UNRIVALED INDUSTRY COVERAGE

Sincerely,

Michael D’Alexander
President, TPMG
In 2019, Modern Metals celebrated 75 years of covering the metals industry. Long regarded as the premier publication among metal service centers, fabricators and OEM/end users, Modern Metals has built a long-standing reputation by reporting on day-to-day business operations as well as company profiles, processing technologies, distribution and production, industry news and market trends in every issue.

TOTAL QUALIFIED CIRCULATION 15,330

<table>
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<th>BUSINESS AND INDUSTRY</th>
<th>Unique Total Qualified*</th>
<th>Percent of Total</th>
<th>Print</th>
<th>Digital</th>
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<th>JOB TITLES</th>
<th>Corporate Officials</th>
<th>President-Owner</th>
<th>Vice President/General Manager</th>
<th>Treasurer-Secretary</th>
<th>Controller</th>
<th>Chief Engineer</th>
<th>Plant Manager</th>
<th>Production Superintendent</th>
<th>Department Manager</th>
<th>Chief Metallurgist</th>
<th>Chief Chemist</th>
<th>Engineers</th>
<th>Metallurgists</th>
<th>Designers</th>
<th>Production Men</th>
<th>Chemists</th>
<th>Supervisors</th>
<th>Foremen</th>
<th>Buyers, Salespersons and other Purchasing and Sales Titles</th>
<th>Other Titled and Non-titled Personnel within the Field Served</th>
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</tbody>
</table>

Source: Modern Metals June 2019 BPA Circulation Audit Statement

*100% of Modern Metals’ audited circulation of 15,330 readers are personally asking to receive Modern Metals each month either in print or digitally.

*100% of Modern Metals’ audited circulation of 15,330 is addressed by each reader’s name and title.

*Additional Circulation: The digital version of each issue is emailed to an opt-in subscriber base of approximately 34,000 fabricators and OEM/end users.
SERVICE CENTER COVERAGE

Throughout the year, *Modern Metals* magazine provides **MONTHLY** editorial coverage of metal service centers:

- Monthly Service Center News
- Transportation/Logistics
- Software Solutions/ERP
- Special Reports
- Company Profiles
- Case Studies
- Value Add/Processing
- Service Center Association Membership Directories
- Bonus Distribution of issues/attendance at Metal Service center conferences and meetings

BUILDING STRONG RELATIONSHIPS WITH METAL PRODUCERS AND SERVICE CENTERS AT MEETINGS AND CONFERENCES IN 2020

<table>
<thead>
<tr>
<th>Event Sponsor</th>
<th>Magazine Distribution</th>
<th>Attendance</th>
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<tr>
<td>Copper &amp; Brass Servicenter Association (CBSA)</td>
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<td>■</td>
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<tr>
<td>North American Steel Alliance (NASA) Annual Meeting</td>
<td>■</td>
<td>■</td>
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<tr>
<td>North American Steel Alliance (NASA) Forecast Conference</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>National Coating Coating Assoc. (NCCA) Annual Meeting</td>
<td>■</td>
<td>■</td>
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<tr>
<td>National Coating Coating Assoc. (NCCA) Fall Meeting</td>
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<tr>
<td>Steel Market Update (SMU) Steel Summit</td>
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<td>■</td>
</tr>
<tr>
<td>AISTech Technology Conference &amp; Expo</td>
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<tr>
<td>Association of Women in the Metal Industries (AWMI) Annual Conference</td>
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<tr>
<td>Boy Scouts of America Annual Metals Industry Dinner</td>
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<td>■</td>
</tr>
<tr>
<td>Metalcon</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Fabtech</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>CRU North American Steel Conference</td>
<td>■</td>
<td>■</td>
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<tr>
<td>International Titanium Association ITA USA 2019</td>
<td>■</td>
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</table>
# MODERN METALS 2020 EDITORIAL CALENDAR

## JANUARY
- **Ad close:** 12/6/19
- **Ad material due:** 12/13/19
- **COVER STORY**
  Annual Metal Producers Outlook
- **PRINCIPAL FEATURES**
  - Service Centers
  - Coil Processing
  - Sawing/Cutting
  - Laser Technology
  - Coated Coil
- **BUSINESS/FINANCIALS**
  - Washington Watch
  - Face Time
  - Guest Editorial

## FEBRUARY
- **Ad Close:** 1/10/20
- **Ad material due:** 1/17/20
- **COVER STORY**
  Metallurgy R&D
- **PRINCIPAL FEATURES**
  - Service Centers
  - Tube & Pipe
  - Material Handling
  - Waterjet Technology
  - Coated Coil
  - ERP/Software Solutions
- **MILLS & MATERIALS**
  Copper & Brass Servicenter Association (CBSA) Membership Directory
- **COLUMNS**
  - Quarterly Market Report
  - Guest Editorial
  - Face Time

## MARCH
- **Ad close:** 2/7/20
- **Ad material due:** 2/14/20
- **COVER STORY**
  Aerospace
- **PRINCIPAL FEATURES**
  - Service Centers
  - Coil Processing
  - Laser Technology
  - Sawing/Cutting
  - Plasma Technology
- **MILLS & MATERIALS**
  Copper & Brass Servicenter Association (CBSA) 69th Annual Meeting
  March 24-26, Lost Pines, TX
- **COLUMNS**
  - Guest Editorial
  - Face Time

## APRIL
- **Ad close:** 3/6/20
- **Ad material due:** 3/13/20
- **COVER STORY**
  Service Centers—A Family Business
- **PRINCIPAL FEATURES**
  - Coil Processing
  - Material Handling
  - Transportation/Logistics
  - Tube & Pipe
  - Coated Coil
  - Sawing/Cutting
  - ERP Software Solutions
  - Waterjet Technology
- **MILLS & MATERIALS**
  North American Steel Alliance (NASA) Membership Guide
- **COLUMNS**
  - Washington Watch
  - Guest Editorial
  - Face Time
- **BONUS DISTRIBUTION**
  American Institute of Steel Construction (AISC) Steel Conference
  April 22–24, Atlanta, GA
  National Coil Coaters Association (NCCA) Annual Meeting
  April 27-29, Island, FL
  North American Steel Alliance (NASA) Annual Meeting
  April 29-May 1, Orlando, FL
  The Iron & Steel Technology (AISTech) Conference & Expo
  May 4-7, Cleveland, OH

