



**TPMG**

TREND PUBLISHING  
METALS GROUP.COM

# UNRIVALED INDUSTRY COVERAGE

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# 2025

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MEDIA KIT  
+  
MULTIMEDIA  
MARKETING GUIDE

# Modern Metals

SERVING METAL SERVICE CENTERS,  
FABRICATORS AND OEM/END USERS  
SINCE 1945

MODERNMETALS.COM



# MODERN METALS

## PRINT & DIGITAL MONTHLY ISSUE CIRCULATION

For more than 75 years, **Modern Metals** magazine has served metal service centers, producers, fabricators and OEM/end-users with accurate and trustworthy reporting. The premier metals industry publication is a key resource for C-level executives, plant/design engineers, purchasing agents and other important decision-makers to keep up with industry news that affects their business. **Modern Metals'** diverse coverage includes business operations, market reports, processing technologies, case studies, industry/people news and market trends.

## QUALIFIED + VERIFIED MONTHLY PRINT & DIGITAL CIRCULATION **76,560**

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.

Metal Service Center Executives	<b>19,975</b>
Fabricated Metal Products (Fabricators/Job Shops)	<b>20,110</b>
Machinery Except Electrical (OEM/End-Users)	<b>18,576</b>
Electric and Electronic Equipment and Computers (OEM/End-Users)	<b>502</b>
Transportation Equipment (OEM/End-Users)	<b>4,856</b>
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	<b>12,541</b>

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

**Source:** June 2024 AAM audit report -- [www.auditedmedia.com](http://www.auditedmedia.com)  
September 2024 OMEDA audit report -- [www.ameda.com](http://www.ameda.com)

## MONTHLY SERVICE CENTER COVERAGE INCLUDES:

- ▶ Monthly Service Center News
- ▶ Transportation/Logistics
- ▶ Software Solutions/ERP
- ▶ Special Reports
- ▶ Service Center Profiles
- ▶ Case Studies
- ▶ Value Add/Processing
- ▶ Service Center Association Membership Directories



### BONUS DISTRIBUTION

## 2025 MEETINGS + CONFERENCES SCHEDULE

Service Center Association/Co-op	Magazine Distribution	Attendance	Event Sponsor	Show Booth Exhibitor
<b>Annual Copper &amp; Brass Supply Chain Association (CBSCA) Convention</b>	◆	◆		
<b>Copper &amp; Brass Supply Chain Association (CBSCA) Red Metals Summit</b>	◆	◆		
<b>North American Steel Alliance (NASA) Annual Meeting</b>	◆	◆		
<b>North American Steel Alliance (NASA) Forecast Conference</b>	◆	◆		
<b>NASCC: The Steel Conference</b>	◆	◆		
<b>National Coil Coating Assoc. (NCCA) Annual Meeting</b>	◆	◆	◆	
<b>National Coil Coating Assoc. (NCCA) Fall Meeting</b>	◆	◆	◆	◆
<b>Steel Market Update (SMU) Steel Summit</b>	◆	◆	◆	◆
<b>SMU Tampa Steel Conference</b>	◆	◆	◆	◆
<b>Association of Women in the Metal Industries (AWMI) Annual Conference</b>	◆	◆	◆	
<b>Metalcon</b>	◆	◆		
<b>Fabtech</b>	◆	◆		◆
<b>Boy Scouts of America Annual Metals Industry Dinner</b>		◆	◆	



# MODERN METALS 2025 EDITORIAL CALENDAR

## JANUARY

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

### COVER STORY

Supply Chain Report

### PRINCIPAL FEATURES

Service Centers  
Material Handling  
Plate  
Sawing Technology  
Coated Coil

### COLUMNS

Face Time  
Guest Editorial  
SMU NexGen Metals Community

### BONUS DISTRIBUTION

**Tampa Steel Conference**  
February 2 - 4, Tampa, FL

## FEBRUARY

Ad Space Close: 1/10/25  
Ad Material Due: 1/17/25

### COVER STORY

Aluminum Market Update

### PRINCIPAL FEATURES

Service Centers  
Coil Processing  
Tube & Pipe  
Software Solutions  
Laser Technology

