

MANUFACTURERS' AGENTS NATIONAL ASSOCIATION

# agency sales MEDIA KIT



A MANA RESOURCE FOR PRINCIPALS AND REPRESENTATIVES

# kit contents

## all you need to know

*Agency Sales* offers a prime opportunity to convey your message to both up-and-coming and established businesspeople in manufacturing and sales. Learn about those who read our publication and how you can communicate your company's message to this enterprising group.

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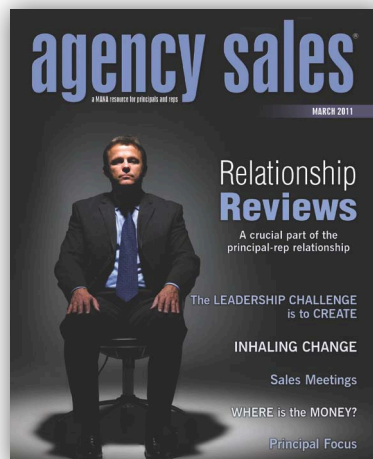
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# introductions

## agency sales

*Agency Sales*, a monthly publication by MANA, chronicles changes that affect business nationally and internationally. An education in every issue, we explore the latest market data, management aids, tax developments and tips, legal bulletins and much more. There's a wealth of information in every issue — and great opportunity for advertisers looking for a highly targeted audience.

## mission

MANA is the association of interdependent manufacturers and representatives dedicated to educating, protecting and promoting the multi-line, outsourced sales function.

## vision

MANA will be the leader in enhancing successful relationships between representatives and manufacturers.

### founded:

1958

### frequency:

12x

### rate base:

3,000

### readership:

10,000+

### editor:

Jack Foster

### publisher:

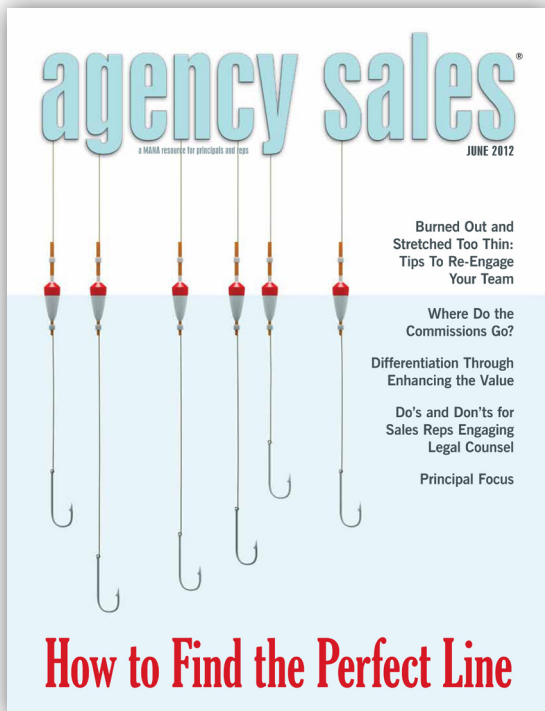
Manufacturers' Agents  
National Association

### website:

[www.MANAonline.org](http://www.MANAonline.org)

### parent company:

Manufacturers' Agents  
National Association



# opportunities

## print

Edited by Jack Foster, *Agency Sales* focuses on the critical issues — both business and personal — that face agents and manufacturers today. Featured stories include growing your business, commission surveys, marketing and lively profiles of agents and manufacturers.


Plus, *Agency Sales* keeps you on top with association news, tips, trends, survey results, government issues and industry news. Whether it's happening down the street, across the country, or around the world, you'll read it here.

The most productive classified ad mart in the nation is in *Agency Sales* magazine. Agents seeking principals, principals seeking agents, plus a sales and services section. With more than 10,000 executives reading the *Agency Sales* classifieds, we bring people together.

## web

Our website is a useful resource for manufacturers and representatives, providing information on events and seminars to develop and enhance careers and connections. For those just getting started as a representative agency or manufacturer using an outsourced sales force, [www.MANAonline.org](http://www.MANAonline.org) offers direction and guidance for a successful business, ways to connect with other representatives and manufacturers, and a means to join our organization and subscribe to *Agency Sales*.





