

The logo for Trend Publishing Metals Group (TPMG) is displayed in a bold, white, sans-serif font. It is contained within a grey rectangular box that has a blue horizontal bar at its base. The background of the entire page is a dark, abstract, metallic-looking surface with flowing, wavy lines that create a sense of depth and movement.

TPMG

TREND PUBLISHING
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

FFJournal

THE MAGAZINE FOR TODAY'S
METAL FABRICATING & FORMING
TECHNOLOGIES

2023

MEDIA KIT ► MULTIMEDIA MARKETING GUIDE



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 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* 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 & INDUSTRY	Unique Total Qualified & Verified	Percent of Total	Print	Digital	JOB TITLES				
					Corporate Officials • President-Owner • Vice President/ General Manager • Treasurer-Secretary • Controller	Chief Engineer • Plant Manager • Production Superintendent, Department Managers • Chief Metallurgist • Chief Chemist	Engineers • Metallurgists • Designers • Production Men • Chemists • Supervisors • Foremen	Buyers, Salespersons and other Purchasing and Sales Titles	Other Titled and Non-titled Personnel within the Field Served
FABRICATED METAL PRODUCTS	24,946	61.1	17,663	7,283	16,840	3,414	2,596	2,096	-
MACHINERY, EXCEPT ELECTRICAL	9,547	23.4	7,622	1,925	6,191	1,258	1,237	861	-
ELECTRIC AND ELECTRONIC EQUIPMENT	1,293	3.1	925	368	864	238	83	108	-
TRANSPORTATION EQUIPMENT	5,070	12.4	3,822	1,248	3,468	760	518	324	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,856	100	30,032	10,824	27,363	5,670	4,434	3,389	-
PERCENT	100		73.5	26.5	67.0	13.9	10.8	8.3	-

Source: *FFJournal* December 2022 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 MONTHLY
DIGITAL CIRCULATION TO
FABRICATORS, OEM/END-USERS
& SERVICE CENTERS



QUALIFIED + VERIFIED MONTHLY DIGITAL CIRCULATION 72,463

Fabricated Metal Products (Fabricators/Job Shops)	25,473
Machinery Except Electrical (OEM/End-Users)	20,444
Electric and Electronic Equipment and Computers (OEM/End-Users)	592
Transportation Equipment (OEM/End-Users)	5,965
Metal Service Center Executives	5,400
Additional Service Center Executives, Fabricators/Job Shops, OEM/End-Users	14,589

Source: March 2023. Digital Circulation Qualified and Verified By OMEMA, Chicago IL.

Qualified and verified monthly digital circulation of 72,463 readers unduplicated from the BPA audited circulation of 40,856



FFJOURNAL 2023 EDITORIAL CALENDAR

JANUARY

Ad Space Close: 12/9/22
Ad Material Due: 12/16/22

COVER STORY

- ▶ Automotive

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Press Brake/Tooling
- ▶ Deburring/Grinding/Finishing
- ▶ Welding
- ▶ Waterjet Technology

COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

FEBRUARY

Ad Space Close: 1/6/23
Ad Material Due: 1/13/23

COVER STORY

- ▶ Reshoring

FABRICATING & FORMING

- ▶ Stamping/Presses
- ▶ Bending/Folding
- ▶ Software Solutions
- ▶ Sawing
- ▶ Plasma Technology

COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

MARCH

Ad Space Close: 2/3/23
Ad Material Due: 2/10/23

COVER STORY

- ▶ Automation

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Press Brake/Tooling
- ▶ Deburring/Grinding/Finishing
- ▶ Tube & Pipe Fabrication
- ▶ Material Handling

COLUMNS

- ▶ Face Time
- ▶ Guest Editorial
- ▶ Training & Education
- ▶ Fabricators P.O.V.

