

WEBSITE / MAGAZINE / APP / EMAIL / CONFERENCE

MEDIA KIT

2026

Your strategic partner in
broadening your network
connections to North America's
Equipment Dealers

WWW.EQUIPMENTDEALERMAGAZINE.COM

WWW.DIGITAL.EQUIPMENTDEALERMAGAZINE.COM

To explore your marketing options contact
Jennifer Luce / jluce@naeda.com / (800) 762-5616



Our Members. Your Networking Connection.

NAEDA is pleased to offer you — our valued sponsors and advertising partners — new, innovative and creative digital solutions to reach your target market audience. All of our programs can be customized to not just meet, but exceed your marketing goals!



**WE REPRESENT OVER
3,500
AGRICULTURAL,
CONSTRUCTION, AND
OUTDOOR POWER
EQUIPMENT DEALERS
ACROSS NORTH AMERICA.**

About NAEDA

Founded in 1900, the North American Equipment Dealers Association (NAEDA), is a non-profit trade organization representing retail equipment dealers in agricultural, construction, industrial, forestry, outdoor power, lawn and garden, and/or turf equipment. NAEDA provides essential value to its members by enhancing the dealer-manufacturer relationship and advocating for a positive legislative and regulatory environment. NAEDA is headquartered in Kansas City, MO, and its Canadian office is located in Calgary, AB.

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Our Flagship Publication

Dealers remain engaged with our flagship publications, *Equipment Dealer Magazine* (U.S. and Canadian editions). Business to Business (B2B) digital magazines continue to be highly read by dealership executives. Your advertising message showcasing your products and services or simply showing your support for our industry gets noticed.



Digital Magazine Advertising

Each issue of the Equipment Dealer Magazine features some of the equipment industry's most notable experts in dealership management. Magazine columnists with real dealership experience provide topical information related to industry trends, such as: used equipment marketing, succession planning, employee training, human resources, regulatory and legislative issues, data security, risk management, and more. Issues can also feature dealer profiles, which highlight successful dealers and their contributions to the equipment industry.

With a focus on "Will it Help the Dealer?" dealership executives read and rely on our magazines.

Bright Ideas. Fresh Initiatives.

We're excited to share digital advertising and sponsorship opportunities on our magazine microsite at www.EquipmentDealerMagazine.com

We are excited to offer our partners, advertisers and sponsors the opportunity to deliver their message to dealers in Canada or the United States (or both countries simultaneously), using Interactive Advertising Bureau standard Leaderboard and Big Box sizes. We offer our advertising partners increased reach and digital programs targeted directly to best support your target audience. All of our programs can be customized to help you reach your marketing goals.

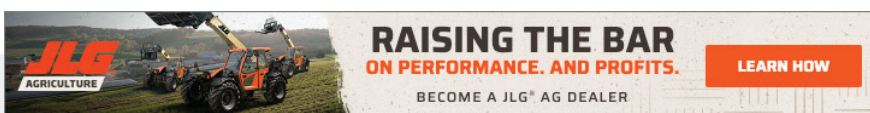


Digital Advertising

Feedback from our dealers has been overwhelmingly positive since we began publishing our magazines digitally. This approach increased the reach by giving dealers and others in the dealership an optional way to access and share the valuable content. Digital issues of the magazine are available to our database of over 7,100 farm, industrial, and outdoor power equipment dealers across North America including associate members representing manufacturers, distributors and industry service providers.

All ads will run in rotation based on the packages described below. We will require you to provide both ad sizes for the rotation – no exceptions.

LEADERBOARD



- Rotating Leaderboard Ad (728x90) displayed at the top of each page.
- PLUS Rotating Leaderboard Ad (728x90) displayed in various locations on subsequent pages (4 in total).
- PLUS 3 Rotating Big Box Ads (300x250) displayed on the right hand side of every page.

BIG BOX



Digital Advertorials

Share your story with our audience of thousands, across all dealership segments from executive management, aftermarket, wholesoods, human resources and financial management.

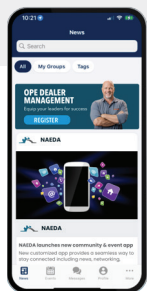
Advertorials are a cost effective and targeted means to tell your story, without the constrictions of traditional advertising. Provide your advertorial copy which includes three pages for copy and images, plus additional details and links. Your advertorial will be featured in the digital magazine and on our magazine microsite, EquipmentDealerMagazine.com

We offer a variety of ad sizes, plus preferred placement and multi-issue opportunities. Please refer to our Advertising Rate Card for detailed pricing.