MEMBERSHIP   FIND REPS   CONTACT

Join Now   Place a Reps Wanted Ad   Member Login

### MANA® RepFinder®

Connecting **Independent Sales Reps** with **Manufacturers** since 1947

Manufacturer Membership

Rep Membership

Members Renew Now

Advertise Now

#### Manufacturers

- ✓ Find qualified reps already established with buyers
- ✓ Find MANA® reps, serious reps that pay to be a member

#### Reps

- ✓ Find new companies that fit your line card
- ✓ Help manufacturers with established territories find you



## readership

The content within *Agency Sales* and the dedicated reader base (with an average membership of 15 years) make the publication a unique opportunity for advertisers. The content is designed to be a resource, many subscribers store issues for years, using them as reference materials.

A majority of readers are decision makers in their companies. Readers are also active in professional organizations; being major influencers in many outside organizations, across the country and the globe. Speaking to *Agency Sales* readers means speaking to their circles of influence.

## reader snapshot

Highly successful, nearing the peak of their careers:

- Median Age: 55
- Bachelors Degree: 59%
- Advanced Degree: 19%
- Median Gross Income: \$147,005
- Median Agency Commission: \$741,393
- All Principals' Shipment Median Value: \$17,035,758

## reader profile

The readership of *Agency Sales*' includes ambitious individuals, always aiming for the next big thing. Readers are actively seeking to increase and enhance business through multiple channels, such as:

- International Trade
- High-Tech Communications
- Technology



## image-conscious, visible and influential

Most *Agency Sales* readers are company owners or principals and are key influencers in their own business categories. Being born salespeople, they are talkers, so they're also known for their wide sphere of influence into associated categories.

In a nutshell, our readers are traveling (for business and pleasure, or both), golf-loving, hard-working, hard-playing, social animals. They fly tens of thousands of miles each year to meet and greet; drive even more (including their own cars and rental cars); and buy the latest and greatest tech gadgets, fitness equipment, golf gear and more — and the people they see day in and day out know it.

Working in a business where image is vital, our readers enjoy the finer things, and they do it where they can be seen. From the social events they attend to the country clubs, fitness clubs, tennis clubs. The brands they choose are critical to building their personal brands, and their loyalty to those brands is as natural as waking up in the morning.

While conventional activities play a major role in the lives of our readers — golf, cocktail parties, travel — new forms of entertainment and business making are taking hold. Our readers are becoming more entrenched with business and leisure technologies, latching on to new gadgets early on; feature stories in *Agency Sales* both reflect and play a part in this interesting shift and opportunity.

In all, this dedicated, passionate group of readers has big buying power, and most of it is directed at doing business and enjoying life — and all the products that accessorize those endeavors.



## why agency sales?

Our readers are some of the most dynamic people in the business community, picking our magazine for advice on how to improve themselves and their businesses. They are actively seeking the tools we provide to assist them in their trade, through our articles, classifieds and all the pages in between. This provides the perfect backdrop for you, the advertiser, to offer your products or services to an open and receptive audience.

## take advantage of our niche

Our readers come from a sector of the business community that functions both domestically and internationally. Manufacturers and their agents cover a broad territory, often using *Agency Sales* as a resource for business and product insight. Your advertising message can travel the globe with them.

feature international

COPING WITH A SHRINKING PLANET | MARK YOUNG

## COPING WITH A SHRINKING PLANET

BY MARK YOUNG

**F**or years we have listened to the claims that the planet is shrinking and the world is getting smaller due to technology and travel. Until recently, however, we have not really felt the effects or the costs of this global change.

The fact is the world is shrinking and, yes, technology and travel are contributing to this. But, more importantly, this "shrinkage" is caused by demographic shifts around the world, primarily in India and China.

These two countries now have the largest populations in the world as well as the fastest growing economies. Because of this they are the two largest competitors to U.S. manufacturing – and potentially the biggest opportunity. First let's discuss the downside.

China's population stands at approximately 1.3 billion, and India's is at 1.5 billion. Together these two countries have 37% of the world's population. Compound this enormous work force with the fact that the average income in China is

\$3,000 and under \$1,000 for India. You can see that they have an obvious competitive advantage when it comes to labor costs. They have extremely low labor rates and no shortage of workers.