APRIL

Ad Space Close: 3/3/23
Ad Material Due: 3/10/23

COVER STORY

- ▶ Welding

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Stamping/Presses
- ▶ Welding
- ▶ Deburring/Grinding/Finishing
- ▶ Sawing

COLUMNS

- ▶ Face Time
- ▶ Guest Editorial





AUGUST

Ad Space Close: 7/7/23
Ad Material Due: 7/14/23

2023-2024 METAL FABRICATORS DIRECTORY

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

BONUS DISTRIBUTION

Fabtech 2023

September 11-14, Chicago, IL

SMU Steel Summit 2023

August 21-23, Atlanta, GA

SEPTEMBER

Ad Space Close: 8/4/23
Ad Material Due: 8/11/23

FABTECH SHOW ISSUE

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Press Brake/Tooling
- ▶ Bending/Folding
- ▶ Welding
- ▶ Stamping/Presses
- ▶ Sawing
- ▶ Waterjet Technology
- ▶ Deburring/Grinding/Finishing

COLUMNS

- ▶ Face Time
- ▶ Training & Education
- ▶ Guest Editorial

BONUS DISTRIBUTION

Fabtech 2023

September 11-14, Chicago, IL

MAY

Ad Space Close: 4/7/23
Ad Material Due: 4/14/23

COVER STORY

- ▶ The Modern Fab Shop

FABRICATING & FORMING

- ▶ Press Brake/Tooling
- ▶ Bending/Folding
- ▶ Software Solutions
- ▶ Waterjet Technology
- ▶ Plate & Angle Rolls

COLUMNS

- ▶ Face Time
- ▶ Training & Education
- ▶ Guest Editorial

JULY

Ad Space Close: 6/9/23
Ad Material Due: 6/16/23

COVER STORY

- ▶ Heavy Equipment

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Press Brake/Tooling
- ▶ Deburring/Grinding/Finishing
- ▶ Sawing
- ▶ Stamping/Presses

COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

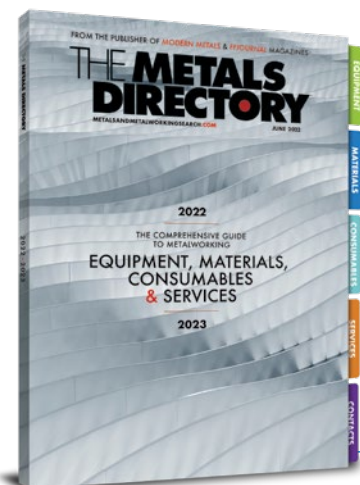
JUNE

Ad Space Close: 5/13/23
Ad Material Due: 5/20/23

ANNUAL METALS DIRECTORY

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

Note: Published in place of *FFJournal's* June issue





OCTOBER

Ad Space Close: 9/8/23
Ad Material Due: 9/15/23

COVER STORY

- ▶ Reality Show Fabricators

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Tube & Pipe Fabrication
- ▶ Software Solutions
- ▶ Sawing
- ▶ Material Handling
- ▶ Plasma Technology

COLUMNS

- ▶ Face Time
 - ▶ Guest Editorial
-

NOVEMBER

Ad Space Close: 10/6/23
Ad Material Due: 10/13/23

COVER STORY

- ▶ Structural Fabrication

FABRICATING & FORMING

- ▶ Laser Technology
- ▶ Bending/Folding
- ▶ Press Brake/Tooling
- ▶ Stamping/Presses
- ▶ Software Solutions
- ▶ Deburring/Grinding/Finishing

COLUMNS

- ▶ Face Time
 - ▶ Training & Education
 - ▶ Guest Editorial
 - ▶ Fabricators P.O.V
-

DECEMBER

Ad Space Close: 11/3/23
Ad Material Due: 11/10/23

COVER STORY

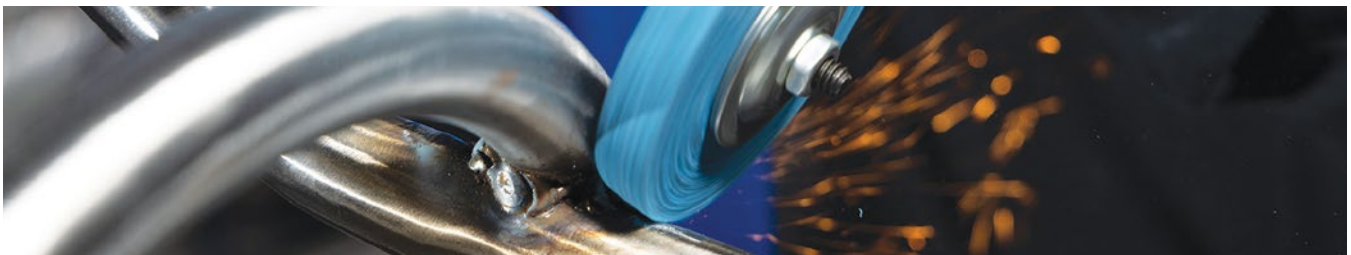
- ▶ Training & Education Roundtable

FABRICATING & FORMING

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

COLUMNS

- ▶ Face Time
 - ▶ Guest Editorial
-





FFJOURNAL 2023 FABRICATING & FORMING SUMMARY BY CATEGORY

LASER TECHNOLOGY (8X)

