



MANUFACTURERS

exchange



Media Kit

If you've got the products, we've got the distributors
www.bearingnet.net

www.bearingnet.net

“ Our mission is to provide Bearing and Power Transmission professionals with a global trade e-marketplace. We give our customers the ability to trade internationally and to make better informed decisions by being connected to a network of like minded people ”

Peter Annis &
Gary Jenkins
BearingNet Owners and Directors

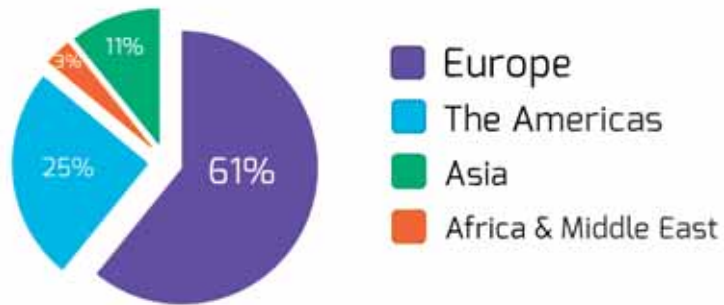


- BearingNet have been working with **bearing and PT distributors** around the world since 1997
- The world's largest bearing and PT **B2B internet market place**, with over 1800 distributor customers using our services daily
- Available in English, German, Italian, Spanish, Polish, French, Portuguese and Russian
- A key **digital marketing and social media channel** for all bearing and PT distributors
- **Customers from 80 countries** giving a truly global perspective
- Our Customers include all of the **major bearing and PT distribution** companies
- **Members of the EPTDA and PTDA** trade associations and exhibitors at **Hannover**



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Distributor Profile



Website Stats based on data from 2014

- 1,800 Distributor Customers
- Over 70% of distributor customers use BearingNet for more than 4 hours every working day
- 1372 Distributor Customers use BearingNet every working day
- BearingNet is used by distributor companies around the world for 7,000 hours every working day
- 19,454,716 product searches were performed
- 1,995,565 RFQ's sent
- 115,183,269 lines of inventory loaded and refreshed



“ Unlike magazines, digital marketing through BearingNet delivers continuous exposure to your target audience ”

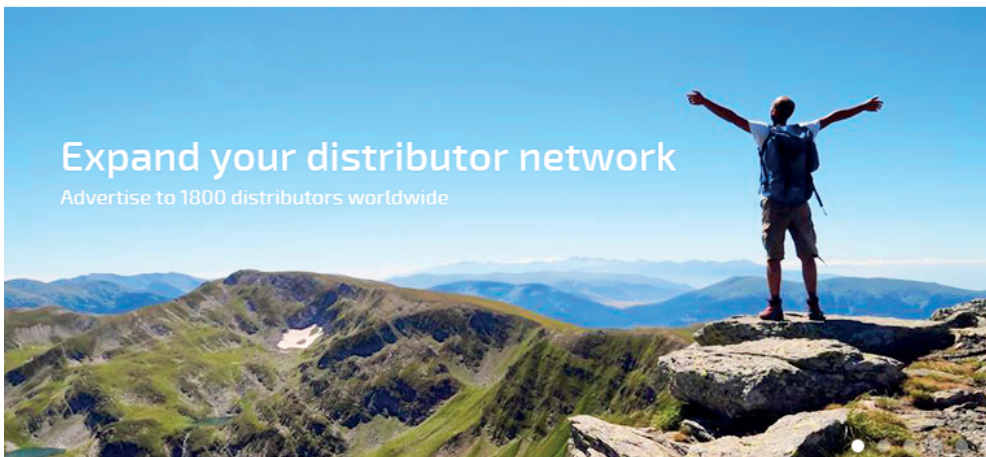


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ManEx

ManEx (Manufacturer's Exchange) has been created specifically for manufacturers to digitally market their brands and products to the distributor audience.

BearingNet's unique customer profile has enabled us to develop a brand new facility for manufacturing companies to increase sales into the distribution channel.



The **ManEx Tool Kit** includes:

