

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

**TPMG**

TREND PUBLISHING  
METALS GROUP.COM

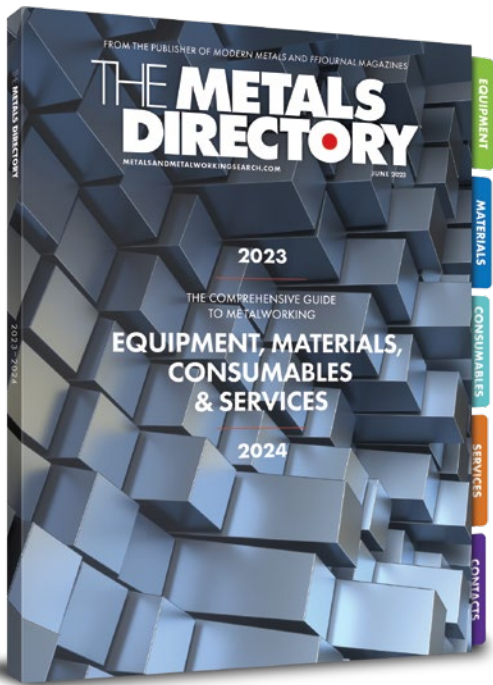
UNRIVALED INDUSTRY COVERAGE

**THE METALS  
DIRECTORY**

ANNUAL BUYERS GUIDE FOR  
METALWORKING EQUIPMENT,  
MATERIALS, CONSUMABLES  
AND SERVICES

2023-2024

**MEDIA KIT ▶ MULTIMEDIA MARKETING GUIDE**



# THE METALS DIRECTORY

2023-2024 ANNUAL PRINT EDITION

The annual June **Metals Directory** is the ONLY printed buyers guide for metalworking equipment, materials, consumables and services. With a broad audience of 40,110\* metal service centers, fabricators and OEM/end users, **The Metals Directory** is a valuable source referred to throughout the year.

TOTAL CIRCULATION **40,110\***

\*Publisher's data. Replaces the June issues of *Modern Metals* and *FFJournal* magazines. Circulation of 40,110 is a combination of *Modern Metals* and *FFJournal* magazine's Dec. 2022 BPA Brand Reports of print circulation.

FOR DISPLAY ADVERTISING, SEE PAGE 4

## SHOWCASE YOUR BRAND

### COMPANY LOGO

Highlight your company's capabilities by placing a logo within our 1000+ equipment, materials, consumables and services categories.

### COLOR LOGO IN THE COMPANY CONTACTS SECTION

- ▶ **INITIAL 1 INCH: \$500 NET** additional logo purchases at **\$75 net**
- ▶ **INITIAL 2 INCH: \$675 NET** additional logo purchases at **\$100 net**

**BONUS!** Buy a logo in the print edition and get a FREE company logo with your free listing on [MetalsandMetalworkingSearch.com](http://MetalsandMetalworkingSearch.com).

**REGISTER OR UPDATE YOUR FREE COMPANY LISTING FOR THE PRINT EDITION OF THE METALS DIRECTORY BEFORE MAY 8, 2023 BY GOING TO [metalsandmetalworkingsearch.com](http://metalsandmetalworkingsearch.com).**

**NEED HELP?** Contact **Traci Fonville** at **312-654-2325** or **[tfon@trendpublishing.com](mailto:tfon@trendpublishing.com)**.

**COIL PROCESSING**



**GFG**  
GoIndustry DoveBld  
K&S Machinery Corp.  
Mark One Corp.  
Metal Coaters  
Osborn/JacksonLea  
Phipps Co. (H.E. Phipps Co. Inc.)  
Press Automation Inc.  
Union Tool Corp.  
United Rotary Brush Corp.  
Vail Rubber Works Inc.

**COIL CRADLES**

Stamtec  
Sutherland Presses & Feeds  
Twin H Marketing LLC  
Universal Tube & Rollform Equipment Corp.  
Vail Rubber Works Inc.

