Trend Publishing Metals Group (TPMG) includes Modern Metals, FFIJournal, Consumables, Metal Service Centers, The Metals Directory, The Metal Fabricators Directory, and www.metalworkingsearch.com. Since 1993, Trend Publishing has grown organically, launching an array of new print and electronic products targeting various segments of the metalworking industry. TPMG gives our advertisers a variety of unique media-related platforms from which to choose. Each of our mediums targets key decision makers from metal producers to service centers, fabricators and OEM/end users.

Sincerely,

Michael D’Alexander
President, TPMG
2020 MEDIA KIT // MULTIMEDIA MARKETING GUIDE

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It 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 15,336**

<table>
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<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>Unique Total Qualified*</th>
<th>Percent of Total</th>
<th>Print</th>
<th>Digital</th>
<th>JOB TITLES</th>
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<td>Metals service centers and offices</td>
<td>15,336</td>
<td>100.0</td>
<td>14,367</td>
<td>1,767</td>
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<tr>
<td><strong>UNIQUE TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>15,336</strong></td>
<td><strong>100.0</strong></td>
<td><strong>14,367</strong></td>
<td><strong>1,767</strong></td>
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<td><strong>100.0</strong></td>
<td><strong>93.7</strong></td>
<td><strong>11.5</strong></td>
<td><strong>58.4</strong></td>
<td><strong>23.0</strong></td>
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</tbody>
</table>

Source: *Modern Metals* December 2019 BPA Circulation Audit Statement

*100% of *Modern Metals*’ audited circulation of 15,336 readers are personally asking to receive *Modern Metals* each month either in print or digitally.

*100% of *Modern Metals*’ audited circulation of 15,336 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>Service Center Association/Co-op</th>
<th>Event Sponsor</th>
<th>Magazine Distribution</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>Copper &amp; Brass Servicenter Association (CBSA)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North American Steel Alliance (NASA) Annual Meeting</td>
<td></td>
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</tr>
<tr>
<td>North American Steel Alliance (NASA) Forecast Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Coating Coating Assoc. (NCCA) Annual Meeting</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>National Coating Coating Assoc. (NCCA) Fall Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steel Market Update (SMU) Steel Summit</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>AISTech Technology Conference &amp; Expo</td>
<td></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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<tr>
<td>Metalcon</td>
<td></td>
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</tr>
<tr>
<td>Fabtech</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>CRU North American Steel Conference</td>
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<tr>
<td>International Titanium Association ITA USA 2019</td>
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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
Aluminum

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

COLUMNS
■ 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) Membership Directory

COLUMNS
■ Quarterly Market Report
■ Guest Editorial
■ Face Time

BONUS DISTRIBUTION
Copper & Brass Servicenter Association (CBSA) 69th Annual Meeting
March 24-26, Lost Pines, TX

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
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
■ Stainless Steel

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

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
Copper & Brass

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

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

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

- **PLASMA TECHNOLOGY (4X)**
  - March
  - May
  - August
  - 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

- **MILLS & MATERIALS**
  - **STEEL (2X)**
    - January
    - April
  - **ALUMINUM (4X)**
    - January
    - February
    - May
    - October
  - **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
RATES INCLUDE ALL COLOR AND ANY FREQUENCY

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page Ads</td>
<td>$5,000 net</td>
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<tr>
<td>Two-Third Page Ads</td>
<td>$4,000 net</td>
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<tr>
<td>Half Page Island Ads</td>
<td>$3,500 net</td>
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<tr>
<td>Half Page Vertical Ads</td>
<td>$3,000 net</td>
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<tr>
<td>Half Page Horizontal Ads</td>
<td>$2,600 net</td>
</tr>
<tr>
<td>Third Page Square or Vertical Ads</td>
<td>$2,000 net</td>
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<tr>
<td>Quarter Page Ads</td>
<td>$1,500 net</td>
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</table>

COVER POSITIONS: Add 10%
AD AGENCY: Add 15%

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

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"

Live Area: Keep live matter at least ¼" away from trim dimensions.
Bleed: Please allow an ⅛" bleed on all sides. Fractional ads do not bleed.
Single page bleed size: 8 ⅝" x 11"
2-Page Spread Bleed: 16 ⅛" 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 Slitting, Light and Heavy Gage Cut-To-Length lines with capacities up to 1.00 in. by 90 in. wide. In addition, we are the world leader in Multibending 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.

CONTACT RED BUD

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.
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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<thead>
<tr>
<th>Edition</th>
<th>Circulation</th>
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<td>MIDWEST EDITION</td>
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<tr>
<td>IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI</td>
<td></td>
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<tr>
<td>MOUNTAIN/WEST EDITION</td>
<td>11,339</td>
</tr>
<tr>
<td>MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI</td>
<td></td>
</tr>
<tr>
<td>NORTHEAST EDITION</td>
<td>11,055</td>
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<tr>
<td>ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV</td>
<td></td>
</tr>
<tr>
<td>SOUTHEAST EDITION</td>
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<tr>
<td>NC, SC, GA, FL, TN, AL, MS</td>
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<tr>
<td>SOUTHWEST EDITION</td>
<td>7,244</td>
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<tr>
<td>AR, LA, OK, TX, NM</td>
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*Source: December 2019 BPA audit statement of circulation

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**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**

<table>
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<tr>
<td>1/2 Vert. page (3.375” x 10”)</td>
<td>$550</td>
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<tr>
<td>1/2 Horiz. page (7” x 4.75”)</td>
<td>$550</td>
</tr>
<tr>
<td>1/4 page (3.375” x 4.75”)</td>
<td>$350</td>
</tr>
</tbody>
</table>

