

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 **107,692**

Fabricated Metal Products (Fabricators/Job Shops)	47,090
Machinery Except Electrical (OEM/End-Users)	30,314
Electric and Electronic Equipment and Computers (OEM/End-Users)	1,561
Transportation Equipment (OEM/End-Users)	10,402
Metal Service Center Executives	4,979
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	13,346

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

Source: June 2023 BPA audit report -- www.bpaww.com
August 2023 OMEDA audit report -- 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

Laser Technology
Press Brake/Tooling
Software Solutions
Welding
Deburring/Finishing

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
Tube & Pipe Fabrication

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
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
Plasma Technology

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: 7/5/24
Ad Material Due: 7/12/24

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
 Press Brake/Tooling
 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
 Robotic Systems
 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
 Plasma Technology
 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
 Deburring/Finishing
 Software Solutions
 Welding
 Robotic Systems
 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 (5X)

January
March
May
October
December

LASER TECHNOLOGY (8X)

January
February
March
April
May
September
October
November

MATERIAL HANDLING (4X)

February
May
July
December

PLASMA TECHNOLOGY (3X)

April
July
November

PRESS BRAKE/TOOLING (5X)

January
March
May
September
October

ROBOTIC SYSTEMS (4X)

March
July
October
December

SAWING TECHNOLOGY (4X)

February
April
September
November

SOFTWARE SOLUTIONS (5X)

January
March
May
October
December

STAMPING/PRESSES (5X)

February
April
July
September
November

TUBE & PIPE FABRICATION (4X)

February
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

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%

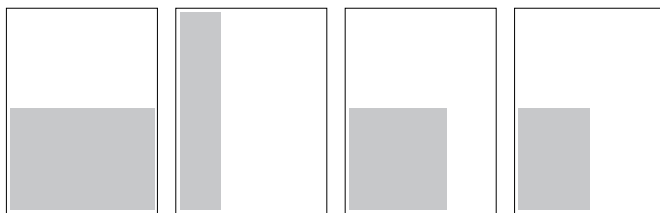
AD AGENCY: Add 15%

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@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

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

jdalexander@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

NEWSLETTER 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



FFJOURNAL

THE METAL FABRICATORS DIRECTORY 2024-2025

The Metal Fabricators Directory is the only annual print/digital directory of U.S. metal fabricators published by state. *The Metal Fabricators Directory* enables metal fabricators to promote their company details including processing and manufacturing capabilities to a print and digital audience of metal service centers, OEM/end users and other fabricators throughout the year.

TOTAL CIRCULATION 107,692*

FOR DISPLAY ADVERTISING, SEE PAGE 3

<p>OHIO</p> 	<p>Bahrs Die & Stamping 4375 Rosspain Rd. Cincinnati, OH 45236 513-793-8100 bahrsdie.com</p> <ul style="list-style-type: none"> • Stamping
<p>AT&F 12314 Elmwood Ave. Cleveland, OH 44111 216-252-1500 atfco.com</p> <ul style="list-style-type: none"> • Arc Welding • Assembly & Joining • Assembly/Testing/Measuring • Bending/Folding • Deburring • Fabricating • Finishing • Grinding • Laser Cutting • Machining • Plasma Cutting • Plate Rolling • Press Brake Forming • Resistance, Spot & Robotic Welding • Roll Forming • Sawing • Tooling • Tube & Pipe Fabrication 	<p>PENNSYLVANIA</p>  <p>FABRICATION SOLUTIONS</p> <p>Miller Fabrication Solutions 111 2nd Street, P.O. Box G Brookville, PA 15825 814-849-3061 millerfabricationsolutions.com</p> <ul style="list-style-type: none"> • Additive Manufacturing • Arc Welding • Assembly & Joining • Assembly/Testing/Measuring • Bending/Folding • Casting • Deburring • Finishing

STAND APART WITH YOUR CORPORATE LOGO

Purchase a **\$200** company logo placed directly above your company information.

BONUS!

Buy a logo in the print edition and get a FREE company logo with your free listing in the digital edition.



Contact **TRACI FONVILLE** at 312-654-2325 or email tfon@ffjournal.net for details.

VISIT themetalfabricatorsdirectory.com TO REGISTER/UPDATE YOUR FREE COMPANY LISTING BY JULY 7, 2024. REGISTRATION FOR METAL FABRICATORS ONLY.

NEED HELP? Contact **Traci Fonville** at **312-654-2325** or email tfon@ffjournal.net.