January
March
April
July
September
October
November
December

PRESS BRAKE/ TOOLING (6X)

January
March
May
July
September
November

BENDING/FOLDING (5X)

February
May
September
November
December

DEBURRING/GRINDING/ FINISHING (6X)

January
March
April
July
September
November

WATERJET TECHNOLOGY (4X)

January
May
September
December

WELDING (3X)

January
April
September

STAMPING/ PRESSES (5X)

February
April
July
September
November

SAWING (6X)

February
April
July
September
October
December

TUBE & PIPE FABRICATION (3X)

March
October
December

MATERIAL HANDLING (2X)

March
October

PLATE & ANGLE ROLLS (1X)

May

PLASMA TECHNOLOGY (2X)

February
October

SOFTWARE SOLUTIONS (4X)

February
May
October
November

PRINT ADVERTISING RATES

FFJournal®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

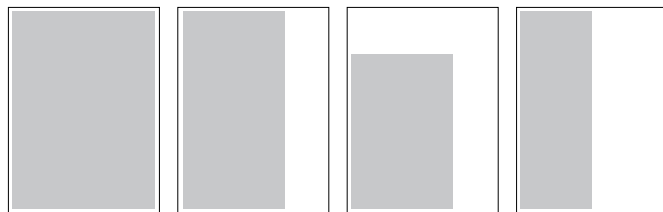
FULL PAGE ADS	\$5,000 net
TWO-THIRD PAGE ADS	\$4,000 net
HALF PAGE ISLAND ADS	\$3,500 net
HALF PAGE VERTICAL ADS	\$3,000 net
HALF PAGE HORIZONTAL ADS	\$2,500 net
THIRD PAGE SQUARE OR VERTICAL ADS	\$2,000 net
QUARTER PAGE ADS	\$1,500 net

COVER POSITIONS: Add 10%

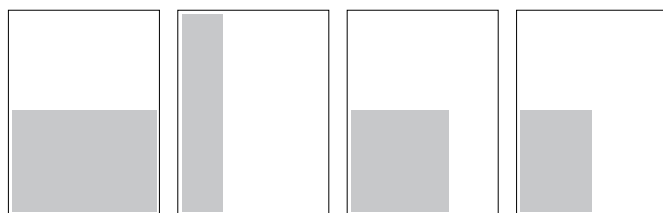
AD AGENCY: Add 15%

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 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@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.

- ▶ **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.

