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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TREND PUBLISHING METALS GROUP 3 MEDIA KIT & MARKETING GUIDE 2021
Long regarded as the premier metals publication among metal service centers, metal producers, fabricators and OEM/end-users, *Modern Metals* recently celebrated 75 years covering the metalworking industry. Over the years, what our audience of C-level executives, plant/design engineers and purchasing executives have come to expect from *Modern Metals* is accurate and trustworthy reporting when it comes to business operations, processing technologies, metal distribution and industry-wide trends and analysis. *Modern Metal*’s experienced editors, who are well versed in the entire metals supply chain, will launch an expanded news section starting in January 2021. *Modern Metals* monthly news format will include coverage of industry and company news events in the print/digital editions, along with expert commentary and analysis.

### TOTAL BPA QUALIFIED CIRCULATION 15,336 SERVICE CENTER EXECUTIVES

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>Unique Total Qualified</th>
<th>Percent of Total</th>
<th>Print</th>
<th>Digital</th>
<th>• Corporate Officials</th>
<th>• President-Owner</th>
<th>• Vice President/General Manager</th>
<th>• Treasurer-Secretary/Controller</th>
<th>• Chief Engineer</th>
<th>• Plant Manager</th>
<th>• Production Superintendent</th>
<th>• Department Managers</th>
<th>• Chief Metallurgist</th>
<th>• Chief Chemist</th>
<th>• Engineers</th>
<th>• Metallurgists</th>
<th>• Designers</th>
<th>• Production Men</th>
<th>• Chemists</th>
<th>• Supervisors</th>
<th>• Foremen</th>
<th>• Buyers, Salespersons and other Purchasing and Sales Titles</th>
<th>• Other Titled and Non-titled Personnel within the Field Served</th>
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</thead>
<tbody>
<tr>
<td>METALS SERVICE CENTERS AND OFFICES</td>
<td>15,336</td>
<td>100.0</td>
<td>9,981</td>
<td>5,355</td>
<td>8,913</td>
<td>3,424</td>
<td>505</td>
<td>2,494</td>
<td>-</td>
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</tr>
<tr>
<td>UNIQUE TOTAL QUALIFIED CIRCULATION*</td>
<td>15,336</td>
<td>100.0</td>
<td>9,981</td>
<td>5,355</td>
<td>8,913</td>
<td>3,424</td>
<td>505</td>
<td>2,494</td>
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<td></td>
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</tr>
<tr>
<td>PERCENT</td>
<td>100.0</td>
<td>65.1</td>
<td>34.9</td>
<td>58.1</td>
<td>22.3</td>
<td>3.3</td>
<td>16.3</td>
<td>-</td>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>Total Circulation</th>
<th>Percent of Total</th>
<th>Digital</th>
<th>Percent of Digital</th>
<th>JOB TITLES</th>
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<tbody>
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<td>FABRICATED METAL PRODUCTS</td>
<td>13,604</td>
<td>33.4</td>
<td>13,604</td>
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<td>Corporate Officials</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>President-Owner</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Vice President/ General Manager</td>
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<td></td>
<td>Treasurer-Secretary</td>
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<tr>
<td></td>
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<td></td>
<td>Controller</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Plant management, production and engineering</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Buyers, Salespersons and other Purchasing and Sales Titles</td>
</tr>
<tr>
<td>MACHINERY, EXCEPT ELECTRICAL</td>
<td>20,945</td>
<td>51.5</td>
<td>20,945</td>
<td>11,982</td>
<td></td>
</tr>
<tr>
<td>TRANSPORTATION EQUIPMENT</td>
<td>5,404</td>
<td>13.3</td>
<td>5,404</td>
<td>3,118</td>
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<tr>
<td>METAL SERVICE CENTERS AND OFFICES</td>
<td>724</td>
<td>1.8</td>
<td>724</td>
<td>379</td>
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<td>TOTAL CIRCULATION</td>
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<td>23,508</td>
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<td>PERCENT</td>
<td>100</td>
<td>100</td>
<td>57.79</td>
<td>30.02</td>
<td>12.19</td>
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</table>

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 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 2021

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

TREND PUBLISHING METALS GROUP 10 MEDIA KIT & MARKETING GUIDE 2021
PRINT ADVERTISING RATES

Modern Metals

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ads</td>
<td>$5,000 net</td>
</tr>
<tr>
<td>Two-Third Page Ads</td>
<td>$4,000 net</td>
</tr>
<tr>
<td>Half Page Island Ads</td>
<td>$3,500 net</td>
</tr>
<tr>
<td>Half Page Vertical Ads</td>
<td>$3,000 net</td>
</tr>
<tr>
<td>Half Page Horizontal Ads</td>
<td>$2,500 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 Size</th>
<th>Size</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.875&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND</td>
<td>4.5&quot; x 7.5&quot;</td>
</tr>
<tr>
<td>1/2 PAGE VERT.</td>
<td>3.375&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 PAGE HORIZ.</td>
<td>7&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 PAGE VERT.</td>
<td>2.125&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>4.5&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.375&quot; x 4.75&quot;</td>
</tr>
</tbody>
</table>

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

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@modernmetals.com
- For file sizes larger than 5 MB, 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.