Display advertising closing: 7/5/24 • Advertising material due: 7/12/24

*Source: FFJournal June 2023 BPA Audit Report -- www.bpaww.com
August 2023 OMEGA Audit Report -- www.omega.com

PRINT ADVERTISING RATES

THE METAL FABRICATORS DIRECTORY®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

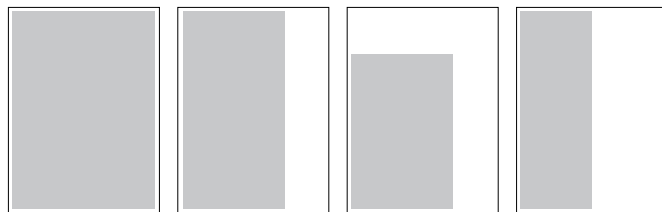
FULL PAGE ADS	\$5,000 net
TWO-THIRD PAGE ADS	\$4,000 net
HALF PAGE ISLAND ADS	\$3,500 net
HALF PAGE VERTICAL ADS	\$3,000 net
HALF PAGE HORIZONTAL ADS	\$2,500 net
THIRD PAGE SQUARE OR VERTICAL ADS	\$2,000 net
QUARTER PAGE ADS	\$1,500 net

COVER POSITIONS: Add 10%

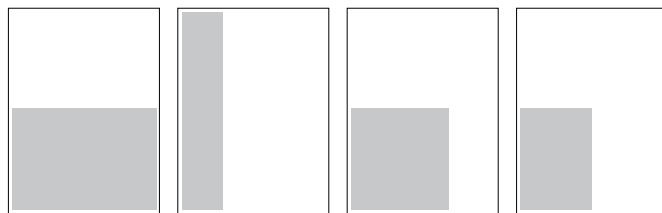
AD AGENCY: Add 15%

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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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.

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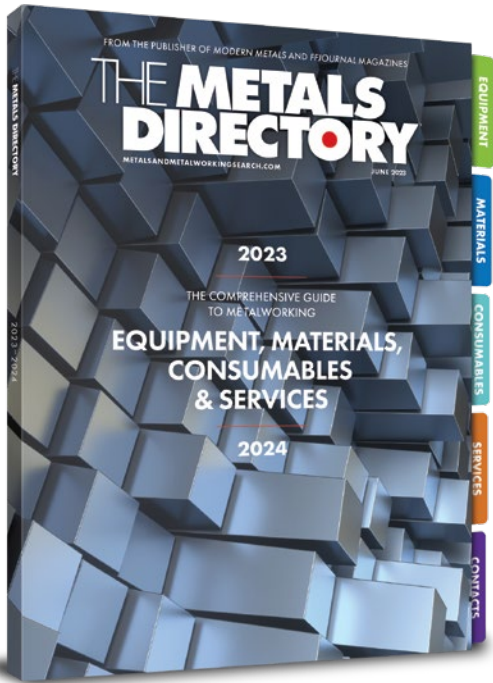
CONTACT

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

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SUBMITTING ADS ON PHYSICAL MEDIA IS ALSO PERMITTED.

Submit all materials to:
Trend Publishing
123 W. Madison St., Suite 950
Chicago, IL 60602



THE METALS DIRECTORY

2024-2025 ANNUAL PRINT EDITION

The annual June **Metals Directory** is the ONLY printed buyers guide for metalworking equipment, materials, consumables and services. With a broad audience of 40,140* metal service centers, fabricators and OEM/end users, **The Metals Directory** is a valuable source referred to throughout the year.

TOTAL CIRCULATION **40,140***

*Publisher's data. Replaces the June issues of *Modern Metals* and *FFJournal* magazines. Circulation of 40,140 is a combination of *Modern Metals* and *FFJournal* magazine's June 2023 BPA Brand Reports of print circulation.

FOR DISPLAY ADVERTISING, SEE PAGE 4

SHOWCASE YOUR BRAND

COMPANY LOGO

Highlight your company's capabilities by placing a logo within our 1000+ equipment, materials, consumables and services categories.

COLOR LOGO IN THE COMPANY CONTACTS SECTION

- ▶ **INITIAL 1 INCH: \$500 NET** additional logo purchases at **\$75 net**
- ▶ **INITIAL 2 INCH: \$675 NET** additional logo purchases at **\$100 net**

BONUS! Buy a logo in the print edition and get a FREE company logo with your free listing on MetalsandMetalworkingSearch.com.