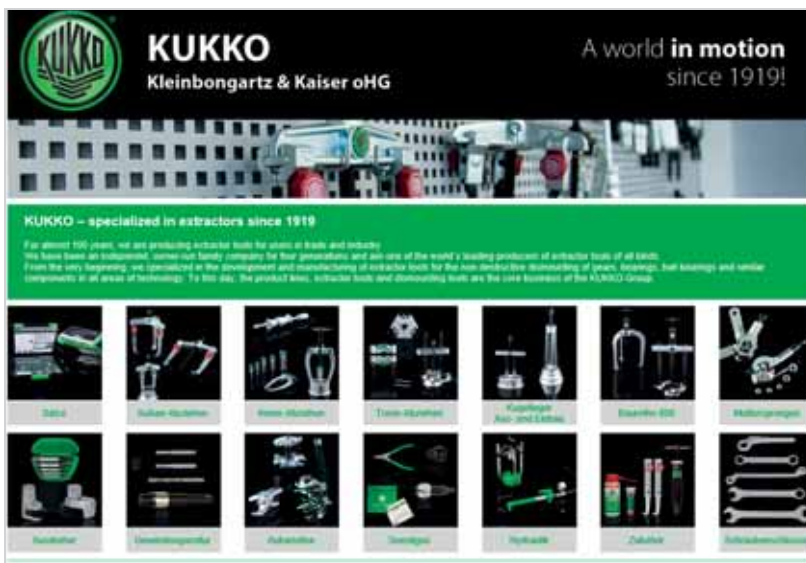
- **Tailored Company and Product Profiles** by country, region, or language
- Supporting **banner advertising** which drives traffic to your profile pages
- **Social Media integration** and support using LinkedIn and Twitter to reinforce key messages and develop brand awareness
- **Digital Newsletter** production and distribution
- Access to our **extensive email marketing lists** and expertise
- **Face to face networking** with distributor companies at our international Manufacturer's Showcase events



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Company Image

Tailored Company and Product Profiles by country, region, or language



(Promo Page & Banner Advertising: KUKKO WERKZEUGFABRIK—ManEx member)

- **Promo Page**
Tailor your company and product profiles by country, region, or language
- **Adapt and change your message** to suit your campaign
- Use your Promo page to **drive traffic to your website** and to the right contact in your company
- **Individual and distinctive** company branding opportunities
- **Increase** your brand awareness to distributors with **Banner advertising** on every page of this **high traffic network**
- Advertise your company and products to over **1800 Bearing and PT Distributors** worldwide



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Social Media

Reinforce your key messages and develop your brand



- Tweet your updates to our **Dedicated Manufacturer's Twitter Feed** viewed by our distributors
- BearingNet will **promote your company** through LinkedIn pages and groups
- Advertise on the **BearingNet News Site**, add your press releases and news
- Feature on our **Digital Newsletter** sent to over 1800 distributor companies
- Use the **BearingNet online community** and forums to enhance your brand



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Email Marketing

Targeting is as important as the content. We have the contact details for over 1800 PT distributors

Company	Flag	Country	Email	Web
GLT-Gleitlager Technik GmbH		Germany		
GMT s.r.l.		Italy		
Godiva Bearings		UK		
Golden Industrial Supply		USA		
Gopher Bearing SW LLC		USA		
Gordino Kft.		Hungary		
Gorta Utensili S.r.l.		Italy		
Costing Industrial Supplies Inc.		Canada		
Cozzes Rulman Ltd.		Turkey		
Gruber C&T GmbH		Austria		
Grip Rulman Int. Mak. San. Tic. Ltd. Sti.		Turkey		
Grupo Bimasa Del Norte S.A de C.V.		Mexico		
Gruppo Mercore Unitek 1878 S.P.A.		Italy		
Gulf Tools		Saudi Arabia		
Gulf Worldwide Distribution FZE		UAE		
Gutnis, SIA		Latvia		
Gwenni Roller Sert		Luxembourg		
Ganusat Rulman Ltd s.r.l.		Turkey		
Gustavo S. Gagliano (Rodamientos Brasil)		Brazil		

“ Custom designed campaigns ”

- Download the BearingNet customer list to help with your sales and marketing
- Access the contact information for over 1800 PT distributors worldwide
- Feature on the BearingNet Newsletter which is sent to 6,256 Bearing & PT Industry Specialists
- Utilise targeted lists for specific regions
- Connect directly with the decision makers in the distribution channel
- Custom design your email campaigns to your individual requirements



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Networking

Face to face networking opportunities



“ The meeting in Atlanta was a great opportunity for us to meet both the distributors we already know and many new to us. It would have been impossible for us to meet so many people in the bearing industry any other way ”

Peter Schroth, Auburn Bearing & Manufacturing



- The BearingNet User Meetings are a **world renowned industry event**
- **Over 400 distributors** attend our European meetings
- **2 full days of networking**
- The meetings take place in both **Europe and the USA**
- **Find new distributors** and meet your existing partners
- Join the **Manufacturer's Showcase** to promote your company and products to your target audience
- **Share industry knowledge** with other PT professionals
- **Fabulous locations!**
Prague
Warsaw
Lisbon
Budapest
Barcelona
Berlin
Amsterdam
Chicago
Rome
Atlanta
Riga
Miami
Hamburg **March 2016**



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Case Study

Morris Lubricants were the first company to take advantage of ManEx in December 2014 and have already started generating positive leads. We now also have manufacturers of Automotive Bearings, Ceramic Bearings, Bearing Housings and Tools represented.