Films: 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.”

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

**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

<table>
<thead>
<tr>
<th>REGION</th>
<th>Metal Service Centers</th>
<th>OEM/End-Users</th>
<th>Fabricators</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDWEST EDITION</td>
<td>4,429</td>
<td>5,210</td>
<td>7,852</td>
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<tr>
<td>IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MOUNTAIN/WEST EDITION</td>
<td>3,086</td>
<td>3,409</td>
<td>4,887</td>
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<tr>
<td>MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI</td>
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<tr>
<td>NORTHEAST EDITION</td>
<td>2,822</td>
<td>3,065</td>
<td>5,051</td>
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<tr>
<td>SOUTHEAST EDITION</td>
<td>2,568</td>
<td>2,439</td>
<td>3,806</td>
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<tr>
<td>NC, SC, GA, FL, TN, AL, MS</td>
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</tr>
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<td>2,437</td>
<td>2,012</td>
<td>3,108</td>
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<tr>
<td>AR, LA, OK, TX, NM</td>
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PUBLISHING SCHEDULE

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<thead>
<tr>
<th>MONTH</th>
<th>Ad close</th>
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<td>MAY 2021</td>
<td>4/2/21</td>
<td>4/9/21</td>
</tr>
<tr>
<td>AUGUST 2021</td>
<td>7/9/21</td>
<td>7/16/21</td>
</tr>
<tr>
<td>NOVEMBER 2021</td>
<td>10/1/21</td>
<td>10/8/21</td>
</tr>
<tr>
<td>FEBRUARY 2022</td>
<td>1/7/22</td>
<td>1/14/22</td>
</tr>
</tbody>
</table>

LOW REGIONAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$950</td>
</tr>
<tr>
<td>1/2 Vert. page</td>
<td>$550</td>
</tr>
<tr>
<td>1/2 Horiz. page</td>
<td>$550</td>
</tr>
<tr>
<td>1/4 page</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
PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"

FULL PAGE  7.875" x 10.75"
1/2 PAGE VERT.  3.375" x 10"
1/2 PAGE HORIZ.  7" x 4.75"
1/4 PAGE  3.375" x 4.75"

Live Area: Keep live matter at least ¼" away from trim dimensions.
Bleed: Please allow an ⅛" bleed on all sides. Fractional ads do not bleed.
Single page bleed size: 8 ⅛" 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@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
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 offers 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

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>Unique Total Qualified &amp; Verified</th>
<th>Percent of Total</th>
<th>Print</th>
<th>Digital</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabricated Metal Products</td>
<td>24,706</td>
<td>60.5</td>
<td>18,206</td>
<td>6,500</td>
<td>17,129</td>
</tr>
<tr>
<td>Machinery, Except Electrical</td>
<td>9,823</td>
<td>24.1</td>
<td>6,984</td>
<td>2,839</td>
<td>6,579</td>
</tr>
<tr>
<td>Electric and Electronic Equipment</td>
<td>1,490</td>
<td>3.6</td>
<td>1,125</td>
<td>365</td>
<td>979</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>4,837</td>
<td>11.8</td>
<td>3,710</td>
<td>1,127</td>
<td>3,257</td>
</tr>
<tr>
<td>Unique Total Qualified Circulation*</td>
<td>40,856</td>
<td>100</td>
<td>30,025</td>
<td>10,831</td>
<td>27,944</td>
</tr>
</tbody>
</table>

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.
**VERIFIED DIGITAL CIRCULATION 75,766**

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>Total Circulation</th>
<th>Percent of Total</th>
<th>Digital</th>
<th>Percent of Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>FABRICATED METAL PRODUCTS</td>
<td>13,604</td>
<td>33.4</td>
<td>13,604</td>
<td>8,029</td>
</tr>
<tr>
<td>MACHINERY, EXCEPT ELECTRICAL</td>
<td>20,945</td>
<td>51.5</td>
<td>20,945</td>
<td>11,982</td>
</tr>
<tr>
<td>TRANSPORTATION EQUIPMENT</td>
<td>5,404</td>
<td>13.3</td>
<td>5,404</td>
<td>3,118</td>
</tr>
<tr>
<td>METAL SERVICE CENTERS AND OFFICES</td>
<td>724</td>
<td>1.8</td>
<td>724</td>
<td>379</td>
</tr>
<tr>
<td><strong>TOTAL CIRCULATION</strong></td>
<td><strong>40,677</strong></td>
<td><strong>100</strong></td>
<td><strong>40,677</strong></td>
<td><strong>23,508</strong></td>
</tr>
</tbody>
</table>

