

**THE VTS2
VIRTUAL TRADE
SHOW**
PRODUCT AND VIDEO
DEMONSTRATION
SHOWCASE

Modern Metals®
SERVING METAL SERVICE
CENTERS, FABRICATORS
AND OEM/END USERS
SINCE 1945

**THE METALS
DIRECTORY®**
THE PRINT RESOURCE
FOR METALWORKING
EQUIPMENT, MATERIALS,
CONSUMABLES AND
SERVICES

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

2021
TPMG
TREND PUBLISHING
METALS GROUP

**THE METAL
FABRICATORS
DIRECTORY®**
THE ONLY PRINT & DIGITAL
GUIDE OF FABRICATORS BY
REGION IN THE U.S.

**Metal
Service Centers®**
REGIONAL GUIDE TO
MATERIALS & SERVICES

**METALWORKING
CONSUMABLES.COM®**
METALWORKING
REPLACEMENT
PRODUCTS AND
TOOLS

**METALS AND
METALWORKING®**
SEARCH.com
THE PREMIER
SEARCH ENGINE FOR
EQUIPMENT, MATERIALS,
CONSUMABLES AND
SERVICES

UNRIVALED INDUSTRY COVERAGE

TRENDPUBLISHINGMETALSGROUP.COM



PUBLISHER INTRODUCTION

Welcome to **Trend Publishing Metals Group (TPMG)**. Long regarded as a premier media company in the metalworking industry, TPMG offers a variety of print and digital platforms reaching a broad audience of metal producers (mills), service centers, fabricators and OEM/end-users. Since the purchase of *Modern Metals* magazine in 1993, Trend Publishing has grown organically to include up to eight brands, each uniquely designed to help company marketers effectively reach key decision makers among their target audiences.

Take the time to go through our 2021 Media Guide to see what's new. If you're looking to increase product awareness or name recognition, generate sales leads or all the above, you'll find one or more of our media platforms with an audience that's right for you.

Here at Trend Publishing Metals Group (TPMG), we wish you all the best for a safe, healthy and prosperous 2021.



Sincerely,

Michael D'Alexander
President, TPMG

2021 MEDIA KIT // MULTIMEDIA MARKETING GUIDE

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ModernMetals®

SERVING METAL SERVICE CENTERS, FABRICATORS AND OEM/END USERS SINCE 1945

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Metal Service Centers®

REGIONAL GUIDE TO MATERIALS & SERVICES

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FFJournal®

THE SOURCE FOR TODAY'S METAL FABRICATING AND FORMING TECHNOLOGIES

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#METAL FABRICATORS DIRECTORY®

THE ONLY PRINT & DIGITAL GUIDE OF FABRICATORS BY REGION IN THE U.S..

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THE METALS DIRECTORY®

THE COMPREHENSIVE PRINT RESOURCE FOR METALWORKING

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PRODUCT AND VIDEO DEMONSTRATION SHOWCASE



THE PREMIER SEARCH ENGINE FOR EQUIPMENT, MATERIALS, CONSUMABLES AND SERVICES



METALWORKING REPLACEMENT PRODUCTS AND TOOLS





MODERN METALS

PRINT & DIGITAL
MONTHLY ISSUE
CIRCULATION

For more than 75 years, **Modern Metals** magazine has served metal service centers, producers, fabricators and OEM/end-users with accurate and trustworthy reporting. The premier metals industry publication is a key resource for C-level executives, plant/design engineers, purchasing agents and other important decision-makers to keep up with industry news that affects their business. **Modern Metals'** diverse coverage includes business operations, market reports, processing technologies, case studies, industry/people news and market trends.



TOTAL BPA QUALIFIED CIRCULATION 15,336 SERVICE CENTER EXECUTIVES

BUSINESS AND INDUSTRY	Unique Total Qualifie	Percent of Total	JOB TITLES						
			Print	Digital	Corporate Official	Chief Engineer	Engineers	Buyers, Salespersons and other Purchasing and Sales Titles	Other Titled and Non-titled Personnel within the Field Served
METALS SERVICE CENTERS AND OFFICES	15,336	100.0	9,981	5,355	8,913	3,424	505	2,494	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,336	100.0	9,981	5,355	8,913	3,424	505	2,494	-
PERCENT	100.0		65.1	34.9	58.1	22.3	3.3	16.3	-

Source: *Modern Metals* December 2020 BPA Brand Report

*100% of *Modern Metals'* audited circulation of 15,336 subscribers 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.



MODERN METALS

ADDITIONAL DIGITAL MONTHLY ISSUE CIRCULATION TO FABRICATORS, OEM/END-USERS & SERVICE CENTERS

VERIFIED DIGITAL CIRCULATION 75,766

BUSINESS AND INDUSTRY	Total Circulation	Percent of Total	Digital	JOB TITLES		
				• Corporate Official • President-Owner • Vice President/General Manager • Treasurer-Secretary • Controller	• Plant management, production and engineering	• Buyers, Salespersons and other Purchasing and Sales Titles
FABRICATED METAL PRODUCTS	13,604	33.4	13,604	8,029	3,952	1,623
MACHINERY, EXCEPT ELECTRICAL	20,945	51.5	20,945	11,982	6,315	2,648
TRANSPORTATION EQUIPMENT	5,404	13.3	5,404	3,118	1,653	633
METAL SERVICE CENTERS AND OFFICES	724	1.8	724	379	292	53
TOTAL CIRCULATION	40,677	100	40,677	23,508	12,212	4,957
PERCENT	100		100	57.79	30.02	12.19

Source: Publisher's Own Data, March 2021. Verified refers to the verification of email delivery through distribution and delivery reports. Digital circulation is maintained by OMEDA, located in Chicago, Illinois.

Please Note: In addition to the above circulation of 40,677 fabricators, OEM/End-Users and Service Center Executives, the digital version of each issue is also emailed to our in-house opt-in subscriber database of approximately 35,089 fabricators, OEM/End-Users and Service Center Executives making the total digital circulation of each monthly issue 75,766.

MONTHLY 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 Profile
- 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 2021

Service Center Association/Co-op	Magazine Distribution	Attendance	Event Sponsor	Show Booth Exhibitor
Copper & Brass Servicenter Association (CBSA)	■	■		
North American Steel Alliance (NASA) Annual Meeting	■	■		
North American Steel Alliance (NASA) Forecast Conference	■	■		
National Coil Coating Assoc. (NCCA) Annual Meeting	■	■		
National Coil Coating Assoc. (NCCA) Fall Meeting	■	■		
Steel Market Update (SMU) Steel Summit	■	■	■	■
AISTech Technology Conference & Expo	■	■		
Association of Women in the Metal Industries (AWMI) Annual Conference	■	■		
Metalcon	■	■		
Fabtech	■	■		■
CRU North American Steel Conference	■	■	■	
International Titanium Association ITA USA 2019	■			



MODERN METALS 2021 EDITORIAL CALENDAR

JANUARY

Ad Space Close: 12/1/20
Ad Material Due: 12/18/20

COVER STORY

Toll Processing Report

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Coated Coil
- Sawing
- Laser Technology

COLUMNS

- Face Time
- Guest Editorial

FEBRUARY

Ad Space Close: 1/8/21
Ad Material Due: 1/15/21

SPECIAL SECTION

VTS2: Second Annual Virtual Trade Show. See page 27 for information

COVER STORY

Metallurgy/R&D

PRINCIPAL FEATURES

- Service Centers
- Waterjet
- Tube & Pipe
- ERP/Software Solutions
- Material Handling

COLUMNS

- Face Time
- Guest Editorial

MARCH

Ad Space Close: 2/12/21
Ad Material Due: 2/19/21

SPECIAL SECTION

VTS2: Second Annual Virtual Trade Show. See page 27 for information

COVER STORY

Construction/Infrastructure

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Laser Technology
- Sawing
- Copper & Brass Servicenter Association (CBSA) Annual Membership Guide

COLUMNS

- Face Time
- Guest Editorial

BONUS DISTRIBUTION

Copper & Brass Servicenter Association (CBSA) Annual Meeting
April 13-15, Coronado, CA

CRU World Copper Conference
April 12-14, Santiago, Chile

APRIL

Ad Space Close: 3/12/21
Ad Material Due: 3/19/21

COVER STORY

The Modern Service Center

PRINCIPAL FEATURES

- Coil Processing
- Coated Coil
- ERP/Software Solutions
- Tube & Pipe
- Material Handling
- Sawing
- North American Steel Alliance (NASA) Membership Guide

COLUMNS

- Face Time
- Guest Editorial

BONUS DISTRIBUTION

North American Steel Alliance (NASA) Annual Meeting

April 28-31, Phoenix, AZ

National Coil Coaters Association (NCCA) Annual Meeting

April 19-21, Austin, TX

American Iron & Steel Technology (AISTech) Conference and Expo

May 3-6, Nashville, TN

Titanium Europe

May 3-5, Dublin, Ireland

NASCC: The Steel Conference

May 11-12, Louisville, KY

MAY

Ad Space Close: 4/9/21
Ad Material Due: 4/16/21

COVER STORY

Automotive

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Laser Technology
- Transportation/Logistics
- Waterjet

COLUMNS

- Face Time
- Guest Editorial

JUNE

Ad Space Close: 5/14/21
Ad Material Due: 5/21/21

ANNUAL METALS DIRECTORY

Comprehensive guide to metalworking equipment, materials, consumables and services. Replaces the **June issue** of *Modern Metals*.