REGISTER OR UPDATE YOUR FREE COMPANY LISTING FOR THE PRINT EDITION OF THE METALS DIRECTORY BEFORE MAY 8, 2024 BY GOING TO metalsandmetalworkingsearch.com.

NEED HELP? Contact **Traci Fonville** at **312-654-2325** or **tfon@trendpublishing.com**.

COIL PROCESSING



GFG
GoIndustry DoveBid
K&S Machinery Corp.
Mark One Corp.
Metal Coaters
Osborn/JacksonLea
Phipps Co. (H.E. Phipps Co. Inc.)
Press Automation Inc.
Union Tool Corp.
United Rotary Brush Corp.
Vail Rubber Works Inc.

COIL CRADLES

Stamtec
Sutherland Presses & Feeds
Twin H Marketing LLC
Universal Tube & Rollform Equipment Corp.
Vail Rubber Works Inc.

COIL END JOINERS

ASMAG USA Inc.
BWG Machinery Corp.
Delta Steel Technologies
See Advertisement on Page 28
Fitch Metals Engineering
Freedom Machinery Co. Inc.
GoIndustry DoveBid
Guild International Inc.
See Advertisement on Page 31
Kent Corp.
Phipps Co. (H.E. Phipps Co. Inc.)
Press Automation Inc.
Royalton Industries Inc.
SEUTHE GmbH
Taylor-Winfield Technologies Inc.
Universal Tube & Rollform Equipment Corp.

COIL EQUIPMENT
→ **ACCUMULATORS**

ADS Machinery Corp.
ASMAG USA Inc.
Brodeur Machine Co. Inc.
Browx International Pty. Ltd.

Corporation
Delta Steel Technologies
See Advertisement on Page 28



DOUBLE GLOBUS
Inc.
See Advertisement on Page 35

COIL EQUIPMENT
→ **COIL REELS, GRABS**

ASB Mfg. Inc.
ASD Machinery Corp.
Alcos Machinery Inc.
American Machine & Rollform Tech

MATERIAL HANDLING

PACKAGING
→ **PACKAGING MATERIALS**

Assembly Automation Alternatives, Inc.
See Advertisement on Page 55
BST Tape Co. LLC
California Metal & Supply Inc.
DANOBAT Band saw machines
Essentra Specialty Tapes
Industrial & Wholesale Lumber Inc.
Manzi Metals Inc.



Samuel Packaging Systems Group
Siemens Industry, Inc.
Taubensee Steel & Wire Co.
Tebulo NA Ltd.

SAFETY EQUIPMENT
APPAREL

Protech Systems
Recora Inc.
Rockford Systems Inc.
Silva Non Skid Solutions
S.J.F. Material Handling
Tapeswitch Corp.

GLOVES

Airo Steel
Black Station Industries

LOCKOUT/TAGOUT DEVICES

North American Safety Products Inc.
Ohio Slitting and Storage
Rockford Systems Inc.
SICK Inc.

PRESENCE-SENSING DEVICES

Banner Engineering Corp.
Cresco Inc.
FMS Machine Tool Inc.
Helm Instrument Co. Inc.
Independent Systems Co.
Link Systems
North American Safety Products Inc.
Ohio Slitting and Storage
Omron Industrial Automation
Rockford Systems Inc.
Seyi-America Inc.
See Advertisement on Page 79

GASES/ELECTRODES

American Air Liquide Holdings Inc.
American Torch Tip
Aqualox Corp.
Centricut
Dengonaha America Corp.
See Advertisement on Page 109
Fereday Cylinder
Fronius USA LLC
Guilco International Inc.
Hobart
Hobart Welding Products
HTP America Inc.
Hypertherm Inc.
Industrial Solutions LLC
Jackson Safety
Kolke Aronson Inc./Ransome
See Advertisement on Page 93
Metals Plus Services Inc.
NSRW, Inc.
Osborn/JacksonLea
Postle Industries Inc.
Taylor-Winfield Technologies Inc.
Victor Technologies International Inc.
Weld Mold Co.
Weld Plus Inc.

