15
Why Partner with MDM	7	Conferences	11	Sponsor E-blasts	16
Standard Report Sponsorships	8	Webcasts	12	Website Banner Advertising	17
White Papers and Custom Reports	9	Spotlight	13	About MDM	18
		Podcasts	14	Contacts	19

For over 50 years, distribution executives have relied on MDM for analysis, information and market data

Through MDM's newsletters and our in-depth website resources and research, we provide a comprehensive view of the distribution industry.

You can expect:

- Industry news
- Original analysis
- Informed insight and perspectives
- Proprietary data
- Industry research



MDM has a total audience of more than 17,000 wholesale distribution executives.

Innovative marketing / advertising sponsorships, driven by your objectives and budgets

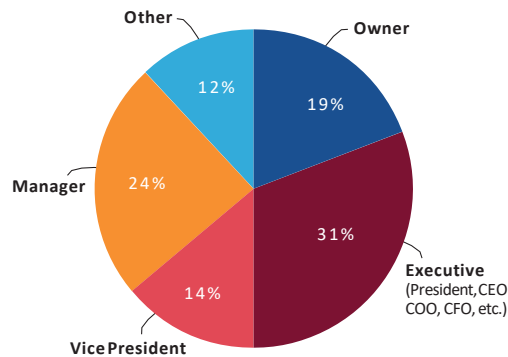
Drive leads and promote your brand by reaching MDM's high-level audience of senior distribution executives through innovative marketing and advertising sponsorships:

- Reach an engaged, expanding audience of executives in wholesale distribution and their industry partners
- Leverage our experience with best practices and methodologies to generate leads and drive awareness and purchase consideration
- Receive detailed reporting to monitor campaigns so you can optimize your ROI

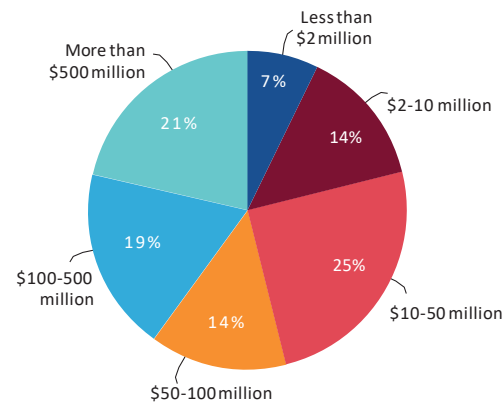
65% of our audience are Owners, C-level Executives, VP's and Directors.

MDM's audience is comprised primarily of executives from distributors with annual sales of \$1 million to more than \$20 billion.

