

tED magazine Digital Edition Media Kit

Whether you're working at home or in the office (or on a beach), we've got you covered! *tED* magazine publishes one edition each month in a digital-only format. Your message is being seen by thousands of decision-makers and your advertising dollars are making an impact.

In addition to *tED's* [award-winning content](#) and access to archived editions, the Digital Edition features hyperlinked ads to direct readers to your website. View current and past digital editions [here](#).

Contact your *tED* advertising sales representative for more information.

www.tEDmag.com Aug. 25

tED
the ELECTRICAL DISTRIBUTOR

CURRENT / THE SAME ... BUT WORSE page 9

BUSINESS / BETTER THAN THE BIG GUYS page 29

SELLING / OPTIMIZE ON-SITE SALES CALLS page 37

UNCERTAINTIES CAUSED BY TARIFFS ARE CREATING CHALLENGES FOR EVEN THE NIMBLEST OF DISTRIBUTION EXECUTIVES pg. 42

THE TRUE COST OF TARIFFS

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August 2025

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tED magazine DIGITAL EDITION AD UNIT SPECIFICATIONS

Advertising Options:

- A FULL PAGE**
Live Area: 7" x 10"
Trim Size: 8.125" x 10.875"
Bleed Size: 8.375" x 11.125"

- B 2/3 PAGE VERTICAL**
Live Area: 4.562" x 10"
Trim Size: 5.068" x 10.875"
Bleed Size: 5.318" x 11.125"

- C 1/2 PAGE ISLAND**
Live Area: 4.5625" x 7.375"

- D 1/2 PAGE VERTICAL**
Live Area: 3.3125" x 10"
Trim Size: 3.827" x 10.877"
Bleed Size: 4.077" x 11.125"

- E 1/2 PAGE HORIZONTAL**
Live Area: 7" x 5"
Trim Size: 8.125" x 5.4375"
Bleed Size: 8.375" x 5.6875"

- F 1/3 PAGE VERTICAL**
Live Area: 2.1875" x 10"
Trim Size: 2.75" x 10.875"
Bleed Size: 2.875" x 11.125"

- G 1/4 PAGE**
Live Area: 3.3125" x 5"

Page Mechanical Specifications:

Although this is produced in an electronic format, all print and digital specifications are the same. For further information, visit the [tED magazine online media kit](#) or contact your sales representative.

BLEED: If an ad prints to paper's edge, the image/graphic elements must extend over the edge by 1/8" on all sides.

LIVE AREA: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. If outside the live area, they can rest no closer than 5/16" to the trim.

ELECTRONIC FILES: Supplied PDF files are preferred and should meet the PDF X-1a specification, which calls for all font and high-resolution image data to be embedded within the file.

Ad files may also be furnished in native application file format where the following programs have been used: Quark XPress and Adobe Illustrator. All application files must be accompanied by copies of all linked images and fonts used (both screen and printer fonts). Only Adobe Type-1 fonts are recommended for use.

All image files used must be in TIFF or EPS format. Images must be uncompressed and in CMYK or grayscale mode. Images should have an effective resolution of 300 dpi at reproduction size.

Color-critical ad files should be accompanied by an approved contract press proof (four-color digital, non-dot proof) such as Kodak or Veris.

2026 DIGITAL EDITION RATES

(Effective Jan. 1, 2026 - Dec. 31, 2026
(prices subject to change))

AD TYPE	NET RATE
Full Page	\$4,200
2/3 Page Vertical	\$3,475
1/2 Page Island	\$3,400
1/2 Page Vertical	\$3,400
1/2 Page Horizontal	\$1,800
1/3 Page Vertical	\$1,525
1/4 Page	\$1,300

Terms and Conditions

Contact your *tED* advertising sales representative for more information:

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