**COIL END JOINERS**

ASMAG USA Inc.  
BWG Machinery Corp.  
**Delta Steel Technologies**  
See Advertisement on Page 28  
Fitch Metals Engineering  
Freedom Machinery Co. Inc.  
GoIndustry DoveBld  
**Guild International Inc.**  
See Advertisement on Page 31  
Kent Corp.  
Phipps Co. (H.E. Phipps Co. Inc.)  
Press Automation Inc.  
Roylston Industries Inc.  
SEUTHE GmbH  
Taylor-Winfield Technologies Inc.  
Universal Tube & Rollform Equipment Corp.

**COIL EQUIPMENT**  
→ **ACCUMULATORS**

ADS Machinery Corp.  
ASMAG USA Inc.  
Brodeur Machine Co. Inc.  
Browx International Pty. Ltd.

Corporation  
**Delta Steel Technologies**  
See Advertisement on Page 28



**DOUBLE GLOBUS**  
Inc.  
See Advertisement on Page 35

**COIL EQUIPMENT**  
→ **COIL REELS, GRABS**

ASB Mfg. Inc.  
Alcos Machinery Corp.  
Alcos Machinery Inc.  
American Machine & Rollform Tech

**MATERIAL HANDLING**

**PACKAGING**  
→ **PACKAGING MATERIALS**

**Assembly Automation Alternatives, Inc.**  
See Advertisement on Page 55  
BST Tape Co. LLC  
California Metal & Supply Inc.  
DANOBAT Band saw machines  
Essentra Specialty Tapes  
Industrial & Wholesale Lumber Inc.  
Manzi Metals Inc.



**Samuel Packaging Systems Group**  
Saenics Industry, Inc.  
Taubensee Steel & Wire Co.  
Tebulo NA Ltd.

**SAFETY EQUIPMENT**  
**APPAREL**

Protech Systems  
Recora Inc.  
Rockford Systems Inc.  
Silva Non Skid Solutions  
S.J.F. Material Handling  
Tapeswitch Corp.

**GLOVES**

Airo Steel  
Black Station Industries

**LOCKOUT/TAGOUT DEVICES**

North American Safety Products Inc.  
Ohio Slitting and Storage  
Rockford Systems Inc.  
SICK Inc.

**PRESENCE-SENSING DEVICES**

Banner Engineering Corp.  
Circoc Inc.  
FMS Machine Tool Inc.  
Helm Instrument Co. Inc.  
Independent Systems Co.  
Link Systems  
North American Safety Products Inc.  
Ohio Slitting and Storage  
Omron Industrial Automation  
Rockford Systems Inc.  
**Seyi-America Inc.**  
See Advertisement on Page 79

**GASES/ELECTRODES**

American Air Liquide Holdings Inc.  
American Torch Tip  
Aqualor Corp.  
Centricut  
**Dengonsha America Corp.**  
See Advertisement on Page 109  
Fereday Cylinder  
Fronius USA LLC  
Guilco International Inc.  
Hobart  
Hobart Welding Products  
HTP America Inc.  
Hypertherm Inc.  
Industrial Solutions LLC  
Jackson Safety  
**Kolke Aronson Inc./Ransome**  
See Advertisement on Page 93  
Metals Plus Services Inc  
NSRW, Inc.  
Osborn/JacksonLea  
Postle Industries Inc.  
Taylor-Winfield Technologies Inc.  
Victor Technologies International Inc.  
Weld Mold Co.  
Weld Plus Inc.

**GLOVES**

Airo Steel  
Bernard

Display advertising closing: **5/12/23** • Advertising material due: **5/19/23**

# THE METALS DIRECTORY 2023-2024

## BONUS DISTRIBUTION

### 2023 TRADE SHOW & CONFERENCES

**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**

**Fabtech**





## PRINT ADVERTISING RATES



### 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

**AD AGENCY:** Add 15%

### PREMIUM ADVERTISING POSITIONS

**TAB PAGES ▶ \$8,500**

Published on 100-lb. stock, tab pages are a great way for advertisers to stand out. A total of 8 tab page positions are available for advertisers. Categories include Equipment, Materials, Consumables, Services and Contacts. Advertising is available on the front and back side of each tab page on a first-come basis.

