

The logo for Trend Publishing Metals Group (TPMG) features the letters 'TPMG' in a bold, white, sans-serif font. The text is centered within a grey rectangular box that has a thin red horizontal line at its base. The background of the entire page is a dark, abstract, metallic-looking surface with flowing, wavy lines that create a sense of depth and movement.

**TPMG**

TREND PUBLISHING  
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

# Modern Metals

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

2023

MEDIA KIT ► MULTIMEDIA MARKETING GUIDE



# 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.

## TOTAL BPA QUALIFIED CIRCULATION **15,336** SERVICE CENTER EXECUTIVES

					JOB TITLES				
BUSINESS & INDUSTRY	Unique Total Qualified & Verified	Percent of Total	Print	Digital	<ul style="list-style-type: none"> <li>Corporate Officials</li> <li>President-Owner</li> <li>Vice President/General Manager</li> <li>Treasurer-Secretary</li> <li>Controller</li> </ul>	<ul style="list-style-type: none"> <li>Chief Engineer</li> <li>Plant Manager</li> <li>Production Superintendent, Department Managers</li> <li>Chief Metallurgist</li> <li>Chief Chemist</li> </ul>	<ul style="list-style-type: none"> <li>Engineers</li> <li>Metallurgists</li> <li>Designers</li> <li>Production Men</li> <li>Chemists</li> <li>Supervisors</li> <li>Foremen</li> </ul>	<ul style="list-style-type: none"> <li>Buyers, Salespersons and other Purchasing and Sales Titles</li> </ul>	<ul style="list-style-type: none"> <li>Other Titled and Non-titled Personnel within the Field Served</li> </ul>
METALS SERVICE CENTERS AND OFFICES	15,336	100.0	10,078	5,258	8,858	3,664	537	2,277	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,336</b>	<b>100.0</b>	<b>10,078</b>	<b>5,258</b>	<b>8,858</b>	<b>3,664</b>	<b>537</b>	<b>2,277</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>65.7</b>	<b>34.3</b>	<b>57.8</b>	<b>23.9</b>	<b>3.5</b>	<b>14.8</b>	<b>-</b>

Source: *Modern Metals* December 2022 BPA Brand Report

\*100% of *Modern Metals'* audited circulation of 15,336 subscribers are personally asking to receive *Modern Metals* each month either in print or digitally.

\*100% of *Modern Metals'* audited circulation of 15,336 is addressed by each reader's name and title.

# MODERN METALS

ADDITIONAL MONTHLY  
DIGITAL CIRCULATION TO  
FABRICATORS, OEM/END-USERS  
& SERVICE CENTERS



QUALIFIED + VERIFIED MONTHLY DIGITAL CIRCULATION **72,463**

Fabricated Metal Products (Fabricators/Job Shops)	<b>25,473</b>
Machinery Except Electrical (OEM/End-Users)	<b>20,444</b>
Electric and Electronic Equipment and Computers (OEM/End-Users)	<b>592</b>
Transportation Equipment (OEM/End-Users)	<b>5,965</b>
Metal Service Center Executives	<b>5,400</b>
Additional Service Center Executives, Fabricators/Job Shops, OEM/End-Users	<b>14,589</b>

Source: March 2023. Digital Circulation Qualified and Verified By OMEMA, Chicago IL.

**Qualified and verified monthly digital circulation of 72,463 readers unduplicated from the BPA audited circulation of 15,336**

## 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

## 2023 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>MSCI/SMA Annual Meeting</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 2023 EDITORIAL CALENDAR

### JANUARY

Ad Space Close: 12/9/22  
Ad Material Due: 12/16/22

#### COVER STORY

- ▶ Transportation/Logistics:  
U.S. Ports

#### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Coated Coil
- ▶ Sawing
- ▶ Laser Technology

#### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

#### BONUS DISTRIBUTION

**Tampa Steel Conference**  
February 5-7, Tampa, FL

### FEBRUARY

Ad Space Close: 1/13/23  
Ad Material Due: 1/20/23

#### COVER STORY

- ▶ Metallurgy/R&D

#### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Tube & Pipe
- ▶ ERP/Software
- ▶ Material Handling
- ▶ Waterjet

#### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### MARCH

Ad Space Close: 2/10/23  
Ad Material Due: 2/17/23

#### COVER STORY

- ▶ Copper Value Chain:  
Sustainability

#### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ ERP/Software
- ▶ Sawing
- ▶ Laser Technology

#### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

#### BONUS DISTRIBUTION

**Copper & Brass  
Supply Chain Assoc.  
(CBSCA) Annual Convention**  
April 17-20, Lost Pines, TX





## JULY

Ad Space Close: 6/9/23  
Ad Material Due: 6/16/23

### COVER STORY

- ▶ Annual Metal Producers Outlook

### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Coated Coil
- ▶ Material Handling
- ▶ Sawing

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

## APRIL

Ad Space Close: 3/10/23  
Ad Material Due: 3/17/23

### COVER STORY

- ▶ Automotive

### PRINCIPAL FEATURES

- ▶ Coil Processing
- ▶ Coated Coil
- ▶ Tube & Pipe
- ▶ ERP/Software
- ▶ Sawing
- ▶ North American Steel Alliance (NASA) Membership Guide

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### BONUS DISTRIBUTION

**North American Steel Alliance (NASA) Annual Meeting**  
April 19-21, Orlando, FL

**National Coil Coaters Association (NCCA) Annual Meeting**  
April 23-26, Bonita Springs, FL

**NASCC: The Steel Conference**  
April 12-14, Charlotte, NC

## MAY

Ad Space Close: 4/7/23  
Ad Material Due: 4/14/23

### COVER STORY

- ▶ The Modern Metal Service Center

### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Transportation/Logistics
- ▶ Laser Technology
- ▶ Plasma Technology
- ▶ Material Handling

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### BONUS DISTRIBUTION

**MSCI/SMA Annual Meeting**  
June 21-23, Washington, D.C.

## AUGUST

Ad Space Close: 7/7/23  
Ad Material Due: 7/14/23

### COVER STORY

- ▶ Clean Steel & Aluminum

### PRINCIPAL FEATURES

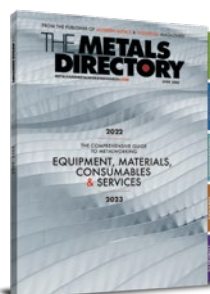
- ▶ Service Centers
- ▶ Coil Processing
- ▶ Tube & Pipe
- ▶ ERP/Software
- ▶ Laser Technology

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### BONUS DISTRIBUTION

**SMU Steel Summit 2023**  
August 21-23, Atlanta, GA



## JUNE

Ad Space Close: 5/12/23, Ad Material Due: 5/19/23

### ANNUAL METALS DIRECTORY

Comprehensive guide to metalworking equipment, materials, consumables and services.

**NOTE:** Published in place of *Modern Metals* June issue

## SEPTEMBER

Ad Space Close: 8/11/23  
Ad Material Due: 8/18/23

### COVER STORY

- ▶ Architecture/Construction/  
Infrastructure

### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Material Handling
- ▶ Coated Coil
- ▶ ERP/Software
- ▶ Waterjet
- ▶ National Coil Coaters (NCCA)  
Membership Guide

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### BONUS DISTRIBUTION

#### National Coil Coaters Association (NCCA) Fall Meeting

September 25-27, Pittsburgh, PA

#### Metalcon

October 18-20, Las Vegas, NV

#### Fabtech 2023

September 11-14, Chicago, IL

## OCTOBER

Ad Space Close: 9/8/23  
Ad Material Due: 9/15/23

### COVER STORY

- ▶ SMU Steel Summit NexGen  
Leadership Award Winner

### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Material Handling
- ▶ Sawing
- ▶ Transportation/Logistics
- ▶ Laser Technology

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### BONUS DISTRIBUTION

#### North American Steel Alliance (NASA) Forecast Conference

TBD

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

TBD

#### CRU Ryan's Notes Ferroalloys Conference

TBD

## NOVEMBER

Ad Space Close: 10/6/23  
Ad Material Due: 10/13/23

### COVER STORY

- ▶ Annual End User Economic Outlook

### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Tube & Pipe
- ▶ ERP/Software
- ▶ Waterjet

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial

### BONUS DISTRIBUTION

#### Annual Association of Women in the Metals Industry (AWMI) Annual Conference

TBD

## DECEMBER

Ad Space Close: 11/10/23  
Ad Material Due: 11/17/23

### COVER STORY

- ▶ Aluminum

### PRINCIPAL FEATURES

- ▶ Service Centers
- ▶ Coil Processing
- ▶ Coated Coil
- ▶ Material Handling
- ▶ Sawing

