



the ELECTRICAL DISTRIBUTOR

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December 2026 Issue Preview

CLOSING DATE FOR ADS: NOVEMBER 3 (MATERIALS DUE NOVEMBER 10);
NEW PRODUCT PREVIEW PRODUCT MATERIALS DUE OCTOBER 27



COVER STORY

Don't Go It Alone

With the right data, companies can eliminate guesswork, better understand customers, minimize risk, and boost efficiency. But where do you go for data specific to the electrical channel? In this month's Cover Story, those who rely on the data and insights provided by NAED talk about what they use, why they use it, and how the information provides their companies with the facts they need to remain competitive.

Also in this issue:

Research Review • Stock Report • Commodities Contractor Q&A • Market Focus
• Sales Spotlight • People & Company News

ADVERTISER OPPORTUNITY

New Product Preview Special Section

The New Product Preview Special Section will spotlight new products from throughout the electrical industry.

- Advertising for the New Product Preview Special Section is \$5,000 for a full-page ad. Full-page advertisers can place six (6) products on the page opposite their full-page ad to create a spread.
- A package including one full-page ad in the December issue of *tED* and a full-page ad with six (6) products in the New Product Preview Special Section is available for \$5,200. A full-page ad in the December issue of *tED* must be placed to be eligible for the discounted price.



Products

To submit a product for inclusion in *tED*'s December "What's New" section*, advertisers in this issue may send a product announcement, along with art, to mbyers@naed.org. Be sure to include the words "December Product Section" in the subject line.

NON-ADVERTISERS MAY HAVE THEIR PRODUCT PLACED IN THE SECTION* FOR \$500.

Contact your sales rep for more information.

CLOSING DATE FOR PRODUCT SUBMISSIONS: OCTOBER 30*

(*Editor reserves the right to alter submissions for content and style.)



NATIONAL AWARDS

MAGAZINE OF THE YEAR FINALIST

DESIGN:

- Best Design/Single Issue-Silver
- Opening Spread Design-Bronze

REGIONAL AWARDS

DESIGN:

- Front Cover Design-Gold
- Opening Spread Design-Gold
- Best Design/Single Issue-Silver
- Publication Design-Bronze

ONLINE:

- Podcast-Bronze