See Page 23 for information

JULY

Ad Space Close: 6/11/21
Ad Material Due: 6/18/21

COVER STORY

Mill Outlook

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Coated Coil
- Material Handling
- Sawing

COLUMNS

- Face Time
- Guest Editorial

AUGUST

Ad Space Close: 7/9/21
Ad Material Due: 7/16/21

COVER STORY

Capital Spending Survey

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Material Handling
- Transportation/Logistics

COLUMNS

- Face Time
- Guest Editorial

BONUS DISTRIBUTION

SMU Steel Summit Conference

August 23-25, Atlanta, GA

Fabtech Show

September 13-16, Chicago, IL

CRU World Aluminum Conference

September 7-9, London, U.K.

CRU North American Aluminum Conference

TBD

Titanium USA

October 3-6, San Diego, CA



SEPTEMBER

Ad Space Close: 8/13/21
Ad Material Due: 8/20/21

COVER STORY

Construction/Architecture

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Coated Coil
- Waterjet
- Tube & Pipe
- ERP/Software Solutions
- National Coil Coaters (NCCA)
- Membership Guide

COLUMNS

- Face Time
- Guest Editorial

BONUS DISTRIBUTION

National Coil Coaters Association (NCCA) Fall Meeting
TBD

Metalcon

October 6-8, Tampa, FL

OCTOBER

Ad Space Close: 9/10/21
Ad Material Due: 9/17/21

COVER STORY

Annual End User Outlook

PRINCIPAL FEATURES

- Service Centers
- Laser Technology
- Material Handling
- Transportation/Logistics
- Sawing

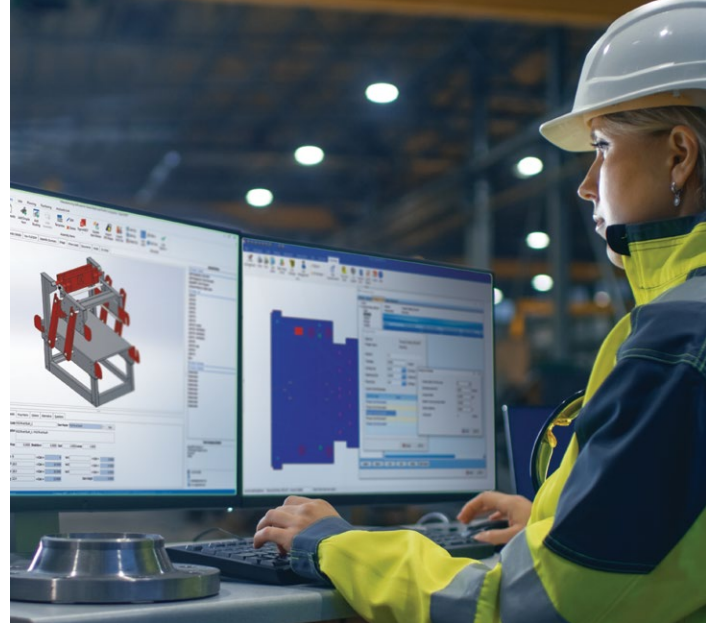
COLUMNS

- Face Time
- Guest Editorial

BONUS DISTRIBUTION

North American Steel Alliance (NASA) Fall Conference
October 18-19, Rosemont, IL

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



NOVEMBER

Ad Space Close: 10/8/21
Ad Material Due: 10/15/21

COVER STORY

The Great Disruptor:
Additive Manufacturing

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Tube & Pipe
- Waterjet
- ERP/Software Solutions

COLUMNS

- Face Time
- Guest Editorial

DECEMBER

Ad Space Close: 11/12/21
Ad Material Due: 11/19/21

COVER STORY

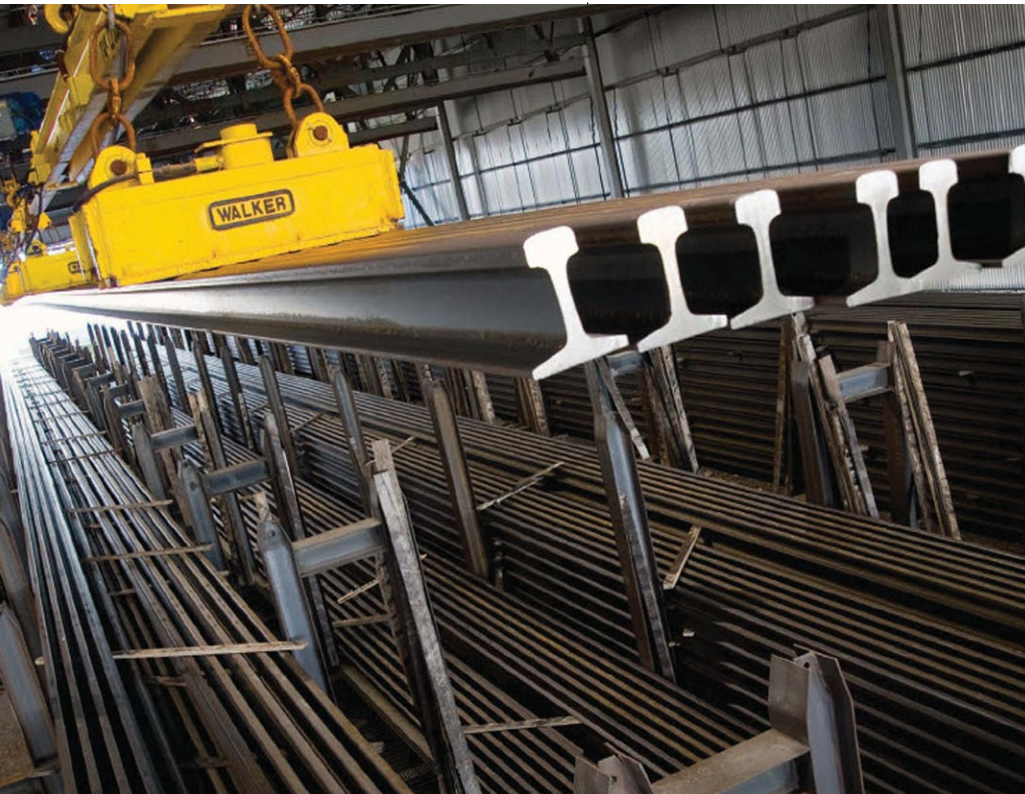
Fabricating/Contract Manufacturing

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Coated Coil
- Laser Technology
- Material Handling
- Sawing

COLUMNS

- Face Time
- Guest Editorial



MODERN METALS 2021

EDITORIAL SUMMARY BY CATEGORY

SERVICE CENTERS (11X)

January
February
March
April
May
July
August
September
October
November
December

COIL PROCESSING (9X)

January
March
April
May
July
August
September
November
December

COATED COIL (5X)

January
April
July
September
December

SAWING (6X)

January
March
April
July
October
December

MATERIAL HANDLING (6X)

February
April
July
August
October
December

LASER TECHNOLOGY (5X)

January
March
May
October
December

WATERJET (4X)

February
May
September
November

TUBE & PIPE (4X)

February
April
September
November

ERP/SOFTWARE SOLUTIONS (4X)

February
April
September
November

TRANSPORTATION/ LOGISTICS (3X)

May
August
October



PRINT ADVERTISING RATES

Modern Metals®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

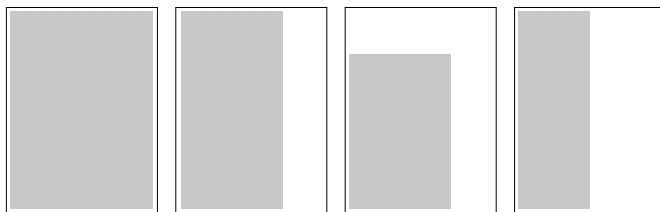
Full Page Ads	\$5,000 net
Two-Third Page Ads	\$4,000 net
Half Page Island Ads	\$3,500 net
Half Page Vertical Ads	\$3,000 net
Half Page Horizontal Ads	\$2,500 net
Third Page Square or Vertical Ads	\$2,000 net
Quarter Page Ads	\$1,500 net

COVER POSITIONS: Add 10%

AD AGENCY: Add 15%

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 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: Saddle-stitch

BEST VALUE ADDED

Did you know that for every print ad you buy, you get that print ad placed in TWO different spots in the same month's digital edition for **FREE** plus a free company profile on our ebsite for the month? Ask your sales representative for details.

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



METAL SERVICE CENTERS

REACH AN AUDIENCE OF METAL FABRICATORS, OEM/END-USERS AND OTHER SERVICE CENTERS IN YOUR "BACKYARD."

Metal Service Centers is a special advertising section published 4x/year in *Modern Metals* and *FFJournal* magazines EXCLUSIVELY for metal distributors who want to promote their inventory, processing and services capabilities to a REGIONAL audience of metal fabricators, OEM/end users and additional service center executives.

VALUE ADDED PROGRAM: Advertise in any 4 consecutive quarterly issues of Metal Service Centers regional magazines and receive the following online advertising package at no charge for an entire year:

Get your company listing in *Metal Service Centers* online directory in the regions your print ad is running on the following websites: modernmetals.com, ffjournal.net and metalservicecenters.net.