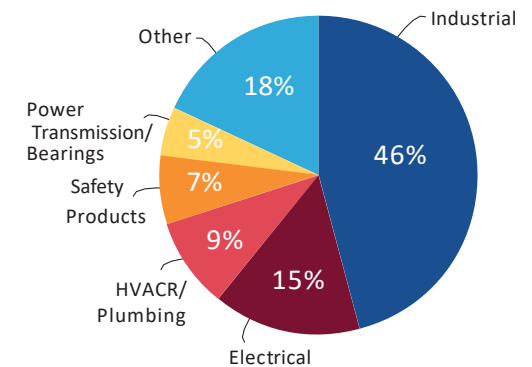
Primary Job Function



Company Revenues

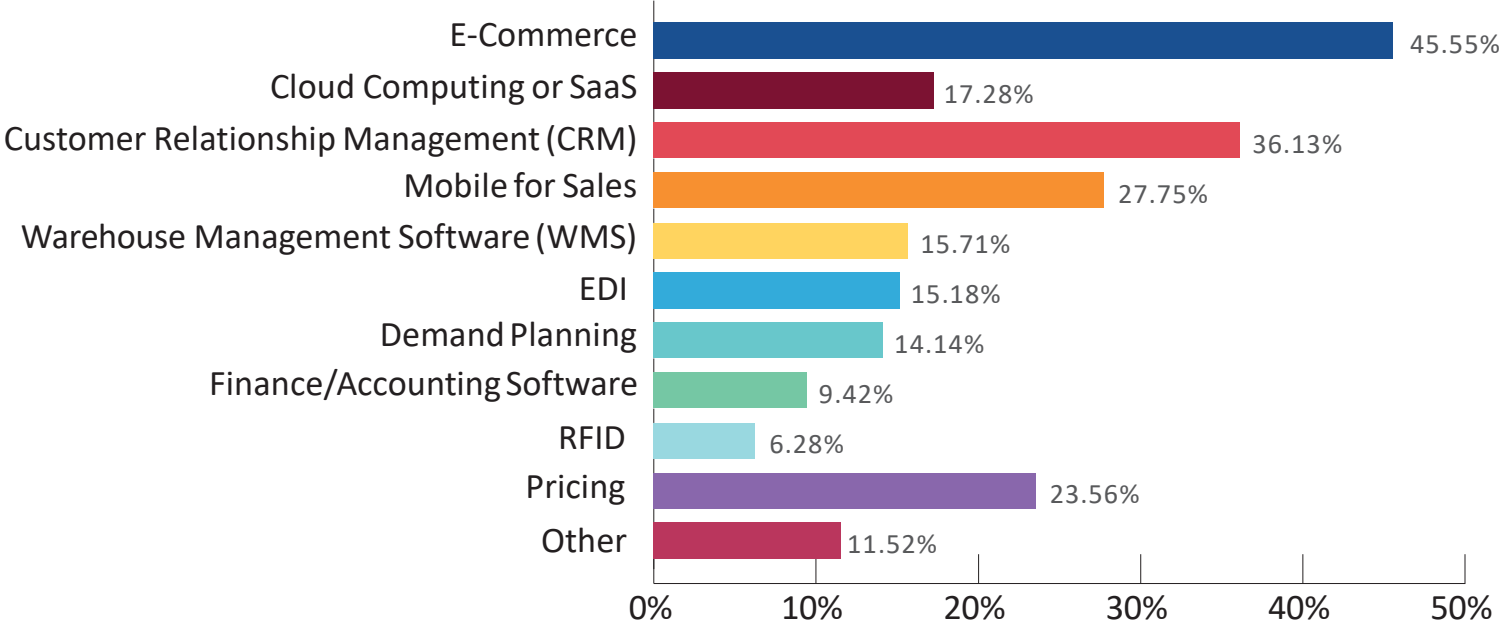


Top Wholesale Distribution Sectors Served



Nearly 90% of MDM's readers are leaders in their companies.

Our audience plans to implement these new technologies in the next 24 months:



We reach the executives at distribution companies who make purchasing decisions about new technologies.

Why Partner with MDM?

- ✓ **Reach your target audience:** MDM puts your message directly in front of the industry's leaders and decision makers.
- ✓ **Generate leads:** Most campaigns are designed to generate leads with detailed contact information you can use to grow your business.
- ✓ **Establish your company as a thought leader:** Our audience trusts the research and information MDM develops and shares. As a sponsor, this trust and confidence is associated with your brand.
- ✓ **Build your brand awareness:** Leverage MDM's reach and industry authority to strengthen your brand in wholesale distribution.
- ✓ **Conduct quality research:** Define and understand the needs of your prospects and your customers to drive innovation, marketing campaigns, and better business results.

Sponsorships build your credibility as an industry expert.

Standard Report Sponsorships



MDM Market Leaders

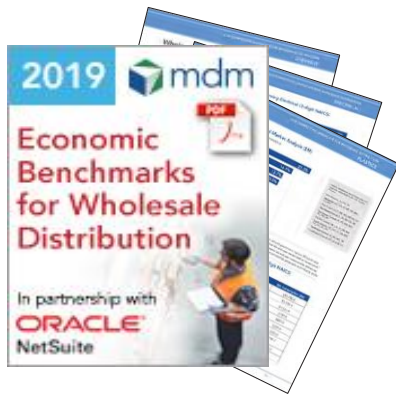
Provides lists of top distributors in 15 sectors, ranked in order of revenue.

Economic Benchmarks in Wholesale Distribution (EBWD)

The most comprehensive analysis of industry metrics, including growth forecasts, operating ratios and market composition of 19 different distribution verticals.

