



**TPMG**

TREND PUBLISHING  
METALS GROUP.COM

# UNRIVALED INDUSTRY COVERAGE

# 2025

MEDIA KIT  
+  
MULTIMEDIA  
MARKETING GUIDE

# FFJournal

THE MAGAZINE FOR TODAY'S  
METAL FABRICATING & FORMING  
TECHNOLOGIES

FFJOURNAL.NET



# FFJOURNAL

## PRINT & DIGITAL MONTHLY ISSUE CIRCULATION

In every issue of **FFJournal**, our audience of metal fabricators and OEM/end users have come to expect a variety of accurate and trustworthy reporting, ranging from dynamic cover stories to the latest in processing technologies, industry news, special reports, market trends and expert commentary and analysis on issues facing the industry.

## QUALIFIED + VERIFIED MONTHLY PRINT & DIGITAL CIRCULATION **101,980**

Our advertisers enjoy the best industry reach available and the best value added digital package with each month's print ad buy. Contact your sales representative on page 9 to learn more.

Fabricated Metal Products (Fabricators/Job Shops)	<b>45,154</b>
Machinery Except Electrical (OEM/End-Users)	<b>28,196</b>
Electric and Electronic Equipment and Computers (OEM/End-Users)	<b>1,496</b>
Transportation Equipment (OEM/End-Users)	<b>10,054</b>
Metal Service Center Executives	<b>4,539</b>
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	<b>12,541</b>

**Titles of Readers:** Presidents, Owners, Vice Presidents, General Managers, Chief Engineers, Engineers, Plant Engineers, Production Managers, Department Managers, Supervisors, Purchasing, Foremen.

**Source:** June 2024 AAM audit report -- [www.auditedmedia.com](http://www.auditedmedia.com)  
September 2024 OMEDA audit report -- [www.ameda.com](http://www.ameda.com)



# FFJOURNAL 2025 EDITORIAL CALENDAR

## JANUARY

Ad Space Close: 12/6/24  
Ad Materials Due: 12/13/24

### COVER STORY

Reality Show Fabricator

### FABRICATING & FORMING

Press Brake Technology  
Welding  
Finishing Technology  
Waterjet Technology  
Robotics Systems

### COLUMNS

Face Time  
Guest Editorial  
**SMU NexGen Metals Community**



### BONUS DISTRIBUTION

**Tampa Steel Conference**  
February 2 - 4, Tampa, FL

## FEBRUARY

Ad Space Close: 1/3/25  
Ad Material Due: 1/10/25

### COVER STORY

Automotive & Aerospace Report -  
Advanced Materials

### FABRICATING & FORMING

Laser Technology  
Bending Technology  
Stamping Technology  
Sawing Technology  
Material Handling

### COLUMNS

Face Time  
Guest Editorial  
Fabricators P.O.V.  
**American Welding Society  
(AWS) Series**



## MARCH

Ad Space Close: 1/31/25  
Ad Material Due: 2/7/25

### COVER STORY

Structural Fabrication

### FABRICATING & FORMING

Laser Technology  
Press Brake Technology  
Waterjet Technology  
Software Solutions  
Finishing Technology  
Plasma Cutting

### COLUMNS

Face Time  
Guest Editorial

### BONUS DISTRIBUTION

**NASCC: The Steel Conference**  
April 2 - 4, Louisville, KY

**Copper & Brass Supply Chain  
(CBSCA) Annual Convention**  
TBD

**APRIL**

Ad Space Close: 2/28/25  
Ad Material Due: 3/7/25

**COVER STORY**

Artificial Intelligence (A.I.)

**FABRICATING & FORMING**

Laser Technology  
Stamping Technology  
Bending Technology  
Sawing Technology  
Material Handling  
Software Solutions

**COLUMNS**

Face Time  
Guest Editorial  
**SMU NexGen Metals Community  
American Welding Society  
(AWS) Series**

**BONUS DISTRIBUTION**

**National Coated Coil Assoc.  
(NCCA) Annual Meeting**  
April 13 - 16, Cape Coral, FL

**North American Steel Alliance  
(NASA) Annual Meeting**  
April 28 - 30, Key Biscayne, FL

**Boy Scouts of America  
Metals Dinner**  
May 1, Chicago, IL

**MAY**

Ad Space Close: 4/4/25  
Ad Material Due: 4/11/25

**COVER STORY**

Custom Fabrication

**FABRICATING & FORMING**

Laser Technology  
Press Brake Technology  
Bending Technology  
Welding  
Punching