### COLUMNS

Face Time  
Guest Editorial



## MARCH

Ad Space Close: 2/7/25  
Ad Material Due: 2/14/25

### COVER STORY

Energy/Renewables

### PRINCIPAL FEATURES

Service Centers  
Coil Processing  
Material Handling  
Sawing Technology

### COLUMNS

Face Time  
Guest Editorial  
Quarterly Market Report

### BONUS DISTRIBUTION

**NASCC: The Steel Conference**  
April 2 - 4, Louisville, KY

**Copper & Brass Supply Chain  
Assoc. (CBSCA) Annual  
Convention**  
April 29 - May 1, Destin, FL

**APRIL**

Ad Space Close: 3/7/25 • Ad Material Due: 3/14/25

**COVER STORY**

Mergers & Acquisitions – Producers/Service Centers

**PRINCIPAL FEATURES**

- Service Centers
- Coil Processing
- Tube & Pipe
- Coated Coil
- Sawing Technology
- Software Solutions
- N. American Steel Alliance (NASA) Membership guide**

**COLUMNS**

- Face Time
- Guest Editorial
- SMU NexGen Metals Community

**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

**MAY**

Ad Space Close: 4/4/25  
Ad Material Due: 4/11/25

**COVER STORY**

Transportation/Infrastructure

**PRINCIPAL FEATURES**

- Mill Report
- Spotlight
- Coil Processing
- Material Handling
- Cutting Technology
- Laser Technology

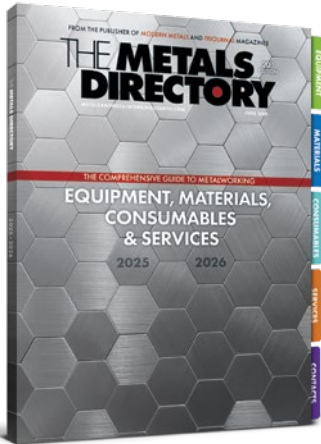
**COLUMNS**

- Face Time
- Guest Editorial

**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 *Modern Metals* June issue

**PRINT & DIGITAL ADVERTISER BONUS**

Advertisers in this issue receive a premium sponsorship on our metalworking search engine [metalsandmetalworkingsearch.com](http://metalsandmetalworkingsearch.com) for a full year.

**JULY**

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

**COVER STORY**

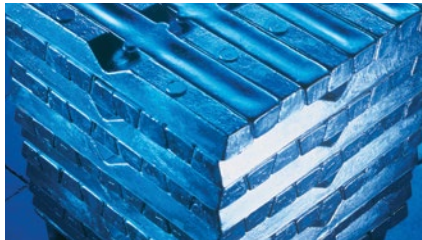
Automotive Report

**PRINCIPAL FEATURES**

- Service Centers
- Coil Processing
- Transportation & Logistics
- Software Solutions
- Sawing Technology
- Material Handling

**COLUMNS**

- Face Time
- Guest Editorial
- Quarterly Market Report



**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: 7/11/25  
Ad Material Due: 7/18/25

**COVER STORY**

International Trade in Steel

**PRINCIPAL FEATURES**

- Service Centers
- Coil Processing
- Software Solutions
- Material Handling
- Spotlight
- Tube & Pipe

**COLUMNS**

- Face Time, Guest Editorial
- SMU NexGen Metals Community

**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)

**SEPTEMBER**

Ad Space Close: 8/8/25  
Ad Material Due: 8/15/25

**COVER STORY**

Architecture/Construction/  
Infrastructure

**PRINCIPAL FEATURES**

Service Centers  
Coil Processing  
Coated Coil  
Waterjet Technology  
Sawing Technology  
Material Handling