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**METALS GROUP**

**5 MEDIA KIT & MARKETING GUIDE 2020**
MAY
Ad close: 4/10/20
Ad material due: 4/17/20

COVER STORY
Automotive

PRINCIPAL FEATURES
- Service Centers
- Coil Processing
- Laser Technology
- Plasma Technology
- Material Handling

MILLS & MATERIALS
Aluminum

SPECIAL SUPPLEMENT
Metal Service Centers: Regional guide to materials and services

COLUMNS
- Guest Editorial
- Face Time

JUNE
THE METALS DIRECTORY
2020-2021
Ad close: 5/8/20
Ad materials due: 5/15/20

The comprehensive guide to metalworking equipment, materials, consumables, and services. Replaces the June issue of Modern Metals magazine

BONUS DISTRIBUTION
All metals-related conferences and trade shows

JULY
Ad close: 6/10/20
Ad material due: 6/17/20

COVER STORY
Specialty Metals

PRINCIPAL FEATURES
- Waterjet Technology
- Coil Processing
- Coated Coil
- Laser Technology
- Material Handling
- Sawing/Cutting

COLUMNS
- Quarterly Market Report
- Guest Editorial
- Face Time

AUGUST
Ad close: 7/10/20
Ad material due: 7/17/20

COVER STORY
Heavy Equipment

PRINCIPAL FEATURES
- Service Centers
- Coil Processing
- Transportation/Logistics
- Plasma Technology
- ERP/Software Solutions
- Tube & Pipe

MILLS & MATERIALS
Copper & Brass

COLUMNS
- Washington Watch
- Guest Editorial
- Face Time

BONUS DISTRIBUTION
SMU Steel Summit 2020 Conference
August 24-26, Atlanta, GA
CRU Aluminum Market Update
August 27-28, Atlanta, GA

SEPTEMBER
Ad close: 8/7/20
Ad material due: 8/14/20

COVER STORY
Architecture

PRINCIPAL FEATURES
- Service Centers
- Coated Coil
- Material Handling
- Sawing/Cutting
- Laser Technology
- National Coil Coating Association (NCCA) Membership Guide

MILLS & MATERIALS
Stainless Steel

SPECIAL SUPPLEMENT
Metal Service Centers: Regional guide to materials and services

COLUMNS
- Quarterly Market Report
- Guest Editorial
- Face Time

BONUS DISTRIBUTION
Metalcon
October 21-23, Las Vegas, NV
National Coating Coating Assoc. (NCCA) Fall Meeting
September 21-23, St. Louis, MO
OCTOBER

Ad close: 9/11/20
Ad material due: 9/18/20

COVER STORY
End Users’ Markets Outlook

PRINCIPAL FEATURES
- Service Centers
- Coil Processing
- Transportation/Logistics
- ERP/Software Solutions
- Waterjet Technology
- Tube & Pipe
- Sawing/Cutting

COLUMNS
- Washington Watch
- Guest Editorial
- Face Time

BONUS DISTRIBUTION
North American Steel Alliance (NASA) Forecast Conference
October 21-22, Rosemont, IL

Fabtech 2020
November 18-20, Las Vegas, NV

NOVEMBER

Ad close: 10/9/20
Ad material due: 10/16/20

COVER STORY
Aluminum

PRINCIPAL FEATURES
- Laser Technology
- Coil Processing
- Coated Coil
- Material Handling
- Plasma Technology
- Sawing/Cutting

SPECIAL SUPPLEMENT
Metal Service Centers: Regional guide to materials and services

COLUMNS
- Guest Editorial
- Face Time

BONUS DISTRIBUTION
Association of Women in the Metals Industry (AWMI) Annual Conference
TBD

DECEMBER

Ad close: 11/6/20
Ad material due: 11/13/20

COVER STORY
Additive Manufacturing

PRINCIPAL FEATURES
- Service Centers
- Transportation/Logistics
- ERP/Software Solutions
- Waterjet Technology
- Tube & Pipe

MILLS & MATERIALS
Copper & Brass

COLUMNS
- Quarterly Market Report
- Guest Editorial
- Face Time
## MODERN METALS 2020
SUMMARY OF ARTICLES BY CATEGORY

### COVER FEATURES
- **January:** Annual Metal Producers Outlook
- **February:** Metallurgy R&D
- **March:** Aerospace
- **April:** Service Centers—A Family Business
- **May:** Automotive
- **July:** Specialty Metals
- **August:** Heavy Equipment
- **September:** Architecture
- **October:** End Users’ Market Outlook
- **November:** Aluminum
- **December:** Additive Manufacturing

### PRINCIPAL FEATURES

#### SERVICE CENTERS (9X)
- January
- February
- March
- April
- May
- August
- September
- October
- November

#### COIL PROCESSING (8X)
- January
- March
- April
- May
- July
- August
- September
- November

#### SOFTWARE SOLUTIONS/ERP (5X)
- February
- April
- August
- October
- December

#### LASER TECHNOLOGY (6X)
- January
- March
- May
- July
- September
- November

#### SAWING/CUTTING (7X)
- January
- March
- April
- July
- September
- October
- November

#### COATED COIL (6X)
- January
- February
- April
- July
- September
- November

#### MATERIAL HANDLING (6X)
- February
- April
- May
- July
- September
- November

#### TUBE & PIPE (5X)
- February
- April
- August
- October
- December

#### WATERJET TECHNOLOGY (5X)
- February
- April
- July
- October
- December

#### TRANSPORTATION/LOGISTICS (4X)
- April
- August
- October
- December

#### PLASMA TECHNOLOGY (4X)
- March
- May
- August
- November

#### MILLS & MATERIALS

#### STEEL (2X)
- January
- April

#### ALUMINUM (4X)
- January
- February
- May
- November

#### STAINLESS STEEL (2X)
- January
- August

#### COPPER & BRASS (4X)
- January
- March
- September
- December

#### SPECIALTY METALS (1X)
- July

### COLUMNS

#### WASHINGTON WATCH (4X)
- January
- April
- August
- October

#### QUARTERLY MARKET REPORT (4X)
- March
- July
- September
- December

#### GUEST EDITORIAL (11X)
- January
- February
- March
- April
- May
- July
- August
- September
- October
- November
- December

#### FACE TIME (11X)
- January
- February
- March
- April
- May
- July
- August
- September
- October
- November
- December
PRINT ADVERTISING RATES

Modern Metals

DISPLAY ADVERTISING RATES (GROSS)

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COVER POSITIONS: Add 10%

Combination discounted print advertising rates apply to advertisers in more than one magazine. Check with your sales representative for rates.

