

Global Market Development Center



Reach the GMDC members who spend more than \$1 trillion a year on products and services.

The GMDC Advantage

- GMDC members represent more than **125,000 retail sales outlets** that are responsible for more than **\$500 billion in retail sales**.
- Marketing conference attendees from our Wholesaler/Retailer membership include the **corporate vice presidents/directors of purchasing and merchandising and, in most cases, also include the participation of category managers/buyers** in the General Merchandise and Health Beauty Wellness sectors. The attendees from our Supplier members are **executives who function as national sales managers** and above within their companies.
- GMDC members **represent all products sold in retail** except for food and pharmacy.

Who We Are

GMDC was founded more than 40 years ago with a focus on wholesalers and distributors of General Merchandise and Health and Beauty products and categories. Today GMDC continues its service **with a mission to enable the growth for the retail and wholesale General Merchandise and Health Beauty Wellness industries through collaboration, productivity and knowledge**. GMDC has setup three specific goals that include efficient business conferences, peer-to-peer manufacturer/retailer/wholesaler/service provider interactions and impactful knowledge-sharing, solutions and education.

GMDC Members At a Glance

GMDC has more than 600 member companies that include:

- Wholesalers
- Retailers
- General merchandise suppliers
- Health/Wellness suppliers/manufacturers
- Beauty suppliers/manufacturers
- General merchandise manufacturers

Interested in advertising? Contact your Naylor account representative today!

For more information, please contact:

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Publication Leader

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Network with GMDC members throughout the year

GMDC Membership Directory

Our "who's who guide" stays on the desks of top contacts at GMDC member companies all year long. Our key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.



General Merchandise and Health Beauty Wellness Marketing Conference Guides

Our official show guides are distributed to conference attendees each spring or fall. Our attendees rely on these guides to find attendee information and event schedules.



Past Advertisers

We appreciate the investment our advertisers make with GMDC. Thank you to our 2010 supporters:

- | | |
|---|--|
| AEI | Honey Naturals, LLC |
| Alberto Culver USA | L&R Distributors, Inc. |
| ATA Retail Services, Inc. | Majestic Drug Co., Inc. |
| Bayer Healthcare-Consumer Care Division | Melitta USA, Inc. |
| David Biernbaum & Associates, LLC | Naturel Promise a division of Cosmos Corporation |
| Dickinson Brands, Inc. | Pactiv Corporation (EZ Foil) |
| Echo Bridge Home Entertainment | Pharmavite, LLC |
| Elmer's Products, Inc. | Signature Brands, LLC |
| Energizer Holdings, Inc. | SmartChoices for Women |
| Great Neck Saw Manufacturers, Inc. | Vogue International |

To learn more about GMDC, visit:
www.gmdc.org

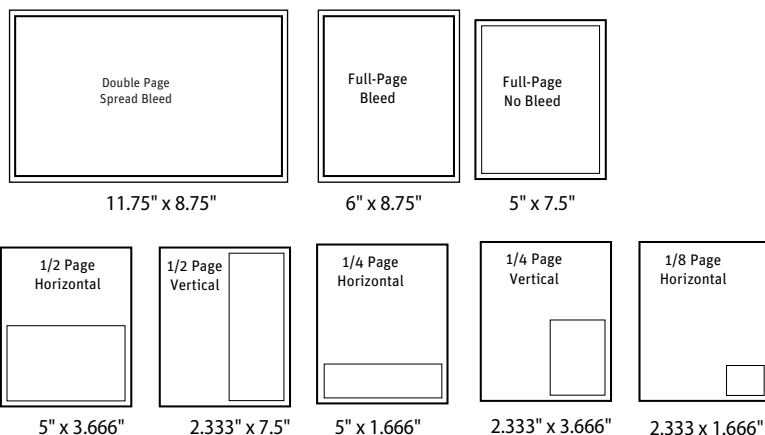
Net Advertising Rates for Members

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$3,779.50	\$3,399.50
Outside Back Cover	\$3,599.50	\$3,239.50
Inside Front or Inside Back Cover	\$3,449.50	\$3,109.50
Full Page	\$2,549.50	\$2,299.50
1/2 Page	\$1,909.50	\$1,719.50
1/4 Page	\$1,109.50	\$999.50
1/8 Page	\$689.50	\$619.50
Black-and-White Rates	1x	2x
Full Page	\$1,909.50	\$1,719.50
1/2 Page	\$1,299.50	\$1,169.50
1/4 Page	\$879.50	\$789.50
1/8 Page	\$439.50	\$399.50

Don't have an ad created?
 With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

Print Advertising Specifications – Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

2011 Editorial Calendar

Issue	Space Reservation Deadline	Ship Date	Conference Date
2011 <i>General Merchandise Marketing Conference Guide</i>	3/15/2011	5/19/2011	Jun 3 - 7, 2011
2011 <i>Health Beauty Wellness Marketing Conference Guide</i>	6/23/2011	8/24/2011	Sep 9 - 12, 2011
2011 <i>GMDC Membership Directory</i>	7/20/2011	9/17/2011	N/A

*Ship dates, deadlines and conference dates may be subject to change.

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with GMDC and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of GMDC.

AEI
 Alberto Culver USA
 ATA Retail Services, Inc.
 Bayer Healthcare-Consumer Care Division
 David Biernbaum & Associates, LLC
 Dickinson Brands, Inc.
 Echo Bridge Home Entertainment
 Elmer's Products, Inc.
 Energizer Holdings, Inc.
 Great Neck Saw Manufacturers, Inc.
 L&R Distributors, Inc.
 Lucky Line Products, Inc.

Majestic Drug Co., Inc.
 MELITTA USA, Inc.
 Mercury Retail Services
 Naturel Promise a division of Cosmos Corporation
 Novartis Consumer Health
 PACTIV CORPORATION (EZ FOIL)
 Pharmavite , LLC.
 Rug Doctor
 SIGNATURE BRANDS, LLC.
 SmartChoices for Women
 Unilever Home & Personal CareUSA
 Vogue International