UNRIVALED INDUSTRY COVERAGE

Sincerely,

Michael D’Alexander
President, TPMG
# CONTENTS

## PRINT
- Circulation Breakdown: 03
- Service Center Coverage: 04
- 2020 Editorial Calendar: 05
- Articles by Category: 08
- Advertising Rates & Specs: 09

## WEBSITE ADVERTISING
- Banner Advertising: 10
- Videos: 10
- “What’s Hot” Section: 10
- Company Profiles Listing: 10

## DIGITAL MARKETING
- E-Newletters: 11
- Custom EBlasts: 11
- FAQs & How To: 12
- Company Profiles Monthly: 13
- Digital Edition: 13

## PRINT
- Circulation by Region: 14
- Publishing Schedule: 14
- Contact: 14
- Advertising Specs: 14

## PRINT
- Circulation Breakdown: 15
- Consumables Special Section: 16
- 2020 Editorial Calendar: 17
- Articles by Category: 20
- Advertising Rates & Specs: 21

## WEBSITE ADVERTISING
- Banner Advertising: 21
- Videos: 21
- “What’s Hot” Section: 21
- Company Profiles Listing: 21

## DIGITAL MARKETING
- E-Newletters: 22
- Custom EBlasts: 22
- FAQs & How To: 23
- Company Profiles Monthly: 24
- Digital Edition: 24
- FFJournal TV: 25

## PRINT
- Advertising Rates & Specs: 26

## PRINT
- Circulation Breakdown: 28
- Company Logos: 28
- Bonus Distribution: 29
- Advertising Rates & Specs: 30

## WEBSITE
- Homepage Advertising: 31
- Search Result Button Advertising: 33
- Premium Sponsorships: 34
- Advertising Enhancements: 35

## STAFF
- TREND PUBLISHING METALS GROUP: 36
MODERN METALS
PRINT & DIGITAL

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>
</tr>
</thead>
<tbody>
<tr>
<td>Metals service centers and offices</td>
<td>15,336</td>
<td>100.0</td>
<td>14,367</td>
<td>1,767</td>
</tr>
</tbody>
</table>

| UNIQUENESS TOTAL QUALIFIED CIRCULATION* | 15,336 | 100.0 | 14,367 | 1,767 |

| PERCENT | 100.0 | 93.7 | 11.5 |

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>
</tr>
</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)</td>
<td></td>
<td></td>
<td></td>
</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)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Coating Coating Assoc. (NCCA) Fall Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steel Market Update (SMU)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steel Summit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AI5Tech Technology Conference &amp; Expo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Association of Women in the Metal Industries (AWMI) Annual Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boy Scouts of America Annual Metals Industry Dinner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metalcon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fabtech</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRU</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North American Steel Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Titanium Association ITA USA 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MODERN METALS 2020
EDITORIAL CALENDAR

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

FEBRUARY
Ad Close: 1/10/20
Ad material due: 1/17/20
COVER STORY
Metallurgy R&D
PRINCIPAL FEATURES
■ Service Centers
■ Tube & Pipe
■ Material Handling
■ Waterjet Technology
■ Coated Coil
■ ERP/Software Solutions
MILLS & MATERIALS
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
■ 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: 5/15/20
Ad materials due: 5/22/20

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

TREND PUBLISHING METALS GROUP 7 MEDIA KIT & MARKETING GUIDE 2020
MODERN METALS 2020
SUMMARY OF ARTICLES BY CATEGORY

COVER FEATURES

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

PRINCIPAL FEATURES

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

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

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

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

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

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

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

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

WATERJET TECHNOLOGY (5X)
February
April
July
October
December

TRANSPORTATION/LOGISTICS (4X)
April
August
October
December

PLASMA TECHNOLOGY (4X)
March
May
August
November

MILLS & MATERIALS

STEEL (2X)
January
April

ALUMINUM (4X)
January
February
April
May
July
August
September
October
November

STAINLESS STEEL (2X)
January
August

COPPER & BRASS (4X)
January
March
September
October
November
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>Format</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”

