

2015 MEDIA KIT

manufacturing

QUALITY & SUPPLY CHAIN EFFICIENCIES FOR INDUSTRY LEADERS

TODAY



MANUFACTURING TODAY

79 West Monroe St., Suite 400, Chicago, IL 60603 | Phone: 312.676.1100 | Fax: 312.676.1101



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ABOUT US

Leaders around the world understand that it's almost impossible for an economy to succeed without a strong manufacturing base. Manufacturers understand their role in the global economy, and know that success and staying power mandate much more than the simple production of goods. As more manufacturing business comes back to North America, executives know that keeping business here means that quality is paramount, costs are in line, processes create little waste and use minimum resources, and the supply chain provides efficient support. When these best practices are fueled by innovation, there's no stopping the manufacturing sector's growth.

Manufacturing Today is the must-read trade publication for industry leaders. Through our print and digital publications, online presence, database and tradeshow portals, *Manufacturing Today* helps executives at the senior boardroom and production levels stay abreast of the most important operational issues in this dynamic market. An expanding social media presence and SEO emphasis will further the value-add and return on investment that companies are seeking. Every issue focuses on best practices in areas such as customer service, supply chain management, environmental control, technology advancements and maintaining quality. Monitoring the fast-changing marketplace for manufactured goods and analyzing effective strategies for the most successful firms, these case studies serve as a benchmarking tool across the vast industry spectrum.

Featuring profiles on leading and emerging companies, columns by industry experts and news about the latest trends in this market, *Manufacturing Today* serves as the gatekeeper of information for anyone – whether it's readers, our profiled companies or advertisers – who needs to be in the know about the Americas' manufacturing scene. In each issue, *Manufacturing Today's* editorial team speaks with market and regional experts who share the secrets behind their success, as well as what they expect from their industry down the road.

“Working with the staff at *Manufacturing Today Magazine* was a true pleasure. The editorial leaders and writers are top notch – they are consummate professionals in all aspects of the editorial process. The writers asked insightful questions relevant to our company and our industry, and were very professional in their approach to the feature article. Whether they were speaking to me or to our Chief Finance Officer, they provided a consistent experience that kept us at ease. And the final product was terrific – well-researched and well-written. I look forward to the next opportunity to work with this publication.”

– Brett Ludwig, Tyco

Staci Davidson
Managing Editor
staci.davidson@phoenixmediacorp.com

ManufactureMag



EDITORIAL CALENDAR

ISSUE	FEATURED THEME	TRADE SHOW/CONFERENCE COVERAGE	REGIONAL FOCUS	SECTOR SPOTLIGHT
JANUARY/ FEBRUARY	Technology & Innovation	2015 AHREXPO	Western Canada	Automation and Robotics
MARCH/ APRIL	Workforce Development	Automate 2015 WMTS 2015 Powder Coating Show	Central Canada	Chemicals
MAY/JUNE	Quality Control & Continuous Improvement	WMTS 2015 Manufacturing Leadership Summit 2015	Caribbean	Tooling, Metal Fabrication
JULY/ AUGUST	Women in Manufacturing Spotlight	FABTECH	Mexico	Material Handling
SEPTEMBER/ OCTOBER	Lean Manufacturing	westec	Eastern Canada	Heavy Fabrication, Metal Forming, Welding, and Finishing
NOVEMBER/ DECEMBER	Made In The USA		USA	Consumer Products



Expert Independent/ Columns

- Dr. Charles Steilen
- Lynn L. Bergeson
- Gerri Knilans
- Marty Jacknis
- Denis Maier



Industry Partnerships

- United Steelworkers
- Robotic Industries Association
- Aerospace Industries Association of Canada
- Valve Manufacturers Association of America
- Chicago Southland Chamber of Commerce



PUBLICATION SECTIONS

Company Profiles/Case Studies: Upstart, emerging and industry-leading companies will share their best practices, strategies and solutions, and supply chain efficiencies with prospective buyers, customers, project partners and investors.