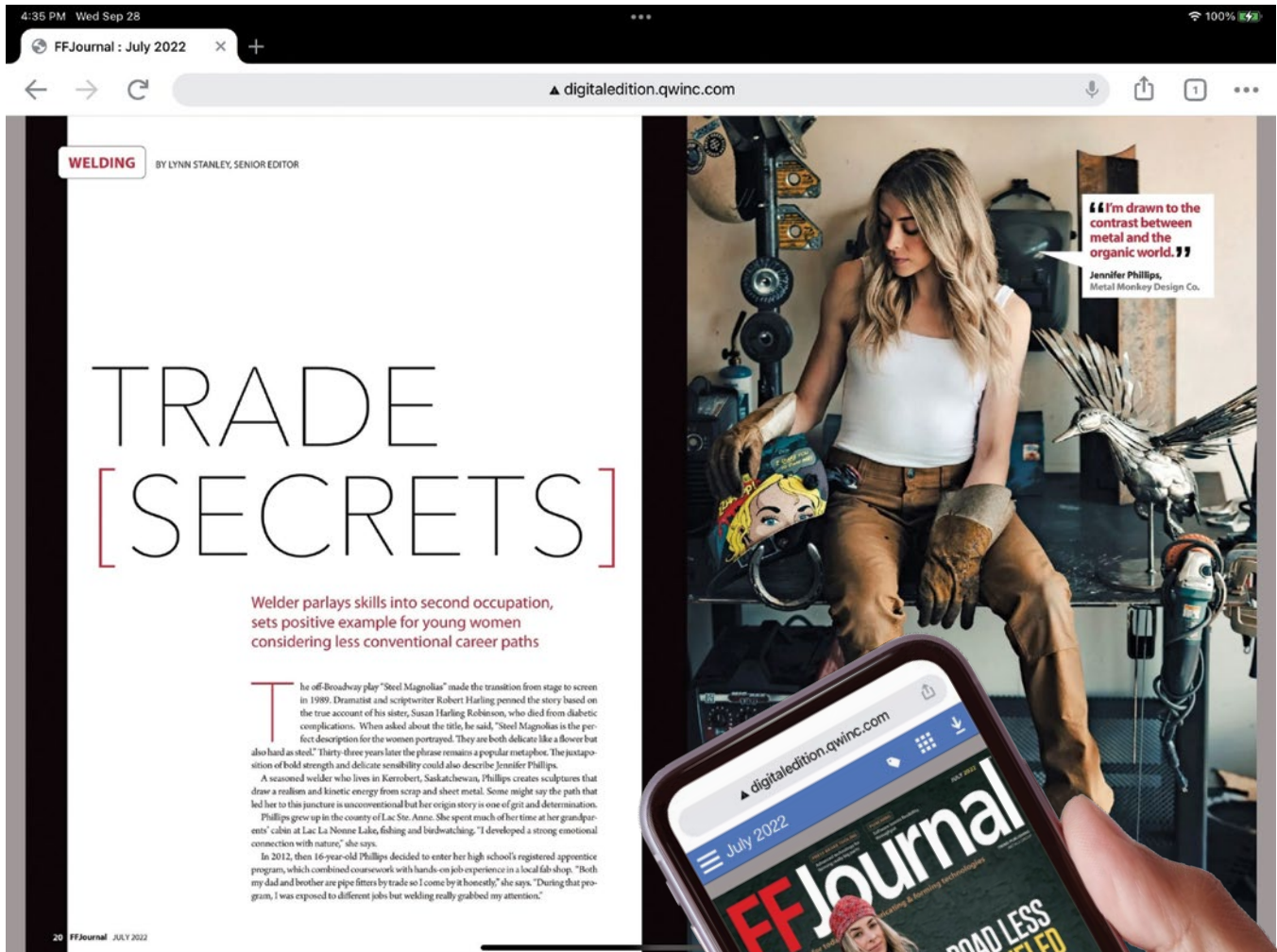
CONTACT

Carlotta Lacy, VP Production
312/654-2318
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



DIGITAL MAGAZINE EDITION ADVERTISING

FFJournal magazine’s digital editions allow advertisements to come alive. Advertisement upgrades include embedded videos, animation and special links. See page 3 for monthly Digital Edition circulation. Contact your sales representative (see page 14) for more information and advertising rates.

SIGN UP TO RECEIVE THE MONTHLY DIGITAL EDITION OF *MODERN METALS* MAGAZINE DELIVERED TO YOUR INBOX:

ffjournal.net/digital

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 image links. 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 (see page 14) for rates.

WEBSITE ADVERTISING

FFJournal has 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

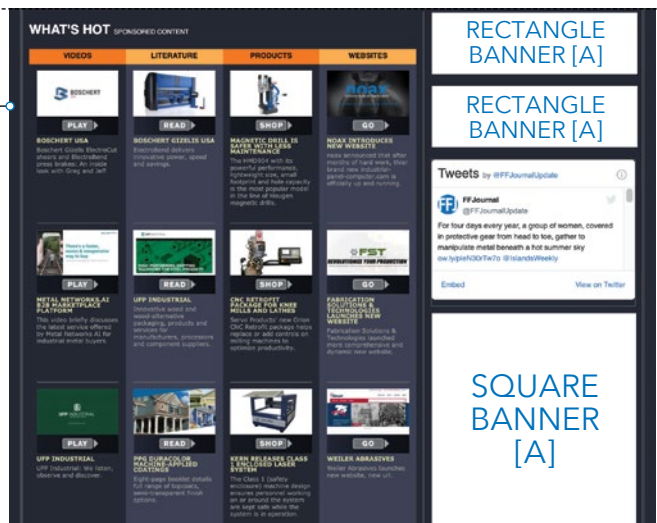
Products: JPEG photos and release

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 (see page 14) for rates.