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.875” x 10.75”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5” x 10”</td>
</tr>
<tr>
<td>1/2 Page Island Ads</td>
<td>4.5” x 7.5”</td>
</tr>
<tr>
<td>1/2 Page Vert. Ads</td>
<td>3.375” x 10”</td>
</tr>
<tr>
<td>1/2 Page Horiz. Ads</td>
<td>7” x 4.75”</td>
</tr>
<tr>
<td>1/3 Page Vert. Ads</td>
<td>2.125” x 10”</td>
</tr>
<tr>
<td>1/3 Page Square Ads</td>
<td>4.5” x 4.75”</td>
</tr>
<tr>
<td>1/4 Page Ads</td>
<td>3.375” x 4.75”</td>
</tr>
</tbody>
</table>

Live Area: Keep live matter at least ¼” away from trim dimensions.
Bleed: Please allow an ⅛” bleed on all sides.
Fractional ads do not bleed.

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
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.
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”
Educes 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 Slitters, Light and Heavy Gage Cut-To-Length Lines, with capacities up to 1.00 in. by 96 in. wide. In addition, we are the world leader in Multi-Rolling and Stretching Lancing 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.
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

<table>
<thead>
<tr>
<th>Edition</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDWEST EDITION</td>
<td>17,324</td>
</tr>
<tr>
<td>IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI</td>
<td></td>
</tr>
<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>
</tr>
<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>
<td>8,401</td>
</tr>
<tr>
<td>NC, SC, GA, FL, TN, AL, MS</td>
<td></td>
</tr>
<tr>
<td>SOUTHWEST EDITION</td>
<td>7,244</td>
</tr>
<tr>
<td>AR, LA, OK, TX, NM</td>
<td></td>
</tr>
</tbody>
</table>

*Source: December 2019 BPA audit statement of circulation

PUBLISHING SCHEDULE

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

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

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

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

LOW REGIONAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (7.875&quot; x 10.75&quot;)</td>
<td>$950</td>
</tr>
<tr>
<td>1/2 Vert. page (3.375&quot; x 10&quot;)</td>
<td>$550</td>
</tr>
<tr>
<td>1/2 Horiz. page (7&quot; x 4.75&quot;)</td>
<td>$550</td>
</tr>
<tr>
<td>1/4 page (3.375&quot; x 4.75&quot;)</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>Unique Total Qualified*</th>
<th>Percent of Total</th>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FABRICATED METAL PRODUCTS</strong></td>
<td>24,448</td>
<td>59.9</td>
<td>22,681</td>
<td>3,108</td>
</tr>
<tr>
<td><strong>MACHINERY, EXCEPT ELECTRICAL</strong></td>
<td>10,383</td>
<td>25.4</td>
<td>9,601</td>
<td>1,380</td>
</tr>
<tr>
<td><strong>ELECTRIC AND ELECTRONIC EQUIPMENT</strong></td>
<td>1,233</td>
<td>3.0</td>
<td>1,129</td>
<td>174</td>
</tr>
<tr>
<td><strong>TRANSPORTATION EQUIPMENT</strong></td>
<td>4,779</td>
<td>11.7</td>
<td>4,464</td>
<td>589</td>
</tr>
<tr>
<td><strong>UNIQUE TOTAL QUALIFIED CIRCULATION</strong>*</td>
<td>40,843</td>
<td>100</td>
<td>37,875</td>
<td>5,251</td>
</tr>
<tr>
<td><strong>PERCENT</strong></td>
<td>100</td>
<td>92.7</td>
<td>12.9</td>
<td>70.1</td>
</tr>
</tbody>
</table>

**CIRCULATION COMPARISON DECEMBER 2019 BPA CIRCULATION AUDIT STATEMENTS**

*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 their circulation of Fabricators and Machine Shops together at 30,038. They are not reporting them separately.

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


*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.