**COLUMNS**

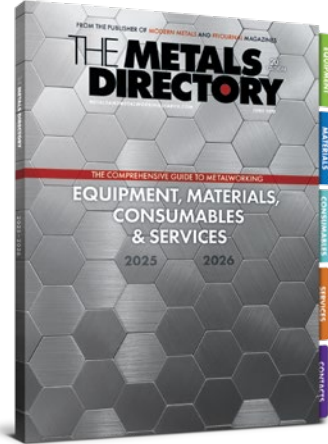
Face Time  
Guest Editorial



**JUNE**

**ANNUAL METALS  
DIRECTORY**

Ad Space Close: 5/9/25  
Ad Material Due: 5/16/25



Comprehensive guide to metalworking equipment, materials, consumables and services. Published in place of *FFJournal* June issue

**PRINT & DIGITAL  
ADVERTISER BONUS**

Advertisers in this issue receive a premium sponsorship on our metalworking search engine [metalsandmetalworkingsearch.com](http://metalsandmetalworkingsearch.com) for a full year.

**JULY**



**2025-2026  
METAL FABRICATORS DIRECTORY**

Ad Space Close: 6/6/25  
Ad Material Due: 6/13/25

State by state guide to U.S. metal fabricators including their processing/contract manufacturing capabilities

**BONUS DISTRIBUTION**

**SMU Steel Summit**  
August 25 - 27, Atlanta, GA

**Fabtech 2025**  
September 8 - 11, Chicago, IL

**PRINT & DIGITAL  
ADVERTISER BONUS**

Advertise in 2 of 3 issues: July Pre-Fabtech Show issue, August Fabtech Show issue, and/or September issue and receive a 2-page spread in the ShowTime 2025 Ebook (live from Aug. 1-Sept. 30)



**AUGUST**

**FABTECH SHOW ISSUE**

Ad Space Close: 7/3/25  
 Ad Material Due: 7/11/25

**COVER STORY**

TBD

**FABRICATING & FORMING**

Laser Technology  
 Bending Technology  
 Software Solutions  
 Stamping Technology  
 Material Handling  
 Sawing Technology  
 Tube & Pipe Fabrication

**COLUMNS**

Face Time  
 Guest Editorial  
**American Welding Society (AWS) Series**



**BONUS DISTRIBUTION**

**Fabtech 2025**  
 September 8 - 11, Chicago, IL

**PRINT & DIGITAL ADVERTISER BONUS**

Advertise in 2 of 3 issues: July Pre-Fabtech Show issue, August Fabtech Show issue, and/or September issue and receive a 2-page spread in the ShowTime 2025 Ebook (live from Aug. 1-Sept. 30)

**SEPTEMBER**

Ad Space Close: 8/1/25  
 Ad Material Due: 8/8/25

**COVER STORY**

Custom Fabricator

**FABRICATING & FORMING**

Punching  
 Finishing Technology  
 Stamping Technology  
 Sawing Technology  
 Tube & Pipe Fabrication  
 Spotlight

**COLUMNS**

Face Time  
 Guest Editorial  
**SMU NexGen Metals Community**

**BONUS DISTRIBUTION & EVENT SPONSOR**

**National Coil Coaters (NCCA) Fall Technical Meeting**  
 September 22 - 24, Louisville, KY

**PRINT & DIGITAL ADVERTISER BONUS**

Advertise in 2 of 3 issues: July Pre-Fabtech Show issue, August Fabtech Show issue, and/or September issue and receive a 2-page spread in the ShowTime 2025 Ebook (live from Aug. 1-Sept. 30)

**OCTOBER**

Ad Space Close: 9/5/25  
 Ad Material Due: 9/12/25

**COVER STORY**

Women Who Weld

**FABRICATING & FORMING**

Laser Technology  
 Bending Technology  
 Spotlight  
 Finishing Technology  
 Material Handling  
 Bending Technology

**COLUMNS**

Face Time  
 Guest Editorial  
**American Welding Society (AWS) Series**

**NOVEMBER**

Ad Space Close: 10/3/25  
 Ad Material Due: 10/10/25

**COVER STORY**

End User/Economic Outlook

**FABRICATING & FORMING**

Stamping Technology  
 Waterjet Technology  
 Material Handling  
 Sawing Technology  
 Robotic Systems  
 Tube & Pipe Fabrication

**COLUMNS**

Face Time  
 Guest Editorial



**DECEMBER**

Ad Space Close: 11/5/25  
 Ad Material Due: 11/12/25

**COVER STORY**

Cybersecurity

**FABRICATING & FORMING**

Software Solutions  
 Press Brake Technology  
 Punching  
 Finishing Technology  
 Material Handling

