

TPMG

TREND PUBLISHING
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

Modern Metals

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

2024

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.

QUALIFIED + VERIFIED MONTHLY PRINT & DIGITAL CIRCULATION **79,973**

Metal Service Center Executives	20,306
Fabricated Metal Products (Fabricators/Job Shops)	21,175
Machinery Except Electrical (OEM/End-Users)	19,774
Electric and Electronic Equipment and Computers (OEM/End-Users)	526
Transportation Equipment (OEM/End-Users)	5,055
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	13,137

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: December 2023 AAM-BPA audit report -- www.auditedmedia.com
February 2024 OMEDA audit report -- 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

2024 MEETINGS + CONFERENCES SCHEDULE

Service Center Association/Co-op	Magazine Distribution	Attendance	Event Sponsor	Show Booth Exhibitor
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	◆	◆	◆	◆
Association of Women in the Metal Industries (AWMI) Annual Conference	◆	◆	◆	
Metalcon	◆	◆		
Fabtech	◆	◆		◆
Boy Scouts of America Annual Metals Industry Dinner		◆	◆	



MODERN METALS 2024 EDITORIAL CALENDAR

JANUARY

Ad Space Close: 12/8/23
Ad Material Due: 12/15/23

COVER STORY

Supply Chain Report

PRINCIPAL FEATURES

Service Centers
Coil Processing
Plate
Sawing Technology
Coated Coil

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: 1/12/24
Ad Material Due: 1/19/24

COVER STORY

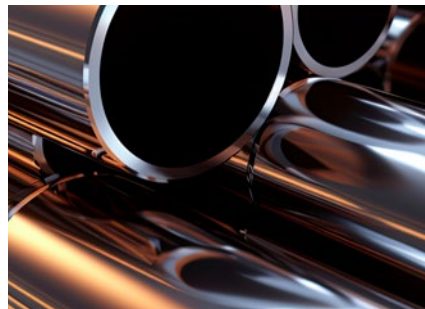
Aluminum Market Update

PRINCIPAL FEATURES

Service Centers
Coil Processing
Material Handling
Software Solutions
Laser Technology

COLUMNS

Face Time
Guest Editorial
Fabricating in Service Centers



MARCH

Ad Space Close: 2/9/24
Ad Material Due: 2/16/24

COVER STORY

Energy/Renewables

PRINCIPAL FEATURES

Service Centers
Coil Processing
Material Handling
Waterjet Technology
Sawing Technology

COLUMNS

Face Time
Guest Editorial
Quarterly Market Report

BONUS DISTRIBUTION

NASCC: The Steel Conference
March 20-22, San Antonio, TX

Copper & Brass Supply Chain Assoc. (CBSCA) Annual Convention
April 23 - 25, Scottsdale, AZ

APRIL

Ad Space Close: 3/8/24 • Ad Material Due: 3/15/24

COVER STORY

Mergers & Acquisitions –
Producers/Service Centers

PRINCIPAL FEATURES

Service Centers
Coil Processing
Material Handling
Coated Coil
Sawing Technology
Software Solutions

**N. American Steel Alliance
(NASA) Membership guide**

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 Assoc.
(NCCA) Annual Meeting**
April 14-17, Tucson, AZ

MAY

Ad Space Close: 4/5/24
Ad Material Due: 4/12/24

COVER STORY

Transportation/Infrastructure

**PRINCIPAL
FEATURES**

Service Centers
Coil Processing
Plate
Coated Coil
Laser Technology
Software Solutions

COLUMNS

Face Time
Guest Editorial
Fabricating in Service Centers

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 *Modern Metals* 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

Automotive Report

PRINCIPAL FEATURES

Service Centers
Coil Processing
Sawing Technology
Software Solutions
Coated Coil
Material Handling

COLUMNS

Face Time
Guest Editorial
Quarterly Market Report



AUGUST

Ad Space Close: 7/12/24
Ad Material Due: 7/19/24

COVER STORY

International Trade in Steel

PRINCIPAL FEATURES

Service Centers
Coil Processing
Software Solutions
Material Handling
Laser Technology
Tube & Pipe

COLUMNS

Face Time
Guest Editorial
Fabricating in Service Centers
SMU NexGen Metals Community

**BONUS DISTRIBUTION &
EVENT SPONSOR**

SMU Steel Summit
August 26-28, 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.