TREND PUBLISHING METALS GROUP
## 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: 5/15/20  
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  

**COLUMNS**  
- Training & Education  
- Automation/Smart Technology  
- Quarterly Market Report  
- The Laser Expert  
- Guest Editorial  
- Face Time  

**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**  
- Measurement/Inspection  
- 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  

**COLUMNS**  
- Training & Education  
- Guest Editorial  
- Face Time  

**SEPTEMBER**  

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

**COVER STORY**  
Automotive  

**FABRICATING & FORMING**  
- Laser Technology  
- 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  
- 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 (4X)
February
April
July
October

BENDING/FOLDING (5X)
February
April
July
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

AUTOMATION/SMART TECHNOLOGY (3X)
February
April
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>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”

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.875” x 10.75”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5” x 10”</td>
</tr>
<tr>
<td>1/2 Page Island Ads</td>
<td>4.5” x 7.5”</td>
</tr>
<tr>
<td>1/2 Page Vertical Ads</td>
<td>3.375” x 10”</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7” x 4.75”</td>
</tr>
<tr>
<td>1/3 Page Vert.</td>
<td>2.125” x 10”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5” x 4.75”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375” x 4.75”</td>
</tr>
</tbody>
</table>

Live Area: Keep live matter at least 1/8” away from trim dimensions.
Bleed: Please allow an ¼” bleed on all sides. Fractional ads do not bleed.
Single page bleed size: 8 ¼” x 11”
2-Page Spread Bleed: 16 ¼” x 11”
Printing: Web offset, SWOP standards apply.
Binding: Saddle-stitch

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

LEADERBOARD BANNER AD [A]

1ST POSITION BANNER AD [B]

• The Rhyz sculpture is a woven steel canopy offering shade to shoppers in the Domain Northside district of Austin, Texas.
• Students at ETH Zurich designed and built a 11.5-ft. aluminum wall cast in a 3D-printed mold.

SPONSORED CONTENT [D]

SPONSORS

BUTTON ADS [C]

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

HOW CAN A DUST COLLECTOR BE ADAPTED TO HANDLE FUTURE GROWTH OR CHANGING APPLICATIONS?
Traditionally, when dust collectors needed changes, you would have to replace the entire dust collector because it was not designed modularly. If the Farr Gold Series industrial dust collector is built modularly, it can be expanded the first time.

WHAT NFPA REQUIREMENTS DO I NEED TO COMPLY WITH?
You must have the basic components that allows for expansion give the end user the ability to re-utilize their investment and avoid the cost of replacing the entire dust collector. The Farr Gold Series, it can be expanded to handle increased airflow or dust intensities by adding modules and expanding the fan. Demand.

HOW DO I DETERMINE IF MY METAL DUST IS FLAMMABLE OR EXPLOSIVE?
Getting your dust tested is the only way to know for sure. These metal dusts are the most hazardous: aluminum, magnesium, carbon steel, stainless steel, niobium, tantalum, titanium, zirconium, and hafnium. Most ground metals create dust with active carbons that are combustible. In addition, rust inhibitors, coolants, paints and/or other fugitive materials can combine into an explosive mixture in the dust collector. Under OSHA’s General Duty Clause, Section 5(a)(1), it’s an employer’s responsibility to identify and abate hazards in the workplace. We recommend that dust generated during metalworking processes be lab tested to determine if it has explosive properties. OSHA requires facilities that don’t have a Dust Hazard Analysis (DHA) for existing processes by October 2018, and/or other fugitive materials can combine into an explosive mixture in the dust collector.

HOW CAN I DETERMINE IF MY METAL DUST IS FLAMMABLE OR EXPLOSIVE?
This is a two step, methodology to determine whether a metal dust is combustible. First, you need to determine if the metal dust is flammable. NFPA 652 requires that metalworkers perform a Dust Hazard Analysis (DHA) for existing processes by October 2018, and/or other fugitive materials can combine into an explosive mixture in the dust collector.

HOW CAN A DUST COLLECTOR BE ADAPTED TO MY SPECIFIC APPLICATION?
Traditionally, when dust collectors needed changes, you would have to replace the entire dust collector because it was not designed modularly. If the Farr Gold Series industrial dust collector is built modularly, it can be expanded the first time. The Farr Gold Series collectors are built modularly so that configurations to fit an application. The dust collector size and configuration, cartridge size and type, ducting, and explosion protection equipment should be evaluated for each unique application. If the Farr Gold Series, it can be expanded to handle increased airflow or dust intensities by adding modules and expanding the fan. Demand.