Regional Breakdown: Within every edition, we will showcase geographic regions that are part of the overall readership base. The company profiles in this section will reflect the strengths and issues of that specific regional market.



CLIENT PROFILES

(CLICK BELOW TO SEE PROFILE EXAMPLES)

- Chrysler
- Ocean Spray
- Wil-Rich LLC
- Wisconsin Lift Truck Corp
- Anadigics
- ZF Batavia
- Emerson
- BTD Manufacturing
- Daimler Trucks
- Green Bay Packaging
- Boomerang Tube

- General Motors
- Tyco
- Major Tool & Machine
- Gardner Denver
- Mammoet USA
- Snap On Tools
- Honda
- Halliburton
- JV Driver
- Comex Group
- Ontario

- Barden Corporation
- C & D Zodiak
- Thomson Terminals
- Boeing
- Columbus Castings
- Noranda Aluminum
- Teledyne
- WIX Filtration
- Hendrickson
- Franks Casing
- Nucor Steel

SPECIAL SECTIONS

(CLICK BELOW TO SEE PROFILE EXAMPLES)

- Aerospace
- IMTS Conference
- Powder Coating Show
- Canada Spotlight
- Fabtech

- Wind Power Expo
- High-End Homes & Housewares
- Buy America/Made in America
- Automate Show
- Printing Section



PROVIDING VALUE-ADD TO FEATURED COMPANIES AND ADVERTISERS

Our custom publishing opportunities include brochures, newsletters and videography

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs



WE TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER



Reach a broader investment community of directors, private investors and commercial/investment banks

// Gain access to *Manufacturing Today's* comprehensive contact directory for industry-leading and emerging companies



Networking events bring together buyers, sellers and investors

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

Increased SEO presence with published article

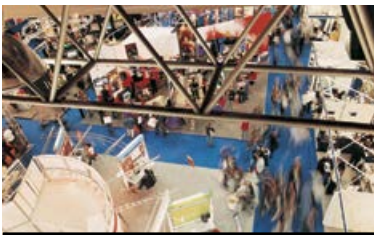


CUSTOM BUSINESS DEVELOPMENT PROFILE

(Share your company's story and successes with other leading companies.)

BE PROACTIVE ABOUT THE OPPORTUNITY

Distribute at trade shows and conferences, client meetings, investor and company meetings, and general networking events



Utilize the profile as an abbreviated business plan or custom brochure and digital file to distribute to clients, suppliers and service providers, and investors. Use as a tool for your own marketing and business development

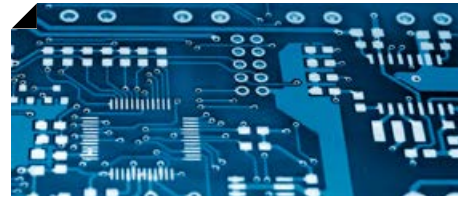
Promote through your social media and company distribution channels (Facebook, Twitter, LinkedIn, website, YouTube, etc.)



ADDITIONAL PUBLICATION PROMOTION

- **Hard copy mailed** to subscriber base
- **Digital E-blast** to subscriber base
- **Visible on Manufacturing Today website** featured content, as well as archived digital library
- **Further promoted** through *Manufacturing Today* social media (Facebook, Twitter, etc.)
- **Increased Google/Bing search** SEO with published article
- **Cross-promoted** with industry association partnerships and trade show coverage





READERSHIP BREAKDOWN

AMERICAS REACH

United States	73,400
Canada	50,950
Latin America <i>(Mexico, Central America, South America)</i>	11,500
Caribbean	6,550
TOTAL	142,400

