

TPMG

TREND PUBLISHING
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

**THE METAL
FABRICATORS
DIRECTORY**

REGIONAL GUIDE OF METAL
FABRICATORS IN THE U.S.

2024-2025

MEDIA KIT ▶ MULTIMEDIA MARKETING GUIDE



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 **105,393***

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 December 2023 AAM-BPA audit report -- www.auditedmedia.com
February 2024 OMEMA audit report -- www.omega.com

PRINT ADVERTISING RATES

THE METAL FABRICATORS DIRECTORY®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

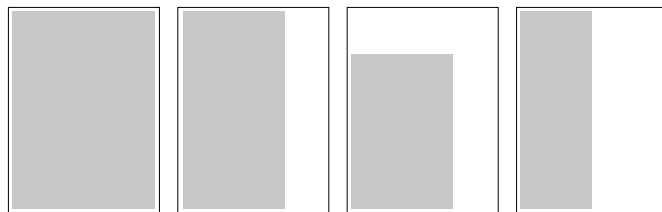
FULL PAGE ADS	\$5,000 net
TWO-THIRD PAGE ADS	\$4,000 net
HALF PAGE ISLAND ADS	\$3,500 net
HALF PAGE VERTICAL ADS	\$3,000 net
HALF PAGE HORIZONTAL ADS	\$2,500 net
THIRD PAGE SQUARE OR VERTICAL ADS	\$2,000 net
QUARTER PAGE ADS	\$1,500 net

COVER POSITIONS: Add 10%

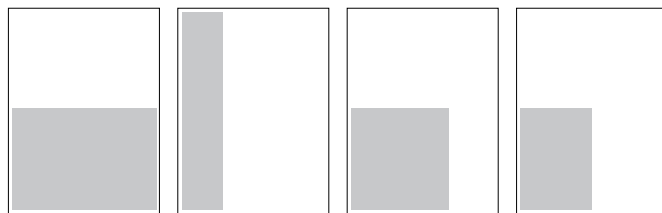
AD AGENCY: Add 15%

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"



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"

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
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