CIRCULATION BY REGION

MIDWEST EDITION IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI	17,491 4,429 Metal Service Centers 5,210 OEM/End-Users 7,852 Fabricators
MOUNTAIN/WEST EDITION MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI	11,382 3,086 Metal Service Centers 3,409 OEM/End-Users 4,887 Fabricators
NORTHEAST EDITION ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV	10,938 2,822 Metal Service Centers 3,065 OEM/End-Users 5,051 Fabricators
SOUTHEAST EDITION NC, SC, GA, FL, TN, AL, MS	8,813 2,568 Metal Service Centers 2,439 OEM/End-Users 3,806 Fabricators
SOUTHWEST EDITION AR, LA, OK, TX, NM	7,557 2,437 Metal Service Centers 2,012 OEM/End-Users 3,108 Fabricators

*Source: *Modern Metals* and *FFJournal* Magazines' December 2020 BPA Brand Reports of Circulation

PUBLISHING SCHEDULE

NOVEMBER 2021

Ad close: 10/1/21

Ad materials due: 10/8/21

FEBRUARY 2022

Ad Close: 1/7/22

Ad material due: 1/14/22

MAY 2022

Ad close: 4/1/22

Ad material due: 4/8/22

AUGUST 2022

Ad close: 7/8/22

Ad material due: 7/15/22

LOW REGIONAL ADVERTISING RATES

Full Page (7.875" x 10.75") \$950

1/2 Vert. page (3.375" x 10") \$550

1/2 Horiz. page (7" x 4.75") \$550

1/4 page (3.375" x 4.75") \$350



ADVERTISING SPACE RESERVATION

Valerie Treiber

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

NEED HELP CREATING YOUR AD?

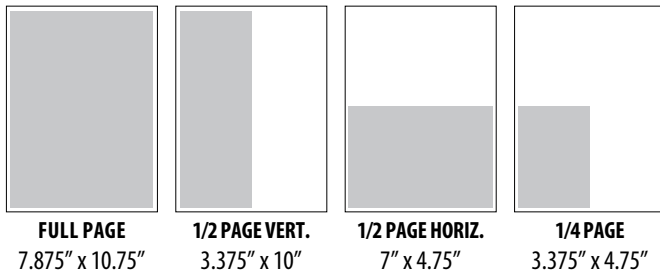
Contact Carlotta Lacy:
 312-654-2318, carlotta@trendpublishing.com

Metal Service Centers®

REGIONAL GUIDE TO MATERIALS AND SERVICES

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"



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: Saddle-stitch

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.

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Trend Publishing, 123 W. Madison St,
Suite 950, Chicago, IL 60602

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*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



FFJOURNAL

PRINT & DIGITAL MONTHLY ISSUE CIRCULATION

Over the last 17 years, **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 news with the best industry reach available. Our readers appreciate that *FFJournal* offer accurate and trustworthy reporting. *FFJournal's* experienced editors, who are well versed in the entire metalworking supply chain, will launch an expanded news section starting in January 2021. *FFJournal's* monthly news format will include coverage of industry and company news events in the print/digital editions, alongside expert commentary and analysis.



TOTAL BPA QUALIFIED CIRCULATION 40,856 FABRICATORS & OEM/END-USERS

BUSINESS AND INDUSTRY	Unique Total Qualified & Verifie	Percent of Total	Print	Digital	JOB TITLES				
					• Corporate Officia • President-Owner • Vice President/ General Manager • Treasurer-Secretary • Controller	• Chief Engineer • Plant Manager • Production Superintendent, Department Managers • Chief Metallurgist • Chief Chemist	• Engineers • Metallurgists • Designers • Production Men • Chemists • Supervisors • Foremen	• Buyers, Salespersons and other Purchasing and Sales Titles	• Other Titled and Non-titled Personnel within the Field Served
FABRICATED METAL PRODUCTS	24,706	60.5	18,206	6,500	17,129	3,971	1,741	1,865	-
MACHINERY, EXCEPT ELECTRICAL	9,823	24.1	6,984	2,839	6,579	1,508	916	820	-
ELECTRIC AND ELECTRONIC EQUIPMENT	1,490	3.6	1,125	365	979	294	104	113	-
TRANSPORTATION EQUIPMENT	4,837	11.8	3,710	1,127	3,257	840	433	307	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,856	100	30,025	10,831	27,944	6,613	3,194	3,105	-
PERCENT	100		73.5	26.5	68.4	16.2	7.8	7.6	-

Source: *FFJournal* December 2020 BPA Brand Report

*100% of *FFJournal's* audited circulation of 40,856 subscribers are personally asking to receive *FFJournal* each month either in print or digitally.

*100% of *FFJournal's* audited circulation of 40,856 is addressed by each reader's name and title.



FFJOURNAL

ADDITIONAL DIGITAL MONTHLY ISSUE CIRCULATION TO FABRICATORS, OEM/END-USERS & SERVICE CENTERS

VERIFIED DIGITAL CIRCULATION 75,766

BUSINESS AND INDUSTRY	Total Circulation	Percent of Total	Digital	JOB TITLES		
				• Corporate Official • President-Owner • Vice President/ General Manager • Treasurer-Secretary • Controller	• Plant management, production and engineering	• Buyers, Salespersons and other Purchasing and Sales Titles
FABRICATED METAL PRODUCTS	13,604	33.4	13,604	8,029	3,952	1,623
MACHINERY, EXCEPT ELECTRICAL	20,945	51.5	20,945	11,982	6,315	2,648
TRANSPORTATION EQUIPMENT	5,404	13.3	5,404	3,118	1,653	633
METAL SERVICE CENTERS AND OFFICES	724	1.8	724	379	292	53
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FFJOURNAL 2021 EDITORIAL CALENDAR

JANUARY

Ad Space Close: 12/4/20
Ad Material Due: 12/11/20

COVER STORY

Metal Fabricators Roundtable

FABRICATING & FORMING

- Laser Technology
- Press Brakes/Tooling
- Bending/Folding
- Deburring/Finishing
- Waterjet
- Welding

COLUMNS

- Face Time
- Guest Editorial

FEBRUARY

Ad Space Close: 1/4/21
Ad Material Due: 1/11/21

SPECIAL SECTION

VTS2: Second Annual Virtual Trade Show. See page 27 for information

COVER STORY

Government Issues: Reshoring/Tariffs

FABRICATING & FORMING

- Software Solutions
- Stamping/Presses
- Sawing Technology
- Tube & Pipe Fabrication
- Plate & Angle Rolls
- Material Handling

COLUMNS

- Face Time
- Guest Editorial

MARCH

Ad Space Close: 2/5/21
Ad Material Due: 2/12/21

SPECIAL SECTION

VTS2: Second Annual Virtual Trade Show. See page 27 for information

COVER STORY

Internet of Things –
5G, International Compliance

FABRICATING & FORMING

- Laser Technology
- Deburring/Finishing
- Punching
- Press Brakes/Tooling
- Tube & Pipe Fabrication

COLUMNS

- Face Time
- Guest Editorial
- Fabricators P.O.V.

APRIL

Ad Space Close: 3/5/21
Ad Material Due: 3/12/21

COVER STORY

Next-Gen Metalworker

FABRICATING & FORMING

- Laser Technology
- Deburring/Finishing
- Stamping/Presses
- Welding
- Sawing Technology
- Material Handling
- Plate & Angle Rolls

COLUMNS

- Face Time
- Guest Editorial

MAY

Ad Space Close: 4/2/21
Ad Material Due: 4/9/21

COVER STORY

The Modern Fab Shop

FABRICATING & FORMING

- Laser Technology
- Press Brakes/Tooling
- Bending/Folding
- Tube & Pipe Fabrication
- Waterjet
- Software Solutions
- Plasma Technology

COLUMNS

- Face Time
- Guest Editorial

JUNE

Ad Space Close: 5/14/21
Ad Material Due: 5/21/21

ANNUAL METALS DIRECTORY

Comprehensive guide to metalworking equipment, materials, consumables and services.

Replaces the June issue of *FFJournal*

See Page 23 for information



JULY

Ad Space Close: 6/4/21
Ad Material Due: 6/11/21

COVER STORY

Heavy Equipment

FABRICATING & FORMING

- Press Brakes/Tooling
- Stamping/Presses
- Sawing Technology
- Tube & Pipe Fabrication
- Material Handling
- Plate & Angle Rolls

COLUMNS

- Face Time
- Guest Editorial

AUGUST

Ad Space Close: 7/9/21
Ad Material Due: 7/16/21

ANNUAL METAL FABRICATORS DIRECTORY

Regional guide to U.S. metal fabricators. Replaces the August issue of *FFJournal* magazine

See Page 21 for information

SEPTEMBER

FABTECH SHOW ISSUE

Ad Space Close: 8/6/21
Ad Material Due: 8/13/21

COVER STORY

Reality Show Fabricators

FABRICATING & FORMING

- Laser Technology
- Press Brakes/Tooling
- Waterjet
- Stamping/Presses
- Plate & Angle Rolls
- Bending/Folding
- Deburring/Finishing
- Welding
- Software Solutions

COLUMNS

- Face Time
- Guest Editorial

BONUS DISTRIBUTION

Fabtech 2021

September 13-16, Chicago, IL



OCTOBER

Ad Space Close: 9/3/21
Ad Material Due: 9/10/21

COVER STORY

Automotive

FABRICATING & FORMING

- Laser Technology
- Material Handling
- Sawing Technology
- Punching
- Deburring/Finishing
- Plate & Angle Rolls

COLUMNS

- Face Time
- Guest Editorial
- Fabricators P.O.V.

