UNRIVALED INDUSTRY COVERAGE

TPMG
TREND PUBLISHING METALS GROUP

ModernMetals®
THE SOURCE FOR METAL SERVICE CENTERS, PRODUCERS, FABRICATORS & OEMS/END-USERS

FFJournal®
THE SOURCE FOR TODAY'S METAL FABRICATING AND FORMING TECHNOLOGIES

The Metal Fabricators Directory®
THE ONLY COMPREHENSIVE PRINT RESOURCE FOR METALWORKING

Metal Service Centers®
REGIONAL GUIDE TO MATERIALS & SERVICES

Metals and Metalworking SEARCH.com®
THE PREMIER SEARCH ENGINE FOR EQUIPMENT, MATERIALS, CONSUMABLES AND SERVICES

Consumables®
METALWORKING REPLACEMENT PRODUCTS AND TOOLS
Trend Publishing Metals Group (TPMG) includes *Modern Metals*, *FFJournal*, *Consumables*, *Metal Service Centers*, *The Metals Directory*, *The Metal Fabricators Directory*, and www.metalsandmetalworkingsearch.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
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 15,336**

<table>
<thead>
<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>
</tr>
</thead>
</table>
| Metals service centers and offices       | 15,336                  | 100.0           | 14,367| 1,767  | • 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  
  • Engineers  
  • Metallurgists  
  • Designers  
  • Production Men  
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  • Metallurgists  
  • Designers  
  • Production Men  
  • Engineers  
  • Metallurgists  
  • Designers  
  • Production Men  
  • Engineers | 8,964 | 3,522 | 414 | 2,436 | - |

**UNIQUE TOTAL QUALIFIED CIRCULATION**  
15,336  
100.0  
14,367  
1,767  
8,964  
3,522  
414  
2,436  
- 

**PERCENT**  
100.0  
93.7  
11.5  
58.4  
23.0  
2.7  
15.9  
- 

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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<tbody>
<tr>
<td>Copper &amp; Brass Servicecenter Association (CBSA)</td>
<td></td>
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<tr>
<td>North American Steel Alliance (NASA)</td>
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<td>Annual Meeting</td>
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<td>Forecast Conference</td>
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<tr>
<td>National Coating Coating Assoc. (NCCA)</td>
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<td>Annual Meeting</td>
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<tr>
<td>Fall Meeting</td>
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<tr>
<td>Steel Market Update (SMU)</td>
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<td>Steel Summit</td>
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<td>AISTech</td>
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<td>Technology Conference &amp; Expo</td>
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<td>Association of Women in the Metal Industries (AWMI)</td>
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<td>Annual Conference</td>
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<td>Annual Conference</td>
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<tr>
<td>Boy Scouts of America</td>
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<td>Annual Metals Industry Dinner</td>
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<td>Metalcon</td>
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<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 (AISI-Tech) 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

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

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

**MILLS & MATERIALS**
**STEEL (2X)**
- January
- April

**ALUMINUM (4X)**
- January
- February
- April
- May
- November

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

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

**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

Display Advertising Rates
Rates include all color and any frequency

<table>
<thead>
<tr>
<th>Size</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 Vertical Ads</td>
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<tr>
<td>Half Page Horizontal Ads</td>
<td>$2,600 net</td>
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<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>
</tr>
</tbody>
</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 Media & File Formats

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 ¼” x 11”
2-Page Spread Bleed: 16 ⅝” x 11”
Printing: Web offset, SWOP standards apply.
Binding: Saddle-stitch
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

Leaderboard Banner Ad [A]

1st Position Banner Ad [B]

Button Ads [C]

Sponsored Content [D]

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

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

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LOW REGIONAL ADVERTISING RATES

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<td>Full Page (7.875” x 10.75”)</td>
<td>$950</td>
</tr>
<tr>
<td>1/2 Vert. page (3.375” x 10”)</td>
<td>$550</td>
</tr>
<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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unique Total Qualified*</td>
</tr>
<tr>
<td>FABRICATED METAL PRODUCTS</td>
<td>24,448</td>
</tr>
<tr>
<td>MACHINERY, EXCEPT ELECTRICAL</td>
<td>10,383</td>
</tr>
<tr>
<td>ELECTRIC AND ELECTRONIC EQUIPMENT</td>
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</tr>
<tr>
<td>TRANSPORTATION EQUIPMENT</td>
<td>4,779</td>
</tr>
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</table>