ENEWSLETTER ADVERTISING



ADVERTISING POSITIONS AND SPECS

- A. Leader Board Banner ad:**
690 pixels wide, 85 pixels high
JPEG and GIF accepted
- B. 1st 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 ad:** Your content within our news stream

2023 FFJOURNAL ENEWSLETTERS

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

SIGN UP TO RECEIVE ENEWSLETTERS FROM FFJOURNAL MAGAZINE DELIVERED TO YOUR INBOX

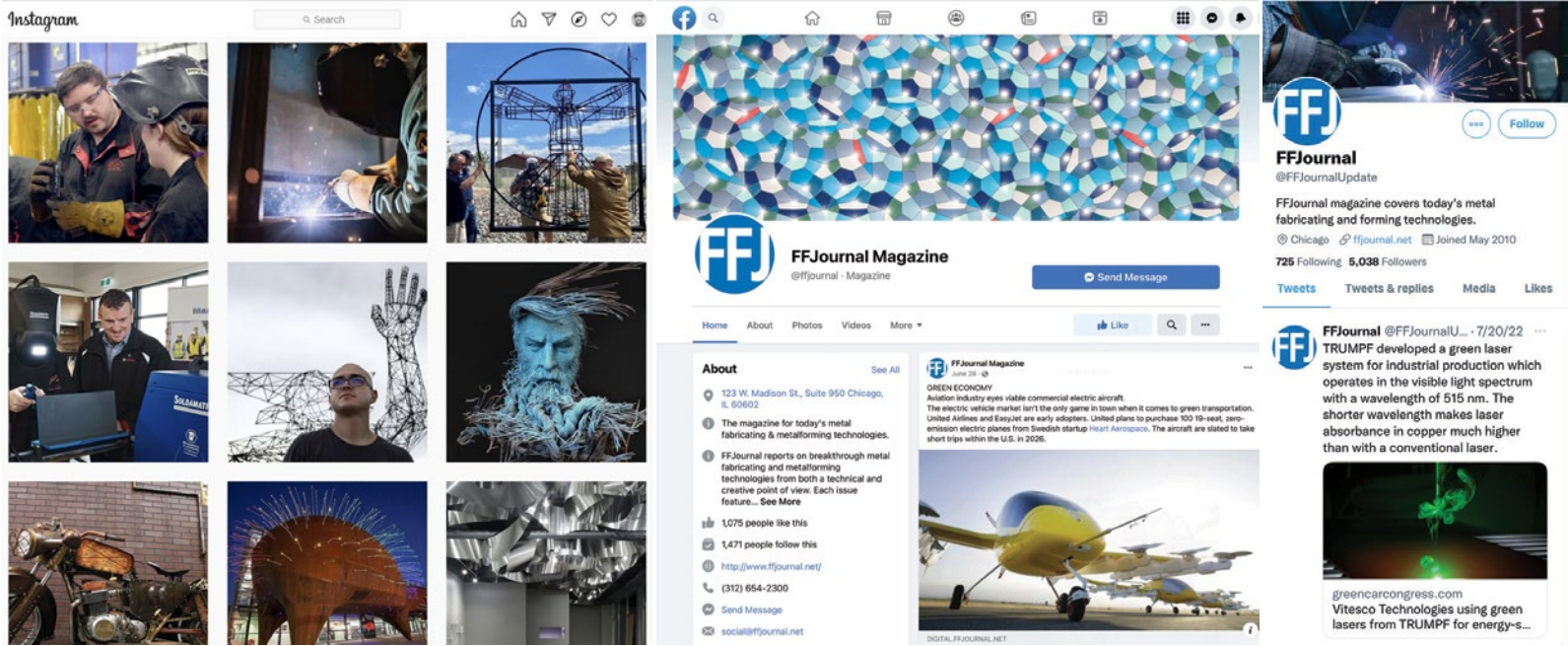
ffjournal.net/enewsletters

For advertising information contact Traci Fonville at **312-654- 2325** or **tfon@ffjournal.net**

