TPMG

TREND PUBLISHING METALS GROUP.COM

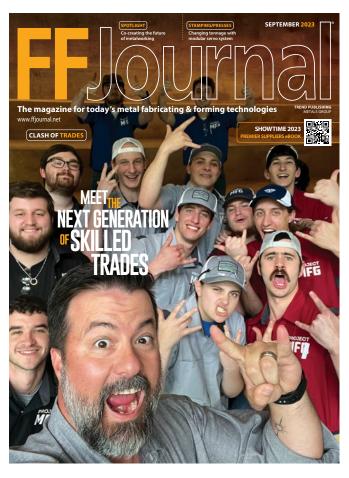
UNRIVALED INDUSTRY COVERAGE

FFJournal

THE MAGAZINE FOR TODAY'S METAL FABRICATING & FORMING TECHNOLOGIES

2024

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.

QUALIFIED + VERIFIED MONTHLY PRINT & DIGITAL CIRCULATION 105,393

Fabricated Metal Products (Fabricators/Job Shops)	46,221
Machinery Except Electrical (OEM/End-Users)	29,387
Electric and Electronic Equipment and Computers (OEM/End-Users)	1,527
Transportation Equipment (OEM/End-Users)	10,251
Metal Service Center Executives	4,870
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	13,137

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

Source: December 2023 AAM-BPA audit report -- www.auditedmedia.com February 2024 OMEDA audit report -- www.omeda.com



FFJOURNAL 2024 EDITORIAL CALENDAR

JANUARY

Ad Space Close: 12/8/23 Ad Materials Due: 12/15/23

COVER STORY

Reality Show Fabricator

FABRICATING & FORMING

Press Brake/Tooling **Software Solutions** Welding Deburring/Finishing **Robotics**

COLUMNS

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

BONUS DISTRIBUTION & EVENT SPONSOR

Tampa Steel Conference January 28-30, Tampa, FL

FEBRUARY

Ad Space Close: 1/5/24 Ad Material Due: 1/12/24

COVER STORY

Automotive & Aerospace Report -Advanced Materials

FABRICATING & FORMING

Laser Technology Bending Technology Stamping/Presses Sawing Technology Material Handling

COLUMNS

Face Time Guest Editorial Fabricators P.O.V.



MARCH

Ad Space Close: 2/2/24 Ad Material Due: 2/9/24

COVER STORY

Structural Fabrication

FABRICATING & FORMING

Laser Technology Press Brake/Tooling Waterjet Technology **Software Solutions** Tube & Pipe Fabrication Deburring/Finishing **Robotics Systems**

COLUMNS

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

BONUS DISTRIBUTION

NASCC: The Steel Conference March 20-22, San Antonio, TX

Copper & Brass Supply Chain (CBSCA) Annual Convention

APRIL

Ad Space Close: 3/1/24 Ad Material Due: 3/8/24

COVER STORY

Architecture

FABRICATING & FORMING

Laser Technology Stamping/Presses **Bending Technology** Sawing Technology Material Handling Software Solutions

COLUMNS

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

BONUS DISTRIBUTION & EVENT SPONSOR

N. American Steel Alliance (NASA) Annual Meeting April 15-17, Scottsdale, AZ

National Coated Coil Association (NCCA) Annual Meeting

April 14-17, Scottsdale, AZ

MAY

Ad Space Close: 4/5/24 Ad Material Due: 4/12/24

COVER STORY

Women Who Weld

FABRICATING & FORMING

Laser Technology Press Brake/Tooling **Software Solutions** Deburring/Finishing Material Handling

COLUMNS

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



JUNE

ANNUAL METALS **DIRECTORY**

Ad Space Close: 5/10/24 Ad Material Due: 5/17/24



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 for a full year.

JULY

Ad Space Close: 6/7/24 Ad Material Due: 6/14/24

COVER STORY

Automation/Robotics

FABRICATING & FORMING

Stamping/Presses Tube & Pipe Fabrication Waterjet Technology Robotic Systems Plasma Technology Material Handling

COLUMNS

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

AUGUST



2024-2025

METAL FABRICATORS DIRECTORY

Ad Space Close: 7/12/24 Ad Material Due: 7/19/24

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

BONUS DISTRIBUTION & EVENT SPONSOR

SMU Steel Summit TBD, Atlanta, GA

Fabtech 2024

October 15-17, Orlando, FL

PRINT & DIGITAL ADVERTISER BONUS

Advertise in 2 of the 3 issues of August, September Pre-Fabtech Show, and October Fabtech Show issues and receive a two-page spread in the Annual ShowTime 2024 Ebook. ShowTime Ebook live from September 1-October 31, 2024.

SEPTEMBER

Ad Space Close: 8/2/24 Ad Material Due: 8/9/24

COVER STORY

Custom Fabricator

FABRICATING & FORMING

Laser Technology Deburring/Finishing **Bending Technology** Stamping/Presses Sawing Technology Tube & Pipe Fabrication

COLUMNS

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

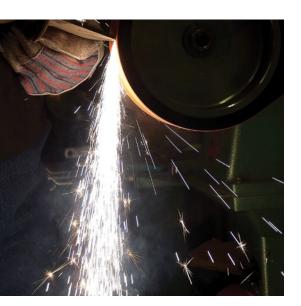
BONUS DISTRIBUTION & EVENT SPONSOR

National Coil Coaters (NCCA) **Fall Technical Meeting**

September 22-25, Chicago, IL

PRINT & DIGITAL ADVERTISER BONUS

Advertise in 2 of the 3 issues of August, September Pre-Fabtech Show, and October Fabtech Show issues and receive a two-page spread in the Annual ShowTime 2024 Ebook. ShowTime Ebook live from September 1-October 31, 2024.