### COLUMNS

- ▶ Face Time
- ▶ Guest Editorial





## MODERN METALS 2023 EDITORIAL SUMMARY BY CATEGORY

### SERVICE CENTERS (11X)

January  
February  
March  
April  
May  
July  
August  
September  
October  
November  
December

### COIL PROCESSING (10X)

January  
March  
April  
May  
July  
August  
September  
October  
November  
December

### ERP/SOFTWARE SOLUTIONS (6X)

February  
March  
April  
August  
September  
December

### MATERIAL HANDLING (6X)

February  
May  
July  
September  
October  
November

### PLASMA TECHNOLOGY (1X)

May

### SAWING (6X)

January  
March  
April  
July  
October  
December

### LASER TECHNOLOGY (6X)

January  
March  
May  
August  
October  
December

### TRANSPORTATION/ LOGISTICS (3X)

January  
May  
October

### COATED COIL (5X)

January  
April  
July  
September  
December

### WATERJET (3X)

February  
September  
November

### TUBE & PIPE (4X)

February  
April  
August  
November



## PRINT ADVERTISING RATES

# Modern Metals®

## DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

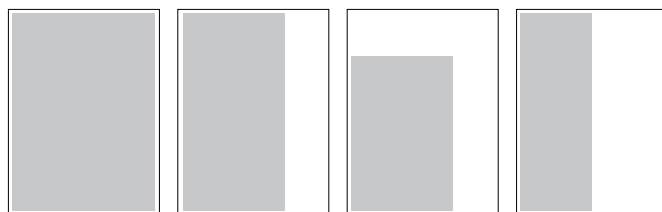
<b>FULL PAGE ADS</b>	\$5,000 net
<b>TWO-THIRD PAGE ADS</b>	\$4,000 net
<b>HALF PAGE ISLAND ADS</b>	\$3,500 net
<b>HALF PAGE VERTICAL ADS</b>	\$3,000 net
<b>HALF PAGE HORIZONTAL ADS</b>	\$2,500 net
<b>THIRD PAGE SQUARE OR VERTICAL ADS</b>	\$2,000 net
<b>QUARTER PAGE ADS</b>	\$1,500 net

**COVER POSITIONS:** Add 10%

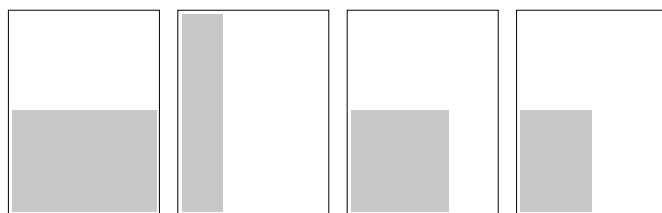
**AD AGENCY:** Add 15%

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

4:16 PM Wed Sep 28  
Modern Metals : July 2022 X +  
digitaledition.qwinc.com

PRODUCER OUTLOOK

**TONS ARE FLOWING**

Demand, order rates and capacity utilization remain strong for North American mills; inflation has not proved a major headwind

BY CORINNA PETRY

As measured by metal producers' profits, 2021 was a boom year. First-quarter results were also higher year over year. A host of aluminum and steel producers report that their order books are full, and that demand is expected to continue rising as supply chain obstacles clear up and U.S. infrastructure improvement projects begin launching during the second half.

Alcoa Corp. posted record first-quarter profits and the business remains "strong and steady," says President and CEO Roy Harvey. The average realized price for aluminum increased 14 percent from the fourth to the first quarter to more than \$3,800 per metric ton.

The producer expects global demand for primary aluminum to rise 2 percent over last year in spite of a somewhat slower pace due to supply chain interruptions, particularly in automotive, and lower demand from Russia and Eastern Europe.

The company sees the effects of inflation but "it's not deep. Our order book is very strong. Our customers are asking for everything we can put out there," Harvey told investors recently.

Kaiser Aluminum reports that aerospace-related value-added increase by up to 20 percent in 2021, based on strong demand for commercial aircraft. The outlook for commercial aircraft is "bright" and "strong."

Steel Dynamics Inc. President and CEO Mark Millet finds the nonresidential construction market to be rock solid, "especially in areas that support online retail, represented by construction of distribution and warehouse facilities, along with data centers, schools and health care [facilities]," he told shareholders.

SDI's CFO, Theresa Wagler, says that order activity for such downstream building products as steel joists and decking "remains incredibly strong. Our steel fabrication business continues to operate with a record backlog considering both forward product pricing and volumes, which currently extends through the first quarter of 2023."

