

2026 **IMARK**Today

MEDIA KIT



WATERWORKS



DECORATIVE SHOWROOM



PLUMBING



PVF



IRRIGATION

IMARK Today — YOUR DIRECT PIPELINE TO LEADING DISTRIBUTORS

IMARK Today is valued by suppliers as a highly-targeted advertising opportunity to reach and sell to key influencers at plumbing distributors nationwide and now reaches important Decorative Showroom, Irrigation, PVF and Waterworks decision-makers.

ABOUT OUR AUDIENCE:

READ BY
3,500+
PROFESSIONALS



PLUMBING

580 MEMBERS

1,239

LOCATIONS



DECORATIVE SHOWROOM

154 MEMBERS

1,077

LOCATIONS



IRRIGATION

76 MEMBERS

251

LOCATIONS



PVF

80 MEMBERS

235

LOCATIONS



WATERWORKS

33 MEMBERS

135

LOCATIONS



IMARK DISTRIBUTORS
GENERATE MORE THAN
\$7 BILLION
IN ANNUAL REVENUE



E-NEWSLETTER
OPEN RATE
34.5%



DEDICATED MAGAZINE
WEBSITE EXPANDS REACH

PUT YOUR BRAND WHERE THE INDUSTRY LOOKS FIRST!

IMARK Today delivers your brand directly to the decision-makers who matter most—engaged members looking for the products, services and solutions that drive their success. Every issue combines striking visuals, compelling editorial and targeted distribution to keep your company top-of-mind with our influential audience. Advertising in *IMARK Today* means more than a page in a magazine—it's a year-round opportunity to showcase your expertise, highlight your offerings and connect with customers who are ready to do business. With integrated print and digital exposure, your message reaches readers wherever they are—on the page, online and on the go.

Position your company front and center in the publication our members trust.

Reserve your space in *IMARK Today* and make your next marketing move your most effective one yet!

2026 ADVERTISING CLOSING DATES

Publication Date	Theme	IO Due	Ad Material Due
February	2026 Outlook	December 12	December 19
May	Sales	April 17	April 24
August	Training	July 3	July 10
November	Advanced Technologies	October 2	October 9

PRINT AND WEBSITE BANNER AD RATES

Ad Size	Website Ad Position	1X	4X
Full Page	Top Banner	\$1,340	\$1,200
2/3 Page	Middle Banner	\$1,180	\$1,120
1/2 Page	Middle Banner	\$970	\$880
1/3 Page	Lower Banner	\$650	\$620
PREMIUM ADVERTISING		1X	4X
Back Cover with Spot UV	Skyscraper	—	\$2,670
Inside Front Cover	Skyscraper	—	\$1,520
Inside Back Cover	Skyscraper	—	\$1,520
Page 5-First Ad:	Skyscraper	—	\$1,620
2-Page Spread	Skyscraper	—	\$2,940
Full Page 2-Sided Card Stock Ad	Skyscraper	\$2,650	CALL

EARN POINTS TOWARD IMARK PLATINUM STATUS

AD FREQUENCY	2026 POINTS
ONE issue	2
TWO or THREE issues	5
FOUR issues	10

COMMIT TO ALL 4 ISSUES BY DECEMBER 12 FOR DOUBLE BONUS POINTS.

Submit your artwork via the portal at
www.cmasolutions.com/upload-artwork/

E-NEWSLETTER ADVERTISING OPPORTUNITIES

Banner ads are prominently placed in the *IMARK Today* e-newsletter, putting you at the top of the inboxes of more than 2,000 plumbing distributors around the country. The e-newsletter announces the publication of each issue of the print magazine. The e-newsletter is distributed four times each year.

E-NEWSLETTER AD RATES

Placement	Cost/Issue
Header	\$1,060
Leaderboard	\$780
Middleboard	\$500
Lowerboard	\$280