#### COVER POSITIONS

Reserve your premium position now.

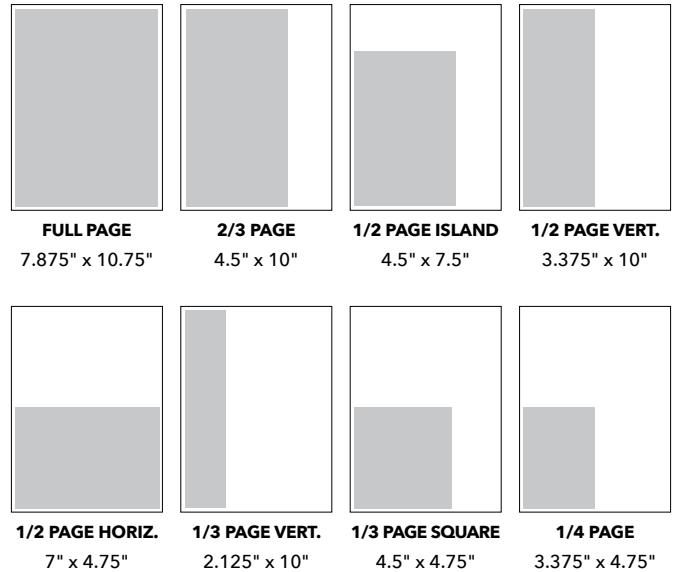
- ▶ Inside Front Cover: **\$7,700**
- ▶ Inside Back Cover: **\$7,500**
- ▶ Back Cover: **\$8,000**

#### ADVERTISER BONUS

Print display advertisers receive bold face listings and reference to ad page location

## PRINT MECHANICAL SPECIFICATIONS

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



**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.
- ▶ **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
- ▶ **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.
- ▶ **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.idealliance.org](http://www.idealliance.org).

#### CONTACT

Carlotta Lacy, VP Production  
312/654-2318  
[carlotta@modernmetals.com](mailto:carlotta@modernmetals.com)