In addition to this, a large segment of the Indian population offers an educated labor base with a strong tilt towards the sciences and engineering. In China, the government is controlling the Yuan, keeping it artificially low in an effort to stay competitive. This makes Chinese-made products artificially low-priced. These issues and others make manufacturing overseas an enormous cost advantage and an obvious problem for U.S. manufacturers, workers and reps.

Some other statistics, however, point toward these countries and the shrinking world as a potential advantage for American companies. China and India are both on an 8% GDP growth rate. These are two of the fastest growing economies on the planet. The people are moving towards a middle class life

and are anxious for products that are "western" or American. Both countries' people aspire to own U.S. goods and to live like us.

In addition to these two countries, opportunities abound throughout Europe, Australia, Asia and Canada. For example, moving a retail product into Canada typically offers a 10% sales boost over numbers for the entire US market – a noticeable increase by any standards.

Everyone is dealing with shrinking U.S. markets, lower volume, increased competition and the pressure to squeeze rep commissions or, in some cases, cut the reps all together. If you cannot increase volume in the territory in which you are working, why not try to expand the territory?

Explore international opportunities with your manufacturer, taking a serious look at foreign markets and the advantages they offer.

Each country has their own set of standards and requirements. Some of these are testing-based,

while others may be nothing more than packaging requirements. Research the restrictions and requirements necessary to enter these markets, and help work through the compliance issues.

Working with your manufacturer in a collaborative fashion will not only expand your possible territory, but it will once again demonstrate to your manufacturer the importance of good representation – and the value that you bring to their business.

There are numerous resources available to you to accomplish this. Start with the federal government, which has several trade assistance programs in place. Every state also has a trade program, as well as many counties and even some large cities.

Reach out to SCORE and the Chamber of Commerce for more resources. You should also be using political contacts. These days, every politician is focused on job creation. Contact your congressman and senators for help. They

have staff people who will work with you on foreign trade issues.

At the same time, start to build relationships and alliances with rep firms in these other countries. Decide if these are accounts you can handle directly or if you should partner with someone in-country to assist you.

Besides for the obvious benefit of increasing sales for you and your clients, there is another major, albeit altruistic, bonus to doing this. Currently, the U.S. is running a trade deficit. In the past, this deficit was around 6%, but it has dropped to around 3%. This drop has been due to the economic slowdown and the falling dollar.

This trade deficit is a major problem confronting our nation. The famed investor Warren Buffett describes it best: "America is like a family farm that has stopped planting all of the land. Each year we do not grow enough crops to pay the bills, so we sell off a piece of the farm. Eventually we will run out of farm."

In other words, trade deficits require that we send our dollars to foreign countries and then pay interest to borrow them back, or we sell them property or businesses here in the U.S. This is not the place that America should want to find herself.

Every time we export our products to other countries, we secure the financial future of our nation, create American jobs and help shore up our ailing economy. Helping to sell American products out of the country is a real opportunity to do well and good. ■

### MARK YOUNG

Mark Young owns Western Creative, Inc., a full-service advertising agency near Detroit, Michigan. See complete author information on page 24.

## general

Each month, contributors to *Agency Sales* tackle a timely theme that affects our readers, their businesses and their customers. We offer the varying perspectives of people from within the manufacturing and sales community, as well as other business and technology experts who bring their knowledge and experience to our audience.

## monthly columns

*Agency Sales* offers regular columns that often relate to the overall theme we address in the current issue. Whether touching base with the president of MANA, providing important financial tips, or updating our readers on current technological trends, our columns are a resource that our readers can count on for the most up-to-date information on issues affecting them.

## mana minute

MANA president & CEO Mark Hogan offers his unique perspective and advice regarding the business issues of the day.

## editorial in the field

MANA's Board of Directors and guests give thoughtful considerations on the topic of the month.

## principal focus

Articles written by or about manufacturers provide better understanding into this side of the manufacturer-representative relationship.

## rep tech

Technology updates for representatives to improve the way they do business using the latest tools.

## money talks

Experts offer advice on financial planning for the readers' businesses, focusing on taxes, succession, and more.

## association news

The latest MANA events and happenings are highlighted here. Also featured monthly is a listing of new MANA members and the products and services they offer, creating opportunities for many new business relationships among our members.