Annual Industry Outlook

This 60-minute webcast, white paper and survey analyzes the latest economic trends, emerging growth opportunities and how the competitive landscape is shifting – and how distributors and manufacturers can capitalize on all of these trends.



Competitive Landscape for Wholesale Distribution

This report provides a snapshot of the \$6 trillion wholesale distribution industry in the U.S., segmented by product verticals.

MRO Report

This MDM white paper provides an overview of trends, data and M&A activity in the fast-changing MRO distribution sector.



Prices vary by project. Please contact us for details.

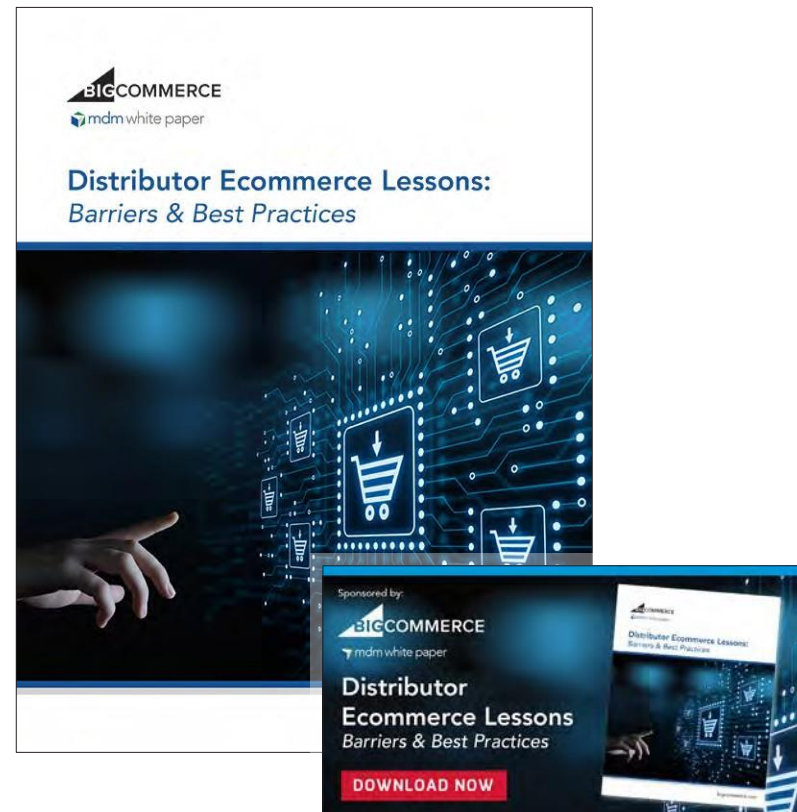
White Papers and Custom Reports

Our industry is in constant motion. We lead the industry in developing white papers and custom reports that provide in depth analysis of industry innovations and changes.

White paper topics are determined collaboratively between you and our editorial team and are written by top industry analysts. The reports are released as co-branded white papers.

Why Sponsor?

- ✓ Generate leads – sponsors receive detailed contact information for every report download for three months
- ✓ Create awareness through branding and your opportunity to speak on the webcast
- ✓ Establish your company as a thought leader
- ✓ Reach a highly targeted, engaged audience of decision-makers



MDM white papers often generate hundreds of quality leads.

Custom Content Programs

Throughout the year, MDM conducts research and produces white papers and webcasts on topics suggested by our ongoing dialogue with our audience of distribution industry leaders. We offer our sponsors an opportunity to generate leads from this content and gain insights from the research work.

Sponsorships are priced based on the breadth of work, which may include some combination of:

- Quantitative research
- White papers written by leading analysts
- Webcasts MDM produces and promotes to share the results

In most cases, Custom Content Programs consist of more than one of these components and are discounted when sponsored in combinations.