Widen your Digital Reach

Feedback from our dealers has been overwhelmingly positive towards the digital editions of *Equipment Dealer Magazine*.

We've increased your advertising reach by giving dealers and others in the dealership an optional way to access and share valuable content. All dealerships and associate members in our North American membership base receive the *EDM* straight to their in-boxes in a scheduled, timely fashion, and include either U.S. or Canadian-based content to engage your target audience.



NAEDA Community App

Showcase your brand with a rotating banner ad in NAEDA's exclusive community, launching in August 2025. This premium ad placement is pinned to the top of the news feed, rotating among a maximum of four advertisers for maximum visibility and engagement.

\$300 per month U.S. and Canada

EquipmentDealerMagazine.com

Leaderboard and Big Box prime advertising on our industry-leading website.

\$250 per month U.S.
\$150 per month Canada
\$400 per month U.S. and Canada



EQUIPMENTdealer MAGAZINE
Online resources for successful dealers
A publication of the North American Equipment Dealers Association

NAEDA News October 3, 2024

NAEDA Hosts Dealer Demonstration on Right to Repair

NAEDA hosted its fifth dealer demonstration in Canada to discuss current farm equipment technological capabilities as it relates to Right to Repair, the industry commitment to address repair issues and increase uptime, and to participate in an equipment demonstration to better understand how manufacturers, dealers and producers are working together to create solutions.

[Read More](#)

8 Ways to Deal with Bad Reviews

A negative review on the first page of search results can cost a business 22% of its customers, according to Moz.

Customers often leave negative reviews due to dissatisfaction or to warn others, which can seriously impact your reputation. Since reviews heavily influence purchase decisions, it's important to address them proactively. While striving for only positive feedback is ideal, it's essential to manage dissatisfaction effectively.

[Read More](#)

Manage your inventory effectively
Get convenient, competitive financing for equipment
[Learn more](#)

Enroll in Dealer Institute Courses

[Parts Counter Sales Training | Online](#)
November 12
December 17
January 7, 2025
June 24, 2025

[OPE Dealer Management | Indianapolis](#)
Module 3-4 | November 5-7
Module 5-6 | January 28-29, 2025

[Iron Management | Minneapolis](#)
October 22-24

[Service Counter Sales Training | Online](#)
November 14

[Ag Dealer Management | Minneapolis](#)
Module 1-3 | January 14-16, 2025
Module 3-4 | March 11-13, 2025
Module 5-6 | May 13-15, 2025

[Service Warranty & Recovery Training | Online](#)
March 18, 2025

Harvest 2024 Free Equipment Market Trends Webinar
Tuesday, Oct. 8 [Register Now!](#)

Equipment Dealer News

Your Leaderboard and/or Big Box featured prominently in our bi-weekly e-newsletter.

\$350 per month U.S.
\$250 per month Canada
\$600 per month U.S. and Canada

Pop-Up Magazine Ads

\$650 per month U.S.
\$450 per month Canada
\$800 per month U.S. and Canada

Industry Insight eBlast

Your custom content... in a dedicated email profiling your product or service.

\$2,000 per email for U.S.
\$1,000 per email for Canada
\$3,000 per email U.S. and Canada

Volume discounts available.

INDUSTRY INSIGHT **NAEDA**
NORTH AMERICAN
EQUIPMENT DEALERS ASSOCIATION

Corpay[^]

Fill orders? Protect your margins on Spring delivery

A sound FX approach can be a key component of your dealership's financial performance.

It can be a good practice to evaluate your currency FX budget rates and processes from time to time, and the end of the year is as good a time as any. Understanding your currency exposures and setting a budget level for your expected currency needs can give you a benchmark for your forward planning.

Here are some questions you might consider:

- How did my prior budget rate hold up in the market?
- Did currency volatility affect my profit margins?
- Where am I exposed to currency risk?
- Am I seeking new markets, or using new suppliers?
- Were my projected currency needs accurate?
- Do I have enough flexibility in my hedging strategy?

You can't predict the future, but you can prepare for it. It's generally common for businesses to keep an eye on their long-term goals, but remain flexible enough in planning to change course and seize opportunities as they arise - particularly in today's fast-moving and unpredictable global markets. To learn more about setting a budget rate and managing risk, read and download our whitepaper here.