ARTWORK GUIDELINES

Ad Dimensions: 728 px wide by 90 px high

File Format: jpg and gif files

File Size: Cannot exceed 40KB

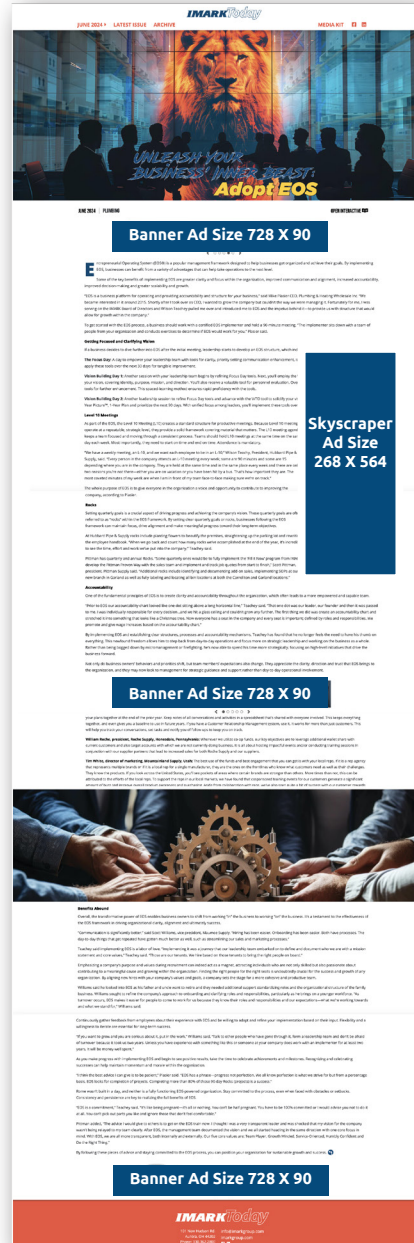


Submit your artwork via the portal at
www.cmasolutions.com/upload-artwork/

IMARKTODAY.IMARKGROUP.COM

COMPLIMENTARY WEB AD SPECS

- File Submission can be jpggs or gifs, cannot exceed 40kb
- Will be removed from site when corresponding issue is archived



A. SKYSCRAPER

For premium
ad purchases only

B. BANNER AD

Submit your artwork via the portal at
www.cmasolutions.com/upload-artwork/

PRINT AD SPECS

- Live area is 8" wide X 10" deep.
- Files for bleed ads should measure 9.25" X 11.25" on the outside edge to allow for trim size of 9" X 11".
- All live matter should be kept .5" from trim on all sides.

ARTWORK GUIDELINES

(ONLY ELECTRONIC FILES ACCEPTED)

■ FTP upload

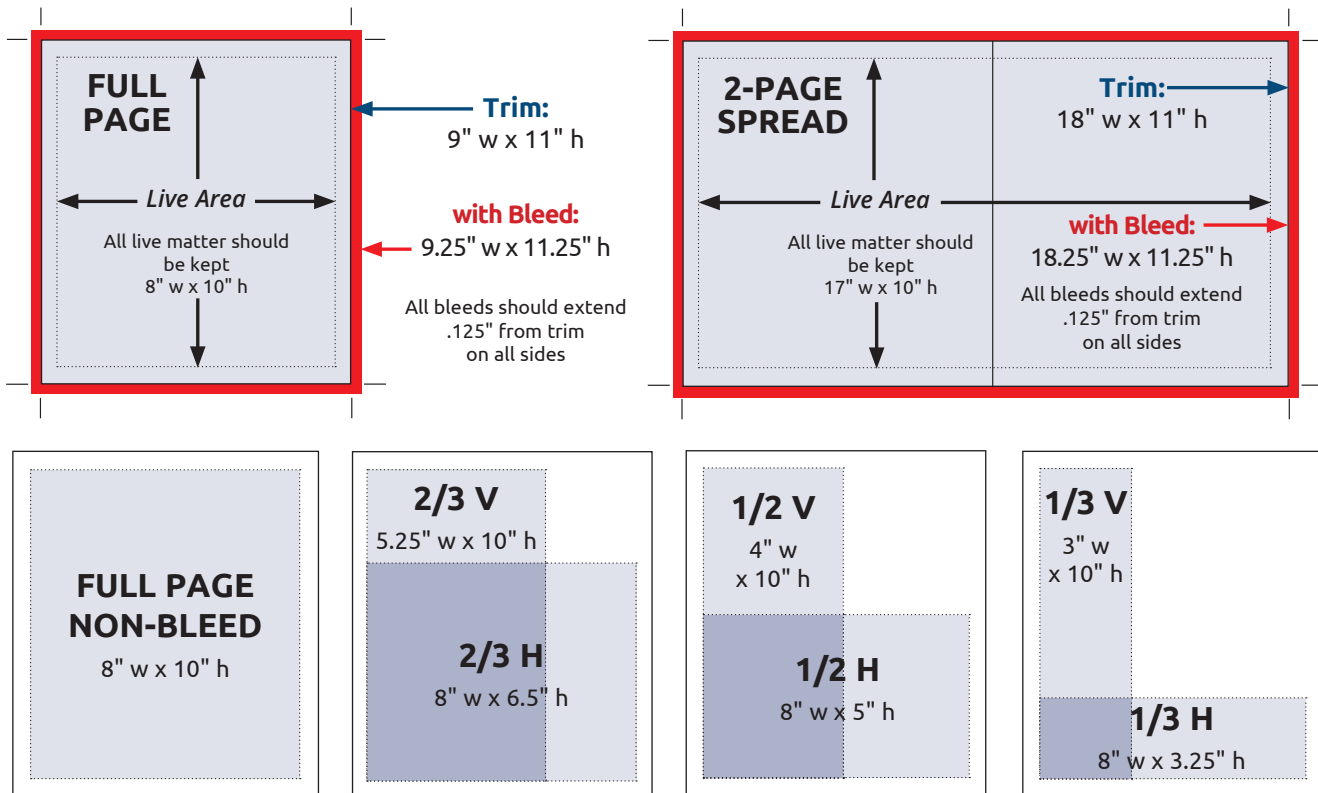
(see <http://cmasolutions.com/upload-artwork/>).