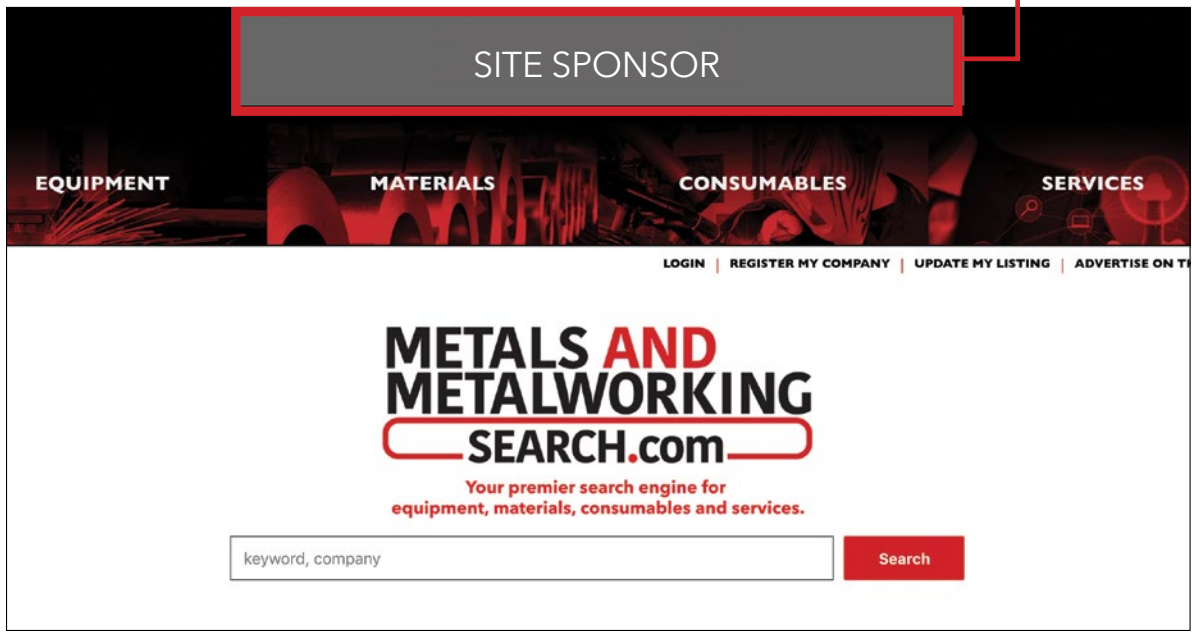
THE METALS DIRECTORY ONLINE

# METALS & METALWORKING SEARCH

THE ONLY SEARCH ENGINE EXCLUSIVELY FOR THE METALWORKING INDUSTRY FEATURING OVER 2,000 COMPANY LISTINGS IN MORE THAN 1,000 PRODUCT CATEGORIES.

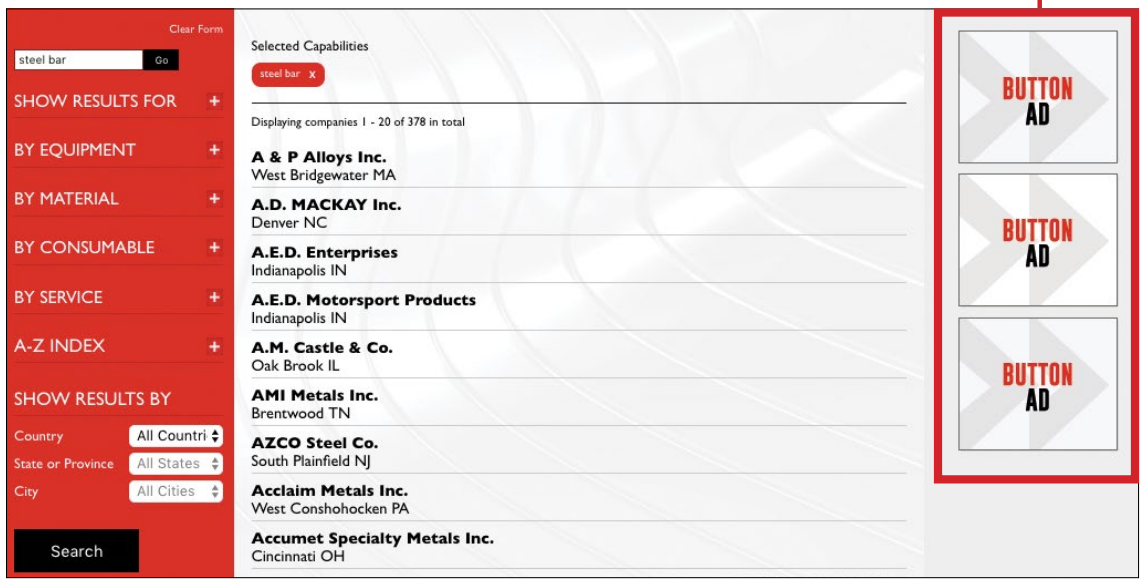


# SITE SPONSOR



**SITE SPONSOR**— Exclusive to one advertiser per year. Display your company message on our home page complete with link to your value added Enhanced listing. **Specs: 728 x 90 pixels**

# SEARCH RESULT BUTTON ADS



Grab a decision maker’s attention with **EACH** and **EVERY** product search— links to your detailed listing. **Specs: 180 X 150 pixels**  
**Contact your sales representative (see page 8) for rates.**

# PREMIUM SPONSORSHIPS

**BE FIRST TO BE SEEN IN SEARCH RESULTS.** Secure one of the top two spots in targeted search results for an entire year. Purchase a Premium Sponsorship and receive all **ENHANCEMENTS** to your company's listing for FREE.