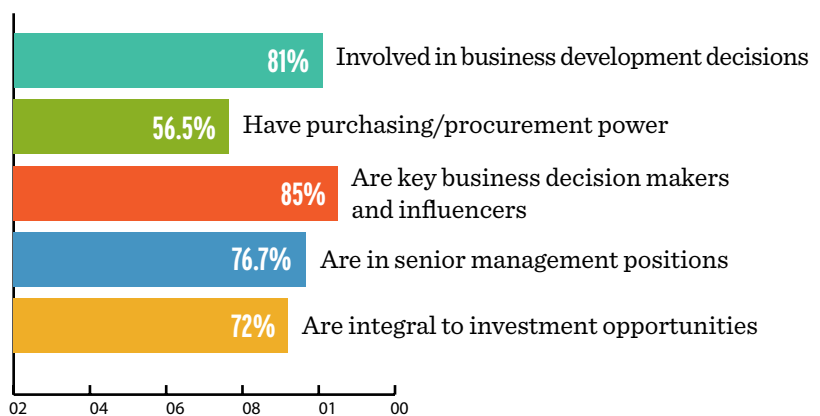
EXECUTIVE/MANAGEMENT PROFILE

33%	CEO, President, Owner, Managing Director, General Manager
24%	COO, VP Operations, Operations Manager
8%	VP Business Development, VP Sales
6%	Board of Directors, CFO, Private Equity/Institutional Investor
18%	VP Manufacturing, VP Production, Plant Manager
11%	Purchasing/Materials/Supply Chain Manager

ORGANIZATIONAL TYPE

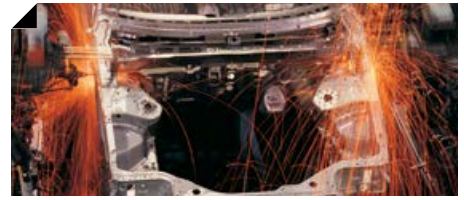
- OEMs
- Machining & Tooling
- Heavy Fabricators & Forging
- Material Handling
- Distributors
- Castings
- Injection Molding
- Automation

EXECUTIVE OVERVIEW

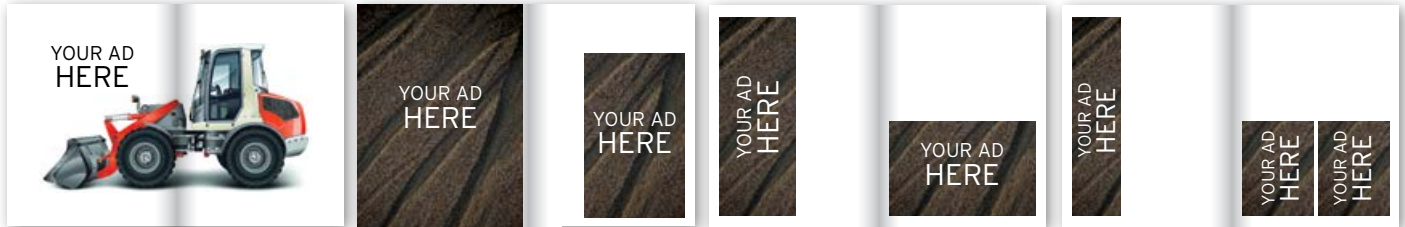


SECTORS

- | | | |
|----------------------------------|--------------------------|----------------------------|
| Aerospace | Electronics & Technology | Paper, Print & Packaging |
| Automotive | Energy | Process Manufacturing |
| Building Products & Construction | Health & Medical | Transportation & Logistics |
| Consumer Products | Metals | |



RATES & SPECS



	COLOR	BLACK & WHITE
2-Page Spread	\$15,000	\$14,100
Full-Page	\$9,000	\$8,300
1/2 Horiz. Spread	\$9,000	\$8,300
1/2 Page Island	\$6,800	\$6,200
1/2 Page	\$6,100	\$5,600
1/3 Vertical	\$4,500	
1/4 Page	\$4,100	\$3,800