- The preferred format is a PDF file. The file must be Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos must be high resolution (at least 300dpi). All color ads must be saved as CMYK not RGB. All bleed ads must have the appropriate bleed, extending .125" beyond crop marks that are set to the trim size of 9" X 11".

■ Files less than 3 MB in size can be sent via email to imarkplumbingads@cmasolutions.com.

■ *IMARK Today* is printed on a high-speed sheet-fed offset press, 4-color process.



Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. Contact Donna Latham at DLatham@cmasolutions.com for more information.

INSERTION ORDER FORM 2026

For all ad sales, contact:

Donna Latham

Email: DLatham@cmasolutions.com

Phone: 609.297.2227

Please complete the following mandatory information.

Advertiser Billing Information:

Company: _____
Brand Name for Advertiser Index: _____
Contact: _____ Title: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ Fax: _____
Email: _____
Purchase Order #: _____ Confirm CMA Vendor Set Up: ☐ Yes ☐ No
Accounts Payable Contact (or Agency): _____
Accounts Payable Email Address: _____

Print Ad Information:

☐ February ☐ May ☐ August ☐ November
☐ New Ad ☐ Pick Up Existing Ad (issue month/year) _____
Ad Size: _____
Total Print Advertising Cost: _____

E-Newsletter Ad Information:

☐ February ☐ May ☐ August ☐ November
☐ Header ☐ Leaderboard ☐ Middleboard ☐ Lowerboard*
* Maximum two ads sold per position. In the event more than two ads are sold for an e-newsletter position, they will be stacked in that position in accordance to the frequency and the order they are received.
Total E-Newsletter Cost: _____

Complimentary Website Ad Information:

☐ February ☐ May ☐ August ☐ November
URL Address: _____
Total Advertising Cost: _____
Signature: _____ Date: _____

Submit Your IO and Ad Materials
via our portal:



For more information about
submitting ad materials, email
imarkplumbingads@cmasolutions.com.

Billing Contact:

Todd DeFilippis

TDeFilippis@cmasolutions.com

Terms

Ads are invoiced on the published date and are paid upon receipt. Materials will not be returned unless requested and a shipping number is provided. CMA will hold advertising material for 18 months.

If we have not received your artwork by the published deadline, we reserve the right to use previously submitted advertisement artwork.

CALL TO ACTION FORM

Fill out and return this form for all banner ads to be placed on the magazine website at imarktoday.imarkgroup.com.

Please attach your company logo and ad when submitting your information.

Company Logo:

Must be a vector, jpg or png file at least 300dpi.

Banner ad:

Can be jpg or gif files, cannot exceed 40kb, measure 728 px wide by 90 px high.

Website Ad Information:

Call to Action Headline (Maximum 100 Characters)

Call to Action Text (Maximum 900 Characters)

Select Member Feedback Questions (Select 1 Category)

- ☐ Products ☐ Training ☐ Sales Promotion ☐ Merchandising
☐ General Information or "White Papers" ☐ Services

Enter (Up to 2) URLs/Website Addresses (Optional)

Title

URL

Title

URL

Optional Resource Link

Enter Title

Upload file to our ad portal or attach file when submitting.

Enter Title

Upload file to our ad portal or attach file when submitting.

IS A POWERFUL
TOOL FOR YOUR
MEDIA SCHEDULE!

Submit your IO, artwork and Call
to Action Form via our portal:



For more information about
submitting ad materials, email
imarkplumbingads@cmasolutions.com.