BONUS DISTRIBUTION

SEMA

November 2-5, Las Vegas, NV

STAFDA Convention

November 7-9, Charlotte, NC

NOVEMBER

Ad Space Close: 10/1/21
Ad Material Due: 10/8/21

COVER STORY

Cyber Security in the Workplace

FABRICATING & FORMING

- Laser Technology
- Press Brakes/Tooling
- Stamping/Presses
- Deburring/Finishing
- Plasma Technology
- Software Solutions

COLUMNS

- Face Time
- Guest Editorial
- Fabricators P.O.V.

DECEMBER

Ad Space Close: 11/5/21
Ad Material Due: 11/12/21

COVER STORY

Military/Aerospace

FABRICATING & FORMING

- Laser Technology
- Bending/Folding
- Waterjet
- Welding
- Tube & Pipe Fabrication
- Sawing Technology

COLUMNS

- Face Time
- Guest Editorial



FFJOURNAL 2021

EDITORIAL SUMMARY BY CATEGORY

LASER TECHNOLOGY (8X)

January
March
April
May
September
October
November
December

PRESS BRAKES/ TOOLING (6X)

January
March
May
July
September
November

BENDING/FOLDING (4X)

January
May
September
December

DEBURRING/ FINISHING (6X)

January
March
April
September
October
November

WATERJET (4X)

January
May
September
December

WELDING (4X)

January
April
September
December

STAMPING/ PRESSES (5X)

February
April
July
September
November

SAWING TECHNOLOGY (5X)

February
April
July
October
December

TUBE & PIPE FABRICATION (5X)

February
March
May
July
December

MATERIAL HANDLING (4X)

February
April
July
October

PLATE & ANGLE ROLLS (5X)

February
April
July
September
October

PUNCHING (2X)

March
October

SOFTWARE SOLUTIONS (4X)

February
May
September
November

PLASMA TECHNOLOGY (2X)

May
November



PRINT ADVERTISING RATES

FFJournal[®]

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

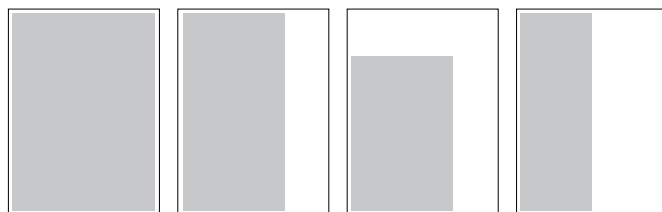
Full Page Ads	\$5,000 net
Two-Third Page Ads	\$4,000 net
Half Page Island Ads	\$3,500 net
Half Page Vertical Ads	\$3,000 net
Half Page Horizontal Ads	\$2,500 net
Third Page Square or Vertical Ads	\$2,000 net
Quarter Page Ads	\$1,500 net

COVER POSITIONS: Add 10%

AD AGENCY: Add 15%

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 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: Saddle-stitch

BEST VALUE ADDED

Did you know that for every print ad you buy, you get that print ad placed in TWO different spots in the same month's digital edition for **FREE** plus a free company profile on our website for the month? Ask your sales representative for details.

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



FFJOURNAL THE METAL FABRICATORS DIRECTORY ANNUAL GUIDE

**COMING
IN
AUGUST
2021**

In August 2020, *The Metal Fabricators Directory* was launched as the only annual print and digital directory of U.S. metal fabricators by state. *The Metal Fabricators Directory* enables 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 throughout the year.

TOTAL CIRCULATION 116,622*

Source: FF Journal December 2020 BPA Brand Report of 40,856 Fabricators and OEM/End-Users.
 Publisher's own data - Digital circulation of 40,677 Fabricators, OEM/End-Users and Service Center Executives compiled and organized by OMEMA out of Chicago, Illinois.
 Publisher's own data - In-house opt-in subscriber database of approximately 35,089 Fabricators, OEM/End-Users and Service Center Executives.
 *See pages 14-15 of this media kit for detailed circulation information.

SHOWCASE YOUR BRAND

Stand apart with a **\$200** company logo located directly above your company information.

BONUS!

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

Contact **VALERIE TREIBER** at 203-894-5483 or email valerie@ffjournal.net for details.

<p>OHIO</p>  <p>Weaver Precision Fabricating and Finishing 1100 Home Ave. AKRON, OH 44310 330-745-3105 weaverfab.com</p> <ul style="list-style-type: none"> • Assembly & Joining • Bending/Folding • Deburring • Finishing • Grinding • Laser Cutting • Press Brake Forming • Punching • Resistance, Spot & Robotic Welding • Sawing • Other: Powder Coating 	<p>PENNSYLVANIA</p> <p>East Coast Fabricating 221 E. Mill Ave. Myerstown, PA 17067 717-866-5554</p> <ul style="list-style-type: none"> • Laser Cutting • Plasma Cutting • Tube & Pipe Fabrication  <p>FABRICATION SOLUTIONS Miller Fabrication Solutions 497 Allegheny Blvd. Brookville, PA 15825 814-849-3061 millerfabricationsolutions.com</p> <ul style="list-style-type: none"> • Additive Manufacturing • Arc Welding • Assembly & Joining
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FOR DISPLAY ADVERTISING,
SEE PAGE 22

VISIT themetalfabricatorsdirectory.com TO REGISTER/UPDATE YOUR FREE COMPANY LISTING BY JULY 9, 2021. REGISTRATION FOR METAL FABRICATORS ONLY.

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

Display advertising closing: 7/9/21 • Advertising material due: 7/16/21

PRINT ADVERTISING RATES

THE METAL FABRICATORS DIRECTORY®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

Full Page Ads	\$5,000 net
Two-Third Page Ads	\$4,000 net
Half Page Island Ads	\$3,500 net
Half Page Vertical Ads	\$3,000 net
Half Page Horizontal Ads	\$2,500 net
Third Page Square or Vertical Ads	\$2,000 net
Quarter Page Ads	\$1,500 net

COVER POSITIONS: Add 10%

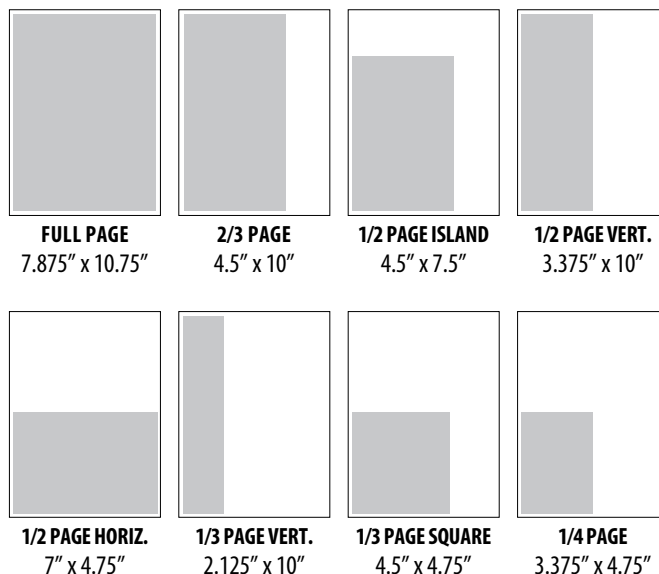
AD AGENCY: Add 15%

ADVERTISER BONUS

Print display advertisers receive bold face listings in the print directory and the same ad free in the digital edition. Ask your sales representative for details.

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"



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)

PRINT MEDIA & FILE FORMATS

Submitting ads electronically is strongly encouraged.

- File size <5 MB may be emailed to carlotta@modernmetals.com
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- **Preferred File Format:** PDF/X-1a
- **Alternate File Formats Accepted:**
 - High-resolution, press-optimized PDFs
 - Native Application Files: QuarkXpress or InDesign—Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images

- Illustrator (create outlines) or Photoshop files
- We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.
- **Image Requirements:** All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

Submitting ads on physical media is also permitted.

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

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

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

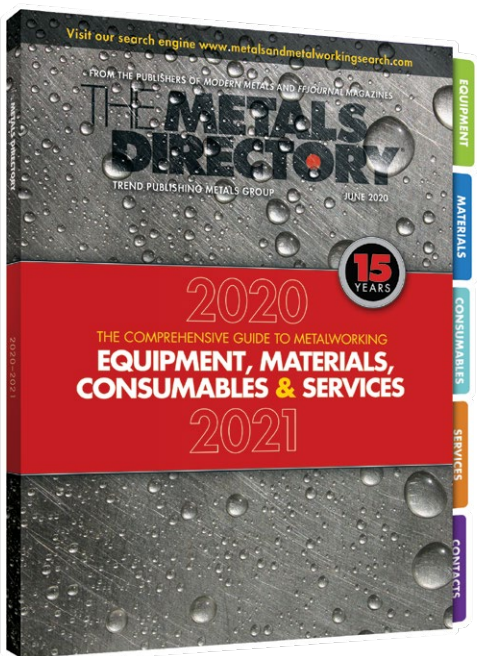
Film: Film negatives are not accepted.

Alterations to Materials:

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

CONTACT

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



THE METALS DIRECTORY

2021-2022 ANNUAL PRINT EDITION



Since 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 **40,006*** metal service centers, fabricators and OEM/end users, *The Metals Directory* is a valuable source referred to throughout the year.

