



Media Pack

## The Ultimate Industry Reference



Increase your market share!  
Increase traffic to your website!  
Grow your brand!  
Need recognition?  
Need sales?  
Need supplies?



## Media Pack

Welcome to [www.brushexpert.com](http://www.brushexpert.com) - More than Just a Magazine - The Ultimate Industry Reference!

Source your manufacturer, find your supplier of components and machinery in the most comprehensive Brush Directory!

In addition to the Brush Directory we show and circulate the latest news to all in the database. We offer video links, product portfolios, a marketplace, industry statistics, association pages and a definitive list of shows and events.

### CONTENT INFORMATION

- Over 3,500 companies listed worldwide comprising, contact details for manufacturers, machine builders, suppliers and supporting companies throughout the industry. The database is constantly updated and increased by our in-house administration team
- List of Associations that support the industry nationally and internationally
- Up to date worldwide Shows and Events diary
- News pages updated daily. Each article added to the Newsletter circulation
- Newsletter sent to over 4,000 opt-in emails globally
- Web and newsletter traffic and pick-up stats available on request
- Marketplace, Video & Product Portfolio pages for direct marketing

### ABOUT ADVERTISING

[www.brushexpert.com](http://www.brushexpert.com) receives thousands of visitors from all over the world mainly visiting the Brush Directory and the latest News. This necessary resource is an ideal networking tool and an important promotional opportunity.

Our sales team can offer a variety of advertising options to meet your specific budget requirements. Choose from an advertisement in your company directory page, banners, popup adverts in the Brush Directory in your product selection. Show your links from the Video Gallery or Product Portfolio pages.

Advertise ex stock in the Marketplace. We offer an e-blast service or simply use the Newsletter to carry your banner and latest article as the Main Story. [www.brushexpert.com](http://www.brushexpert.com) can promote your company and show excellent returns.

Choose from the discounted advertising packages: **Gold**, **Silver** and **Bronze** levels.

Banners are shown on a rotating system. Your banners can be changed at any time during your contract and will be uploaded immediately on receipt.

Custom Adverts shown within the Directory are static adverts with a pop-up element. These are placed beside all product categories listed.

Video Gallery shows 5 video links per booking.

Product Portfolio links to your own online catalogue or product lists.

Marketplace adverts are sold in bundles of 3, offering the opportunity to sell ex-stock, used machinery or source staff/agents. Adverts can be placed monthly, quarterly, half yearly and annually; priced accordingly.

Company Page adverts are shown above your logo in your Directory page offering a call-to-action opportunity when visitors access your information.

Newsletter banners are charged per banner per Newsletter and include prime editorial space to reach our entire mailing list.

eBlasts circulate your news in dedicated mailings sent at a time to suit your market.

Detailed reports can be given at any time during the contract.

[www.brushexpert.com](http://www.brushexpert.com) is optimized for all platforms and your banners will adjust to the different screen sizes according to the device on which they are viewed, thus maintaining visibility throughout.

### HOW IT WORKS

- **Source your supplier!**
- **Find your manufacturer!**
- **Search for your next customer!**

Search in the Directory by sector or, by particular product. The Quick Search allows you to search for a company, contacts or keywords.

Subscribers/advertisers' details will appear at the top of each product list, with direct links to Company Page, Website and Email.

Use the News pages to announce your new products, company developments, additional, new personnel and your quality and service. Each article is included in the 2-weekly newsletter that is circulated to all that have signed up. Use our established popularity to promote your company! Sign up for the Newsletter to obtain the latest industry information!

Promote your company with articles, banners and e-blasts to gain maximum attention!

### SUBSCRIPTION BENEFITS

**£170.00 GBP per year**  
(exchange rate at time of invoice)

Expand and increase your market presence!  
Elevate your position within the largest Brush  
Directory worldwide! The benefits include...

#### Networking

An enhanced Company Profile page showing

- Logo
- Company / product picture gallery
- Links to your website, email and social media
- Full description
- Your Associations and accreditations
- Links and direct contact to your major personnel and worldwide agents

#### Directory

- Subscribers' names are grouped at the top of each relevant product list
- Each Subscriber's listing also shows a link to their email, website, social media

#### Promotion

- Unlimited editorial space in our News pages
- Your press release will be included in the very next 2-weekly Newsletter
- Each article linked to your email, website and enhanced company page

The screenshot displays the BRUSH expert website interface. At the top, there's a navigation bar with links like 'My Account', 'Join Brushexpert', 'Advertise', and 'Contact us'. The main header features the 'BRUSH expert' logo and the tagline 'The Ultimate Industry Reference'. Below this, the website is divided into several sections:

- Home**: A sidebar menu with links to 'Brush Directory', 'News', 'Shows and Events', 'Product Portfolios', 'Marketplace', 'Interbrush 2016', 'ABMA', 'Image Gallery', and 'Video Gallery'.
- Ebnat AG**: A detailed company profile for Ebnat AG, including their address (Industriestrasse 34, Ebnet Kappel, St. Gallen, 9642, Switzerland), contact information (TEL: +41 71 992 62 49, FAX: +41 71 992 62 00), website (http://www.ebnat.ch), and email (center.lange@ebnat.ch). It also lists staff members (Peter Langenegger, Marketing & Export Manager) and agents.
- Sign up to newsletter**: A form for users to enter their name and email address to receive newsletters.
- Image Gallery**: A section displaying various brush products and images.
- Related Articles**: A list of articles including 'Introducing the Medela Bottle Brush from Ebnet', 'Love at First "Click": NDW Dish Brush from Ebnet', and 'NDW Multi-Functional Tongue Cleaner from Ebnet - Nominated for the FDIIP Innovation Award 2017'.
- Advertisements**: Several ads are visible, including one for 'HSL QUALITÄT' (Quality components for paintbrush manufacture), 'Hans Schuhmann oHG' (91207 Lauf, Germany), 'Brush Fibers, I', and 'PERLON The Filament Company'.

**NEW! FREE Marketplace Advert** with each subscription! Advertise your used machinery, excess stock or standard items. Share your search for particular components, staff, agents etc.

### CONTACT US



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### BANNER GROUPS PACKAGES

Package	Adverts Included					Special Prices
	Header Banner (1)*	Tower (2)*	Box Banner (3)*	Custom Directory Ad (4)&(5)***	Discount Rate %	
Gold Level	4 Header Banners	2 Tower Banners	3 Box Banners	1 Custom advert shown in each category listed	43%	£6,173 per year payable in total in advance or by agreed incremental payments.**
Silver Level	3 Header Banners	1 Tower Banner	2 Box Banners	Nil	43%	£3,158 year payable in total in advance or by agreed incremental payments.**
Bronze Level	2 Header Banners	1 Tower Banner	1 Box Banner	Nil	43%	£2,131 per year payable in total in advance or by agreed incremental payments.**

\* Numbers in brackets refer to banner position on page. See Advertising Rates for details.

\*\* Incremental (monthly or quarterly) payments will be taken by credit card on specified dates at 4% administration charge.

\*\*\* Custom Adverts shown in the smaller size (231 x 175) pop up to larger size (733 x 550) when clicked. Pop up adverts link to client website.

### MECHANICAL DATA

Banner description	Banner Sizes Required (Pixels) <sup>1</sup>
Large Top Banner (1)	(733 x 150) & (482 x 150) & (231 x 150)
Tower (2)	231 x 733) & (733 x 150)
Box Banner (3)	(231 x 150)
Custom Ad (4)&(5)	(231 x 175) & (733 x 550)
Large Bottom/ Mid Banner (6)&(6a)	(733x150)

#### Notes

File size: 150k max

File type: .jpg, .gif, or animated .gif for banners only

<sup>1</sup> to meet all device screen sizes/orientations

### ADVERTISING RATES PER SINGLE BANNER

Banner description	Location	Position	Price
Header (Large Top) Banner	(1)	Any available position	£950 GBP per year
Tower	(2)	Any available position	£999 GBP per year
Box Banner	(3) & (4)	Any available position	£850 GBP per year
Custom Directory Advert ***	(4) & (5)***	Brush Directory right hand side shown in all categories listed taken from your personal product selection	£2,500 GBP per year
Large Bottom / Mid Page Banner	(6)&(6a)	Any available position (excluding Brush Directory)	£700 / £950 GBP per year
Video Link (1 Large or 3 Small)	-	Centre of dedicated Video Gallery page	£900 GBP per year
Product Portfolio Link	-	Centre of dedicated Product Portfolio page	£950 GBP per year
Marketplace Advert	-	Centre of dedicated Marketplace page	£65 /£190 /£360 /£700 GBP per month/qtr/half/year
Newsletter Banner - per newsletter	-	To include Main Story position	£500 GBP per Newsletter
eBlast	-	3 mailings at a date to suit your calendar	£600 GBP per eBlast set
Company Page Advert	-	At top of Company Page in Brush Directory	£450 GBP per year

Payment Terms: 14 days from date of invoice. As soon as payment is received the advertising package will go live. Payments can be made by bank transfer or credit card. All rates shown in GBP(£) Sterling. For EUR(€) or USD(\$), please state at time of booking. Currency rates subject to change due to market fluctuations.

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