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875” x 10.75”

PRINT MEDIA & FILE FORMATS

Submitting ads electronically is strongly encouraged.
- File size <5 MB may be emailed to carlotta@modernmetals.com
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- Preferred File Format: PDF/X-1a
- Alternate File Formats Accepted:
  - High-resolution, press-optimized PDFs
  - Native Application Files: QuarkXpress or InDesign—Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images
  - Illustrator (create outlines) or Photoshop files
  - We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.
- Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

Submitting ads on physical media is also permitted.
Submit all materials to:
Trend Publishing, 123 W. Madison St, Suite 950, Chicago, IL 60602

Proofs: A SWOP Certified* contract level proof is required for color guidance on press. Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press. If a SWOP certified proof is not supplied, Trend Publishing cannot guarantee the color reproduction of your ad.
*For more information on SWOP standards and acceptable proofs, please visit www.swop.org or www.idealliance.org.

Film: Film negatives are not accepted.

Alterations to Materials: Requests for minor changes to existing or on-file materials will be reviewed on an individual basis. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

CONTACT
Carlotta Lacy, VP Production
312/654-2318 • 312/654-2323 fax
carlotta@modernmetals.com

Live Area: Keep live matter at least 1/4” away from trim dimensions.
Bleed: Please allow an 1/8” bleed on all sides. Fractional ads do not bleed.
Single page bleed size: 8 1/4” x 11”
2-Page Spread Bleed: 16 1/4” x 11”
Printing: Web offset, SWOP standards apply.
Binding: Saddle-stitch
MODERNMETALS.COM
WEBSITE ADVERTISING

A. BANNER ADVERTISING

Large Banners:
728 pixels wide, 90 pixels high; JPEG and GIF formats

- **Leaderboard** – Run of site
- **2nd position** – Home page only
- **3rd position** – Run of site

Right side rectangle banner:
330 x 100, JPEG and GIF formats, Run of site

Right side square banner:
330 x 285, JPEG and GIF formats, Run of site

B. BIG VIDEO ADS

330 pixels wide, 285 pixels high, run of site.
YouTube.com video link (preferred) or electronic video file

C. “WHAT’S HOT” SECTION

Literature, product, website, video postings on the homepage. Acceptable formats:

**Video:** YouTube.com link (preferred) or electronic video file (any format/size)
**Literature:** PDF or Word file
**Products:** JPEG photos and release
**Websites:** Web page link

D. COMPANY PROFILES SECTION LISTING

Run of site. Your listing links to a company profile landing page including your company overview, logo, featured products, photos/gallery, product video, external links & contact information.

Contact your sales representative for rates.
ENEWSLETTER ADVERTISING

2020 ENEWSLETTERS

Magazine Preview (Monthly)
Digital Edition (Monthly)
Mills & Materials (Quarterly)
Service Centers (Quarterly)
Special Reports (Quarterly)
Sawing & Cutting (Bi-Annual)
Coil Processing (Bi-Annual)
Top Ten Most Viewed (Semimonthly)

A. Leader Board Banner ad: 690 pixels wide, 85 pixels high
B. 1st position banner ad: 498 pixels wide, 62 pixels high
C. Button ad: 140 pixels wide, 140 pixels high
D. Sponsored Content ad: Your content within our news stream

NEW “ON DEMAND” SERIES ENEWSLETTERS

Video and Webinar focused eNewsletters.
Video On Demand – Video content only
Webinar on Demand – Recorded webinar content only

CUSTOM EBLASTS

Your content exclusively sent to our email database
You supply a subject line along with an HTML file that includes all images hosted. Follow industry standards when creating HTML email.

OR...
Send us all email segments: images [1000px wide], copy, subject line, logo, corporate parameters, etc., via Dropbox and we can build the email within our email marketing portal.

Contact your sales representative for rates.
LEAD GENERATING PROGRAMS
Full contact leads from your clicks

FAQ’S & “HOW TO” CUSTOM PROGRAMS
These programs are multi platform, educational, branding and lead generating products with distribution through:

Dedicated/custom eBlast
Website ad
eNewsletters banner ads
Social media posts

FAQ: FREQUENTLY ASKED QUESTIONS Q&A
Highlights common questions and their answers identified by your sales process in a Q&A format. FAQ’s will be archived and accessible on our web site.

“How To”
Educates the market on what they should be considering when buying your product. “How To’s” will be archived and accessible on our web site.

Contact your sales representative for rates.
EBOOK ADVERTISING

RED BUD INDUSTRIES

With more than 55 years of experience and over 1000 installations worldwide, Red Bud Industries is a leader in the design and production of Coil Processing Equipment. We offer a wide range of products that include Light and Heavy Gage Slits, Light and Heavy Gage Cut-To-Length Lines, with capacities up to 1.00 in. by 96 in. wide. In addition, we are the world leader in Multi-Rolling and Stretcher Leveling Technology. We also offer EPS®, an environmentally friendly, “acid-free” Pickling System. Red Bud Industries is your “one-stop-shop” for your Coil Processing Equipment.

HUMBLE BEGINNINGS

When Ken Nyberg opened Red Bud Industries as a weld and die shop in 1965, he had a simple philosophy: Make-quality equipment while earning his company with the customer values with which he was raised. After 40 years later, his values are still the core of the company, while his vision has been expanded.

Today, Red Bud Industries is one of the world’s leading manufacturers of Gage Processing Equipment. Red Bud Industries is a client of the world’s advanced and most productive equipment in the industry. Recently, Red Bud Industries introduced a new Gage Line with Stretcher Leveling for Multi-Rolling Red Co. “Pieces is able to process 124.4 inch thick material, making it one of the largest machines of its type in the world.

We are proud to introduce our latest video that features this “Mile and highlights the history of Red Bud Industries. It also includes the latest advancements and capabilities that come with Red Bud Industries Equipment.

CONTACT RED BUD INDUSTRIES

COMPANY PROFILES MONTHLY

Ebook of company profiles - includes a two-page spread profile with company overview, logo, featured products, photos/gallery, product video, external links & contact information.

Contact your sales representative for rates.

DIGITAL EDITION

Modern Metals print magazine is available in a digital edition. Low cost full page ads only - premium positions include opposite front and back covers, all others run of press. Video and custom link ad enhancements available.