NAEDA Webinars

Engage with NAEDA members through exclusive webinars, providing direct access to a targeted audience of equipment dealers and industry professionals. With NAEDA's extensive network, webinars deliver high-impact exposure and meaningful engagement, helping advertisers build credibility and drive business growth. Advertisers will receive a list of webinar attendees.

\$1,200 per webinar U.S.
\$800 per webinar Canada
\$2,000 per webinar U.S. and Canada

Choose Your Investment Level

Our all-inclusive Media Packages are designed for our Preferred Endorsed Partners and Sponsors, for those wanting to profile a new product or service, or somewhere in between.

- Pricing is in CAD or USD, dependant on which region you choose to advertise in.
- The below rates are per the U.S. or Canada only - not both.
- Receive a 10% discount when you advertise in both editions of the EDM.
- Your chosen NADC Add-On Package details will be discussed prior to the event.

Platinum ANNUAL INVESTMENT - NEW PRICE \$27,000 + APPLICABLE TAXES

(Package provides a \$2,050 discount off the retail price)

Our endorsed partners and key advertisers will want to leverage our top-level connections to dealerships in Canada or the U.S.

- **Digital** - ROS (Run Of Site) Leaderboard and Big Box ads
- **Bi-weekly Newsletter** - 1 ad in bi-weekly newsletter for 12 months
- **Email** - 4 dedicated email blasts per year (1 per quarter)
- **Webinar** - 2 dedicated webinars per year
- **Digital Magazine** - 4 full page ads, one per quarter - fall, winter, spring & summer issues
- **Advertorial** - 1 three-page advertorial - fall, winter, spring or summer issues
- **NAEDA APP** - 1 banner ad on NAEDA Community App for 6 months

Gold ANNUAL INVESTMENT - NEW PRICE \$14,500 + APPLICABLE TAXES

(Package provides a \$1,500 discount off the retail price)

Gold Level advertisers and partners receive prominent placement across our full suite of advertising opportunities, ensuring maximum visibility for their products and services.

- **Digital** - ROS (Run Of Site) Leaderboard and Big Box ads
- **Bi-weekly Newsletter** - 1 ad in bi-weekly newsletter for 12 months
- **Email** - 2 dedicated email blasts per year
- **Webinar** - 1 dedicated webinar per year - date(s) arranged based on availability
- **Digital Magazine** - 4 full page ads, one per quarter - fall, winter, spring & summer issues
- **NAEDA APP** - 1 banner ad on NAEDA Community App for 3 months

Silver ANNUAL INVESTMENT - NEW PRICE \$10,900 + APPLICABLE TAXES

(Package provides a \$1,150 discount off the retail price)

The Silver level offers advertisers valuable positioning across a variety of advertising and promotional channels, ensuring strong brand exposure.

- **Digital** - ROS (Run Of Site) Leaderboard and Big Box ads
- **Bi-weekly Newsletter** - 1 ad in bi-weekly newsletter for 12 months
- **Email** - 1 dedicated Email Blast per year
- **Digital Magazine** - 4 full page ads, one per quarter - fall, winter, spring & summer issues

Bronze ANNUAL INVESTMENT - NEW PRICE \$8,000 + APPLICABLE TAXES

(Package provides a \$1,000 discount off the retail price)

The Bronze level gives advertisers a strategic introduction to our advertising platform, offering select placements that provide a meaningful taste of the visibility and value our full program delivers.

- **Digital** - ROS (Run Of Site) Leaderboard and Big Box ads
- **Digital Magazine** - 4 full page ads, one per quarter - fall, winter, spring & summer issues



Our Premier Event. Your Prime Opportunity.

The North American Equipment Dealers Association (NAEDA) Conference has become an industry "must attend" event. Every year we bring industry experts and key dealership executive management together to learn, discuss and connect on the latest industry opportunities and challenges. Feedback from dealership executives has proved they highly value the content, speakers, presentations, and networking this industry leading conference provides.

Our investment packages can be customized to suit your marketing and promotional needs. Contact us today to explore your multi-level advertising options.

Jennifer Luce
(800) 762-5616 / jluce@naeda.com

www.EquipmentDealerMagazine.com

Engaging Your Dealer Audience

The *Equipment Dealer Magazine* is a digital quarterly publication that centers on providing “Resources for Successful Dealers.” Advertisers that purchase ad space in both the U.S. and Canadian editions will receive a 10% discount on their advertising order (Platinum, Gold, Silver and Bronze Packages exempt).

