

ASBPE
Magazine of the Year
HONORABLE MENTION

tED

the ELECTRICAL DISTRIBUTOR

CONTACT YOUR REPRESENTATIVE:

Eastern/Western Regions: Steve Wafalosky and Tom Lasch
Phone: 440-247-1060; Email: steve@larichadv.com;
tlasch@larichadv.com

Central Region: Julie King
Phone: 314-308-5859; Email: jking@naed.org

February 2022 Issue Preview

CLOSING DATE FOR ADS: JAN. 4 (MATERIALS DUE JAN. 11)



COVER STORY

Strengthen Your Sales Relationships

Difficult-to-stock products. Delayed deliveries. Skyrocketing prices. Current circumstances can strain distributor/customer relationships—but they don't have to. Find how to keep relationships strong in this month's cover story.

Also in this issue:

- Quarterly Economic • Roundtable Update • Stock Report • Commodities
- Company News • Sales Management Advice • People News

SPECIAL SUPPLEMENT TOPIC

The Amazon Threat

tED publishes a second, single-topic issue that is released mid-month. In February, our supplement turns the focus on Amazon: How has it expanded in the past 12 months, and what will that mean in terms of competing with electrical distributors.

2022 MEDIA KIT

The 2022 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 February "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 "February 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: DECEMBER 31*

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



2021 ASBPE MAGAZINE OF THE YEAR HONORABLE MENTION

We are proud to receive an honorable mention for ASBPE's top award honoring business publications that demonstrate consistent editorial and design quality and provide extraordinary reader service.