| UNIQUENESS TOTAL QUALIFIED CIRCULATION* | 40,843 | 100 | 37,875 | 5,251 |

| PERCENT | 100 | 92.7 | 12.9 | 70.1 |

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>FFJournal</th>
<th>The Fabricator</th>
<th>Metalforming</th>
<th>Fabricating &amp; Metalworking</th>
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</thead>
<tbody>
<tr>
<td>Fabricated Metal Products Industry</td>
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<td>18,859*</td>
<td>18,492*</td>
<td>?*</td>
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<tr>
<td>Machinery Manufacturing</td>
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<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>
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<td>2,836</td>
<td>1,934</td>
<td>1,173</td>
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<tr>
<td>Transportation Equipment</td>
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<td>4,306</td>
<td>3,996</td>
<td>1,995</td>
</tr>
</tbody>
</table>


*Machine shop circulation has been excluded from the Fabricated Metal Products category for The Fabricator magazine (1,737 machine shops) and Metalforming magazine (3,020 machine shops). Fabricating & Metalworking reports its circulation of Fabricators and Machine Shops together at 30,038. They are not reporting them separately.

*100% of FFJournal's total circulation of 40,843 readers are personally asking to receive FFJournal each month either in print or digitally.

*100% of FFJournal’s audited circulation of 40,843 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.

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.
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

---

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
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: 5/15/20
Ad materials due: 5/22/20
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
**FFJOURNAL 2020**

**SUMMARY OF ARTICLES BY CATEGORY**

**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

**December:** 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

**STAMPING/PRESSES** (6X)

- January
- March
- May
- September
- October
- December

**DEBURRING/GRINDING/ABRASIVES** (5X)

- February
- April
- July
- September
- October

**BENDING/FOLDING** (5X)

- February
- April
- July
- September
- October

**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
- November
- December

**FACE TIME** (10X)

- January
- February
- March
- April
- May
- July
- September
- November
- December
PRINT ADVERTISING RATES

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

<table>
<thead>
<tr>
<th>Ad Type</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 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@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.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@ffjournal.net
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.
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”
Edicates the market on what they should be considering when buying your product type. “How To” 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 its 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

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

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.

PREMIUM ADVERTISING POSITIONS

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

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.
- 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”

FULL PAGE 7.875” x 10.75”
2/3 PAGE 4.5” x 10”
1/2 PAGE ISLAND 4.5” x 7.5”
1/2 PAGE VERT. 3.375” x 4.75”
1/3 PAGE VERT. 2.125” x 10”
1/3 PAGE SQUARE 4.5” x 4.75”
1/4 PAGE 3.375” x 4.75”

1/2 PAGE HORIZ. 7” x 4.75”
1/3 PAGE VERT. 2.125” x 10”
1/3 PAGE SQUARE 4.5” x 4.75”
1/4 PAGE 3.375” x 4.75”

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 1/8” x 11”
2-Page Spread Bleed: 16 1/4” x 11”
Printing: Web offset, SWOP standards apply.
Binding: Perfect (adhesive)
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 56,179* metal service centers, fabricators and OEM/end users, the Metals Directory is a valuable resource referred to throughout the year.

TOTAL CIRCULATION 56,179*

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

SHOWCASE YOUR BRAND

COMPANY LOGO

Highlight your company’s capabilities by placing a logo within our 1000+ equipment, materials, consumables and services categories.

COLOR LOGO IN THE COMPANY CONTACTS SECTION

- INITIAL 1 INCH: $500 NET additional logo purchases at $75 net
- INITIAL 2 INCH: $675 NET additional logo purchases at $100 net

BONUS!

Buy a logo in the print edition and get a FREE company logo with your free listing on MetalsandMetalworkingSearch.com.

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 tfonville@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>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ads</td>
<td>$6,630 net</td>
</tr>
<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>
</tr>
<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

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

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”

FULL PAGE 7.875” x 10.75”
2/3 PAGE 4.5” x 10”
1/2 PAGE ISLAND 4.5” x 7.5”
1/2 PAGE VERT. 3.375” x 10”
1/2 PAGE HORIZ. 7” x 4.75”
1/3 PAGE VERT. 2.125” x 10”
1/3 PAGE SQUARE 4.5” x 4.75”
1/4 PAGE 3.375” x 4.75”

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 ⅝” 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.**
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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