TOTAL CIRCULATION 40,006*

*Publisher's data. Replaces the June issues of *Modern Metals* and *FF Journal* magazines. Total Circulation of 40,006 is a combination of *Modern Metals* and *FF Journal* magazine's December 2020 BPA Brand Report of print circulation.

FOR DISPLAY ADVERTISING, SEE PAGE 25

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, 2021 BY GOING TO metalsandmetalworkingsearch.com.

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

COIL PROCESSING



GFG
Goldustry DoveBid
K&S Machinery Corp.
Mark One Corp.
Metal Coaters
Osborn/Jackson/Lea
Phipps Co. (I.E. Phipps Co. Inc.)
Press Automation Inc.
Union Tool Corp.
United Rotary Brush Corp.
Vall Rubber Works Inc.

COIL CRADLES

Stamtec
Sutherland Presses & Feeds
Twin H Marketing LLC
Universal Tube & Rollform Equipment Corp.
Vall Rubber Works Inc.

COIL END JOINERS

ASMAAG USA Inc.
BWG Machinery Corp.
Delta Steel Technologies
See Advertisement on Page 29
Fitch Metals Engineering
Freedom Machinery Co. Inc.
Goldustry DoveBid
Guild International Inc.
See Advertisement on Page 31
Kent Corp.
Phipps Co. (I.E. Phipps Co. Inc.)
Press Automation Inc.
Royation Industries Inc.
SELTUE GmbH
Taylor-Winfield Technologies Inc.
Universal Tube & Rollform Equipment Corp.

COIL EQUIPMENT
— **ACCUMULATORS**

ADS Machinery Corp.
ASMAAG USA Inc.
Brodeur Machine Co. Inc.
Bronx International Pty. Ltd.

Corporation
Delta Steel Technologies
See Advertisement on Page 29



DOUBLE GLOBUS
Inc.
See Advertisement on Page 35

Fitch Metals Engineering
Galaxie Corp.
GFG
GMB Coil Processing
Goldustry DoveBid
GSW Press Automation Inc.
Mark One Corp.
NOXON Automation USA, LLC
Press Automation Inc.
Waddington Electronics Inc.

COIL EQUIPMENT
— **COIL REELS, GRABS**

ASB Mfg. Inc.
Alcos Machinery Corp.
Alcos Machinery Inc.
American Machine & Rollform Tech

MATERIAL HANDLING

PACKAGING
— **PACKAGING MATERIALS**

Assembly Automation Alternatives, Inc.
See Advertisement on Page 55
BST Tape Co. LLC
California Metal & Supply Inc.
DANOBAT Band saw machines
Essentra Specialty Tapes
Industrial & Wholesale Lumber Inc.
Manzi Metals Inc.



Samuel Packaging Systems Group
Siemens Industry, Inc.
Taubensee Steel & Wire Co.
Tebulo NA Ltd.

SAFETY EQUIPMENT

APPAREL

Protech Systems
Recora Inc.
Rockford Systems Inc.
Silva Non Skid Solutions
SLF Material Handling
Tapeswitch Corp.

GLOVES

Airo Steel
Black Station Industries

LOCKOUT/TAGOUT DEVICES

North American Safety Products Inc.
Ohio Slitting and Storage
Rockford Systems Inc.
SICK Inc.

PRESENCE-SENSING DEVICES

Banner Engineering Corp.
Cinco Inc.
FMS Machine Tool Inc.
Helm Instrument Co. Inc.
Independent Systems Co.
Link Systems
North American Safety Products Inc.
Ohio Slitting and Storage
Omron Industrial Automation
Rockford Systems Inc.
Seyi-America Inc.
See Advertisement on Page 79

GASES/ELECTRODES

American Air Liquide Holdings Inc.
American Torch Tip
Aqualox Corp.
Centricut
Dengenhe America Corp.
See Advertisement on Page 109
Fereday Cylinder
Fronius USA LLC
Guilco International Inc.
Hobart
Hobart Welding Products
HTP America Inc.
Hypertherm Inc.
Industrial Solutions LLC
Jackson Safety
Kolke Aronson Inc./Ransome
See Advertisement on Page 93
Metals Plus Services Inc.
NSRW, Inc.
Osborn/Jackson/Lea
Postle Industries Inc.
Taylor-Winfield Technologies Inc.
Victor Technologies International Inc.
Weld Mold Co.
Weld Plus Inc.

GLOVES

Airo Steel
Bernard

Display advertising closing: 5/14/21 • Advertising material due: 5/21/21



THE METALS DIRECTORY 2021-2022 BONUS DISTRIBUTION

2021 TRADE SHOW & CONFERENCES

CRU SMU North American Steel Conference

National Coil Coating Association (NCCA) Fall Meeting

The Iron & Steel Technology (AISTECH) Conference & Expo

MetalCon

North American Steel Alliance (NASA) Forecast Conference

FABTECH 2021

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

Specialty Tools & Fasteners Distributors Association (STAFDA) Convention

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

The Iron & Steel Technology (AISTECH) Conference & Expo

PRINT ADVERTISING RATES



DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

Full Page Ads	\$5,000 net
Two-Third Page Ads	\$4,000 net
Half Page Island Ads	\$3,500 net
Half Page Vertical Ads	\$3,000 net
Half Page Horizontal Ads	\$2,500 net
Third Page Square or Vertical Ads	\$2,000 net
Quarter Page Ads	\$1,500 net

AD AGENCY: Add 15%

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

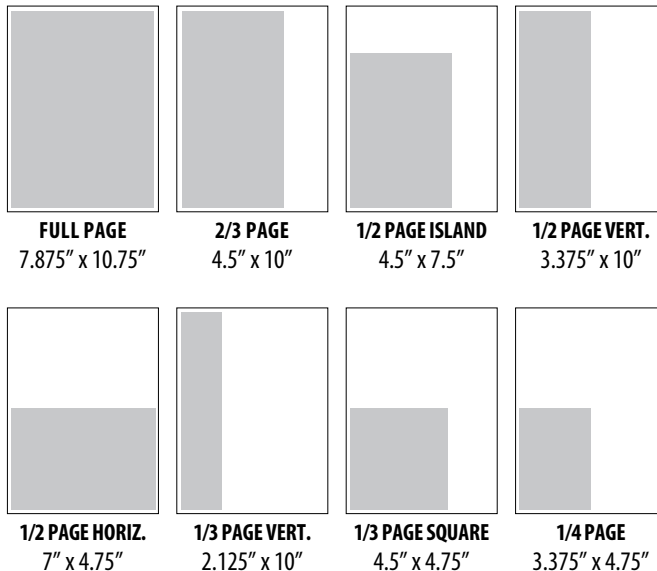
- Reserve your premium position now.
- Inside Front Cover: **\$7,700**
 - Inside Back Cover: **\$7,500**
 - Back Cover: **\$8,000**

ADVERTISER BONUS

Print display advertisers receive bold face listings and reference to ad page location

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"



- 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)

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.idealiance.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



DIGITAL MARKETING

Trend Publishing Metals Group's brands offer digital products that provide a complete and unbeatable approach to the market

LEAD GENERATING PROGRAMS

Full contact leads provided from all “clicks.”

CUSTOM EBLASTS

Your content exclusively sent to our email database

You supply a subject line along with an HTML file that includes all 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.

FAQ'S & "HOW TO" CUSTOM PROGRAMS

These programs are educational, branding and lead generating products with multi platform 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.

VIDEO AND WEBINAR "ON DEMAND" EBLASTS

Your recorded videos or webinars take front stage and are sent our email database

Contact your sales representative for rates.



PRODUCT AND VIDEO DEMONSTRATION SHOWCASE

Present your virtual exhibition to *FFJournal* and *Modern Metals* combined audience of metal fabricators, service centers, mills and OEM/end users in February and March 2021. **Full contact leads provided.**

VTS-THEVIRTUALTRADESHOW.COM

ABRASIVES | BENDING | COIL PROCESSING | CONVEYOR SYSTEMS | DEBURRING | DRILLING | FINISHING TOOLS | GRINDING | INDUSTRY SEARCH ENGINE | INSPECTION, TESTING & MEASUREMENT | IRONWORKER | LASER TECHNOLOGY | MATERIAL HANDLING | METAL FABRICATORS | PLASMA | PLATE & ANGLE ROLLS | PRESS BRAKE TOOLING | PRESS BRAKE & PUNCHING TOOLING | PRESS BRAKES | PUNCH PRESS TOOLING | PUNCHING/BENDING SOLUTIONS | SAWING | SOFTWARE | STAMPING/PRESSES | STORAGE SOLUTIONS | TOOL & DIE EQUIPMENT | TUBE & PIPE | TUBE & PIPE BENDING | WATERJET | WELDING | WORKCELL | AND MORE ...