Survey	White Paper	Webcast
\$20,000	\$15,000	\$20,000

Program	Survey	White Paper	Webcast	Standard Price	Package Price	Package Savings
White Paper and Webcast		•	•	\$35,000	\$30,000	\$5,000
Survey and Webcast	•		•	\$40,000	\$35,000	\$5,000
Survey and White Paper	•	•		\$35,000	\$30,000	\$5,000
Research Partnership	•	•	•	\$55,000	\$45,000	\$10,000

Conferences

MDM produces conferences specifically designed for senior executives in the wholesale distribution industry. Event sponsorship offers a variety of benefits that allow you to generate leads, interact directly with high-value prospects in an exclusive environment and schedule follow-up appointments to help you close deals quickly.

Unlike other events, MDM conferences are focused on decision makers and hosted in an environment that enables extensive dialogue and networking. Sponsorship opportunities are limited for these 1 ½ to 2-day, hands-on, executive conferences, meaning you are not competing with dozens of other companies in a large venue. Additionally, it's easy to identify decision makers: our audience is comprised of high-value prospects.

Our events typically bring together 125 to 250 leading wholesale distribution executives and thought leaders. We limit sponsorships to promote maximum interaction between you and the attendees.

Why sponsor?

- ✓ Create brand awareness and visibility
- ✓ Generate leads
- ✓ Cultivate relationships with high-level executives
- ✓ Set up follow-up appointments to expedite deals

Build relationships with high-value prospects in an exclusive environment.



PRICING & PROFITABILITY

Summit 2019

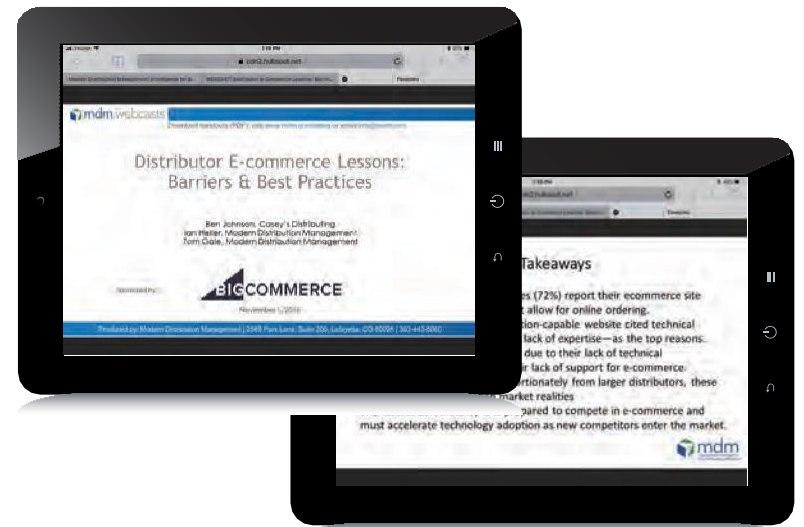


Webcasts

MDM's webcasts bring industry-specific research and best practices to wholesale distribution professionals.

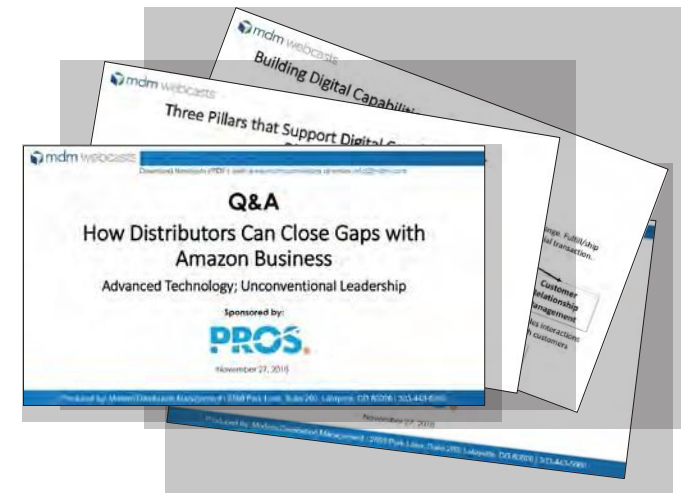
Topics are selected based on industry trends, including topics such as profitability, inventory management, economic outlooks, technology trends, M&A and change management.

Subject matter experts lead each webcast and we offer sponsors up to five minutes to address attendees. Webcasts are presented live, typically 45-60 minutes in length with slides available for download in advance. Webcasts are archived on MDM.com.