**Contact your sales representative (see page 8) for rates.**

## ENHANCEMENTS

Enhance your company listing for a more complete picture of your company and its capabilities.

### COMPANY LOGO

Your company's logo appears with your listing.

### COMPANY DESCRIPTION

Provide a 100 word company description.

### RESOURCE

Provide links to your company's existing content; Articles, white papers, webinars, literature, Blogs, etc.

### CONTACT LISTING

Include your full address, phone number, email, and website.

### GALLERY

Showcase your installation photos, product shots, facility photos, or video (link to YouTube video) etc.

**To enhance your listing, go to [Metalsandmetalworkingsearch.com](https://metalsandmetalworkingsearch.com) (credit cards accepted) or contact Traci Fonville at 312-654-2325 or [tfon@trendpublishing.com](mailto:tfon@trendpublishing.com).**



**CORPORATE OFFICES**

123 W. Madison St., Suite 950, Chicago, IL 60602  
312/654-2300, fax: 312/654-2323

**EDITORIAL**

**CORINNA PETRY**

Editor-In-Chief  
312/654-2315  
cpetry@modernmetals.com

**LYNN STANLEY**

Senior Editor  
937/912-5158  
lstanley@ffjournal.net

**LAUREN DUENSING**

Contributing Editor  
312/320-4109  
laurenduensing@gmail.com

**ALAN RICHTER**

Contributing Editor  
773/525-0678  
arichter@modernmetals.com

**DESIGN & PRODUCTION**

**CARLOTTA LACY**

VP Production  
312/654-2318  
carlotta@modernmetals.com

**MATTHEW LAFLEUR**

Design Director  
312/654-2312  
mlafleur@modernmetals.com

**DIGITAL**

**LORI KIRCHNER**

Digital Manager  
248/921-1363  
lkirchner@trendpublishing.com

**CORPORATE**

**MICHAEL D'ALEXANDER**

President/Publisher  
312/654-2309  
mdalexander@modernmetals.com

**JIM D'ALEXANDER**

Vice President/Digital  
770/862-0815  
jdalexander@modernmetals.com

**WAYNE KRUSEN**

VP Finance  
312/654-2304  
wkrusen@trendpublishing.com

**CIRCULATION**

**BILL D'ALEXANDER**

Manager  
203/438-4174  
bdalexander@modernmetals.com

**ADVERTISING SALES STAFF**

**MICHAEL D'ALEXANDER**

President/Publisher, Editor-in-Chief  
312/515-3863  
mdalexander@modernmetals.com  
Alaska, Arizona, Arkansas, California, Hawaii,  
Idaho, Montana, New Mexico, North Dakota,  
Wyoming

**JIM D'ALEXANDER**

Vice President/Digital  
770/862-0815  
jdalexander@modernmetals.com  
Alabama, Colorado, Florida, Georgia,  
Louisiana, Minnesota, Mississippi, W.  
New York, North Carolina, Oklahoma,  
Pennsylvania, South Carolina, South Dakota,  
Tennessee, Texas

**BILL D'ALEXANDER**

Principal/Sales Manager  
203/438-4174  
bdalexander@modernmetals.com  
Connecticut, Delaware, 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**

Principal/Sales Manager  
616/916-4348  
rdalexander@modernmetals.com  
Illinois, Indiana, Iowa, Kansas, Michigan,  
Nebraska, Wisconsin

**VALERIE TREIBER**

VP Sales  
*Metal Service Centers*  
203/894-5483  
valerie@modernmetals.com

**TRACI FONVILLE**

Classifieds, Logos,  
Reprints and eNewsletters  
312/654-2325  
tfon@modernmetals.com