GLOVES

Airo Steel
Bernard

Display advertising closing: 5/10/24 • Advertising material due: 5/17/24

THE METALS DIRECTORY 2024-2025

BONUS DISTRIBUTION

2024 TRADE SHOW & CONFERENCES

Annual Copper & Brass Supply Chain Association (CBSCA) Convention

Copper & Brass Supply Chain Association (CBSCA) Red Metals Summit

North American Steel Alliance (NASA) Annual Meeting

North American Steel Alliance (NASA) Forecast Conference

NASCC: The Steel Conference

National Coil Coating Assoc. (NCCA) Annual Meeting

National Coil Coating Assoc. (NCCA) Fall Meeting

Steel Market Update (SMU) Steel Summit

SMU Tampa Steel Conference

Fabtech



PRINT ADVERTISING RATES



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

AD AGENCY: Add 15%

PREMIUM ADVERTISING POSITIONS

TAB PAGES ▶ \$8,500

Published on 100-lb. stock, tab pages are a great way for advertisers to stand out. A total of 8 tab page positions are available for advertisers. Categories include Equipment, Materials, Consumables, Services and Contacts. Advertising is available on the front and back side of each tab page on a first-come basis.

COVER POSITIONS

Reserve your premium position now.

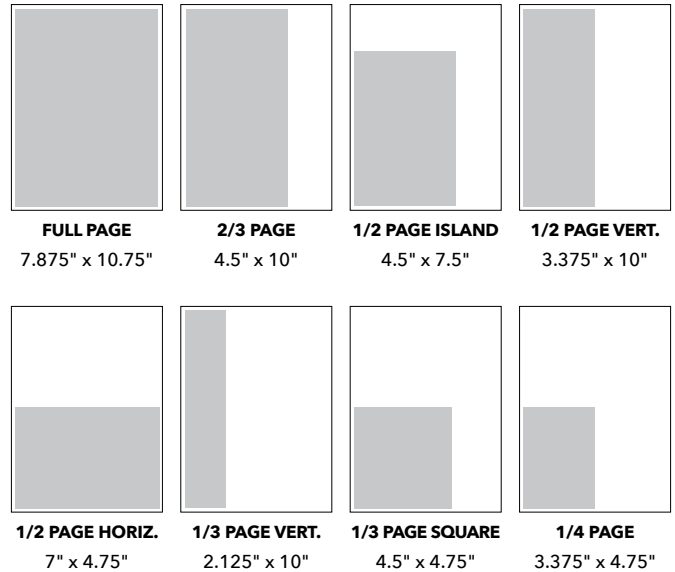
- ▶ Inside Front Cover: **\$7,700**
- ▶ Inside Back Cover: **\$7,500**
- ▶ Back Cover: **\$8,000**

ADVERTISER BONUS

Print display advertisers receive bold face listings and reference to ad page location

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@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.
- ▶ **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
- ▶ **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.
- ▶ **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.

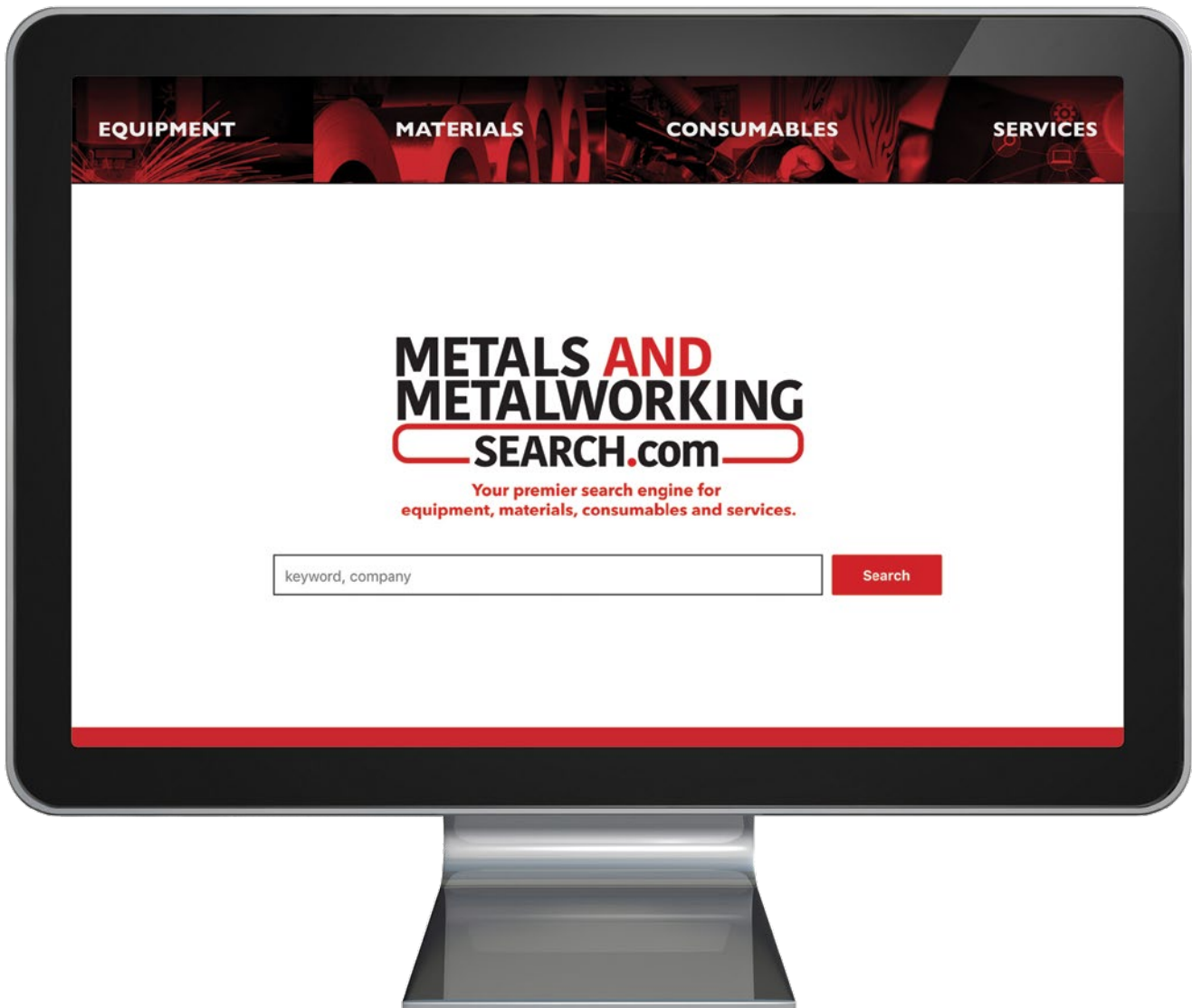
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carlotta@modernmetals.com