Why sponsor?

- ✓ Generate leads – sponsors receive detailed contact information for every registrant, along with individuals who download the webcast within the next three months
- ✓ Create awareness through branding and your opportunity to speak on the webcast
- ✓ Establish your company as a thought leader
- ✓ Reach a highly targeted, engaged audience of decision-makers



MDM webcasts typically draw 200 – 450 registrants.

Spotlight

MDM's Spotlight webcasts provide easily digestible topical content to wholesale distribution professionals.

Topics are selected based on industry trends, including topics such as profitability, inventory management, technology trends, M&A and change management.

Subject matter experts lead each Spotlight and we offer sponsor messaging at the end of the webcast. Spotlight webcasts are 10-15 minute recorded presentations available for download. Spotlight webcasts are archived on MDM.com.

Why sponsor?

- ✓ Generate leads – sponsors receive detailed contact information for every individual who downloads the Spotlight webcast within the next three months
- ✓ Create awareness through branding and your opportunity to speak on the webcast
- ✓ Create great content that can be re-used by your sales teams for potential clients
- ✓ Establish your company as a thought leader
- ✓ Reach a highly targeted, engaged audience of decision-makers



MDM Spotlight typically draws 125 – 250 downloads

Podcasts

MDM's new podcast series, Disrupting Distribution, provides an on-demand alternative for our audience to access our content anywhere. MDM's podcast features executive interviews, industry insight and other exclusive content.

We professionally record sponsor messages and position them at the beginning and end of each podcast episode.

Why promote with a podcast?

- ✓ Increased brand awareness
- ✓ Drive visits to your website or other URL
- ✓ Reach decision makers and position your company as an industry thought leader



MDM Update: Daily E-newsletter

MDM Update is recognized as the essential daily resource of news and original commentary and analysis for leaders in the wholesale distribution industry. Senior executives with an interest in distribution subscribe to MDM Update, which we produce and deliver each weekday morning.

Contents include:

MDM Exclusive

Original blogs authored by experts with unique perspectives on management, industry trends, news and technology.

MDM Analysis

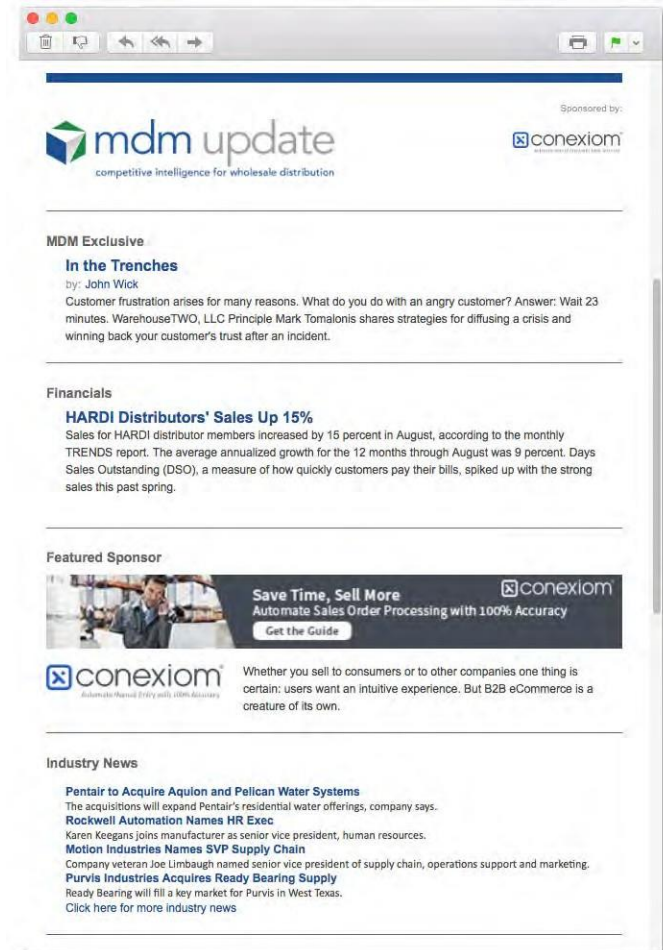
Periodic, in-depth analyses of focused topics of interest to senior distribution executives.

