

**TPMG**

TREND PUBLISHING  
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

**THE METAL  
FABRICATORS  
DIRECTORY**

REGIONAL GUIDE OF METAL  
FABRICATORS IN THE U.S.

2023-2024

**MEDIA KIT ▶ MULTIMEDIA MARKETING GUIDE**



**FFJOURNAL**

**THE METAL FABRICATORS DIRECTORY 2023-2024**

*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 113,319\***

FOR DISPLAY ADVERTISING, SEE PAGE 3

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

**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](mailto:tfon@ffjournal.net) for details.

**VISIT [themetalfabricatorsdirectory.com](http://themetalfabricatorsdirectory.com) TO REGISTER/UPDATE YOUR FREE COMPANY LISTING BY JULY 7, 2023. REGISTRATION FOR METAL FABRICATORS ONLY.**

**NEED HELP?** Contact **Traci Fonville** at **312-654-2325** or email [tfon@ffjournal.net](mailto:tfon@ffjournal.net).

**Display advertising closing: 7/7/23 • Advertising material due: 7/14/23**

\*FFJournal December 2022 BPA Brand Report of 40,856 Fabricators and OEM/End-Users. March 2023 digital circulation of 72,463 Fabricators, OEM/End-Users and Service Center Executives qualified and verified by OMEGA out of Chicago, Illinois.

## PRINT ADVERTISING RATES

# THE METAL FABRICATORS DIRECTORY®

## DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

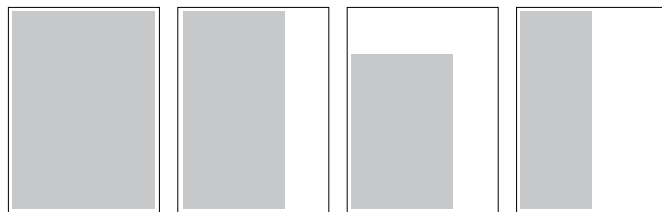
<b>FULL PAGE ADS</b>	\$5,000 net
<b>TWO-THIRD PAGE ADS</b>	\$4,000 net
<b>HALF PAGE ISLAND ADS</b>	\$3,500 net
<b>HALF PAGE VERTICAL ADS</b>	\$3,000 net
<b>HALF PAGE HORIZONTAL ADS</b>	\$2,500 net
<b>THIRD PAGE SQUARE OR VERTICAL ADS</b>	\$2,000 net
<b>QUARTER PAGE ADS</b>	\$1,500 net

**COVER POSITIONS:** Add 10%

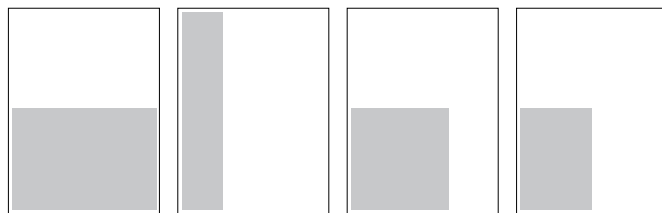
**AD AGENCY:** Add 15%

## 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@modernmetals.com](mailto: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](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



**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