“We weren’t sure if this would work for us but we have **generated positive leads**”

MORRIS
LUBRICANTS

Reach the leading global distributors with...

- **Internet advertising**
campaigns in the form of **banner advertising** on the world’s busiest PT e-marketplace
- **Targeted email marketing**
We have the direct contact information for over 1800 Bearing and PT distributors worldwide
- **Social Media**
Reinforce your key messages and develop your brand through the use of Social Media, including a dedicated Manufacturer’s Twitter Feed and LinkedIn company profile pages
- **Promo Page**
Your Promo Page is your unique portal which can be tailored by region or language to tell distributors about your company



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Summary

Your complete digital marketing cocktail...



“ A refreshing new approach ”

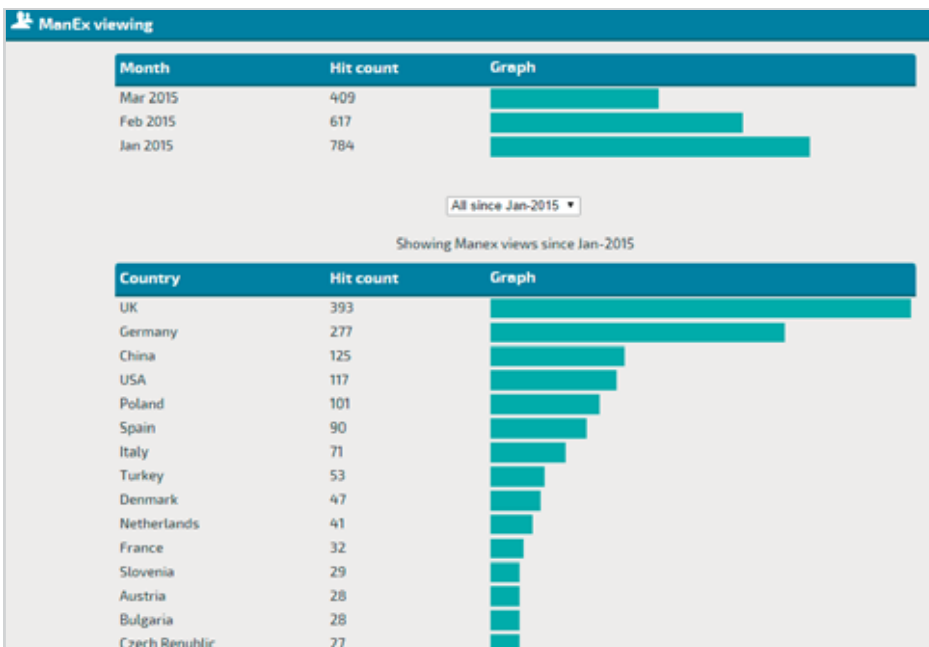
- Your dedicated **B2B channel** helping you to promote your company and products
- **Targeted marketing** to the distribution channel
- **Educate and update** current distributors on your products
- Find distributors in new regions, **connect online and face to face**
- Access the contact information for over **1800 of the worlds leading PT distributors**
- **Support your distributor network** by increasing awareness of your brand
- A complete **digital marketing package** to reinforce your message



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Management

Our unique management system allows you to monitor your campaigns



“ Complete visibility and real time measurement of your campaign’s effectiveness ”

- You will be assigned a **dedicated BearingNet account manager**
- Get **full reporting** on your ManEx Promo Page, Banner Advertising and the ManEx Directory page
- Use this information to help you **adapt and change your message** as often as you like
- Set up **different messages to display to different regions** using our 'rules' section
- **Review the effectiveness** of your marketing campaigns
- **Analyse the performance** of your company with real time data collection
- Plan face to face meetings at the Manufacturer's Showcase with our **fully interactive Meeting Planner**



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What next...

Get in touch with the ManEx team to ask any questions and they will guide you through the process of getting everything set up



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Costs

- Every digital marketing campaign is unique, but as a guide, our ManEx service costs less than a one page, single issue ad in a trade magazine, and well under a typical Google Ad Words campaign. That's for a year of marketing directly to the distribution channel!!!

Specifications

- **Promo page** 1025 px wide sent to us in an HTML format. The BearingNet team can also create and update your Promo Page to your specification
- **Banner adverts**
Premium 152x56 px
Appears in highest visibility areas and is used for brand enforcement
Standard 468x60 px
Appears on every page, and the extra size allows for a longer message
- **Company profile**
400 character company profile to go on the ManEx directory page
- **Contact information**
List your distribution sales contacts