2021 EVENT BY THE NUMBERS

TOTAL PUSH OUT/IMPRESSIONS
962,040/MONTH

INCLUDES:

PRINT/DIGITAL EDITIONS: 213,275/MONTH

WEBSITES: 173,902/MONTH

EBLASTS: 112,548/MONTH

NEWSLETTERS: 67,756/MONTH

SOCIAL MEDIA: 394,559/MONTH

HOW TO QUALIFY FOR THE VIRTUAL TRADE SHOW

- Advertise in 2 of 3 issues: January, February and or March and get one product release and one video demo for each month
- Advertise in ALL 3 issues and receive two product releases and two video demos for each month

MATERIAL REQUIREMENTS/SUBMISSIONS:

- Maximum 60 word product description.
- High resolution product photo (300 dpi, 3" product photo minimum)
- Company contact information/URL link - QR Code will be provided for print, custom URL will be used in the digital editions.
- Product demo - YouTube.com video link (preferred) or electronic video file

MATERIAL REQUIREMENTS AND SUBMISSION DEADLINE: 1/22/2021

Please send materials to: Mark Koenig, Digital Media Manager, mkoenig@trendpublishing.com

WEBSITE ADVERTISING

Modern Metals and FFJournal brands have a loyal and active website following every month. Impressions and click numbers provided on all website advertising. Advertising options include:

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

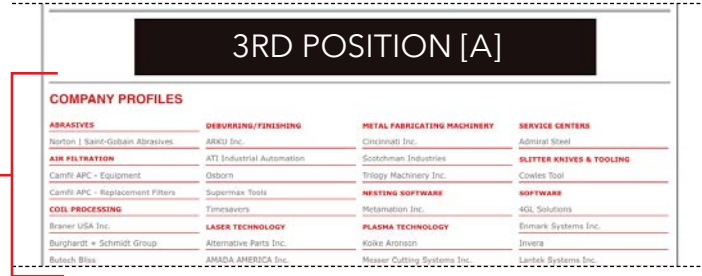
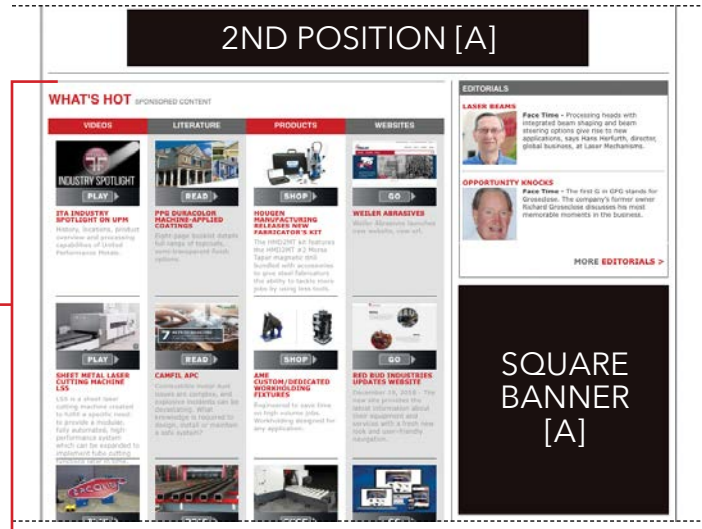
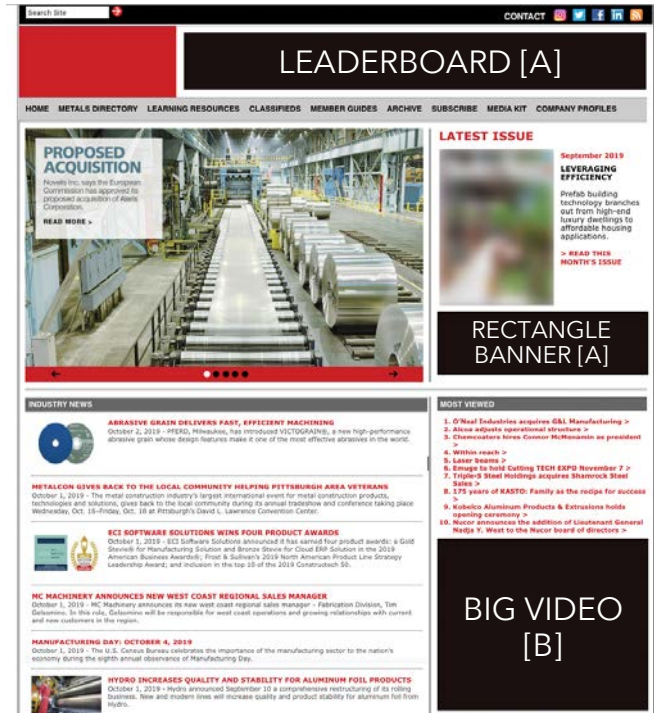
Products: JPEG photos and release

Websites: Web page link

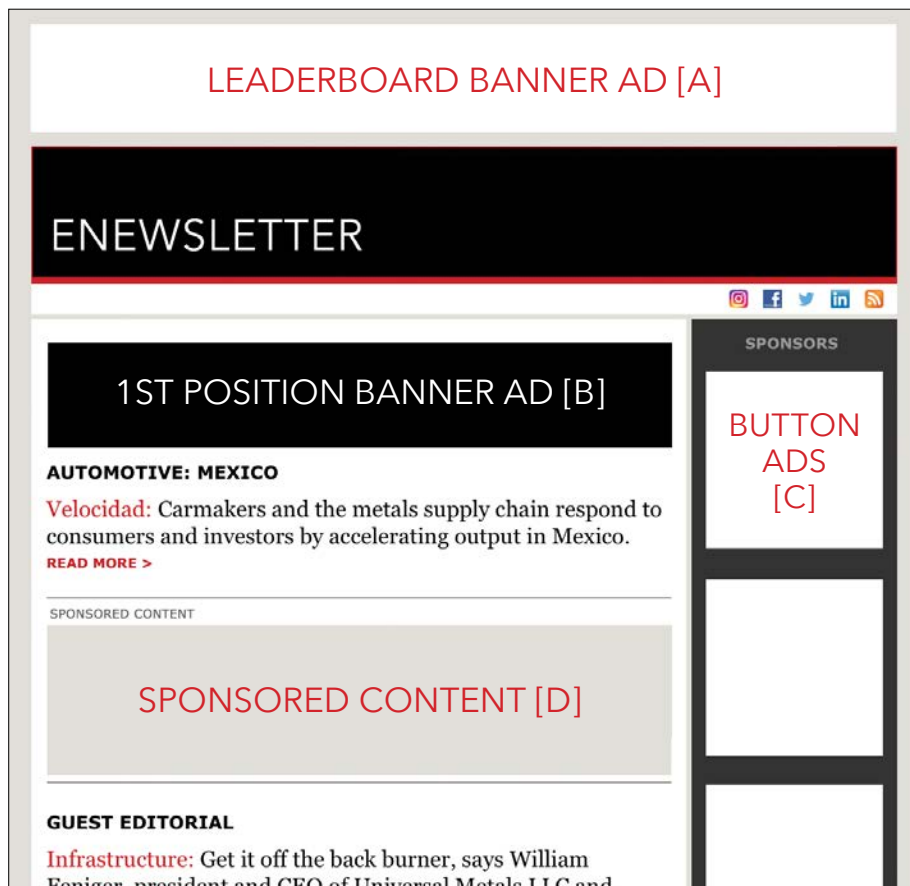
D. COMPANY PROFILES SECTION LISTING

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



ADVERTISING POSITIONS AND SPECS

- 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

2021 MODERN METALS ENEWSLETTERS

- | | |
|---|--|
| Magazine Preview
(Monthly) | Service Centers (Quarterly) |
| Digital Edition (Monthly) | Special Reports (Quarterly) |
| Mills & Materials
(Quarterly) | Sawing & Cutting
(Bi-Annual) |
| | Coil Processing (Bi-Annual) |

2021 FFJOURNAL ENEWSLETTERS

- | | |
|---|---------------------------------------|
| Magazine Preview
(Monthly) | Metalforming (Quarterly) |
| Digital Edition (Monthly) | Special Reports
(Quarterly) |
| Metal Fabricating
(Quarterly) | |

TO KEEP UP WITH ENEWSLETTER OPPORTUNITIES, SIGN UP HERE:

modernmetals.com/newsletters | [ffjourn .net/newsletters](https://ffjourn.net/newsletters)

For advertising information contact Traci Fonville at 312-654- 2325 or tfon@trendpublishing.com



DIGITAL MAGAZINE EDITION ADVERTISING

Unlike the common print magazines digital editions available, *Modern Metals* and *FFJournal* brands offer a unique user experience not found with others print “replica” presentation. Reader experience is smooth and seamless with a vertical scroll presentation and a readable format on any device!

Digital Edition advertisers receive a free print advertisement with every insertion. See Pages 4–11 for circulation, editorial calendar and rates for *Modern Metals* digital edition and pages 14–19 for *FFJournal’s* digital edition.