**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 40,843

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>JOB TITLES</th>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
</table>
| **Unique Total Qualified** | - 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 | 24,448 | 17,227 | 4,129 | 1,391 | 1,701 |
| **Machinery, except electrical** | - 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 | 10,383 | 7,305 | 1,709 | 681 | 688 |
| **Electric and electronic equipment** | - 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 | 1,233 | 801 | 218 | 104 | 110 |
| **Transportation equipment** | - 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 | 4,779 | 3,277 | 861 | 352 | 289 |
| **Unique Total Qualified Circulation** | 40,843 | 28,610 | 2,528 | 2,788 |
| **Percent** | 100 | 70.1 | 6.2 | 6.8 |

### CIRCULATION COMPARISON DECEMBER 2019 BPA CIRCULATION AUDIT STATEMENTS

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>FFJournal</th>
<th>The Fabricator</th>
<th>Metalforming</th>
<th>Fabricating &amp; Metalworking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabricated Metal Products Industry</td>
<td>24,448</td>
<td>18,859*</td>
<td>18,492*</td>
<td>?*</td>
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<tr>
<td>Machinery Manufacturing</td>
<td>10,383</td>
<td>9,981</td>
<td>7,927</td>
<td>3,081</td>
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<tr>
<td>Electrical and Electronic Equipment and Computers</td>
<td>1,233</td>
<td>2,836</td>
<td>1,934</td>
<td>1,173</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>4,779</td>
<td>4,306</td>
<td>3,996</td>
<td>1,995</td>
</tr>
</tbody>
</table>


*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.

PRODUCT CATEGORIES INCLUDE:

Deburring/Finishing
- Abrasives
- Brushes
- Grinding
- Polishing

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

Metalworking Fluids
- Coolant
- Lubricants
- Filtration
- Fluid applicators

Joining Technology
- Fasteners
- Adhesives

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
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

**September:** Automotive

**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

## Categories

### Fabricating & Forming

**Stamping/Presses (6X)**
- January
- March
- May
- September
- October
- December

**Deburring/Grinding/Abraives (5X)**
- February
- April
- July
- September
- October

**Bending/Folding (5X)**
- February
- April
- July
- September
- October

**Waterjet Technology (5X)**
- January
- March
- May
- September
- October

**Sawing/Cutting (6X)**
- January
- March
- May
- September
- October

**Punching (2X)**
- April
- November

**Welding (5X)**
- February
- April
- July
- October
- November

**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
PRINT ADVERTISING RATES

FFJournal

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ads</td>
<td>$5,000 net</td>
</tr>
<tr>
<td>Two-Third Page Ads</td>
<td>$4,000 net</td>
</tr>
<tr>
<td>Half Page Island Ads</td>
<td>$3,500 net</td>
</tr>
<tr>
<td>Half Page Vertical Ads</td>
<td>$3,000 net</td>
</tr>
<tr>
<td>Half Page Horizontal Ads</td>
<td>$2,600 net</td>
</tr>
<tr>
<td>Third Page Square or Vertical Ads</td>
<td>$2,000 net</td>
</tr>
<tr>
<td>Quarter Page Ads</td>
<td>$1,500 net</td>
</tr>
</tbody>
</table>

COVER POSITIONS: Add 10%
AD AGENCY: Add 15%

PRINT MEDIA & FILE FORMATS

Submitting ads electronically is strongly encouraged.
- File size <1 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.

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 and ink jet proofs will only be used to check content 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.ideal Alliance.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@ffjournal.net

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"
**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)
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 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 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 ADVERTISING RATES

DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ads</td>
<td>$6,630 net</td>
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<tr>
<td>Two-Thirds Page Ads</td>
<td>$5,650 net</td>
</tr>
<tr>
<td>Half Page Island Ads</td>
<td>$5,510 net</td>
</tr>
<tr>
<td>Half Page Vertical Ads</td>
<td>$4,760 net</td>
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<tr>
<td>Half Page Horizontal Ads</td>
<td>$4,760 net</td>
</tr>
<tr>
<td>Third Page Vertical Ads</td>
<td>$4,120 net</td>
</tr>
<tr>
<td>Third Page Square Ads</td>
<td>$4,120 net</td>
</tr>
<tr>
<td>Quarter Page Square Ads</td>
<td>$3,630 net</td>
</tr>
</tbody>
</table>

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

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.

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.

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

PREMIUM ADVERTISING POSITIONS

Reserve your premium position now.

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
<td>$7,500</td>
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<tr>
<td>Back Cover</td>
<td>$8,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$7,700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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 3/8" x 11"
2-Page Spread Bleed: 16 1/4" x 11"
Printing: Web offset, SWOP standards apply.
Binding: Perfect (adhesive)

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 buyer’s 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 FierceMetalmagazines.

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.

THE METALS DIRECTORY

ANNUAL PRINT EDITION

CIRCULATION 55,485*

*Publisher’s data. Replaces the June issues of Modern Metals and FierceMetalmagazines.

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.
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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page Ads</td>
<td>$6,630 net</td>
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<tr>
<td>Two-Thirds Page Ads</td>
<td>$5,650 net</td>
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<tr>
<td>Half Page Island Ads</td>
<td>$5,510 net</td>
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<tr>
<td>Half Page Vertical Ads</td>
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<td>Half Page Horizontal Ads</td>
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<td>Third Page Vertical Ads</td>
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<tr>
<td>Quarter Page Square Ads</td>
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</table>

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

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TAB PAGES $8,500

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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.

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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.

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