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

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

COLUMNS
- Face Time
- Guest Editorial

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
November

TUBE & PIPE FABRICATION (5X)
February
May
July
October

MATERIAL HANDLING (4X)
February
April
July
October

PLASMA TECHNOLOGY (2X)
May
November

SOFTWARE SOLUTIONS (4X)
February
May
September
November

PLATE & ANGLE ROLLS (5X)
February
April
July
September
October

PUNCHING (2X)
March
October
PRINT ADVERTISING RATES

FFJournal

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ads</td>
<td>$5,000 net</td>
</tr>
<tr>
<td>Two-Third Page Ads</td>
<td>$4,000 net</td>
</tr>
<tr>
<td>Half Page 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>$2,500 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 Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.875&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5&quot; x 7.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.125&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375&quot; x 4.75&quot;</td>
</tr>
</tbody>
</table>

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Bleed: Please allow an ⅛” bleed on all sides. Fractional ads do not bleed.
Single page bleed size: 8 ⅛” x 11”
2-Page Spread Bleed: 16 ¼” 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
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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@ffjournal.net
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*\)**

*See pages 14-15 of this media kit for detailed circulation information.

**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

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>
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</tr>
</tbody>
</table>

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”

<table>
<thead>
<tr>
<th>Ad Size</th>
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</tr>
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</tr>
<tr>
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<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>
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</tr>
</tbody>
</table>

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2-Page Spread Bleed: 16 ⅛” x 11”

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Binding: Perfect (adhesive)

PRINT MEDIA & FILE FORMATS

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


FOR DISPLAY ADVERTISING, SEE PAGE 25

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.

Display advertising closing: 5/14/21 • Advertising material due: 5/21/21
<table>
<thead>
<tr>
<th>2021 TRADE SHOW &amp; CONFERENCES</th>
<th>American Institute of Steel Construction (AISC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRU SMU North American Steel Conference</td>
<td>NASCC: The Steel Conference</td>
</tr>
<tr>
<td>National Coil Coating Association (NCCA) Fall Meeting</td>
<td>North American Steel Alliance (NASA) Annual Meeting</td>
</tr>
<tr>
<td>The Iron &amp; Steel Technology (AISTECH) Conference &amp; Expo</td>
<td>National Coil Coating Association (NCCA) Annual Meeting</td>
</tr>
<tr>
<td>MetalCon</td>
<td>The Iron &amp; Steel Technology (AISTECH) Conference &amp; Expo</td>
</tr>
<tr>
<td>North American Steel Alliance (NASA) Forecast Conference</td>
<td></td>
</tr>
<tr>
<td>FABTECH 2021</td>
<td></td>
</tr>
<tr>
<td>Association of Women in the Metals Industry (AWMI) Annual Conference</td>
<td></td>
</tr>
<tr>
<td>Specialty Tools &amp; Fasteners Distributors Association (STAFDA) Convention</td>
<td></td>
</tr>
<tr>
<td>Copper &amp; Brass Servicenter Association (CBSA) Annual Meeting</td>
<td></td>
</tr>
</tbody>
</table>
PRINT ADVERTISING RATES

THE METALS DIRECTORY®

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>$2,500 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>

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"

- 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 3/8" 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
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 website.

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

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
Enewsletters: 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

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

2021 FFJOURNAL ENEWSLETTERS

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

TO KEEP UP WITH ENEWSLETTER OPPORTUNITIES, SIGN UP HERE:
modernmetals.com/enewsletters | ffjournal.net/enewsletters

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!


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

modernmetals.com/digital
ffjournal.net/digital

DIGITAL EDITION ADVERTISING RATES & SPECS

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.875” x 10.75”</td>
<td>$5,000 net</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4.5” x 10”</td>
<td>$4,000 net</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND</td>
<td>4.5” x 7.5”</td>
<td>$3,500 net</td>
</tr>
<tr>
<td>1/2 PAGE VERT.</td>
<td>3.375” x 10”</td>
<td>$3,000 net</td>
</tr>
<tr>
<td>1/2 PAGE HORIZ.</td>
<td>7” x 4.75”</td>
<td>$2,500 net</td>
</tr>
<tr>
<td>1/3 PAGE VERT.</td>
<td>2.125” x 10”</td>
<td>$2,000 net</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>4.5” x 4.75”</td>
<td>$2,000 net</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.375” x 4.75”</td>
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</tr>
</tbody>
</table>
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.
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.

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

- **COMPANY DESCRIPTION**
  Provide a 100 word company description.

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

- **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 FJournal 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.

Submit your free product release for inclusion on our website.
Send materials to Mark Koenig at mkoenig@trendpublishing.com or call 312-654-2327.

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...
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