**COLUMNS**

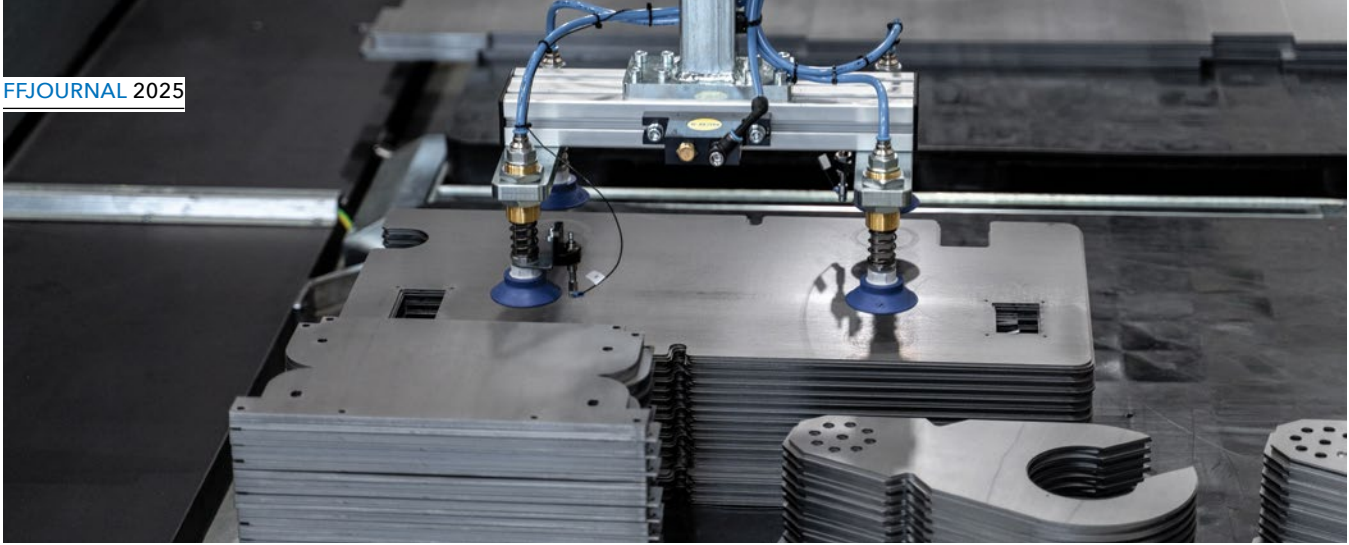
Face Time  
 Guest Editorial  
**SMU NexGen Metals Community**

**BONUS DISTRIBUTION**

**North American Steel Alliance (NASA) Forecast Conference**  
 October 22 - 23, Rosemont, IL

**Metalcon 2025**  
 October 21 - 23, Las Vegas, NV

**Association of Women in the Metals Industry (AWMI) Annual Conference**  
 November 5 - 7, Phoenix, AZ



## FFJOURNAL 2025 EDITORIAL SUMMARY BY CATEGORY

### BENDING TECHNOLOGY (6X)

February  
April  
May  
August  
September  
October

### LASER TECHNOLOGY (6X)

February  
March  
April  
May  
August  
October

### FINISHING TECHNOLOGY (5X)

January  
March  
September  
October  
December

### MATERIAL HANDLING (6X)

February  
April  
August  
October  
November  
December

### PRESS BRAKE TECHNOLOGY (4X)

January  
March  
May  
December

### PLASMA CUTTING (1X)

March

### PUNCHING (3X)

May  
September  
December

### ROBOTIC SYSTEMS (2X)

January  
November

### SAWING TECHNOLOGY (5X)

February  
April  
August  
September  
November

### SOFTWARE SOLUTIONS (4X)

March  
April  
August  
December

### STAMPING TECHNOLOGY (5X)

February  
April  
August  
September  
November

### TUBE & PIPE FABRICATION (3X)

August  
September  
November

### WATERJET TECHNOLOGY (3X)

January  
March  
November

### WELDING (5X)

January  
March - AWS Series  
May  
August - AWS Series  
November - AWS Series

## COLUMNS

### GUEST EDITORIAL

A guest editorial is your opportunity to offer an opinion or advice about any industry trend, challenge or issue

### FACE TIME

In a Q&A format, company leaders work one-on-one with our editors to talk about the topics most newsworthy to a particular industry

### FABRICATORS POINT OF VIEW

### SMU NEXGEN METALS COMMUNITY

### AMERICAN WELDING SOCIETY (AWS) SERIES

### TRAINING/EDUCATION

## PRINT ADVERTISING RATES

# FFJournal®

### DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

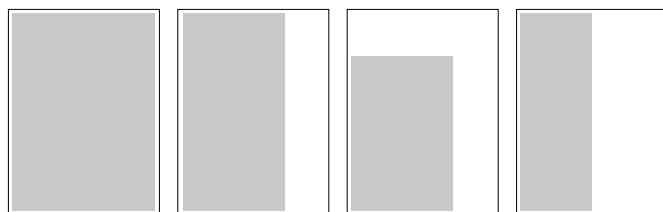
<b>FULL PAGE ADS</b>	\$5,000 net
<b>TWO-THIRD PAGE ADS</b>	\$4,000 net
<b>HALF PAGE ISLAND ADS</b>	\$3,500 net
<b>HALF PAGE VERTICAL ADS</b>	\$3,000 net
<b>HALF PAGE HORIZONTAL ADS</b>	\$2,500 net
<b>THIRD PAGE SQUARE OR VERTICAL ADS</b>	\$2,000 net
<b>QUARTER PAGE ADS</b>	\$1,500 net

