



the ELECTRICAL DISTRIBUTOR

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August 2021 Issue Preview

CLOSING DATE FOR ADS: JULY 2 (MATERIALS DUE JULY 9)



COVER STORY

Best of the Best Annual Marketing Awards Coverage

Find out who earned Best of the Best honors the 2021 Best of the Best Marketing Awards competition! Distributors and suppliers alike will look to the August issue for complete details about the winning entries.

Also in this issue:

- Quarterly Economic Roundtable Update • Government Watch • Project Spotlight
- Company News • Sales Management Advice • People News

SPECIAL SUPPLEMENT TOPIC

Realigning Your Sales & Marketing Strategies

Each month in 2021 tED is publishing a second, single-topic issue to be released digitally mid-month. In August our supplement will offer new ways to connect with customers, use co-op marketing dollars, put data to work, use social media, and more.

2021 MEDIA KIT

The 2021 tED media kit is now available. Find it at tEDmag.com/mediakit.

TEDMAG.COM OPPORTUNITY

lightEDmag.com

lightED is the next step in tED magazine's effort to bring you the essential information you need about the constant changes in lighting for our supply chain.

Products

To submit a product for inclusion in tED's August "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 "August 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: JUNE 25*

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



2020 ASBPE MAGAZINE OF THE YEAR FINALIST

We are proud to have been named as a finalist for ASBPE's top award honoring business publications that demonstrate consistent editorial and design quality and provide extraordinary reader service.