EXCLUSIVE DISCOUNTS FOR ASSOCIATE MEMBERS

15% off advertising purchases over \$5,000

10% off advertising purchases under \$5,000

Rates do not include applicable taxes.



PERIODICAL AD RATES	1x	2x	4x
Full Page Ad + Full Page Lead Form	\$ 2,200	\$ 2,000	\$ 1,800
3 Page Advertorial Spread	\$ 2,500	\$ 3,250	\$ 3,000
Double Page Spread	\$ 2,500	\$ 2,250	\$ 2,000
Full Page	\$ 1,700	\$ 1,500	\$ 1,250
Half Page	\$ 800	\$ 650	\$ 450
PREMIUM AD RATES			
Inside Front Cover	\$ 1,900	\$ 1,700	\$ 1,500
Inside Back Cover	\$ 1,700	\$ 1,500	\$ 1,250
Outside Back Cover	\$ 1,500	\$ 1,250	\$ 1,000
NAEDA MEDIA MARKETING PACKAGES			
Platinum	\$27,000		
Gold	\$14,500		
Silver	\$10,900		
Bronze	\$ 8,000		

ABOUT

Our Publication

The *Equipment Dealer Magazine* is circulated to equipment dealers across North America. Readers own and operate dealerships with annual sales and service volume from \$20 million to more than \$1 billion.

Over 7,100

ISSUES DISTRIBUTED.

The content of the *Equipment Dealer Magazine* is available online at:
www.EquipmentDealerMagazine.com
 and
digital.equipmentdealermagazine.com

DIGITAL EQUIPMENT DEALER MAGAZINE SPECS

SUBMITTING MATERIAL

Submit to **Joanne Olson**, Managing Editor
jolson@naeda.com

All artwork must be provided in an electronic format via email or secure file transfer site (eg: WeTransfer, DropBox). Ad proofs will be provided by request only and final approvals to print are required via email.

Equipment Dealer Magazine (U.S. and Canadian editions)

All measurements are in inches
 Trim Size: 8.5" x 11"
 Bleed Size: 8.75" x 11.75"
 Live Ad Area: 8 x 10.5

ARTWORK REQUIREMENTS

All digital artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

All color artwork must be in CMYK or RGB mode. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Free Digital Add-Ons (Optional)

- High-Resolution GIF Image
- YouTube or Vimeo Video
- Podcast Audio Link

Note: Text placed outside the live area within any full page ad may be cut off. Please keep text within the live area at all times.

PROOFS AND REVISIONS

\$75/hour artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not print-ready.

NAEDA MEDIA TECHNICAL SPECS

SUBMITTING MATERIAL

Submit to **Jennifer Luce**, VP of Marketing, Communications & Events
jluce@naeda.com

equipmentdealermagazine.com Digital Ads

- Leaderboard Ad 728px x 90px
- Big Box Ad 300px x 250px
- Provide trackable links

NAEDA Bi-Weekly e-Newsletter Digital Ads

- Leaderboard Ad 728px x 150px
- Big Box Ad 300px x 250px
- Provide trackable links

NAEDA Community App Banner Ad

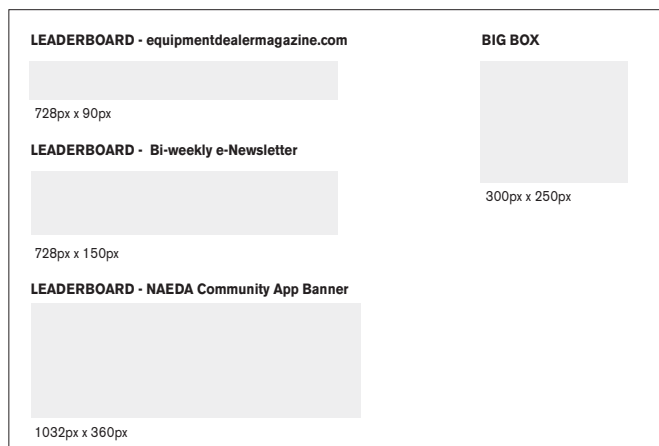
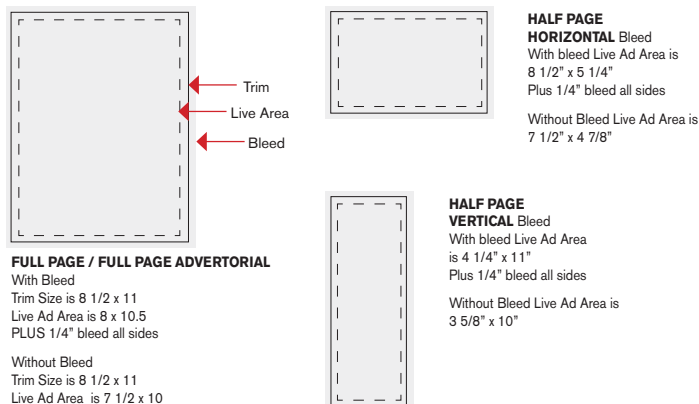
- Leaderboard 1032px x 360px
- Provide trackable links