Contact your sales representative for rates.
METAL SERVICE CENTERS

In 2018, Metal Service Centers was launched as a special advertising section in Modern Metals and FFJournal magazines EXCLUSIVELY for metal service centers who distribute and/or process material REGIONALLY. Published in February, May, August and November, Metal Service Centers keeps our audience of metal fabricators, OEM/end users and other metal service centers in your “backyard” up-to-date with your inventory and processing capabilities throughout the year.

TOTAL CIRCULATION OF METAL FABRICATORS, OEM/END USERS AND METAL SERVICE CENTERS

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<th>CIRCULATION</th>
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*Source: December 2019 BPA audit statement of circulation

PUBLISHING SCHEDULE

- **FEBRUARY**
  - Ad Close: 1/3/20
  - Ad material due: 1/10/20

- **MAY**
  - Ad close: 4/3/20
  - Ad material due: 4/10/20

- **AUGUST**
  - Ad close: 7/3/20
  - Ad material due: 7/10/20

- **NOVEMBER**
  - Ad close: 10/2/20
  - Ad materials due: 10/9/20

LOW REGIONAL ADVERTISING RATES

- Full Page (7.875” x 10.75”) $950
- 1/2 Vert. page (3.375” x 10”) $550
- 1/2 Horiz. page (7” x 4.75”) $550
- 1/4 page (3.375” x 4.75”) $350

ADVERTISING SPACE RESERVATION

Valerie Treiber
at 203-894-5483 or email valerie@modernmetals.com

NEED HELP CREATING YOUR AD?

Contact Carlotta Lacy:
312-654-2318,
carlotta@trendpublishing.com
Since 2004, FFJournal has gained a reputation for its original content and creative approach to metal fabricating and forming. In every issue, our audience of metal fabricators and OEM/end users have come to expect a variety of information ranging from dynamic cover stories to the latest in processing technologies, special reports, market trends and industry news.

TOTAL QUALIFIED CIRCULATION 40,155

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>JOB TITLES</th>
<th>FFJournal</th>
<th>The Fabricator</th>
<th>Metalforming</th>
<th>Fabricating &amp; Metalworking</th>
</tr>
</thead>
<tbody>
<tr>
<td>FABRICATED METAL PRODUCTS</td>
<td>Corporate Officials, President-Owner, Vice President/General Manager, Treasurer-Secretary, Controller, Chief Engineer, Plant Manager, Production Superintendent, Department Managers, Chief Metallurgist, Chief Chemist, Engineers, Metallurgists, Designers, Production Men, Chemists, Supervisors, Foremen, Buyers, Salespersons and other Purchasing and Sales Titles, Other Titled and Non-titled Personnel within the Field Served</td>
<td>24,185</td>
<td>18,888</td>
<td>18,492</td>
<td>?</td>
</tr>
<tr>
<td>MACHINERY, EXCEPT ELECTRICAL</td>
<td></td>
<td>10,421</td>
<td>9,961</td>
<td>7,927</td>
<td>3,481</td>
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<tr>
<td>ELECTRIC AND ELECTRONIC EQUIPMENT</td>
<td></td>
<td>1,465</td>
<td>2,619</td>
<td>1,934</td>
<td>1,600</td>
</tr>
<tr>
<td>TRANSPORTATION EQUIPMENT</td>
<td></td>
<td>4,084</td>
<td>4,306</td>
<td>3,996</td>
<td>1,995</td>
</tr>
<tr>
<td>UNIQUE TOTAL QUALIFIED CIRCULATION*</td>
<td></td>
<td>40,155</td>
<td>36,699</td>
<td>27,910</td>
<td>6,808</td>
</tr>
</tbody>
</table>

CIRCULATION COMPARISON
JUNE 2019 BPA CIRCULATION AUDIT STATEMENTS

*Machine shop circulation has been excluded from the Fabricated Metal Products category for The Fabricator magazine (1,872 machine shops) and Metalforming magazine (3,020 machine shops).


*100% of FFJournal’s total circulation of 40,155 readers are personally asking to receive FFJournal each month either in print or digitally.

*100% of FFJournal’s audited circulation of 40,155 is addressed by each reader’s name and title.

*Additional Circulation: The digital version of each issue is emailed to an opt-in subscriber base of approximately 34,000 fabricators, OEM/End-Users, service center executives and machine shops.
CONSUMABLES SPECIAL SECTION IN FFJOURNAL

Introduced in 2015, Consumables is the only FREE product news supplement created exclusively for metalworking replacement products and tools. Inserted into FFJournal magazine six times a year as a special section, Consumables keeps metal fabricators and OEM/end users up to date with the consumable products necessary to keep their shops running.

2020 ISSUE DATES

FEBRUARY
APRIL
JULY/AUGUST
SEPTEMBER
OCTOBER
DECEMBER

PRODUCT CATEGORIES INCLUDE:

Deburring/Finishing
- Abrasives
- Brushes
- Grinding
- Polishing

Metalworking Fluids
- Coolant
- Lubricants
- Filtration
- Fluid applicators

Joining Technology
- Fasteners
- Adhesives

Cutting Tools
- Saw Blades
- Tooling
- Hand Tools
- Plasma Nozzles

Power Technology
- Welding generators
- Welding gases
- Welding Wire
- EDM
- Laser Lenses

Safety Products
- Gloves
- Welding Helmets
- Work clothes
- Light curtains
- Eye Protection
- Safety barriers

Materials/Aftermarket Parts Needs
- Marking Pens
- Etching
- ID Tags
- Packaging

Submit your free product release for inclusion in Consumables print/digital/website to Mark Koenig at mkoenig@ffjournal.net or call 312-654-2327.
FFJOURNAL 2020
EDITORIAL CALENDAR

JANUARY
Ad Close: 12/2/19
Ad material due: 12/13/19

COVER STORY
The Next Generation:
FFJournal talks with students about metal fabricating and forming careers

FABRICATING & FORMING
- Laser Technology
- Deburring/Grinding/Abrasives
- Stamping/Presses
- Waterjet Technology
- Sawing/Cutting

END USER REPORT
Aerospace

COLUMNS
- The Laser Expert
- Measurement/Inspection
- Fabricator’s P.O.V.
- Guest Editorial
- Face Time

FEBRUARY
Ad Close: 1/3/20
Ad material due: 1/10/20

COVER STORY
Structural/Infrastructure

FABRICATING & FORMING
- Laser Technology
- Welding
- Deburring/Grinding/Abrasives
- Tube & Pipe Fabrication
- Bending/Folding
- CAD/CAM Nesting Software
- Press Brake/Tooling