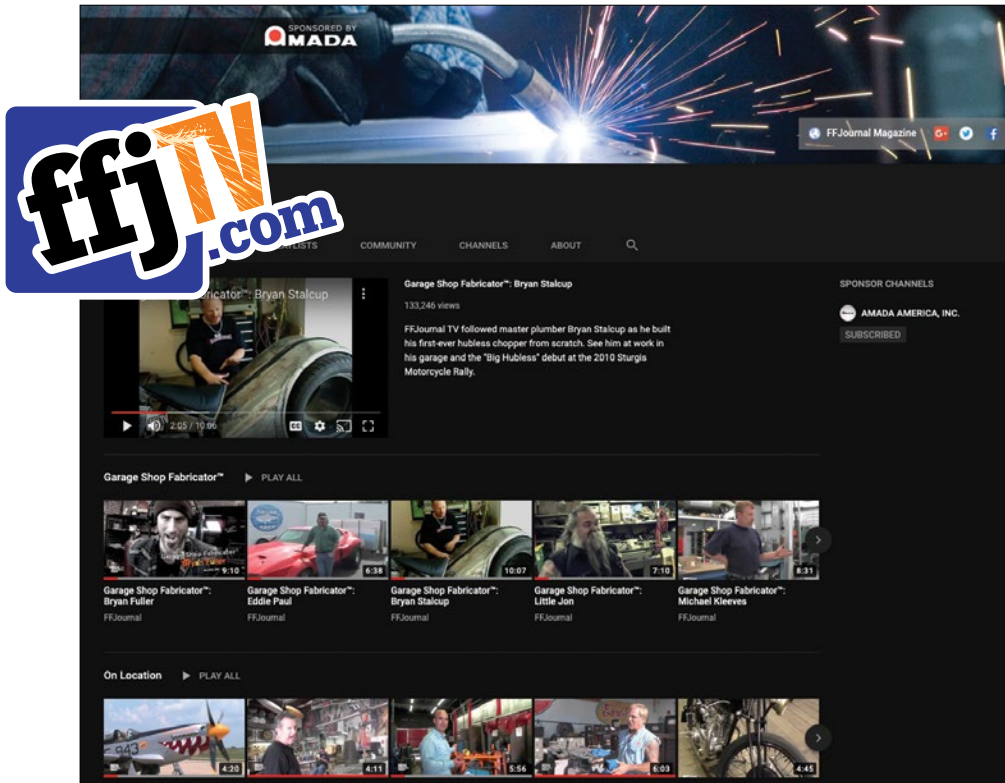
SOCIAL MEDIA MARKETING



POPULAR CONTENT WITH A WORLD WIDE, INDUSTRY REACH



SINCE IT'S LAUNCH, FFJ 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 (see page 14) for rates.



CORPORATE OFFICES

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

EDITORIAL

CORINNA PETRY

Editor-In-Chief
312/654-2315
cpetry@ffjournal.net

LYNN STANLEY

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

LAUREN DUENSING

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

ALAN RICHTER

Contributing Editor
773/525-0678
arichter@ffjournal.net

DESIGN & PRODUCTION

CARLOTTA LACY

VP Production
312/654-2318
carlotta@ffjournal.net

MATTHEW LAFLEUR

Design Director
312/654-2312
mlafleur@ffjournal.net

DIGITAL

LORI KIRCHNER

Digital Manager
248/921-1363
lkirchner@trendpublishing.com

CORPORATE

MICHAEL D'ALEXANDER

President/Publisher
312/654-2309
mdalexander@ffjournal.net

JIM D'ALEXANDER

Vice President/Digital
770/862-0815
jdalexander@ffjournal.net

WAYNE KRUSEN

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

CIRCULATION

BILL D'ALEXANDER

Manager
203/438-4174
bdalexander@ffjournal.net

ADVERTISING SALES STAFF

MICHAEL D'ALEXANDER

President/Publisher, Editor-in-Chief
312/515-3863
mdalexander@ffjournal.net
Alaska, Arizona, Arkansas, California, Hawaii,
Idaho, Montana, New Mexico, North Dakota,
Wyoming

JIM D'ALEXANDER

Vice President/Digital
770/862-0815
jdalexander@ffjournal.net
Alabama, Colorado, Florida, Georgia,
Louisiana, Minnesota, Mississippi,
W. New York, North Carolina, Oklahoma,
Pennsylvania, South Carolina, South Dakota,
Tennessee, Texas

BILL D'ALEXANDER

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

BOB D'ALEXANDER

Principal/Sales Manager
616/916-4348, Fax: 616/942-0798
rdalexander@ffjournal.net
Illinois, Indiana, Iowa, Kansas, Michigan,
Nebraska, Wisconsin

VALERIE TREIBER

VP Sales
Metal Service Centers
203/894-5483
valerie@modernmetals.com

TRACI FONVILLE

Classifieds, Logos,
Reprints and eNewsletters
312/654-2325
tfon@ffjournal.net