NAEDA Email Blast Requirements

- Provide HTML of email or provide content, hi-res images and links.
- The timing of the email will be determined by NAEDA based on the communication schedule once the requirements are delivered and the email is approved.

Webinar Requirements

- Provide webinar title, description, date, and time based on Central Time Zone.
- Provide presenters' names, titles, emails, headshots and short bios.
- Provide high-resolution logo.
- Requirements must be delivered at least one month before the webinar date.



COMPANY NAME	WEBSITE	
ADDRESS	CITY	PROV / STATE
PHONE	POSTAL CODE / ZIP CODE	
BILLING ADDRESS (IF DIFFERENT)		
CONTACT NAME	EMAIL	
PHONE	AGENCY (IF APPLICABLE)	

I WOULD LIKE MY ADVERTISING TO BE PUBLISHED IN:

- Equipment Dealer Magazine (U.S. - USD)**
 Equipment Dealer Magazine (CDN - CAD)
 BOTH PUBLICATIONS Advertisers who choose this option will receive a **10% discount** on their advertising order. (Platinum, Gold, Silver and Bronze Packages exempt).

PERIODICAL AD RATES

	1x	2x	4x
Full Page Ad + Full Page Lead Form	<input type="checkbox"/> \$ 2,200	<input type="checkbox"/> \$ 2,000	<input type="checkbox"/> \$ 1,800
3 Page Advertorial Spread	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 3,250	<input type="checkbox"/> \$ 3,000
Double Page Spread	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 2,250	<input type="checkbox"/> \$ 2,000
Full Page	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 1,250
Half Page	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 450

PREMIUM AD RATES

Inside Front Cover	<input type="checkbox"/> \$ 1,900	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,500
Inside Back Cover	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 1,250
Outside Back Cover	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 1,000

NAEDA MEDIA MARKETING PACKAGES

Platinum	<input type="checkbox"/> \$27,000
Gold	<input type="checkbox"/> \$14,500
Silver	<input type="checkbox"/> \$10,900
Bronze	<input type="checkbox"/> \$ 8,000

Custom Tactics \$

Description:

BOOKING DEADLINES

Spring / Jan. 30, 2026 Summer / Apr. 10, 2026
 Fall / Aug. 7, 2026 Winter / Oct. 23, 2026

ARTWORK & EDITORIAL DEADLINES

Spring / Feb. 13, 2026 Summer / May 15, 2026
 Fall / Sept. 4, 2026 Winter / Nov. 13, 2026

BILLING INSTRUCTIONS AND ADVERTISING DISCLAIMER

All prices subject to applicable taxes. Payment in full due upon receipt of invoice. A \$50 charge is applicable to changes after ad sign off. Any amount unpaid is subject to a late charge at the rate of 2% per month. Payments can be made by cheque, VISA or MasterCard. All ads are accepted and published entirely on the representation that the advertiser and/or the agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication and the participation ads - the advertiser and the agency will indemnify, defend and hold the publisher harmless from any claims or lawsuits arising from the relationship created by this agreement. Publisher's liability in the case of any error or omission shall in no event exceed the amount that the advertiser paid for the aforementioned ad. Cancellations must be received five days prior to the artwork deadlines. All premium advertising space is non-cancellable. Ads will appear in the online digital version of the publication at www.EquipmentDealerMagazine.com and www.digital.equipmentdealermagazine.com

I have read and understand the above advertising terms.

X

SIGNATURE

NAME

PLEASE PRINT

DATE

MM/DD/YYYY



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 Jennifer Luce / jluce@naeda.com / (800) 762-5616