

# 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.

The screenshot displays the digital edition of tED magazine for August 2025. The main cover image features a large white arrow pointing upwards, overlaid on a background of industrial scenes including a train, a truck, and a ship. The tED logo is prominently displayed in the top left, with the tagline 'the ELECTRICAL DISTRIBUTOR' below it. The main headline reads 'THE TRUE COST OF TARIFFS' in large, bold, yellow letters. Above this headline, a sub-headline states: 'UNCERTAINTIES CAUSED BY TARIFFS ARE CREATING CHALLENGES FOR EVEN THE NIMBLEST OF DISTRIBUTION EXECUTIVES pg. 42'. To the right of the main headline, three smaller headlines are listed: 'CURRENT / THE SAME... BUT WORSE page 9', 'BUSINESS / BETTER THAN THE BIG GUYS page 29', and 'SELLING / OPTIMIZE ON-SITE SALES CALLS page 37'. The right sidebar contains a search bar, a 'Close TOC' button, and a 'Search All Issues' button. Below these are 'Print' and 'Download' buttons. The 'August 2025' section lists the 'CONTENTS' with categories and page numbers: 'COVER STORY' (42: The True Costs of Tariffs), 'CURRENT' (9: Economic Update, 18: Commodities), 'BUSINESS' (29: Business Matters), 'SELLING' (37: Sales Spotlight), and 'PRODUCT KNOWLEDGE' (46: Electrical: Distribution equipment, 47: Product Watch: Pin & sleeve devices, 48: What's New). A '+ALSO IN THIS ISSUE' section lists various features: Chair Column (4), Distributor's Voice (12), Video Blog (14), Contractor Q&A (20), Project Spotlight (22), Stock Report (24), Happenings (26), Video Podcast (34), Rep Roundup (38), Video Podcast (40), People (50), and Ad Index (52).

www.tEDmag.com Aug. 25

tED  
the ELECTRICAL DISTRIBUTOR

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WORSE  
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BUSINESS /  
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UNCERTAINTIES CAUSED BY TARIFFS ARE  
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NIMBLEST OF DISTRIBUTION EXECUTIVES pg. 42

**THE TRUE COST OF TARIFFS**

Close TOC

Search... Clear

Search All Issues

Print Download

August 2025

**CONTENTS**

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**CURRENT**

9 Economic Update

18 Commodities

**BUSINESS**

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**PRODUCT KNOWLEDGE**

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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.

## 2027 DIGITAL EDITION RATES

(Effective Jan. 1, 2027 - Dec. 31, 2027  
*(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  |

### ANALYTICS

The digital edition averages 57,000 pages viewed per monthly issue, and the average reader views 29.44 pages per issue.

*Terms and Conditions*

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

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