### S Corporations — The Good, the Bad and the IRS

BY THOMAS DUFFY

According to the IRS, close to 60 percent of all corporations are S Corporations and that the total is more than 3,000,000 of such corporations. The overriding reason for electing to be an S Corporation is taxes. These corporations (except in rare instances) are not subject to corporate income taxes, but rather have the tax treatment of a partnership, in that only the "owners" are taxed — and not the entity itself. Thus they avoid the "double taxation" problem of a regular C Corporation in which both the corporation and (later) the shareholders can be taxed on the same profits, *both* annually and in dissolution.

In our practice, almost without exception, the larger and more profitable our client may be — the more likely they operate as S Corporations. Following are the reasons.

#### S Corporations — Special Advantages

There are unquestionable advantages if you fit these particular categories or circumstances:

- As just explained, the principal advantage is to avoid the double taxation that can be levied on C Corporations.
- The very first line of expenses on the corporation tax return Form 1120 asks for information on "officers' compensation. Why is that? The IRS is looking for "unreasonable compensation." The S election avoids the "unreasonable compensation of officers" problem that occurs when officers' salaries (plus retirement plan contributions and other perks) are quite high. At that point, there is a risk that the IRS will reclassify a portion as non-deductible (by the corporation) dividends. The IRS does not define unreasonable compensation except in vague and general terms, but for smaller corporations we have found that somewhere between a salary of \$500,000 and \$1,000,000 (or more), you may run into this problem.

EXAMPLE: You drew a salary from your C Corporation of \$1.2 million and the IRS auditor reduces this to a "reasonable" \$700,000. The difference of \$500,000 is reclassified as a non-deductible dividend and your corporation owes additional taxes on \$500,000 (interestingly, the IRS auditor seldom suggests that you personally not now have \$500,000 of dividends at a maximum federal tax rate of 20%, instead of all salary at your "normal" federal tax rate of up to 39.6%. But even in that event, in this example, your corporation would be paying 34%-35%, plus your

personal 20%.) And don't forget, even though the audit was first triggered by the apparent unreasonable compensation, chances are the IRS auditor will find other things to disallow as well.

• Losses incurred by the S Corporation (particularly likely in the first few years of a new business) can be passed directly through to the shareholders, deducted (generally) on their personal tax returns, and thus used to offset their other income. (In such cases we usually do elect S Corporation for a few years, but then



The IRS does *not* define unreasonable compensation except in vague and general terms....



# mechanicals

## mechanicals for editorial ads

Our standard ad sizes are listed below. These mechanicals are custom to the layout of *Agency Sales*. Custom ad sizes are available upon request and special contract. Please contact the advertising department to negotiate. Detailed specifications for submitting files can be referenced on page 11.

### dimensions

#### ad sizes

Full page

1/2 Horizontal

2/3 Vertical

1/3 Vertical

1/4 Vertical

1/6 Vertical

#### live

7.5" x 9.5"

7.5" x 4.75"

4.75" x 9.5"

2.375" x 9.5"

3.5" x 4.75"

2.375" x 4.75"

#### full page bleed size

8.625" x 11.125"

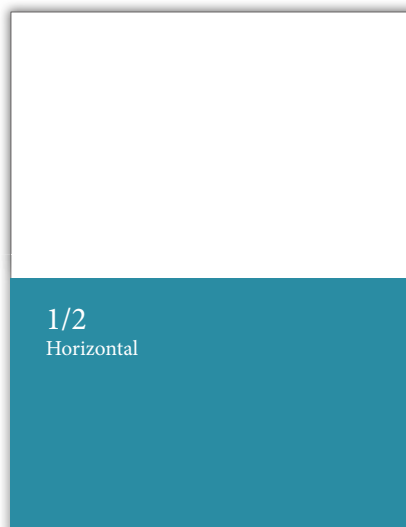
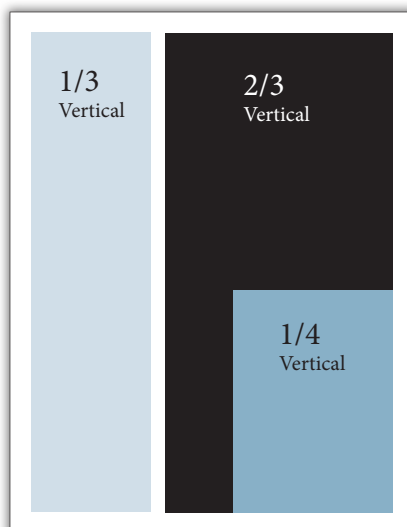
#### page trim size

