



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

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
September 2024 OMEDA audit report -- www.ameda.com



FFJOURNAL 2025 EDITORIAL CALENDAR

JANUARY

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

COVER STORY

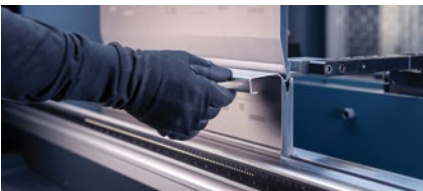
Reality Show Fabricator

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

Architecture

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

TBD

FABRICATING & FORMING

Laser Technology
Press Brake Technology
Bending Technology
Welding
Punching

COLUMNS

Face Time
Guest Editorial
Fabricators P.O.V.



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 for a full year.

JULY



**2025-2026
METAL FABRICATORS DIRECTORY**

Ad Space Close: 6/13/25
Ad Material Due: 6/20/25

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

Artificial Intelligence (AI)

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
Bending Technology
Stamping Technology
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 - 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

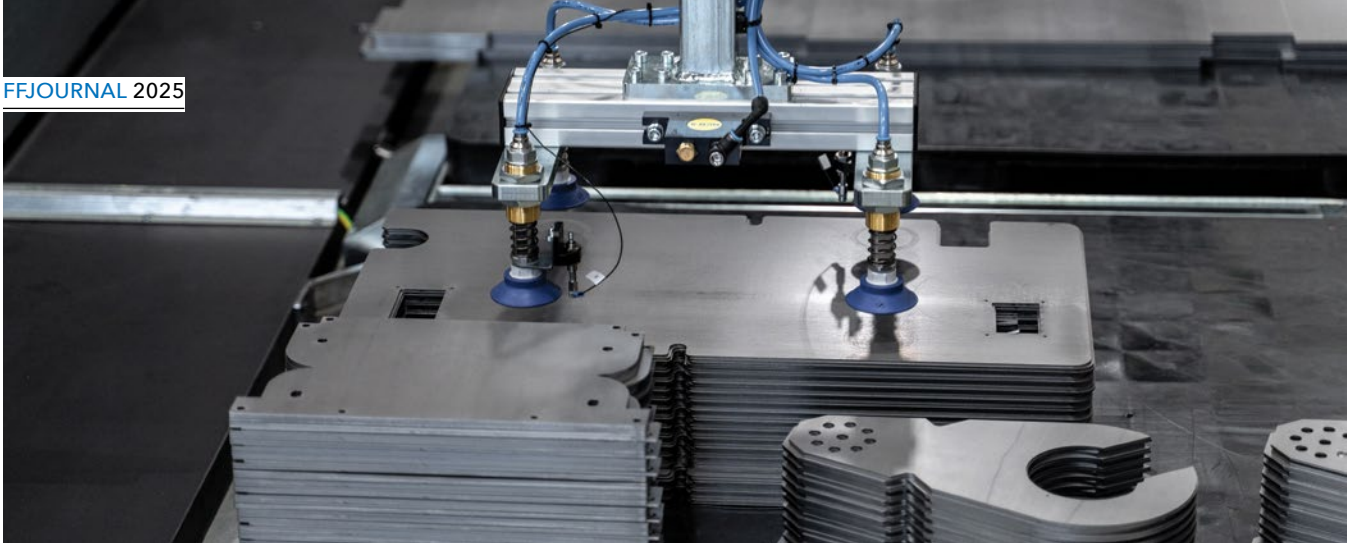
Face Time
Guest Editorial
SMU NexGen Metals Community

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

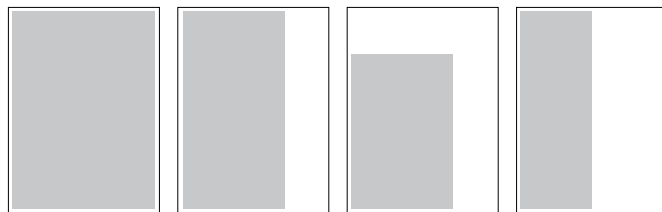
FULL PAGE ADS	\$5,000 net
TWO-THIRD PAGE ADS	\$4,000 net
HALF PAGE ISLAND ADS	\$3,500 net
HALF PAGE VERTICAL ADS	\$3,000 net
HALF PAGE HORIZONTAL ADS	\$2,500 net
THIRD PAGE SQUARE OR VERTICAL ADS	\$2,000 net
QUARTER PAGE ADS	\$1,500 net

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"
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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"
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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 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

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. 2ND 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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