OCTOBER

FABTECH SHOW ISSUE

Ad Space Close: 9/6/24 Ad Material Due: 9/13/24

FABRICATING & FORMING

Laser Technology Press Brake/Tooling **Software Solutions** Deburring/Finishing Material Handling Bending Technology

COLUMNS

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

BONUS DISTRIBUTION

Fabtech 2024

October 15-17, Orlando, FL

North American Steel Alliance (NASA) Forecast Conference October 21-22, Chicago, IL

Metalcon 2024

October 21-22, Atlanta, GA

PRINT & DIGITAL ADVERTISER BONUS

Advertise in 2 of the 3 issues of August, September Pre-Fabtech Show, and October Fabtech Show issues and receive a two-page spread in the Annual ShowTime 2024 Ebook. ShowTime Ebook live from September 1-October 31, 2024.

NOVEMBER

Ad Space Close: 10/4/24 Ad Material Due: 10/11/24

COVER STORY

End User/Economic Outlook

FABRICATING & FORMING

Laser Technology Stamping/Presses Waterjet Technology Material Handling Sawing Technology Tube & Pipe Fabrication

COLUMNS

Face Time **Guest Editorial**

DECEMBER

Ad Space Close: 11/6/24 Ad Material Due: 11/13/24

COVER STORY

3D Printing/Additive Manufacturing

FABRICATING & FORMING

Bending Technology **Software Solutions** Press Brake/Tooling Weldina Deburring/Finishing Material Handling

COLUMNS

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

BONUS DISTRIBUTION & EVENT SPONSOR

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



FFJOURNAL 2024 EDITORIAL SUMMARY BY CATEGORY

BENDING TECHNOLOGY (5X)

February April September October December

DEBURRING/FINISHING (6X)

January March May September October December

LASER TECHNOLOGY (7X)

February March April May September October November

MATERIAL HANDLING (5X)

February May July October November December

PLASMA TECHNOLOGY (2X)

April July

PRESS BRAKE/TOOLING (5X)

January March May October December

ROBOTIC SYSTEMS (3X)

January March July

SAWING TECHNOLOGY (4X)

February April September November

SOFTWARE SOLUTIONS (6X)

January March April May October December

STAMPING/PRESSES (5X)

February April July September November

TUBE & PIPE FABRICATION (4X)

March July September November

WATERJET TECHNOLOGY (3X)

March July November

WELDING (5X)

January March July October December

COLUMNS

AMERICAN WELDING SOCIETY (AWS) SERIES (3X)

March July October

FABRICATORS P.O.V. (2X)

February May

FACE TIME (10X)

February March April May July September October November December.

January

GUEST EDITORIAL (10X)

February March April May July September October November December.

January

SMU NEXGEN METALS COMMUNITY (4X)

January April September December.

PRINT ADVERTISING RATES

FFJournal®

DISPLAY ADVERTISING RATES

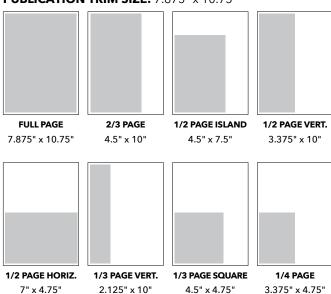
RATES INCLUDE ALL COLOR AND ANY FREQUENCY

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"



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.
- ▶ 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 carlotta@ffjournal.net

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 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 SQUARE VIDEO ADS: YouTube.com video link (preferred) or electronic video file
- D. SPONSORED CONTENT: Content in Large Home Page Slider
- E. PREMIER SUPPLIER LISTING: Your listing links to a landing page with your company profile

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 more information and rates.

SOCIAL MEDIA ADVERTISING











Contact your sales representative for number of followers and posting rates.

SALES REPRESENTATIVES

MICHAEL D'ALEXANDER - 312/515-3863

mdalexander@ffjournal.net

Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Texas, Wyoming

JIM D'ALEXANDER - 770/862-0815

idalexander@ffjournal.net

Alabama, Florida, Georgia, Louisiana, Minnesota, Mississippi, W. New York, North Carolina, Pennsylvania, South Carolina, South Dakota, Tennessee

BILL D'ALEXANDER - 203/438-4174

bdalexander@ffjournal.net

Connecticut, Delaware, Indiana, 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 - 616/916-4348,

Fax: 616/942-0798; rdalexander@ffjournal.net

Illinois, Indiana, Iowa, Michigan, Wisconsin

ENEWSLETTER ADVERTISING

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

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



TREND PUBLISHING METALS GROUP.COM

CORPORATE OFFICES

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

DIGITAL

LORI KIRCHNER

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

CORPORATE

MICHAEL D'ALEXANDER

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

JIM D'ALEXANDER

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

BILL D'ALEXANDER, COO

203/438-4174 bdalexander@ffjournal.net

WAYNE KRUSEN

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

CIRCULATION

BILL D'ALEXANDER, COO 203/438-4174 bdalexander@ffjournal.net

MICHAEL D'ALEXANDER

ADVERTISING SALES STAFF

President/Publisher, Editor-In-Chief 312/515-3863 mdalexander@ffjournal.net

Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Texas, Wyoming

JIM D'ALEXANDER

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

BILL D'ALEXANDER, COO

203/438-4174

bdalexander@ffjournal.net

Connecticut, Delaware, Indiana, 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

VP Sales 616/916-4348 rdalexander@ffjournal.net Illinois, Indiana, Iowa, Michigan, Wisconsin

VALERIE TREIBER, VP Sales Metal Service Centers

203/894-5483 valerie@ffjournal.net

TRACI FONVILLE

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

EDITORIAL

LYNN STANLEY

Senior Editor 937/912-5158 Istanley@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

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