SEPTEMBER

Ad Space Close: 8/9/24
Ad Material Due: 8/16/24

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 &
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

Ad Space Close: 9/6/24
Ad Material Due: 9/13/24

COVER STORY

SMU Steel Summit NexGen
Leadership Award Winner

PRINCIPAL FEATURES

Service Centers
Coil Processing
Software Solutions
Material Handling
Laser Technology

COLUMNS

Face Time
Guest Editorial

BONUS DISTRIBUTION

**North American Steel Alliance
(NASA) Forecast Conference**
October 21-22, Chicago, IL

Metalcon 2024
October 21-22, 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.

NOVEMBER

Ad Space Close: 10/4/24
Ad Material Due: 10/11/24

COVER STORY

Annual End User
Economic Outlook

PRINCIPAL FEATURES

Service Centers
Coil Processing
Sawing Technology
Coated Coil
Tube & Pipe

COLUMNS

Face Time
Guest Editorial
Fabricating in Service Centers

**BONUS DISTRIBUTION &
EVENT SPONSOR**

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

DECEMBER

Ad Space Close: 11/13/24 • Ad Material Due: 11/20/24

COVER STORY

Decarbonization

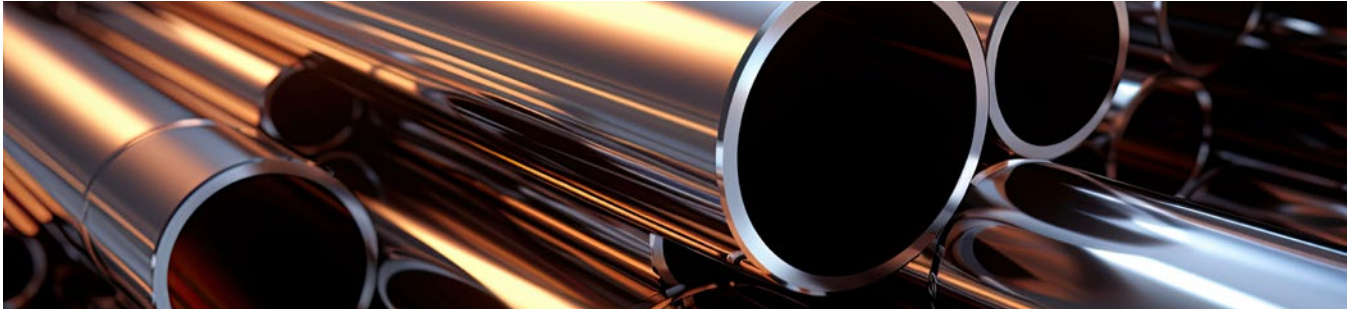
PRINCIPAL FEATURES

Service Centers
Coil Processing
Software Solutions
Material Handling
Waterjet Technology

COLUMNS

Face Time
Guest Editorial
SMU NexGen Metals Community
Quarterly Market Report





MODERN METALS 2024 EDITORIAL SUMMARY BY CATEGORY

COATED COIL (6X)

January
April
May
July
September
November

COIL PROCESSING (11X)

January
February
March
April
May
July
August
September
October
November
December

LASER TECHNOLOGY (4X)

February
May
August
October

MATERIAL HANDLING (8X)

February
March
April
July
August
October
December

PLATE (3X)

January
May
September

SAWING TECHNOLOGY (6X)

January
March
April
July
September
November

SERVICE CENTERS (11X)

January
February
March
April
May
July
August
September
October
November
December

SOFTWARE SOLUTIONS (7X)

February
April
May
July
August
October
December

TUBE & PIPE (3X)

August
November

WATERJET TECHNOLOGY (3X)

March
September
December

COLUMNS

FACE TIME (11X)

January
February
March
April
May
July
August
September
October
November
December

FABRICATING IN SERVICE CENTERS (4X)

February
May
August
November

GUEST EDITORIAL (11X)

January
February
March
April
May
July
August
September
October
November
December

QUARTERLY MARKET REPORT (4X)

March
July
September
December

SMU NEXGEN METALS COMMUNITY (4X)

January
April
August
December

PRINT ADVERTISING RATES

Modern Metals®

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%

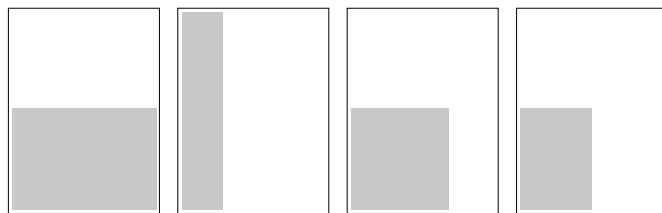
AD AGENCY: Add 15%

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@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 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.

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@modernmetals.com

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.

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