



TPMG

TREND PUBLISHING
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

2025

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

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
September 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

2025 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 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

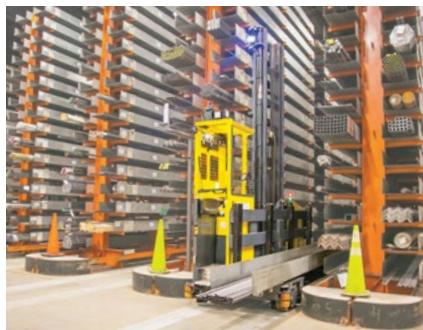
Aluminum Market Update

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
Waterjet Technology
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**
TBD

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

- Service Centers
- Coil Processing
- Plate
- Coated Coil
- Laser Technology
- Software Solutions

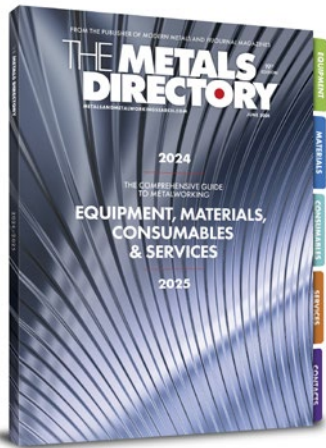
COLUMNS

- 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 for a full year.

JULY

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

COVER STORY

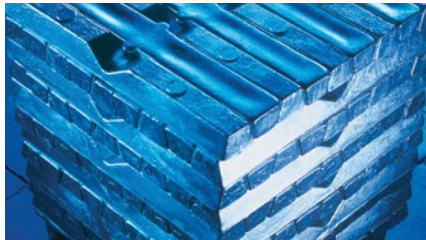
Automotive Report

PRINCIPAL FEATURES

- Service Centers
- Coil Processing
- Sawing Technology
- Software Solutions
- Coated Coil
- 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
- Laser Technology
- 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 (6X)

January
April
May
July
September
November

COIL PROCESSING (10X)

February
March
April
May
July
August
September
October
November
December

COLUMNS

GUEST EDITORIAL

A guest editorial is your opportunity to offer an opinion or advice about any industry trend, challenge or issue

LASER TECHNOLOGY (4X)

February
May
August
October

MATERIAL HANDLING (7X)

January
March
July
August
September
October
December

PLATE (3X)

January
May
October

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

SAWING TECHNOLOGY (6X)

January
March
April
July
September
November

SERVICE CENTERS (11X)

January
February
March
April
May
July
August
September
October
November
December

SMU NEXGEN METALS COMMUNITY

QUARTERLY MARKET REPORT

TRAINING/EDUCATION

SOFTWARE SOLUTIONS (7X)

February
April
May
July
August
October
December

TUBE & PIPE (4X)

February
April
August
November

WATERJET TECHNOLOGY (3X)

March
September
December

PRINT ADVERTISING RATES

Modern Metals®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

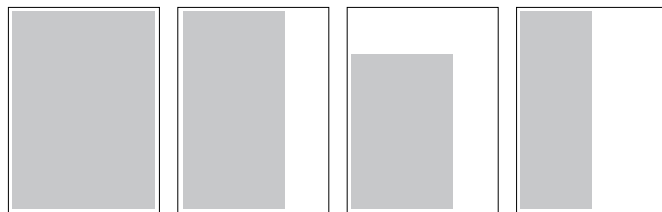
FULL PAGE ADS	\$5,000 net
TWO-THIRD PAGE ADS	\$4,000 net
HALF PAGE ISLAND ADS	\$3,500 net
HALF PAGE VERTICAL ADS	\$3,000 net
HALF PAGE HORIZONTAL ADS	\$2,500 net
THIRD PAGE SQUARE OR VERTICAL ADS	\$2,000 net
QUARTER PAGE ADS	\$1,500 net

COVER POSITIONS: Add 10%

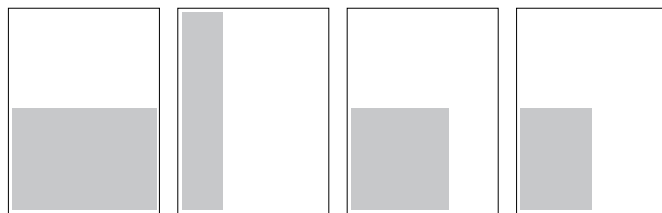
AD AGENCY: Add 15%

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 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.

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mdalexander@modernmetals.com

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bdalexander@modernmetals.com

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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. 2ND 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



TREND PUBLISHING
METALS GROUP.COM

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