KEEP UP WITH THE MARKET, SIGN UP TO RECEIVE THE DIGITAL EDITIONS OF MODERN METALS AND FFJOURNAL HERE:

modernmetals.com/digital

[ffjourn .net/digital](http://ffjourn.net/digital)

DIGITAL EDITION ADVERTISING RATES & SPECS

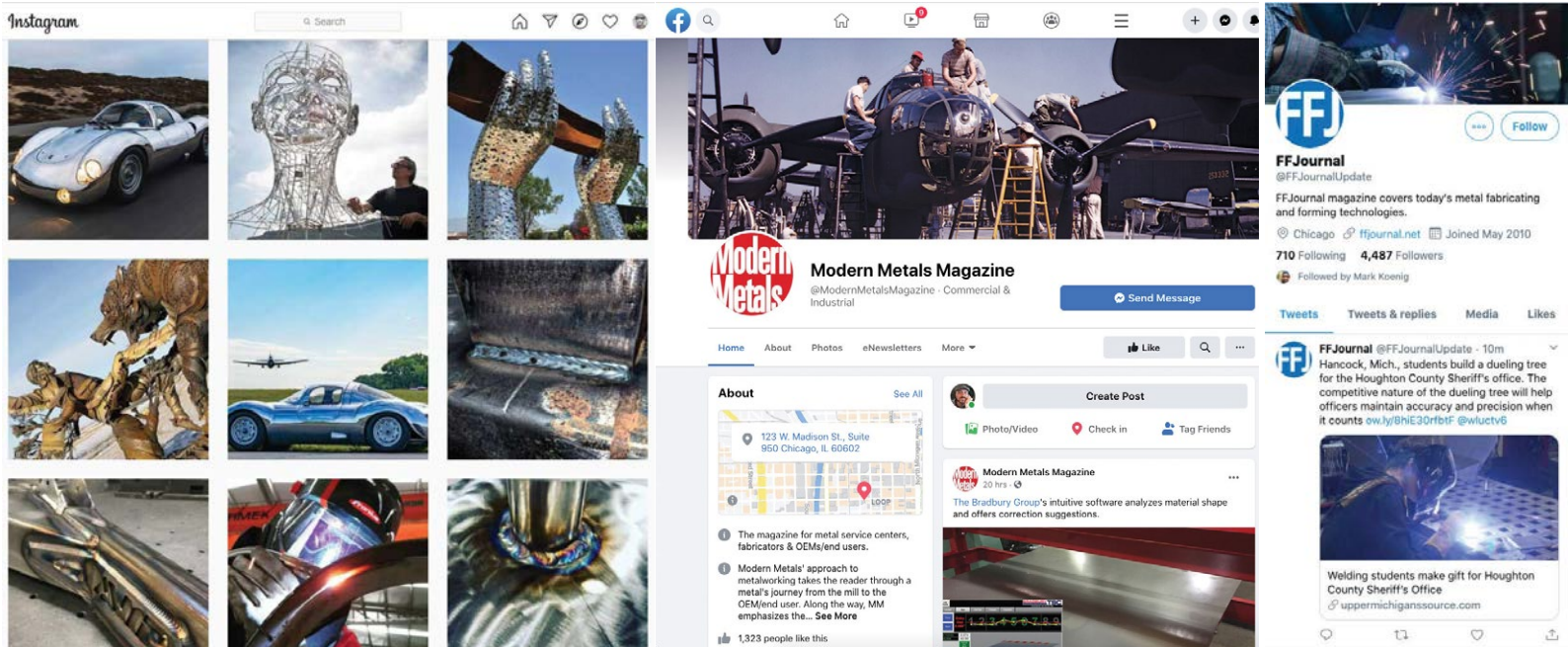
RATES INCLUDE ALL COLOR AND ANY FREQUENCY

FULL PAGE 7.875" x 10.75"	\$5,000 net
2/3 PAGE 4.5" x 10"	\$4,000 net
1/2 PAGE ISLAND 4.5" x 7.5"	\$3,500 net
1/2 PAGE VERT. 3.375" x 10"	\$3,000 net
1/2 PAGE HORIZ. 7" x 4.75"	\$2,500 net
1/3 PAGE VERT. 2.125" x 10"	\$2,000 net
1/3 PAGE SQUARE 4.5" x 4.75"	\$2,000 net
1/4 PAGE 3.375" x 4.75"	\$1,500 net

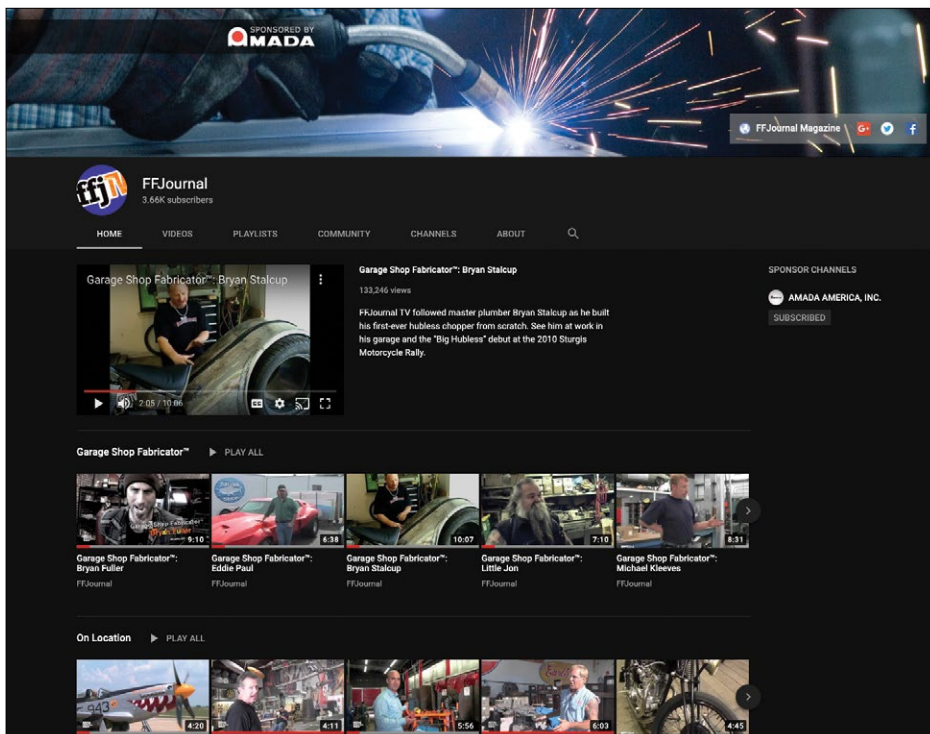
SOCIAL MEDIA MARKETING



Popular content with a world wide, industry reach



SINCE IT'S LAUNCH, FFJOURNAL TV VIDEOS HAVE BEEN VIEWED OVER ONE MILLION TIMES



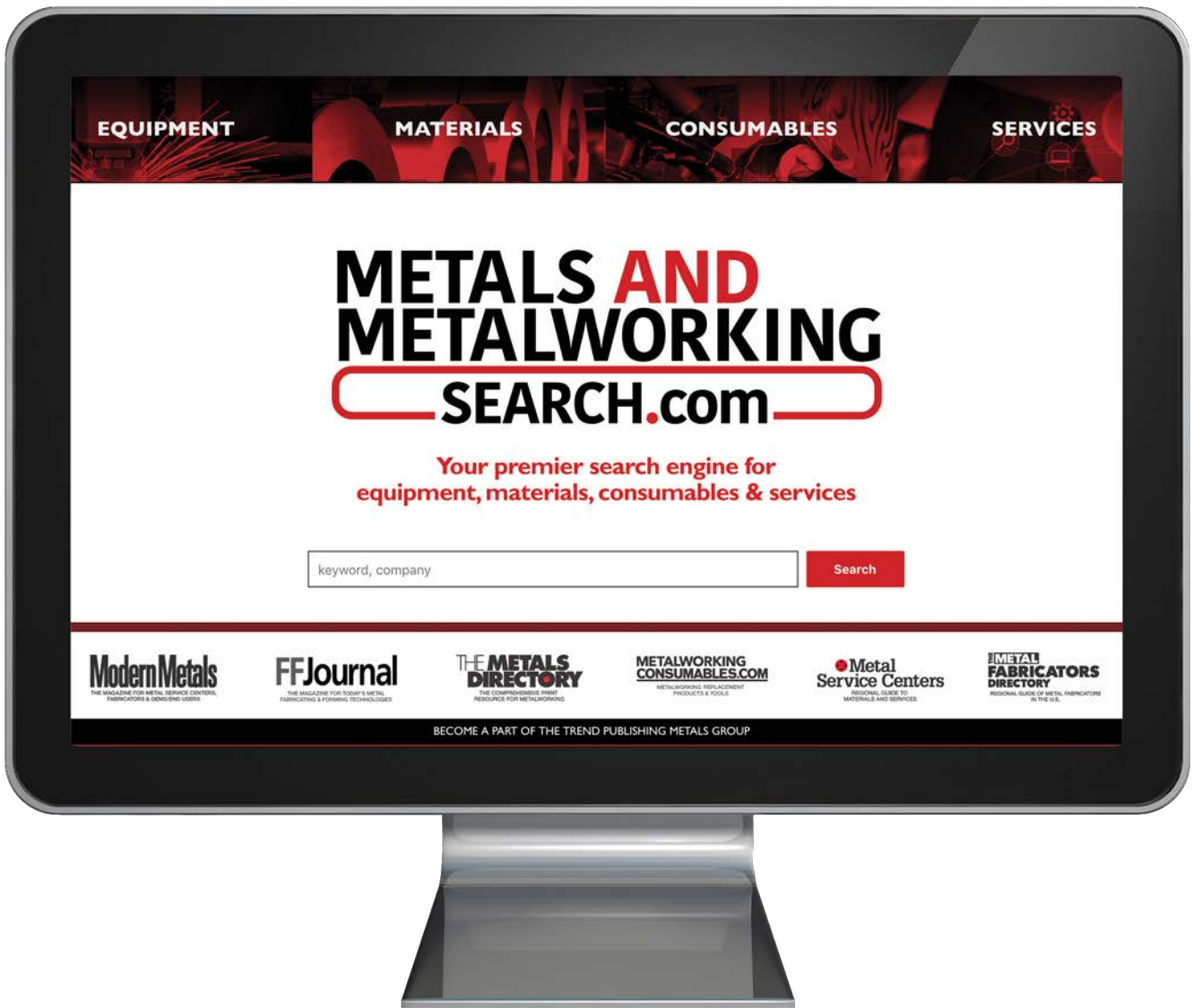
FFJ TV offers around-the-clock marketing opportunities on YouTube with videos that offer an inside glimpse of the lifestyles of those who make up the metalworking industry. Channel sponsorships are available. Video series include Garage Shop Fabricator, a salute to those imaginative, hardy individuals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

Contact your sales representative for rates.