**National Coated Coil Assoc.  
(NCCA) Membership Guide**

**COLUMNS**

Face Time  
Guest Editorial  
Quarterly Market Report

**BONUS DISTRIBUTION**

**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**

SMU Steel Summit NexGen  
Leadership Award Winner

**PRINCIPAL FEATURES**

Service Centers  
Plate  
Coil Processing  
Software Solutions  
Material Handling  
Laser Technology

**COLUMNS**

Face Time  
Guest Editorial



**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

**NOVEMBER**

Ad Space Close: 10/3/25  
Ad Material Due: 10/10/25

**COVER STORY**

Annual End User  
Economic Outlook

**PRINCIPAL FEATURES**

Service Centers  
Coil Processing  
Sawing Technology  
Coated Coil  
Tube & Pipe

**COLUMNS**

Face Time  
Guest Editorial



**DECEMBER**

Ad Space Close: 11/14/25 • Ad Material Due: 11/21/25

**COVER STORY**

Decarbonization

**PRINCIPAL FEATURES**

Service Centers  
Coil Processing  
Software Solutions  
Material Handling  
Waterjet Technology

**COLUMNS**

Face Time  
Guest Editorial  
SMU NexGen Metals Community  
Quarterly Market Report





## MODERN METALS 2025 EDITORIAL SUMMARY BY CATEGORY

### COATED COIL (4X)

January  
April  
September  
November

### COIL PROCESSING (10X)

February  
March  
April  
May  
July  
August  
September  
October  
November  
December

### CUTTING TECHNOLOGY (1X)

May

### LASER TECHNOLOGY (3X)

February  
May  
October

### MATERIAL HANDLING (8X)

January  
March  
May  
July  
August  
September  
October  
December

### MILL REPORT (1X)

May

### PLATE (2X)

January  
October

### SAWING TECHNOLOGY (6X)

January  
March  
April  
July  
September  
November

### SERVICE CENTERS (10X)

January  
February  
March  
April  
July  
August  
September  
October  
November  
December

### SOFTWARE SOLUTIONS (6X)

February  
April  
July  
August  
October  
December

### TRANSPORTATION & LOGISTICS (1X)

February

### TUBE & PIPE (4X)

February  
April  
August  
November

### WATERJET TECHNOLOGY (2X)

September  
December

## 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

### SMU NEXGEN METALS COMMUNITY

### QUARTERLY MARKET REPORT

### TRAINING/EDUCATION

## PRINT ADVERTISING RATES

# Modern Metals®

## 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%

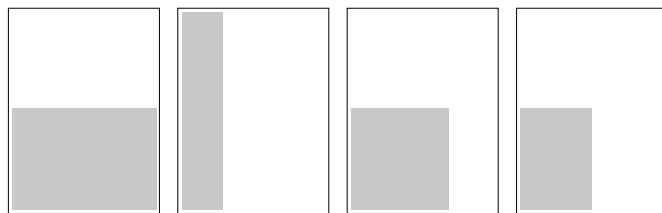
**AD AGENCY:** Add 15%

## 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
- ▶ 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@modernmetals.com

- ▶ **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



# MODERN METALS 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.

## SALES REPRESENTATIVES

### MICHAEL D'ALEXANDER - 312/515-3863

mdalexander@modernmetals.com

Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Texas, Wyoming

### JIM D'ALEXANDER - 770/862-0815

jdalexander@modernmetals.com

Alabama, Florida, Georgia, Louisiana, Minnesota, Mississippi, W. New York, North Carolina, Pennsylvania, South Carolina, South Dakota, Tennessee

### BILL D'ALEXANDER - 203/438-4174

bdalexander@modernmetals.com

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@modernmetals.com

Illinois, Indiana, Iowa, Michigan, Wisconsin

## ENEWSLETTER ADVERTISING

**A. LEADER BOARD BANNER AD:** 690 pixels wide, 85 pixels high, JPEG and GIF accepted

**B. 2<sup>ND</sup> 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@modernmetals.com



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