

**TPMG**

TREND PUBLISHING  
METALS GROUP.COM

UNRIVALED INDUSTRY COVERAGE

 **Metal  
Service Centers**

REGIONAL GUIDE TO  
MATERIALS AND SERVICES

2024

MEDIA KIT ▶ MULTIMEDIA MARKETING GUIDE



# METAL SERVICE CENTERS

REACH AN AUDIENCE OF METAL FABRICATORS, OEM/END-USERS AND OTHER SERVICE CENTERS IN YOUR "BACKYARD."

**Metal Service Centers** is a special advertising section published 4x/year in *Modern Metals* and *FFJournal* magazines EXCLUSIVELY for metal distributors who want to promote their inventory, processing and services capabilities to a REGIONAL audience of metal fabricators, OEM/end users and additional service center executives.

**VALUE ADDED PROGRAM: Advertise in any 4 consecutive quarterly issues of Metal Service Centers regional magazines and receive the following online advertising packages at no charge for an entire year:**

- Get your company listing in *Metal Service Centers* online directory in the regions your print ad is running on the following websites: [modernmetals.com](http://modernmetals.com), [ffjournal.net](http://ffjournal.net) and [metalservicecenters.net](http://metalservicecenters.net). Included with your company listing will be your website URL to drive traffic to your website.
- Get a premium sponsorship on our metalworking search engine in the materials product category of your choice for an entire year. [metalsandmetalworkingsearch.com](http://metalsandmetalworkingsearch.com)

## PRINT CIRCULATION BY REGION

<b>MIDWEST EDITION</b> IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI	<b>17,631</b> <b>4,454</b> Metal Service Centers <b>5,173</b> OEM/End-Users <b>8,004</b> Fabricators
<b>MOUNTAIN/WEST EDITION</b> MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI	<b>10,904</b> <b>3,086</b> Metal Service Centers <b>2,950</b> OEM/End-Users <b>4,868</b> Fabricators
<b>NORTHEAST EDITION</b> ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV	<b>10,632</b> <b>2,766</b> Metal Service Centers <b>2,943</b> OEM/End-Users <b>4,923</b> Fabricators
<b>SOUTHEAST EDITION</b> NC, SC, GA, FL, TN, AL, MS	<b>9,246</b> <b>2,619</b> Metal Service Centers <b>2,660</b> OEM/End-Users <b>3,967</b> Fabricators
<b>SOUTHWEST EDITION</b> AR, LA, OK, TX, NM	<b>7,762</b> <b>2,406</b> Metal Service Centers <b>2,078</b> OEM/End-Users <b>3,278</b> Fabricators

\*Source: *Modern Metals* and *FFJournal* Magazines' December 2023 AAM-BPA Audit Reports of Circulation

## PUBLISHING SCHEDULE

### AUGUST 2024

Ad close: 7/12/24

Ad material due: 7/19/24

### NOVEMBER 2024

Ad close: 10/4/24

Ad materials due: 10/11/24

### FEBRUARY 2025

Ad close: 1/7/25

Ad material due: 1/14/25

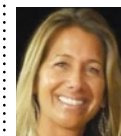
### MAY 2025

Ad close: 4/4/25

Ad material due: 4/11/25

## LOW REGIONAL ADVERTISING RATES

Full Page (7.875" x 10.75")	\$950
½ Vert. page (3.375" x 10")	\$550
½ Horiz. page (7" x 4.75")	\$550
¼ page (3.375" x 4.75")	\$350



## ADVERTISING SPACE RESERVATION

**Valerie Treiber, VP Sales**  
**203-894-5483** or email  
[valerie@modernmetals.com](mailto:valerie@modernmetals.com)

## NEED HELP CREATING YOUR AD?

Contact Carlotta Lacy:  
 312-654-2318, [carlotta@trendpublishing.com](mailto:carlotta@trendpublishing.com)

## DIGITAL CIRCULATION

# 63,405 DIGITAL READERS

In addition to the print circulation for each regional edition, all quarterly issues will be emailed to **63,405 qualified and verified digital readers** consisting of fabricators, OEM/end-users and service center executives nationwide directing that digital reader to the regional edition that serves their local area—ALL AT NO ADDITIONAL COST TO YOU THE ADVERTISER!

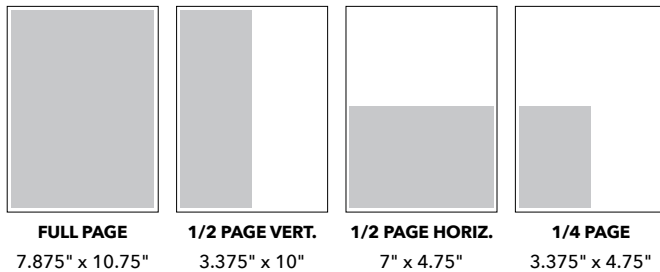
Source: February 2024. Digital Circulation Qualified and Verified By OMEDA, Chicago IL -- [www.ameda.com](http://www.ameda.com)

# Metal Service Centers®

REGIONAL GUIDE TO MATERIALS AND SERVICES

## PRINT MECHANICAL SPECIFICATIONS

**PUBLICATION TRIM SIZE:** 7.875" x 10.75"



**Live Area:** Keep live matter at least 1/4" away from trim dimensions.

**Bleed:** Please allow an 1/8" bleed on all sides. Fractional ads do not bleed.

**Single page bleed size:** 8 1/8" x 11"

**2-Page Spread Bleed:** 16 1/4" 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.

- ▶ **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

- ▶ **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

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