SPECIAL SUPPLEMENT
Consumables: Product news for shop floor replacement products and tools

COLUMNS
- Training & Education
- Guest Editorial
- Face Time

MARCH
Ad close: 2/1/20
Ad material due: 2/7/20

COVER STORY
Trade Policies (i.e. tariffs, reshoring) and what they mean for fabricators

FABRICATING & FORMING
- Laser Technology
- Plasma Technology
- Stamping/Presses
- Waterjet Technology
- Press Brake/Tooling
- Sawing/Cutting

END USER REPORT
Heavy Equipment/Construction
Agriculture

BUSINESS/FINANCIALS
- The Laser Expert
- Fabricator’s P.O.V.
- Guest Editorial
- Face Time
APRIL
Ad close: 3/6/20
Ad material due: 3/13/20

COVER STORY
Industry 5.0 - Closer Cooperation Between Humans and Machines

FABRICATION/FORMING
■ Laser Technology
■ Tube & Pipe Fabrication
■ Welding
■ Deburring/Grinding/Abrasives
■ Punching Technology
■ Bending/Folding

SPECIAL SUPPLEMENT
Consumables: Product news for shop floor replacement products and tools

COLUMNS
■ Training & Education
■ Automation/Smart Technology
■ Quarterly Market Report
■ Measurement/Inspection
■ Guest Editorial
■ Face Time

MAY
Ad close: 4/3/20
Ad material due: 4/10/20

COVER STORY
Military/Defense

FABRICATING & FORMING
■ Laser Technology
■ CAD/CAM Nesting Software
■ Waterjet Technology
■ Press Brake/Tooling
■ Sawing/Cutting
■ Stamping/Presses

END USER REPORT
Architecture

COLUMNS
■ The Laser Expert
■ Fabricator’s P.O.V.
■ Guest Editorial
■ Face Time

JUNE

THE METALS DIRECTORY
2019-2020
Ad close: 5/8/20
Ad materials due: 5/15/20
The comprehensive guide to metalworking equipment, materials, consumables, and services. Replaces the June issue of FFJournal magazine

BONUS DISTRIBUTION
All metals-related conferences and trade shows

JULY
Ad close: 5/29/20
Ad material due: 6/5/20

COVER STORY
TBD

FABRICATING & FORMING
■ Laser Technology
■ Press Brake/Tooling
■ Bending/Folding
■ Welding
■ Deburring/Grinding/Abrasives
■ Plasma Technology

SPECIAL SUPPLEMENT
Consumables: Product news for shop floor replacement products and tools

COLUMNS
■ Quarterly Market Report
■ The Laser Expert
■ Training & Education
■ Guest Editorial
■ Face Time

AUGUST

THE METAL FABRICATORS DIRECTORY
2020-2021
Ad close: 7/3/20
Ad materials due: 7/10/20
Regional guide of metal fabricators in the U.S. Replaces the August issue of FFJournal magazine

BONUS DISTRIBUTION
All metals-related conferences and trade shows

SEPTEMBER
Ad close: 7/31/20
Ad material due: 8/7/20

COVER STORY
Automotive

FABRICATING & FORMING
■ Laser Technology
■ Deburring/Grinding/Abrasives
■ Waterjet Technology
■ Press Brake/Tooling
■ Stamping/Presses
■ Sawing/Cutting
■ Tube & Pipe Fabrication

END USER REPORT
Medical Equipment

SPECIAL SUPPLEMENT
Consumables: Product news for shop floor replacement products and tools

COLUMNS
■ Measurement/Inspection
■ Automation/Smart Technology
■ Training & Education
■ Guest Editorial
■ Face Time

TREND PUBLISHING METALS GROUP 18 MEDIA KIT & MARKETING GUIDE 2020
OCTOBER

FABTECH SHOW ISSUE
Ad close: 9/4/20
Ad material due: 9/11/20

COVER STORY
TBD

FABRICATING & FORMING
- Laser Technology
- Stamping/Presses
- Bending/Folding
- Tube & Pipe Fabrication
- Press Brake/Tooling
- Deburring/Grinding/Abrasives
- Welding
- Sawing/Cutting
- Waterjet Technology

SPECIAL SUPPLEMENT
Consumables: Product news for shop floor replacement products and tools

COLUMNS
- Training & Education
- The Laser Expert
- Fabricator’s P.O.V.
- Guest Editorial
- Face Time

BONUS DISTRIBUTION
STAFDA Convention (Specialty Tools and Fasteners Distributors Assoc.)
November 8–10, Anaheim, CA

Fabtech 2020
November 18-20, Las Vegas, NV

NOVEMBER

Ad Close: 10/2/20
Ad material close: 10/9/20

COVER STORY
TBD

FABRICATING & FORMING
- Laser Technology
- Press Brake/Tooling
- Punching Technology
- Plasma Technology
- Bending/Folding
- Welding

COLUMNS
- Measurement/Inspection
- Quarterly Market Report
- Guest Editorial
- Face Time

DECEMBER

Ad close: 10/30/20
Ad material due: 11/6/20

COVER STORY
TBD

FABRICATING & FORMING
- Laser Technology
- Press Brake/Tooling
- Sawing/Cutting
- Stamping/Presses
- Tube & Pipe Fabrication

SPECIAL SUPPLEMENT
Consumables: Product news for shop floor replacement products and tools

COLUMNS
- Training & Education
- The Laser Expert
- Fabricator’s P.O.V.
- Guest Editorial
- Face Time
## COVER FEATURES