WHAT NFPA REQUIREMENTS DO I NEED TO COMPLY WITH?
You must have the basic components that allows for expansion give the end user the ability to re-utilize their investment and avoid the cost of replacing the entire dust collector. The Farr Gold Series, it can be expanded to handle increased airflow or dust intensities by adding modules and expanding the fan. Demand.

HOW CAN A DUST COLLECTOR BE ADAPTED TO MY SPECIFIC APPLICATION?
Traditionally, when dust collectors needed changes, you would have to replace the entire dust collector because it was not designed modularly. If the Farr Gold Series industrial dust collector is built modularly, it can be expanded the first time. The Farr Gold Series collectors are built modularly so that configurations to fit an application. The dust collector size and configuration, cartridge size and type, ducting, and explosion protection equipment should be evaluated for each unique application. If the Farr Gold Series, it can be expanded to handle increased airflow or dust intensities by adding modules and expanding the fan. Demand.

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 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

<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

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 & inkjet 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 MEDIA & FILE FORMATS

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"  
1/2 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)
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 source referred to throughout the year.

TOTAL CIRCULATION 56,179*

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

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 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>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 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”

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

Live Area: Keep live matter at least ¼” away from trim dimensions.
Bleed: Please allow an 1/8” bleed on all sides. Fractional ads do not bleed.

Single page bleed size: 8 ¼” x 11”
2-Page Spread Bleed: 16 ¼” x 11”
Printing: Web offset, SWOP standards apply.
Binding: Perfect (adhesive)

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

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 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
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.
EDITORIAL

CORINNA PETRY
Editor-In-Chief
312/654-2315
cpetry@modernmetals.com

LYNN STANLEY
Senior Editor
937/912-5158
lstanley@ffjournal.net

GRETCHEN SALOIS
Senior Editor
312/654-2308
gsalois@modernmetals.com

LAUREN DUENSING
Contributing Editor
312/320-4109
laurenduensing@gmail.com

DESIGN & PRODUCTION

CARLOTTA LACY
VP Production
312/654-2318
carlotta@modernmetals.com

MATTHEW LAFLEUR
Design Director
312/654-2312
mlafleur@modernmetals.com

DIGITAL

MARK KOENIG
Digital Manager
312/654-2327
mkoenig@modernmetals.com

CORPORATE

MICHAEL D’ALEXANDER
President/Publisher
312/654-2309
mdalexander@modernmetals.com

WAYNE KRUSEN
VP Finance
312/654-2304
wkrusen@trendpublishing.com

CIRCULATION

BILL D’ALEXANDER
Manager
203/438-4174
bdalexander@modernmetals.com
bdalexander@ffjournal.net

CORPORATE OFFICES
123 W. Madison St., Suite 950, Chicago, IL 60602
312/654-2300, fax: 312/654-2323

ADVERTISING SALES STAFF

MICHAEL D’ALEXANDER
President/Publisher, Editor-in-Chief
312/654-2309, Fax: 312/654-2323
mdalexander@modernmetals.com
Alaska, Arizona, Arkansas, California, Hawaii, Idaho, Montana, New Mexico, North Dakota, Wyoming

JIM D’ALEXANDER
VP/Digital
770/862-0815, Fax: 312/654-2323
jdalexander@modernmetals.com
Alabama, Colorado, Florida, Georgia, Louisiana, Minnesota, Mississippi, W. New York, North Carolina, Oklahoma, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas

BILL D’ALEXANDER
Principal/Sales Manager
203/438-4174
bdalexander@modernmetals.com
Connecticut, Delaware, Kentucky, Maine, Maryland, Massachusetts, Missouri, Nevada, New Hampshire, New Jersey, E. New York, Ohio, Oregon, Rhode Island, Utah, Vermont, Virginia, Washington, West Virginia; international

BOB D’ALEXANDER
Principal/Sales Manager
616/916-4348, Fax: 616/942-0798
rdalexander@modernmetals.com
Illinois, Indiana, Iowa, Kansas, Michigan, Nebraska, Wisconsin

TRACI FONVILLE
Classifieds, Logos, Reprints and eNewsletters
312/654-2325, Fax: 312/654-2323
tfon@modernmetals.com