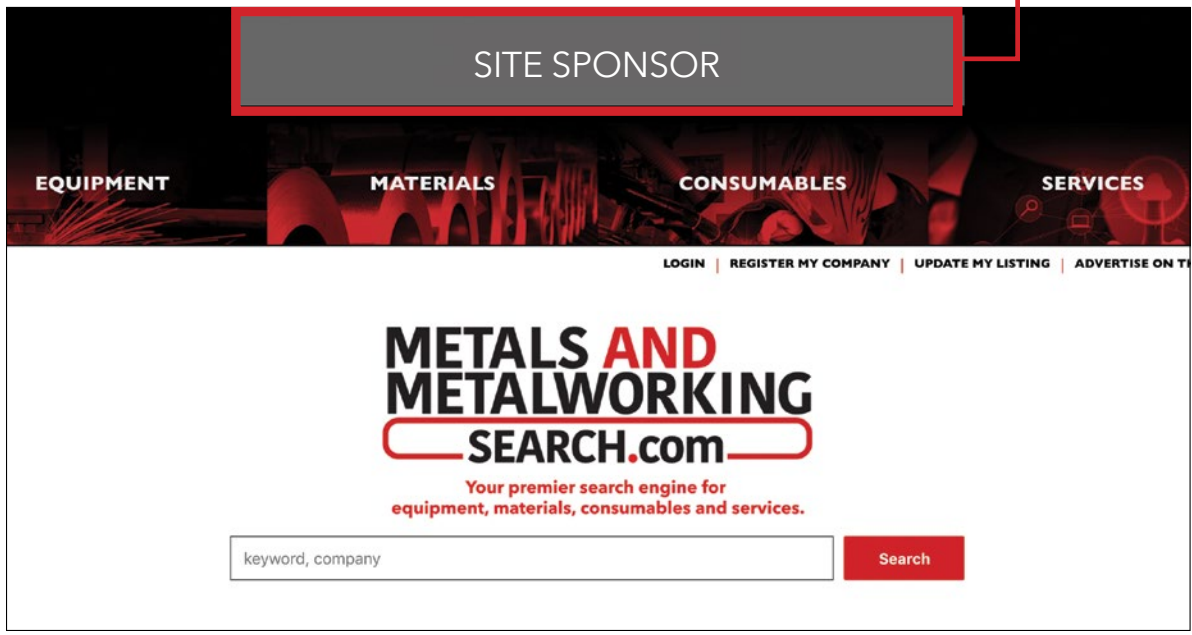
THE METALS DIRECTORY ONLINE

METALS & METALWORKING SEARCH

THE ONLY SEARCH ENGINE EXCLUSIVELY FOR THE METALWORKING INDUSTRY FEATURING OVER 2,000 COMPANY LISTINGS IN MORE THAN 1,000 PRODUCT CATEGORIES.