**January:** The Next Generation: *FFJournal* talks with students about fabricating and forming careers

**February:** Structural/Infrastructure

**March:** Trade Policies (i.e. tariffs, reshoring) and what they mean for fabricators

**April:** Industry 5.0 – Closer Cooperation Between Human and Machines

**May:** Military/Defense

**July:** Custom Fabricators Issue

**October:** TBD

**November:** TBD

## FABRICATING & FORMING

### LASER EXPERT (6X)
- January
- March
- May
- September
- October
- December

### LASER TECHNOLOGY (10X)
- January
- February
- March
- April
- May
- July
- September
- October
- November
- December

## SUMMARY OF ARTICLES BY CATEGORY

### STAMPING/PRESSES (6X)
- January
- March
- May
- September
- October
- December

### DEBURRING/GRINDING/ABRASIVES (5X)
- February
- April
- July
- September
- October

### BENDING/FOLDING (5X)
- February
- April
- July
- October
- November

### WATERJET TECHNOLOGY (5X)
- January
- March
- May
- September
- October

### TUBE & PIPE FABRICATION (5X)
- February
- April
- September
- October
- December

### PRESS BRAKE/TOOLING (7X)
- January
- March
- May
- July
- September
- October
- December

### PLASMA TECHNOLOGY (3X)
- March
- July
- November

### COLUMNS

### MEASUREMENT/INSPECTION (3X)
- January
- September
- November

### FABRICATOR’S P.O.V. (5X)
- January
- March
- May
- October
- December

### AUTOMATION/SMART TECHNOLOGY (4X)
- February
- April
- September
- November

### TRAINING & EDUCATION (6X)
- February
- April
- July
- September
- October
- December

### QUARTERLY MANUFACTURING REPORT (3X)
- April
- July
- November

### CAD/CAM NESTING SOFTWARE (3X)
- February
- May
- December

### GUEST EDITORIAL (10X)
- January
- February
- March
- April
- May
- July
- September
- October
- November
- December

### FACE TIME (10X)
- January
- February
- March
- April
- May
- July
- September
- October
- November
- December

TREND PUBLISHING METALS GROUP  
MEDIA KIT & MARKETING GUIDE 2020
### DISPLAY ADVERTISING RATES (GROSS)

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<th>1-COLOR PROCESS</th>
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<th>8x</th>
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<td>$6,360</td>
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<td>$4,040</td>
<td>$3,950</td>
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<tr>
<td>1/4</td>
<td>$3,630</td>
<td>$3,560</td>
<td>$3,480</td>
<td>$3,410</td>
</tr>
</tbody>
</table>

**COVER POSITIONS:** Add 10%

Combination discounted print advertising rates apply to advertisers in more than one magazine. Check with your sales representative for rates.

### PRINT MEDIA & FILE FORMATS

- Submitting ads electronically is strongly encouraged.
  - File size < 5 MB may be emailed to carlotta@ffjournal.net
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- Preferred File Format: PDF/X-1a
- Alternate File Formats Accepted:
  - High-resolution, press-optimized PDFs
  - Native Application Files: QuarkXpress or InDesign—Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images
  - Illustrator (create outlines) or Photoshop files
  - We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.
- Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

### PRINT MECHANICAL SPECIFICATIONS

**PUBLICATION TRIM SIZE:** 7.875” x 10.75”

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE ISLAND</th>
<th>1/2 PAGE VERT.</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.875” x 10.75”</td>
<td>4.5” x 10”</td>
<td>4.5” x 7.5”</td>
<td>3.375” x 10”</td>
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<thead>
<tr>
<th>1/2 PAGE HORIZ.</th>
<th>1/3 PAGE VERT.</th>
<th>1/3 PAGE SQUARE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7” x 4.75”</td>
<td>2.125” x 10”</td>
<td>4.5” x 4.75”</td>
<td>3.375” x 4.75”</td>
</tr>
</tbody>
</table>

**Live Area:** Keep live matter at least ¼” away from trim dimensions.

**Bleed:** Please allow an ¼” bleed on all sides. Fractional ads do not bleed.

**Single page bleed size:** 8 ¼” x 11”

**2-Page Spread Bleed:** 16 ¼” x 11”

**Printing:** Web offset, SWOP standards apply.

**Binding:** Saddle-stitch
WEBSITE ADVERTISING

A. BANNER ADVERTISING

Large Banners:
728 pixels wide, 90 pixels high; JPEG and GIF formats
   - Leaderboard – Run of site
   - 2nd position – Home page only
   - 3rd position – Run of site

Right side rectangle banner:
330 x 100, JPEG and GIF formats, Run of site

Right side square banner:
330 x 285, JPEG and GIF formats, Run of site

B. BIG VIDEO ADS

330 pixels wide, 285 pixels high, run of site.
YouTube.com video link (preferred) or electronic video file

C. “WHAT’S HOT” SECTION

Literature, product, website, video postings on the homepage. Acceptable formats:
   Video: YouTube.com link (preferred) or electronic video file (any format/size)
   Literature: PDF or Word file
   Products: JPEG photos and release
   Websites: Web page link

D. COMPANY PROFILES

SECTION LISTING

Run of site. Your listing links to a company profile landing page including your company overview, logo, featured products, photos/gallery, product video, external links & contact information.

Contact your sales representative for rates.
ENEWSLETTER ADVERTISING

2020 ENENEWSLETTERS

Magazine Preview (Monthly)
Digital Edition (Monthly)
Metal Fabricating (Quarterly)
Metalforming (Quarterly)
Top Ten Most Viewed (Monthly)

A. Leader Board Banner ad: 690 pixels wide, 85 pixels high
B. 1st position banner ad: 498 pixels wide, 62 pixels high
C. Button ad: 140 pixels wide, 140 pixels high
D. Sponsored Content ad: Your content within our news stream

NEW “ON DEMAND” SERIES ENENEWSLETTERS

Video and Webinar focused eNewsletters.
Video On Demand – Video content only
Webinar on Demand – Recorded webinar content only

CUSTOM EBLASTS

Your content exclusively sent to our email database
You supply a subject line along with an HTML file that includes all images hosted. Follow industry standards when creating HTML email.

OR...
Send us all email segments: images [1000px wide], copy, subject line, logo, corporate parameters, etc., via Dropbox and we can build the email within our email marketing portal.

Contact your sales representative for rates.
FAQ’s & “HOW TO” CUSTOM PROGRAMS

These programs are multi platform, educational, branding and lead generating products with distribution through:

- Dedicated/custom eBlast
- Website ad
- eNewsletters banner ads
- Social media posts

LEAD GENERATING PROGRAMS

Full contact leads from your clicks

HOW CAN A DUST COLLECTOR BE ADAPTED TO HANDLE FUTURE GROWTH OR CHANGING APPLICATIONS?

Traditionally, when dust collectors need change, you would have to replace the entire dust collector because it was not designed for change. However, the Farr Gold Series can be easily configured for assorted configurations the first time.

WHAT IF MY DUST DETERMINED TO BE FLAMMABLE OR EXPLOSIVE?

There is a quick and easy way to know if your dust is flammable/explosive. Simply use OSHA's combustible dust testing, allowing you to properly set the system configuration for the right level of protection.

WHAT NFPA REQUIREMENTS DO I NEED TO COMPLY WITH?