8.375" x 10.875"

#### back cover trim size

8.375" x 9"

(no trim on top due to space for label)



# print rates

## ratecard

### advertising rates

space	1 time	3 times	6 times	12 times
Full Page	\$2,304	\$2,070	\$1,962	\$1,770
2/3 page	\$1,836	\$1,740	\$1,632	\$1,440
1/2 page	\$1,464	\$1,318	\$1,244	\$1,171
1/3 page	\$1,380	\$1,290	\$1,188	\$1,032
1/4 page	\$1,020	\$ 918	\$ 870	\$ 816
1/6 page	\$ 774	\$ 708	\$ 660	\$ 600

### preferred positions

Inside front cover, center spread, first right hand page:  
add 20% to full-page rate.

Inside back cover: add 15% to above full-page rate.

Back cover: add 25% to full-page rate.

### frequency

Frequency rates are available upon request; rates are based on total number of ads used during a 12-month period. To be eligible, a firm contract must be issued to *Agency Sales* covering any period up to 12 months. This contract must specify in which issues the ads will be used, and the size of the ads.

## effective

Paid Rate Base: 3,000

Frequency: 12x

issue	advertising deadlines
January	November 20
February	December 20
March	January 20
April	February 20
May	March 20
June	April 20
July	May 20
August	June 20
September	July 20
October	August 20
November	September 20
December	October 20

### for advertising information, contact:

**Alane LaPlante**

U.S. toll free 877-626-2776 ■ phone: (949) 859-4040

fax: (949) 855-2973 ■ email: [alaplante@manaonline.org](mailto:alaplante@manaonline.org)



**MANA**  
Manufacturers & Agents  
PROFESSIONAL PARTNERS IN PROFITS



# specifications

## policy

All accounts are payable in advance, regardless of the ad size. Rates are subject to change without notice. All contracts will be honored for the term written. When the full schedule is not run, the advertiser will be rebilled at the rate for space actually used. *Agency Sales* reserves the right to reject any advertisement not considered suitable for publication. No MANA membership discount will be given on editorial advertising. Please make checks payable to MANA in U.S. dollars drawn on a U.S. bank or International Money Order for U.S. dollars. There will be a \$25 charge on all checks returned from the bank.

The purchaser of advertising space in *Agency Sales* assumes all responsibility for the entire content of any advertisement printed on their behalf and assumes responsibility for any claims or costs of litigating claims arising therefrom. Advertisers and their advertising agencies are responsible for camera ready art and liable for text representation, illustrations and other content of their advertisements printed. Rates are for camera ready ads only. Additional charges for publisher-set material.

## file submissions

We accept flattened pdf, eps and tif files. Files should be a minimum 300 dpi. *Agency Sales* does not recommend compressed files, such as jpeg, due to unpredictable quality. We also accept ads created in Adobe Photoshop, Adobe Illustrator and Adobe Indesign CS5. Please supply a proof of your ad, printed at 100%.

## spreads

Spreads must be furnished as two separate units. If furnished as a single piece, file will be divided into two pieces at advertiser's risk. Where overall bleed is required, individual units should measure 8 5/8" x 11 1/8".

## cancellations and changes

Publisher expressly reserves the right to reject or cancel, for any reason at any time, any insertion order or advertisement without liability, even if previously acknowledged or accepted. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates. The rates and conditions of advertising are subject to change without notice.

### printing

Trim size: 8 3/8" x 10 7/8"  
Bleed size: 8 5/8" x 11 1/8"

### binding

Saddlestitched

### safety

Keep all live matter,  
not intended to trim,  
1/4" from trim edges.

### gutter safety for spread

Allow 1/4" on each side  
of gutter, 1/2" total gutter  
safety. For ad spread units  
please supply 1/16" dupli-  
cated image on both sides  
of the centerline.