Steel consumption within the automotive sector is expected to grow, "with production through 2024 returning to over 17 million units, supported by an extreme lack of automotive dealer inventory and strong post-upside" Millet notes.

Insteel Industries Inc.—which manufactures reinforcing products for applications—recently reported record demand, "driving

constrained for the next many years, actually. "There is not enough capacity despite [internal] expansion. So we do not expect any kind of uncertainty around the ability to sell this capacity. [There] are not going to be many new sources of supply in 2023."

**“MANY CUSTOMERS ARE QUOTING AVAILABILITY IN 2023, WHICH IS UNPRECEDENTED.”**

**H.O. WOLTZ III,**  
INSTEEL INDUSTRIES INC.

**SOLID TRENDS**

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## DIGITAL MAGAZINE EDITION ADVERTISING

*Modern Metals* magazine's digital editions allow advertisements to come alive. Advertisement upgrades include embedded videos, animation and special links. See page 3 for monthly Digital Edition circulation. Contact your sales representative (see page 14) for more information and advertising rates.

**SIGN UP TO RECEIVE THE MONTHLY DIGITAL EDITION OF MODERN METALS MAGAZINE DELIVERED TO YOUR INBOX:**

**modernmetals.com/digital**

# LEAD GENERATING PROGRAMS

FULL CONTACT LEADS PROVIDED FROM ALL "CLICKS."

## 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. Follow industry standards when creating HTML email.

### OR...

Send us all email segments: images [1000px wide], copy, subject line, logo, corporate parameters, etc., via Dropbox and we can build the email within our email marketing portal.

## FAQ'S & "HOW TO" CUSTOM PROGRAMS

These programs are educational, branding and lead generating products with multi platform distribution through:

**Dedicated/Custom eBlast | Website Ad | eNewsletters Banner Ads | Social Media Posts**



### FAQ: FREQUENTLY ASKED QUESTIONS Q&A

Highlights common questions and their answers identified by your sales process in a Q&A format. FAQ's will be archived and accessible on our web site.

### "HOW TO"

Educates the market on what they should be considering when buying your product. "How To's" will be archived and accessible on our web site.

## VIDEO AND WEBINAR "ON DEMAND" EBLASTS

Your recorded videos or webinars take front stage and are sent our email database

**Contact your sales representative (see page 14) for rates.**

# WEBSITE ADVERTISING

Modern Metals has a loyal and active website following every month. Impressions and click numbers provided on all website advertising. Advertising options include:

## A. BANNER ADVERTISING

### Large Banners:

728 pixels wide, 90 pixels high; JPEG and GIF formats

- **Leaderboard:** Run of site
- **2nd position:** Home page only
- **3rd position:** Run of site

### Right side rectangle banner:

330 x 100, JPEG and GIF formats, Run of site

### Right side square banner:

330 x 285, JPEG and GIF formats, Run of site

## B. BIG VIDEO ADS

330 pixels wide, 285 pixels high, run of site. YouTube.com video link (preferred) or electronic video file

## C. "WHAT'S HOT" SECTION

Literature, product, website, video postings on the homepage. Acceptable formats:

**Video:** YouTube.com link (preferred) or electronic video file (any format/size)

**Literature:** PDF or Word file

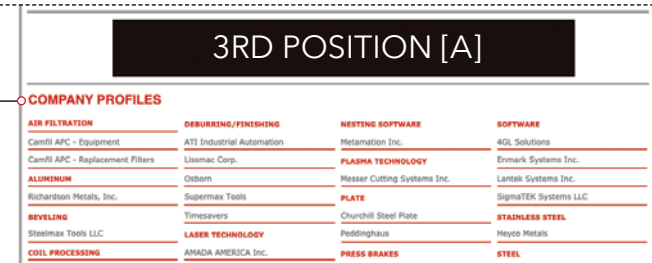
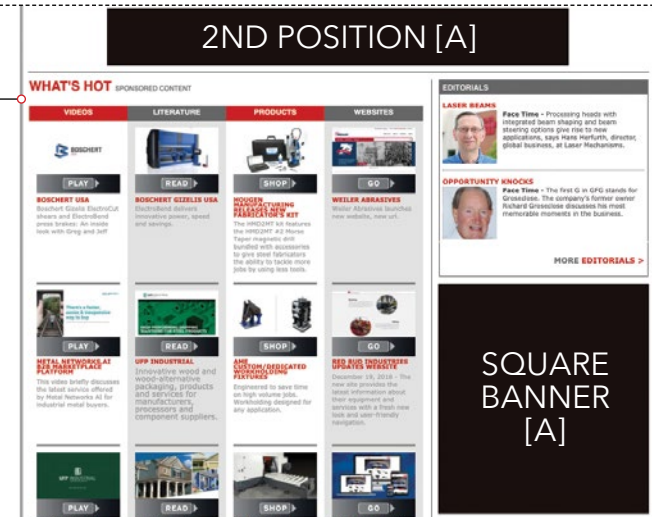
**Products:** JPEG photos and release