NFPA 652: Standard on the Fundamentals of Combustible Dust is the starting point for defining a combustible dust and its hazards. It provides all the steps for assessing and mitigating combustible dust risks.

HOW CAN A DUST COLLECTOR BE ADAPTED TO MY SPECIFIC APPLICATION?

The Farr Gold Series selects the correct system configuration for the specific requirements for wet and dry dust collection. It covers all metals and alloys, and in most cases, it can be expanded to handle increased airflow or dust intensities by adding modules and updating the fan.

HOW TO SELECT A CONVEYOR

Highlight common questions and their answers identified by your sales process in a Q&A format. FAQ’s will be archived and accessible on our web site.

“How To”

Educates the market on what they should be considering when buying your product type. “How To’s” will be archived and accessible on our web site.

Contact your sales representative for rates.
EBOOK ADVERTISING

COMPANY PROFILES MONTHLY

Ebook of company profiles - includes a two-page spread profile with company overview, logo, featured products, photos/gallery, product video, external links & contact information.

Contact your sales representative for rates.

DIGITAL EDITION

FFJournal print magazine is available in a digital edition. Low cost full page ads only - premium positions include opposite front and back covers, all others run of press. Video and custom link ad enhancements available.

Contact your sales representative for rates.
Since it’s launch, FFJOURNAL TV videos have been viewed over one million times

FFJ TV offers around-the-clock marketing opportunities on YouTube with videos that offer an inside glimpse of the lifestyles of those who make up the metalworking industry. Channel sponsorships are available. Video series include Garage Shop Fabricator, a salute to those imaginative, hardy individuals who work all day in metalworking jobs and end up as hobbyists in their garages at night doing it for fun! Other video series such as On location, take you on the road to visit and explore professional shops across the country. Lastly, the FFJournal Experience series takes a look at high profile events made possible by the manufacturing community.

Contact your sales representative for rates.

In August 2020, TPMG will launch its inaugural print & digital directory of metal fabricators by state in the U.S., a first in the industry. The Metal Fabricators Directory will enable U.S. metal fabricators to provide their company details as well as processing and services capabilities to a print and digital audience of metal service centers, OEM/end users and other fabricators.

For display advertising, contact your sales representative.

Display advertising closing: 6/26/20
Advertising Material due: 7/3/20

**BONUS DISTRIBUTION**

At trade shows and conferences serving the metals and metalworking industry in 2020.

| Copper & Brass Servicenter Association (CBSA) Annual Meeting |
| American Institute of Steel Construction (AISC) NASCC: The Steel Conference |
| North American Steel Alliance (NASA) Annual Meeting |
| National Coil Coating Association (NCCA) Annual Meeting |
| Annual Boy Scouts of America Metals Dinner |
| The Iron & Steel Technology (AISTech) Conference & Expo |
| SMU Steel Summit Conference |
| International Titanium Association (ITA) Titanium USA |
| National Coil Coating Association (NCCA) Fall Meeting |
| National Coil Coating Association (NCCA) Fall Meeting |
| CRU North American Steel Conference 2019 |
| Metalcon 2020 |
| North American Steel Alliance (NASA) Fall Conference & Operational Fair |
| Fabtech 2020 |
| Association of Women in the Metals Industry (AWMI) Annual Conference |
| Specialty Tools & Fasteners Distributors Association (STAFDA) Convention |
PRINT MECHANICAL SPECIFICATIONS

**Publication Trim Size:** 7.875” x 10.75”

**Full Page**

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**1/3 Page Vertical**

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**1/3 Page Square**

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**Full Page Ads**

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**2/3 Page Ads**

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**Half Page Island Ads**

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<tbody>
<tr>
<td>4.5” x 7.5”</td>
</tr>
</tbody>
</table>

**Half Page Vertical Ads**

<table>
<thead>
<tr>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.375” x 10”</td>
</tr>
</tbody>
</table>

**Half Page Horizontal Ads**

<table>
<thead>
<tr>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>7” x 4.75”</td>
</tr>
</tbody>
</table>

**Third Page Vertical Ads**

<table>
<thead>
<tr>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.125” x 10”</td>
</tr>
</tbody>
</table>

**Third Page Square Ads**

<table>
<thead>
<tr>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5” x 4.75”</td>
</tr>
</tbody>
</table>

**Quarter Page Square Ads**

<table>
<thead>
<tr>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.375” x 4.75”</td>
</tr>
</tbody>
</table>

**AD AGENCIES:** Add 15%

**Rates include 4-Color Process**

**PRINT MEDIA & FILE FORMATS**

**Submitting ads electronically is strongly encouraged.**

- File size <5 MB may be emailed to carlotta@modernmetals.com
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- Preferred File Format: PDF/X-1a
- Alternate File Formats Accepted:
  - High-resolution, press-optimized PDFs
  - Native Application Files: QuarkXpress or InDesign—Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images
  - Illustrator (create outlines) or Photoshop files
  - We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.
- Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

**Submitting ads on physical media is also permitted.**

Submit all materials to: Trend Publishing, 123 W. Madison St, Suite 950, Chicago, IL 60602

**Proofs:** A SWOP Certified* contract level proof is required for color guidance on press. Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press. If a SWOP certified proof is not supplied, Trend Publishing cannot guarantee the color reproduction of your ad.

*For more information on SWOP standards and acceptable proofs, please visit www.swop.org or www.idealliance.org.

**Film:** Film negatives are not accepted.

**Alterations to Materials:** Requests for minor changes to existing or on-file materials will be reviewed on an individual basis. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

**CONTACT**

Carlotta Lacy, VP Production
312/654-2318 • 312/654-2323 fax
carlotta@modernmetals.com
THE METALS DIRECTORY
ANNUAL PRINT EDITION

In 2005, the annual June Metals Directory has been the ONLY printed buyers guide for metalworking equipment, materials, consumables and services. With a broad audience of 55,485* metal service centers, fabricators and OEM/end users, the Metals Directory is a valuable source referred to throughout the year.

TOTAL CIRCULATION 55,485*

*Publisher's data. Replaces the June issues of Modern Metals and F/Journals magazines.

SHOWCASE YOUR BRAND

COMPANY LOGO
Have your company stand out in print and get a bonus! Buy a company logo in print and get a company logo online for FREE.