Industry News

We report management changes, mergers and acquisitions, earnings announcements and other news as it happens.

Why promote with our daily e-newsletter?

- ✓ Generate leads by promoting your message and capturing lead data from prospects who click on your ads to request more information.
- ✓ Create brand awareness and drive interest in your company



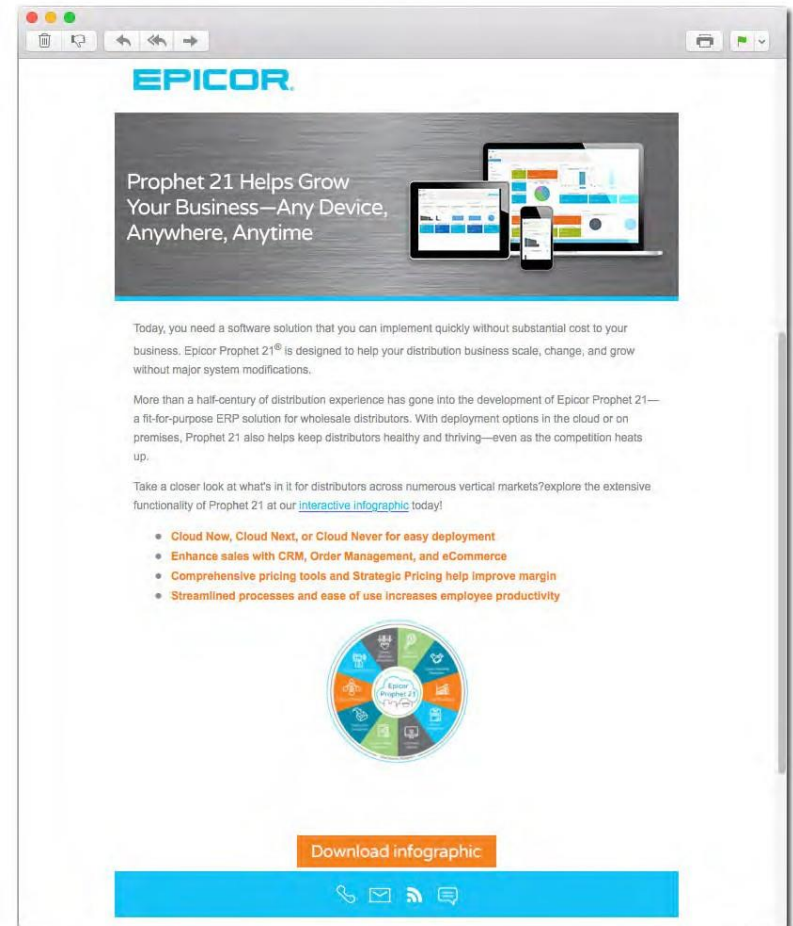
17,500+
subscribers

Sponsor E-blasts

MDM offers you access to our extensive and unique list of over 16,000 distributor leaders who have specifically opted in to receive emails from our sponsors. Using emails that you compose and design, we will send your message to this highly-engaged group, endorsed by our 50 years of building the most authoritative brand for distribution leaders: MDM.

Why choose a custom e-blast?

- ✓ Generate leads by offering messages and content that motivates readers to respond to your message
- ✓ Build awareness and understanding of your company and brand
- ✓ Provide in-depth follow-up information to readers who click on your email so you can create and evaluate prospective buyers



16,000+ subscribers

Website Banner Advertising

MDM.com offers banner advertising to marketers who want to generate click-throughs from the 370,000 unique visitors we get each year.

