

DISTRIBUTOR MEDIA KIT

**the premier
magazine for
promotions,
premiums and
incentives**

THE PREMIER MAGAZINE FOR PROMOTIONS, PREMIUMS AND INCENTIVES

marketingedge®

magazine

Media Kit February 2023

*ELEVATE
YOUR
promotion
solutions*

*personalized
e-publications*



sharing creative, engaging, effective campaigns using
promotional products, premiums and incentives

marketingedge publications
Generate Sales Leads

**If you provide products,
services or events...**

designed to motivate, entice, reward,
or thank, you'll want to be part of
marketingedge magazine.



engage your prospects
and clients with informative
idea generators



Personalized
content for Distributor Partners



LINKEDIN,
FACEBOOK,
INSTAGRAM
content for

**SOCIAL
SHARES**

**DIRECT
LINKS** to Your
Products,
Sales Leads
and Media



Each edition features case stories, solution
driven service articles, interviews with industry
innovators and leader, and features that aim to
engage our readership and your audience.

What We Do...



CONTENT CREATORS

Written Features,
Interviews, Research,
Photography, Layouts



LEAD GENERATION

Sharing News and Ideas,
Inspiring Opportunity,
Engaging Subscribers



BRAND BUILDERS

As seen in *marketingedge*,
Third-party mentions,
Testimonials, Referrals

marketingedge

How We Do It.

Website,
e-Publications,
Blog Features,
Infographics
Videos, Podcasts



e-Newsletters:
Subscribers & PPC,
Social Media:
LinkedIn, Facebook,
Instagram, Google
YouTube,



Distributor
partners,
End-user readers,
Search Engine
Referrals





SOCIAL SHARES

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marketingedge Canada
612 followers

How important is a product review in your decision making? We've partnered with Promotive to share more Video Product Reviews so that customers can get a better look at popular promotional products, and see more

Promotive - Peerless 505C - Classic Beach Chair review

Thomas Trubel shared your company's update

7 Promotional Product Suppliers to have on your Sustainability shopping radar... Article #sustainability...

Brian Scott and 2 others reacted to your company's update

Shoutout Laura Maddison, BA, MBA with much appreciation for lending her time and expertise to talk about challenges...

Recruitment Challenges Are A Marketing Opportunity

Laura Maddison, BA, MBA shared your company's update

Thank you marketingedge Canada for the opportunity to chat! Shoutout Laura Maddison, BA, MBA with much appreciation for lending her time and expertise to talk about challenges...

Spector & Co mentioned your company in an update

Sustainability is a journey, not a destination. It is gratifying to see how our industry is creating different ways to reduce...

How Eco-minded are You?

marketingedge magazine updated their cover photo

ABSOLUTELY POSITIVE
SAM KELLY'S BRAND STORY

marketingedge magazine

We know what you're thinking... he's wearing a polo shirt! April 2020/07/01 Performance Apparel

Part of the new Spring collection, the Discyard polo shirt offers the latest in fabric innovations, treated control elastic. Wear more, wash less... See more

marketingedge magazine

ALGHEAT COOKS STORE MUSICAL brings a new kind of personalized gift box experience to promotions, rewards and incentives.

Include your own 6-sec. message that plays each time this speaker turns on.

Origaudio

FICO

KOR Nava Filtered Reusable Bottle - Best Water Bottle BPA Free

KOR Nava Filtered Water Bottle

Workday - Market Must Haves

WORKDAY MARKET MUST HAVES

2022 HR Trends Report | McLean & Company

2022 HR Trends Report

Introducing...

Personalized Distributor QUOTES and RECOMMENDATIONS

marketingedge is working with Distributor Partners to personalize one feature story per issue, beginning October 2022. The content created by *marketingedge* will include one quote call-out credited to the distributor, and one product recommendation selected by the distributor.



| BEST IN SHOW (EXAMPLE)

This content would be part of the *marketingedge* feature writeup included in all copies of the digital magazine edition. This content would be part of the *marketingedge* feature writeup included in all copies of the digital magazine edition. This content would be part of the *marketingedge* feature writeup included in all copies of the digital magazine edition. This content would be part of the *marketingedge* feature writeup included in all copies of the digital magazine edition. This content would be part of the *marketingedge* feature writeup included in all copies of the digital magazine edition.



Making an Impression

This written paragraph will feature the commentary or features and benefits about a distributor selected promotional merchandise or apparel. The writeup may or may not feature a supplier reference, SKU or pricing, at the discretion of the distributor writer.

This written paragraph will feature the commentary or features and benefits about a distributor selected promotional merchandise or apparel.

"This area and text will feature a distributor's unique comment or quote on the feature topic."

- Quoted Person, Company



Distributor Partnership

Get personalized digital media publications you can share with your customers and prospects

- Unique URL per-issue to share your exclusive, personalized copy of *marketingedge magazine*
- Personalized branded cover per-issue featuring your brand, with "presented by" credit as the digital magazine opens
- 2-page advertisement spread on pages 4 and 5 inside the magazine, promoting your message, products and services
- Personalized quote and featured product
- Email banner graphic featuring your brand and the cover of *marketingedge magazine*

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THE PREMIER MAGAZINE FOR PROMOTIONS, PREMIUMS AND INCENTIVES

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marketingedge
 magazine



Dezine 26 oz. Atlantis stainless steel water bottle, \$8
 Plastic lid with finger grip and wide mouth top.
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The EdgeGallery
 Photography: Greg Fiest

The new Edge Gallery will continue the tradition of our Lavish Merchandise Gallery featuring exciting products presented through exceptional photography. This issue we have focused on items to enhance the health and safety of your active lifestyle.



The South Short Sleeve Tee is a must-have on a summer essential. Available in eight new colors, the South Tee also features a unique feel, soft fabric, color and a unique detail.
 Style # Men's 12967, Women's 92967, Youth 12967
 Price: Men's/Women's \$18.95, Youth \$16.95
 The Hanson Red Striped Bomber Short Sleeve is a great media pocket and shows off with a thumb out. Available in two bold colors, this bomber is an integral part of every fan's wardrobe. Learn more, visit us at www.dezinecorp.com
 Style # Men's 10032, Women's 90732, Youth 10032
 Price: Men's/Women's \$18.95, Youth \$16.95
www.dezinecorp.com



Culmer Multi-Tool Pen
 The sleek, modern and functional multi-Tool pen combines light useful tools in one premium quality writing instrument. The heavy weighted, six-sided barrel is equipped with an ultra smooth ballpoint at one end and a capacitive touch screen stylus at the other. Conveniently under the stylus top are both a Phillips and flat head screwdriver.
 Suggested retail price \$19.95
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