**COVER POSITIONS:** Add 10%

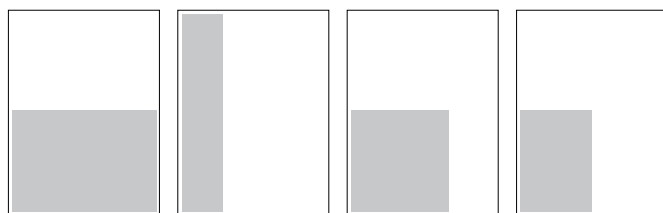
**AD AGENCY:** Add 15%

## PRINT MECHANICAL SPECIFICATIONS

**PUBLICATION TRIM SIZE:** 7.875" x 10.75"



<b>FULL PAGE</b> 7.875" x 10.75"	<b>2/3 PAGE</b> 4.5" x 10"	<b>1/2 PAGE ISLAND</b> 4.5" x 7.5"	<b>1/2 PAGE VERT.</b> 3.375" x 10"
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<b>1/2 PAGE HORIZ.</b> 7" x 4.75"	<b>1/3 PAGE VERT.</b> 2.125" x 10"	<b>1/3 PAGE SQUARE</b> 4.5" x 4.75"	<b>1/4 PAGE</b> 3.375" x 4.75"
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**Live Area:** Keep live matter at least 0.25" away from trim dimensions.

**Bleed:** Please allow an 0.125" bleed on all sides. Fractional ads do not bleed.

**Single page bleed size:** 8.125" x 11"

**2-Page Spread Bleed:** 16.25" x 11"

**Printing:** Web offset, SWOP standards apply.

**Binding:** Saddle-stitch

## PRINT MEDIA & FILE FORMATS

### SUBMITTING ADS ELECTRONICALLY IS STRONGLY ENCOURAGED.

- ▶ File size <5 MB may be emailed to carlotta@ffjournal.net
- ▶ For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- ▶ Preferred file format: PDF/X-1a
- ▶ Alternate file formats accepted:
  - High-resolution, press-optimized PDFs
  - Native Application Files: QuarkXpress or InDesign-Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images
  - Illustrator (create outlines) or Photoshop files
  - We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.

- ▶ **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](http://www.swop.org) or [www.idealiance.org](http://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  
carlotta@ffjournal.net

- ▶ **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

# FFJOURNAL

## DIGITAL MEDIA

### EMAIL MARKETING - CUSTOM EBLASTS

Your content exclusively sent to our email database. You supply a subject line along with an HTML file that includes all hosted image links.

**Full contact leads provided** from click-throughs including name & title, company name and address, phone and email. Contact your sales representative for current database information and rates.

### WEBSITE ADVERTISING

**A. LARGE BANNERS:** 728 pixels wide, 90 pixels high; JPEG and GIF formats

**B. LARGE SQUARE:** 330 pixels wide, 285 pixels high.

**C. LARGE VIDEO ADS:** YouTube.com video link (preferred) or electronic video file

**D. SPONSORED CONTENT:** Your content placed top of site in dynamic home page Hero Slider

**E. HOME PAGE COMPANY PROFILE AD:** Listings by category and link to your dedicated landing page

**Monthly ad impressions and click numbers provided.** Contact your [sales representative](#) for more information and rates.

### DIGITAL MAGAZINE ADVERTISING

Digital editions allow advertisements to come alive with **videos, animation and special links**. Contact your sales representative for current stats and posting rates.

### SOCIAL MEDIA ADVERTISING



Contact your sales representative for current stats and posting rates.

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Illinois, Indiana, Iowa, Michigan, Wisconsin

### ENEWSLETTER ADVERTISING

**A. LEADER BOARD BANNER AD:** 690 pixels wide, 85 pixels high, JPEG and GIF accepted

**B. 2<sup>ND</sup> POSITION BANNER AD:** 498 pixels wide, 62 pixels high, JPEG and GIF accepted

**C. BUTTON AD:** 140 pixels wide, 140 pixels high, JPEG and GIF accepted

**D. SPONSORED CONTENT:** Your content within our monthly eNewsletter. Up to 50 words of text plus image

For eNewsletter advertising rates & information, contact [Traci Fonville](#) 312/654-2325; tfon@ffjournal.net





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