

**TPMG**

TREND PUBLISHING  
METALS GROUP [COM](https://www.tpmg.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)	<b>46,221</b>
Machinery Except Electrical (OEM/End-Users)	<b>29,387</b>
Electric and Electronic Equipment and Computers (OEM/End-Users)	<b>1,527</b>
Transportation Equipment (OEM/End-Users)	<b>10,251</b>
Metal Service Center Executives	<b>4,870</b>
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	<b>13,137</b>

**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](http://www.auditedmedia.com)  
February 2024 OMEDA audit report -- [www.ameda.com](http://www.ameda.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**  
TBD

**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](https://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 manufacturing 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**

**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

**BONUS DISTRIBUTION & EVENT SPONSOR**

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

**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.

**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  
 Welding  
 Deburring/Finishing  
 Material Handling

**COLUMNS**

Face Time  
 Guest Editorial  
 SMU NexGen Metals Community



## 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)

January  
February  
March  
April  
May  
July  
September  
October  
November  
December.

### GUEST EDITORIAL (10X)

January  
February  
March  
April  
May  
July  
September  
October  
November  
December.

### SMU NEXGEN METALS COMMUNITY (4X)

January  
April  
September  
December.

## 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](mailto: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](mailto: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 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.

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### 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





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