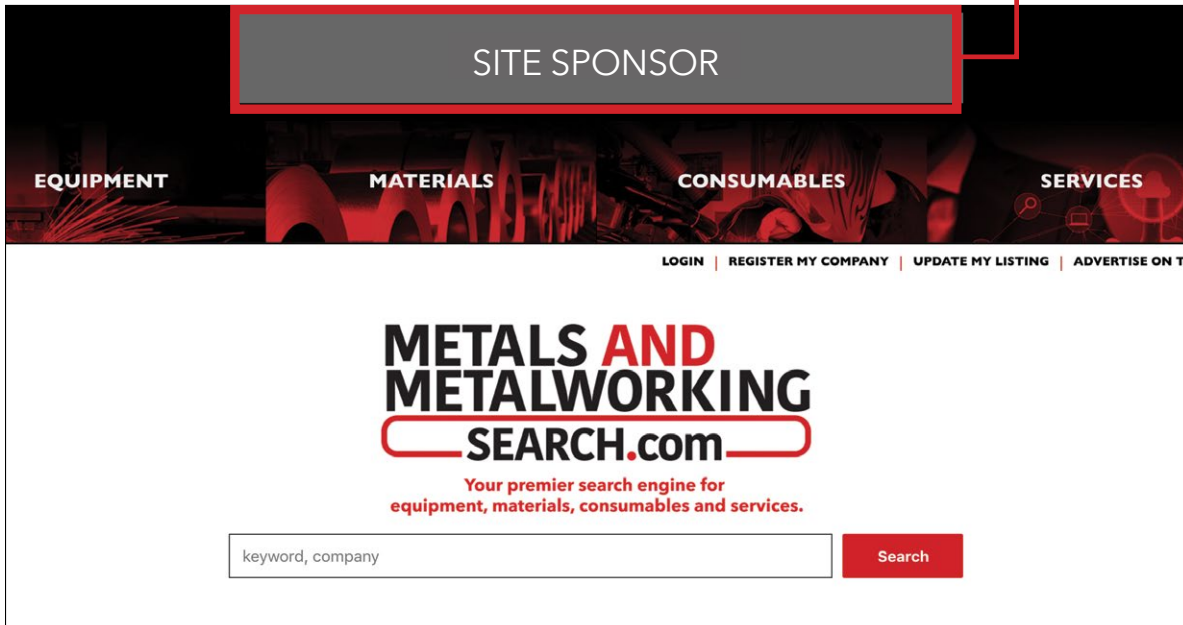


METALS AND METALWORKING SEARCH

The only search engine exclusively for the metalworking industry featuring over 2,000 company listings in more than 1,000 product categories.

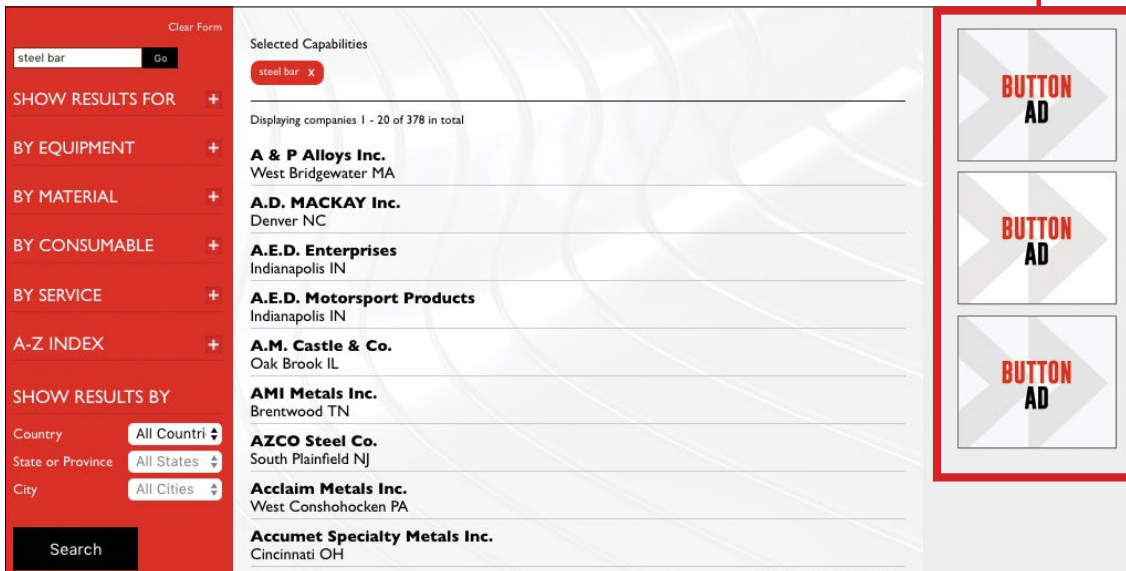


SITE SPONSOR



SITE SPONSOR— Exclusive to one advertiser per year. Display your company message on our home page complete with link to your value added Enhanced listing. **Specs: 728 x 90 pixels**

SEARCH RESULT BUTTON ADS



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

Contact your sales representative.

PREMIUM SPONSORSHIPS

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

Contact your sales representative.

ENHANCEMENTS

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

COMPANY LOGO
Your company’s logo appears with your listing.

COMPANY DESCRIPTION
Provide a 100 word company description.

RESOURCE
Provide links to your company’s existing content; Articles, white papers, webinars, literature, Blogs, etc.

CONTACT LISTING
Include your full address, phone number, email, and website.

GALLERY
Showcase your installation photos, product shots, facility photos, or video (link to YouTube video) etc.

To enhance your listing, go to Metalsandmetalworkingsearch.com (credit cards accepted) or contact Traci Fonville at 312-654-2325 or tfon@trendpublishing.com.



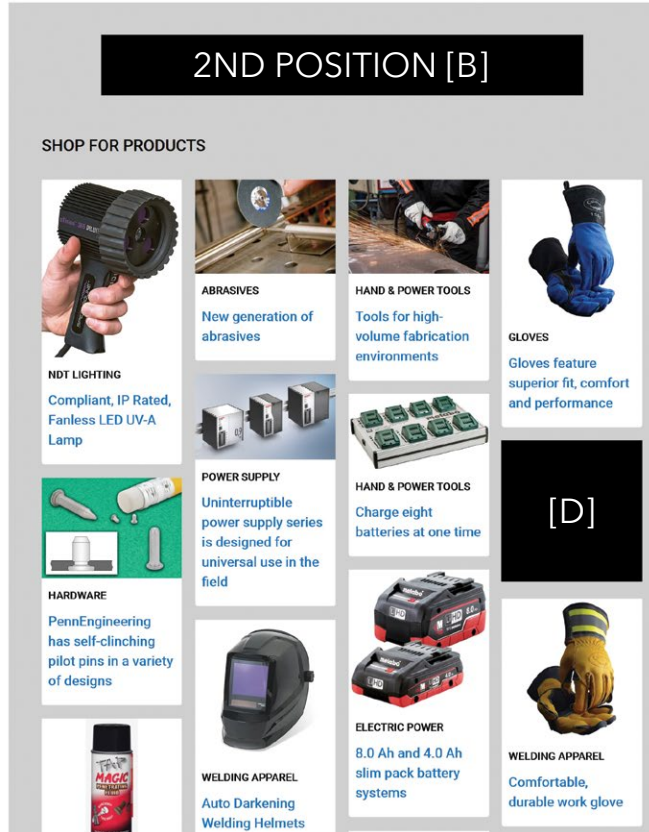
METALWORKINGCONSUMABLES.COM

Introduced in 2015 as a bimonthly product news section published in *FFJournal* magazine, *Consumables* has now gone 100% online as **MetalworkingConsumables.com**. It is the **ONLY** website exclusively designed for the latest in metalworking replacement products and tools necessary for maintaining daily operations at metal fab/machine shops, OEM/End User manufacturing facilities and metal service centers.

LEADERBOARD [B]



2ND POSITION [B]



3RD POSITION [B]

A. FEATURED PRODUCT ADS

Limited to four ads per month.
882 pixels wide, 353 pixels high; JPEG and GIF formats

B. LARGE BANNER ADS

Leaderboard, 2nd position, 3rd position
728 pixels wide, 90 pixels high; JPEG and GIF

C. RIGHT COLUMN BANNER ADS

Available with multiple combinations of 1, 2 or 3 segments.
Each segment: 333 pixels wide, 140 pixels high; JPEG and GIF

D. SHOP FOR PRODUCTS INLINE ADS

Branding ads available within the **Shop for Products** section complete with a link to your product landing page. 320 pixels wide, 320 pixels high; JPEG and GIF

PRODUCT CATEGORIES

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

- Marking Pens
- Etching
- ID Tags
- Packaging

And much more...

Submit your **free product release** for inclusion on our website.

Send materials to Mark Koenig at mkoenig@trendpublishing.com or call 312-654-2327.



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