COLOR LOGO IN THE COMPANY CONTACTS SECTION
- 1 INCH: $500 NET
- 2 INCH: $675 NET
Upgrade your logo package with product category logos. Choose from our 1,000-plus equipment, materials, consumables and services categories. $75 NET each

REGISTER OR UPDATE YOUR FREE COMPANY LISTING FOR THE PRINT EDITION OF THE METALS DIRECTORY BEFORE MAY 8, 2020 BY GOING ONLINE TO OUR NEW SEARCH ENGINE: metalsandmetalworkingsearch.com.

NEED HELP? Contact Traci Fonville at 312-654-2325 or tfon@trendpublishing.com.

COIL PROCESSING

B & K Levelers
Allor Mfg. Inc.
Alcos Machinery Inc.
ADS Machinery Corp.
A&B Mfg. Inc.

COIL JOINERS

B & K Levelers
Allor Mfg. Inc.
Alcos Machinery Inc.
ADS Machinery Corp.
A&B Mfg. Inc.

COIL EQUIPMENT

B & K Levelers
Allor Mfg. Inc.
Alcos Machinery Inc.
ADS Machinery Corp.
A&B Mfg. Inc.

MATERIAL HANDLING

PACKAGING

Packaging Materials
Assembly Automation Alternatives, Inc.
See Advertisement on Page 35

LOCKOUT/TAGOUT DEVICES

North American Safety Products Inc.
Ohio Stamping and Shingle Recondition Systems, Inc.
Sick, Inc.

GLOVES

Black Stallion Industries
 Gaelo

APPAREL

Hexcel Corporation
Black Stallion Industries

APRONS/SLEEVES

Black Stallion Industries

SAFETY EQUIPMENT

Sick Sensor Intelligence
THE METALS DIRECTORY
BONUS DISTRIBUTION

At trade shows and conferences serving the metals and metalworking industry in 2020.

Copper & Brass Servicenter Association (CBSA) Annual Meeting
Aventura, FL

American Institute of Steel Construction (AISC)
NASCC: The Steel Conference
St. Louis, MO

North American Steel Alliance (NASA) Annual Meeting
San Antonio, TX

National Coil Coating Association (NCCA) Annual Meeting
Indian Wells, CA

Annual Boy Scouts of America Metals Dinner
Chicago, IL

The Iron & Steel Technology (AISTech) Conference & Expo
Philadelphia, PA

SMU Steel Summit Conference
Atlanta, GA

International Titanium Association (ITA) Titanium USA
Mobile, AL

National Coil Coating Association (NCCA) Fall Meeting
Indianapolis, IN

National Coil Coating Association (NCCA) Fall Meeting
Indianapolis, IN

CRU North American Steel Conference 2019
Chicago, IL

Metalcon 2020
Pittsburgh, PA

North American Steel Alliance (NASA) Fall Conference & Operational Fair
Chicago, IL

Fabtech 2020
Chicago, IL

Association of Women in the Metals Industry (AWMI) Annual Conference

Specialty Tools & Fasteners Distributors Association (STAFDA) Convention
Nashville, TN
PRINT ADVERTISING RATES

THE METALS DIRECTORY®

DISPLAY ADVERTISING RATES

Full Page Ads $6,630 net
Two-Thirds Page Ads $5,650 net
Half Page Island Ads $5,510 net
Half Page Vertical Ads $4,760 net
Half Page Horizontal Ads $4,760 net
Third Page Vertical Ads $4,120 net
Third Page Square Ads $4,120 net
Quarter Page Square Ads $3,630 net

*AD AGENCIES: Add 15%
*Rates include 4-Color Process

PREMIUM ADVERTISING POSITIONS

TAB PAGES $8,500
Published on 100-lb. stock, tab pages are a great way for advertisers to stand out. A total of 8 tab page positions are available for advertisers. Categories include Equipment, Materials, Consumables, Services and Contacts. Advertising is available on the front and back side of each tab page on a first-come basis.

COVER POSITIONS
Reserve your premium position now.
- Inside Front Cover: $7,700
- Inside Back Cover: $7,500
- Back Cover: $8,000

ADVERTISER BONUS
Print display advertisers receive boldface listings and live links in the online directory. All display ad sizes are available. Additional online-only features are also available.

PRINT MEDIA & FILE FORMATS

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  - High-resolution, press-optimized PDFs
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CONTACT
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312/654-2318 • 312/654-2323 fax
carlotta@modernmetals.com

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875” x 10.75”

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.875” x 10.75”</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4.5” x 10”</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND</td>
<td>4.5” x 7.5”</td>
</tr>
<tr>
<td>1/2 PAGE VERT.</td>
<td>3.375” x 10”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZ.</td>
<td>7” x 4.75”</td>
</tr>
<tr>
<td>1/3 PAGE VERT.</td>
<td>2.125” x 10”</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>4.5” x 4.75”</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.375” x 4.75”</td>
</tr>
</tbody>
</table>

Live Area: Keep live matter at least ¼” away from trim dimensions.
Bleed: Please allow an 1/8” bleed on all sides. Fractional ads do not bleed.
Single page bleed size: 8 ¾” x 11”
2-Page Spread Bleed: 16 ¼” x 11”

Printing: Web offset, SWOP standards apply.
Binding: Perfect (adhesive)
METALS AND METALWORKING SEARCH

The only search engine exclusively for the metalworking industry featuring over 2,000 company listings in more than 1,000 product categories.
Build brand awareness with each and every user of MetalsandMetalworkingSearch.com

Homepage Ads—Display your message on our home page and key landing pages—
links to your detailed listing. Specs: 728 x 90 pixels

Contact your sales representative.
Search Result Button Ads

Grab a decision maker’s attention with EACH and EVERY product search—links to your detailed listing. **Specs: 180 X 150 pixels**

Contact your sales representative.
PREMIUM SPONSORSHIPS

BE FIRST TO BE SEEN IN SEARCH RESULTS. Secure one of the top two spots in targeted search results for an entire year. Purchase a Premium Sponsorship and receive all ENHANCEMENTS to your company’s listing for FREE (Enhancement details on next page).

Contact your sales representative.
Enhance your company listing for a more complete picture of your company and its capabilities.

**Company Logo** $300  
Your company’s logo appears with your listing.

**Contact Listing** $25  
Include your full address, phone number, email, and website.

**Company Description** $50  
Provide a 100 word company description.

**Gallery** $50 each  
Showcase your installation photos, product shots, facility photos, or video (link to Youtube video) etc.

**Resource** $50 each  
Provide links to your company’s existing content; Articles, white papers, webinars, literature, Blogs, etc.

Contact Traci Fonville at 312-654-2325 or tfon@trendpublishing.com.
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