**Websites:** Web page link

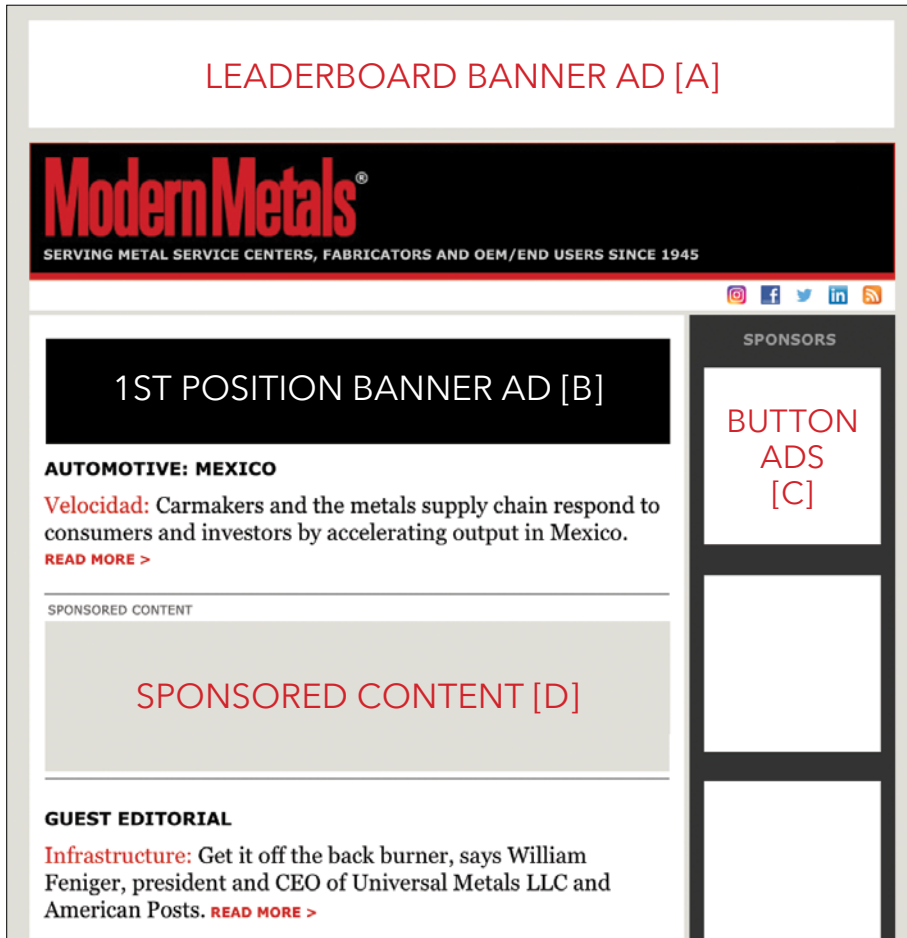
## D. COMPANY PROFILES SECTION LISTING

Run of site. Your listing links to a company profile landing page including your company overview, logo, featured products, photos/gallery, product video, external links & contact information.

**Contact your sales representative (see page 14) for rates.**



# ENEWSLETTER ADVERTISING



## ADVERTISING POSITIONS AND SPECS

- 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 stream

## 2023 MODERN METALS ENEWSLETTERS

- Magazine Preview** (Monthly)
- Digital Edition** (Monthly)
- Mills & Materials** (Quarterly)
- Service Centers** (Quarterly)

- Special Reports** (Quarterly)
- Sawing & Cutting** (Bi-Annual)
- Coil Processing** (Bi-Annual)

**SIGN UP TO RECEIVE ENEWSLETTERS FROM MODERN METALS MAGAZINE DELIVERED TO YOUR INBOX:**

**[modernmetals.com/enewsletters](https://modernmetals.com/enewsletters)**

For advertising information contact Traci Fonville at **312-654- 2325** or **[tfon@modernmetals.com](mailto:tfon@modernmetals.com)**



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