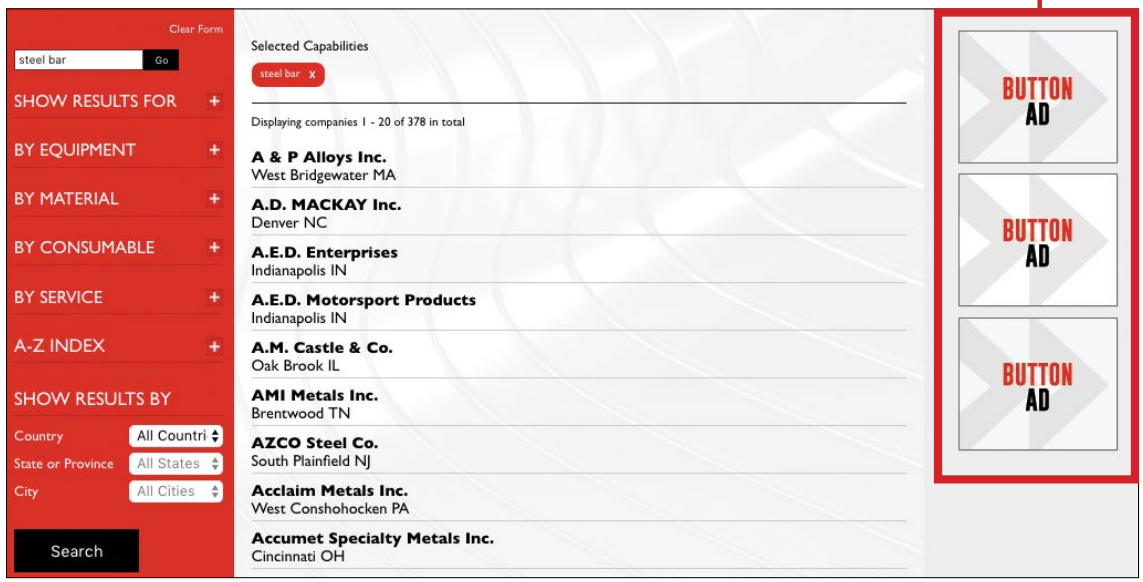


SITE SPONSOR



SITE SPONSOR— Exclusive to one advertiser per year. Display your company message on our home page complete with link to your value added Enhanced listing. **Specs: 728 x 90 pixels**

SEARCH RESULT BUTTON ADS



Grab a decision maker’s attention with **EACH** and **EVERY** product search— links to your detailed listing. **Specs: 180 X 150 pixels**

Contact your sales representative (see page 8) for rates.

PREMIUM SPONSORSHIPS

Premium Sponsors

Red Bud Industries
200 B & E Industrial Dr., Red Bud IL

Butech Bliss
550 S. Ellsworth Ave., Salem OH

Butech Bliss is a leading innovator providing equipment solutions for coil processing, cold reduction, and mill application equipment for over 130 years. Metal producers, service centers and toll processors around the world have relied on us to create solutions for their production needs. We build cut-to-length lines, shears, hydraulic levelers, extrusion equipment and scrap choppers. Our company's services include engineering services, manufacturing, field service & rebuild services on all types of metal processing equipment.

Selected Capabilities

Coil Processing X Coil Processing - Coil Equipment X

Displaying companies 1 - 20 of 192 in total

A & P Alloys Inc.
West Bridgewater MA

A&B Mfg. Inc.
Crown Point IN

BE FIRST TO BE SEEN IN SEARCH RESULTS. Secure one of the top two spots in targeted search results for an entire year. Purchase a Premium Sponsorship and receive all **ENHANCEMENTS** to your company's listing for FREE.

Contact your sales representative (see page 8) for rates.

ENHANCEMENTS

Enhance your company listing for a more complete picture of your company and its capabilities.

COMPANY LOGO

Your company's logo appears with your listing.

COMPANY DESCRIPTION

Provide a 100 word company description.

RESOURCE

Provide links to your company's existing content; Articles, white papers, webinars, literature, Blogs, etc.

CONTACT LISTING

Include your full address, phone number, email, and website.

GALLERY

Showcase your installation photos, product shots, facility photos, or video (link to YouTube video) etc.

To enhance your listing, go to Metalsandmetalworkingsearch.com (credit cards accepted) or contact Traci Fonville at [312-654-2325](tel:312-654-2325) or tfon@trendpublishing.com.



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