DIGITAL FILES: For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, Quark XPress, InDesign CS, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a web site, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. *Manufacturing Today* magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 10MB can be sent via e-mail to ads@phoenixmediacorp.com. If larger, please email ads@phoenixmediacorp.com for information about uploading files to the FTP site or send a CD to 79 West Monroe St., Suite 400, Chicago, IL 60603. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (<i>bleed</i>)	16.999" w X 11" h
2 Pg. Spread (<i>non bleed</i>)	15.648" w X 9.5" h
Full Page (<i>bleed</i>)	8.612" w X 11" h
Full Page (<i>non bleed</i>)	7.273" w X 9.5" h
1/2 Horiz. Spread (<i>bleed</i>)	16.999" w X 5.501" h
1/2 Horiz. Spread (<i>non bleed</i>)	15.648" w X 4.667" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Vert.	3.551" w X 9.5" h
1/2 Page Island	4.667" w X 7.273" h
1/3 vertical (<i>bleed</i>)	3.057" w X 11" h
1/3 vertical (<i>non bleed</i>)	2.305" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

SPECIAL

Belly Band	\$6,000	2pg Insert	\$9,000
Vendor Focus	\$9,200	4pg Insert	\$12,000

TERMS AND CONDITIONS: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available. The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised. All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher.

The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers, single insertion orders and profile advertisers are non-cancellable.

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancellable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate.

While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher.

Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois.

Are you interested in becoming part of *Manufacturing Today*?

If you would like to be profiled in our magazine, please call (001) 312.676.1249 or email jason.quan@phoenixmediacorp.com. If you would like to submit editorial for consideration, please call (001) 312.676.1126 or email staci.davidson@phoenixmediacorp.com.

Discounts available for 3x and 6x insertions.



TESTIMONIALS/CLIENT FEEDBACK

Thank you for the fine article in Manufacturing Today Magazine, this was a very good experience for us and we want to thank you for choosing ARP for your publication. I have shared it with the ARP and TMP corporate teams (Our parent companies) and all have responded positively. We have also linked the article to our news section on the ARP website-www.advancedrubberproducts.com for a little customer exposure opportunity.

BOB FLOWERS, VP & GM
Advanced Rubber Products

KOMET of America is proud to be featured in the IMTS special section of the summer 2012 issue of Manufacturing Today. We also enjoyed reading about the other IMTS exhibitors, as well as the great companies profiled in the Aerospace special section.

Stephanie Goudreau, Marketing Manager
KOMET of America

The people from Manufacturing Today really did their homework and made things easy for us. We were amazed at how quickly they were able to grasp the essence of our Company and how effectively they were able to communicate it in the article. We expect to use this feature frequently to tell our story.

-Kyle Seymour, President and CEO, XTEK Inc.

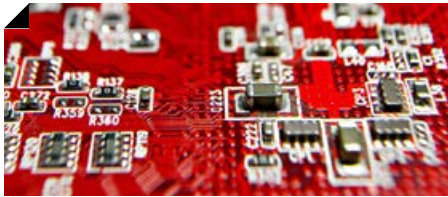
"Our article in Manufacturing Today turned out very well. We were pleased with the professionalism of the staff from start to finish. The magazine article and reprints tell the Major Tool story well and will be very useful in marketing our company going forward."

//RICHARD C. WIEGAND, PRESIDENT AND COO
MAJOR TOOL AND MACHINE

My name is Mike Bowlby and I'm the owner of Mack Hills Metal Fabrication in Moberly, Mo. I'd like to express my gratitude for what the Manufacturing Today is doing. You provide all of us metal manufacturers and fabricators with great resources to do better in our industry.

I've been following your blog and have really gotten into the articles, especially the most recent ones by Susan Orr. It has inspired me to do some writing of my own. I've been thinking about ways the metal fabrication industry will change and have been researching the matter.

**-Mike Bowlby, Owner
Mack Hills Metal Fabrication**



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