Options include:

- 1 Leaderboard marquee
- 2 Right Rail ad
- 3 Sponsored Content Section
- 4 Leaderboard Partner Center Ad
- 5 Partner Center Ads

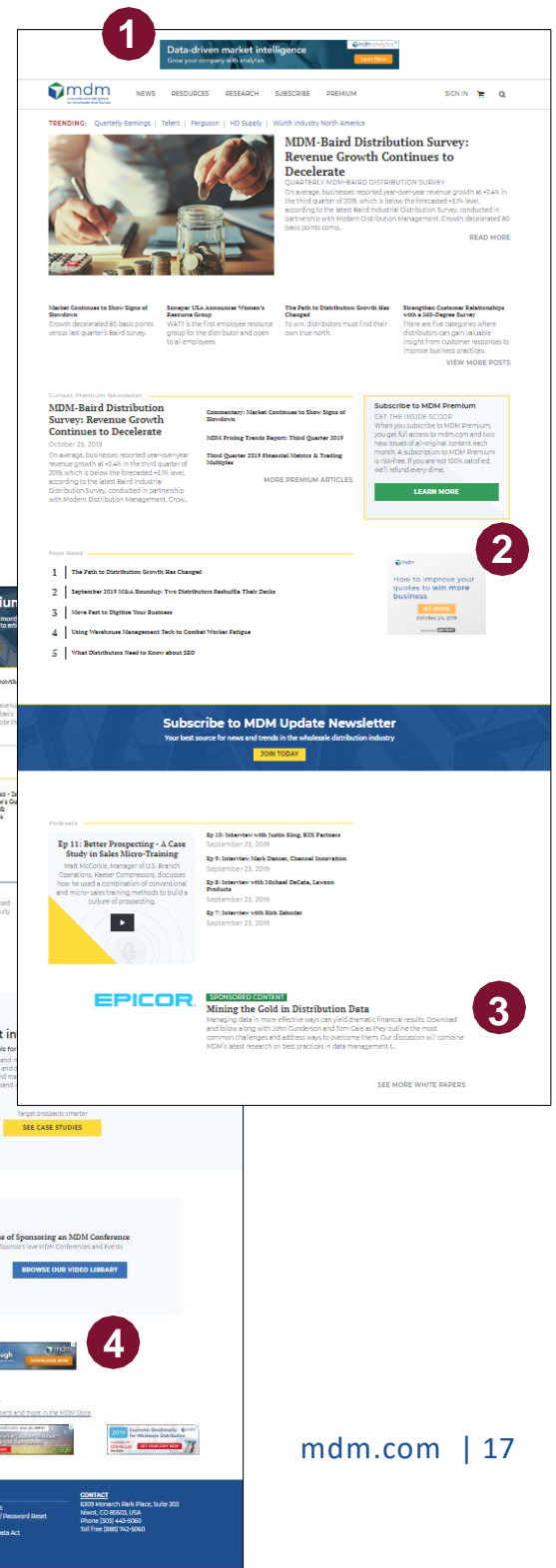
Why advertise on mdm.com?

- ✓ Reach wholesales distribution industry decision-makers
- ✓ Drive readers to your website
- ✓ Generate leads

Reach a growing audience of **370,000** visitors with sponsored content

 **mdm media kit**

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The screenshot shows the MDM.com website interface. At the top, there's a navigation bar with 'Data-driven market intelligence' and 'mdm' logo. Below that, there are several content sections. A sidebar on the right contains a list of articles, with a red circle '2' highlighting it. A blue banner for 'Subscribe to MDM Update Newsletter' is visible, with a red circle '3' highlighting it. A video player for 'The Value of Sponsoring an MDM Conference' is shown, with a red circle '4' highlighting it. At the bottom, there's a 'Partner Center' section with multiple product cards, with a red circle '5' highlighting it.



Modern Distribution Management (MDM) is the only specialized information business that provides high-level in-depth resources to executives who are in or serve the wholesale distribution industry. Since 1967, MDM has been the premier source of objective news, analysis, data, informed insight and trend evaluation for the wholesale distribution industry.

MDM is trusted by wholesale distribution executives across sectors because we are better and deeper in our coverage of independent distribution channels.

MDM's editors have received several Editorial Excellence Awards from the Specialized Information Publishers Association and are regularly recognized by industry groups as thought leaders in wholesale distribution.

Contact MDM

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Executive Management

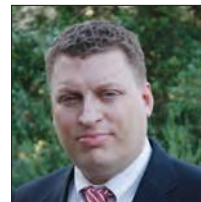


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