

TPMG

TREND PUBLISHING
METALS GROUP.COM

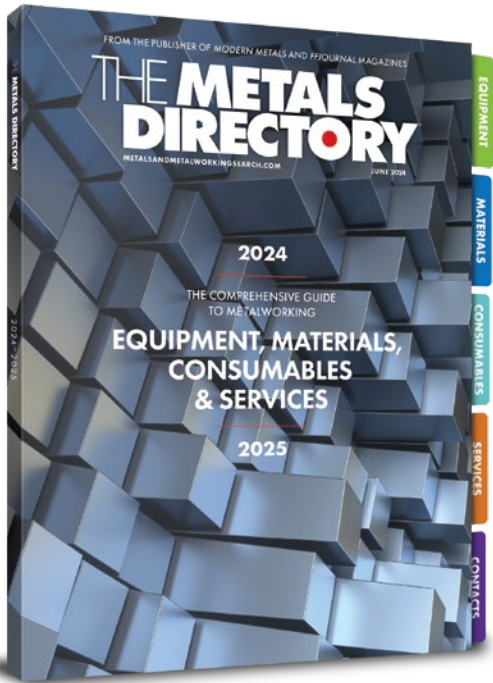
UNRIVALED INDUSTRY COVERAGE

**THE METALS
DIRECTORY**

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

2024-2025

MEDIA KIT ▶ MULTIMEDIA MARKETING GUIDE



THE METALS DIRECTORY

2024-2025 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 40,104* metal service centers, fabricators and OEM/end users, **The Metals Directory** is a valuable source referred to throughout the year.

TOTAL CIRCULATION 40,104*

*Publisher's data. Replaces the June issues of *Modern Metals* and *FFJournal* magazines. Circulation of 40,104 is a combination of *Modern Metals* and *FFJournal* magazine's Dec. 2023 AAM-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.

REGISTER OR UPDATE YOUR FREE COMPANY LISTING FOR THE PRINT EDITION OF THE METALS DIRECTORY BEFORE MAY 8, 2024 BY GOING TO metalsandmetalworkingsearch.com.

NEED HELP? Contact **Traci Fonville** at **312-654-2325** or **tfon@trendpublishing.com**.

COIL PROCESSING



GFG
GoIndustry DoveBid
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 DoveBid
Guild International Inc.
See Advertisement on Page 31
Kent Corp.
Phipps Co. (H.E. Phipps Co. Inc.)
Press Automation Inc.
Royalton 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.
ADS 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
Siemens 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
Aqualco Corp.
Centric
Dengonaha 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: 5/17/24 • Advertising material due: 5/24/24

THE METALS DIRECTORY

BONUS DISTRIBUTION

2024-2025 TRADE SHOWS & CONFERENCES

SMU Tampa Steel Conference

North American Steel Alliance (NASA)
Forecast Conference

Steel Market Update (SMU)
Steel Summit

Copper & Brass Supply Chain Association (CBSCA) Annual Convention

NASCC:
The Steel Conference

Fabtech

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

National Coil Coating Assoc. (NCCA)
Annual Meeting

North American Steel Alliance (NASA)
Annual Meeting

National Coil Coating Assoc. (NCCA)
Fall Meeting



PRINT ADVERTISING RATES



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 |

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
- ▶ 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 or www.idealliance.org.

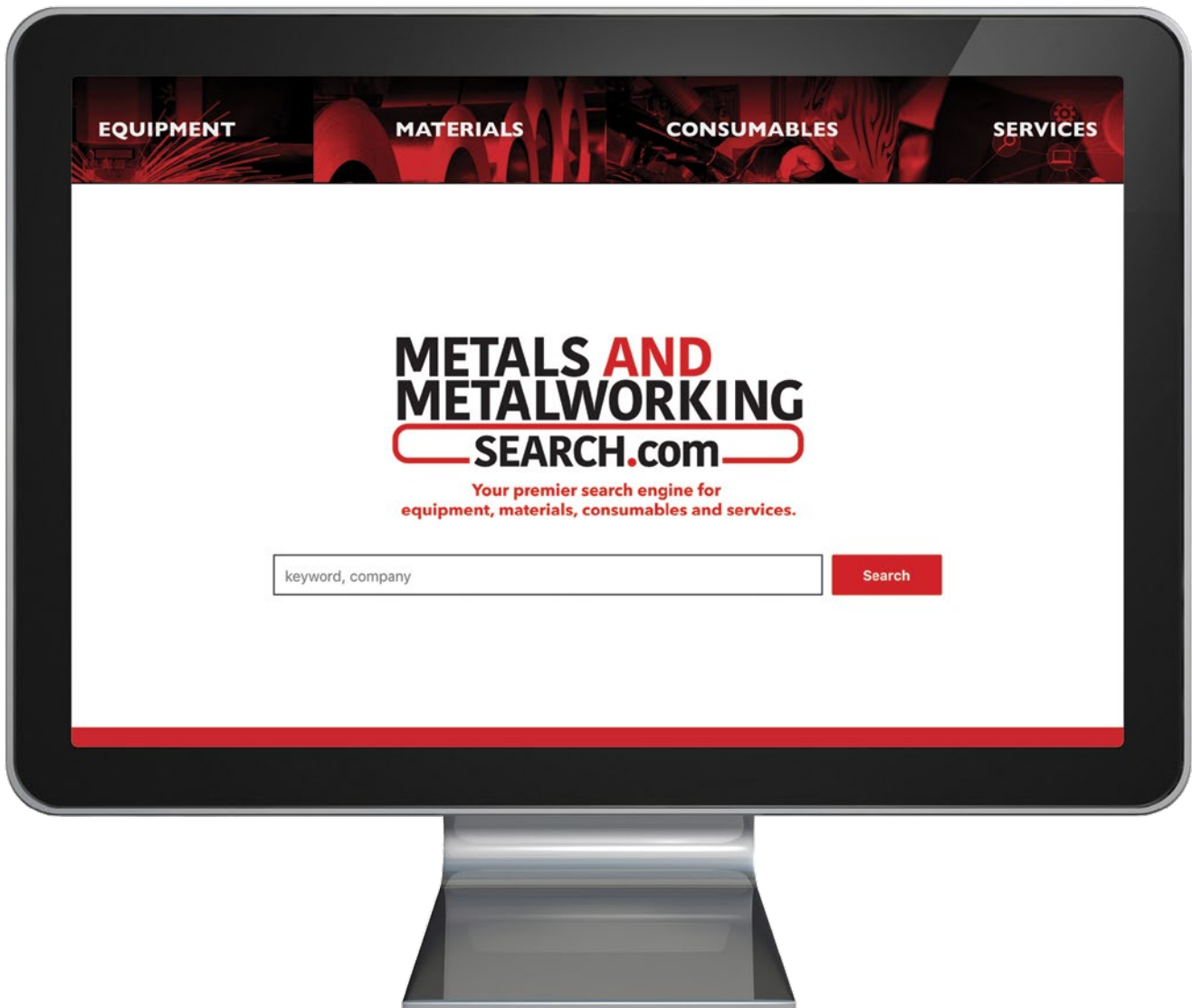
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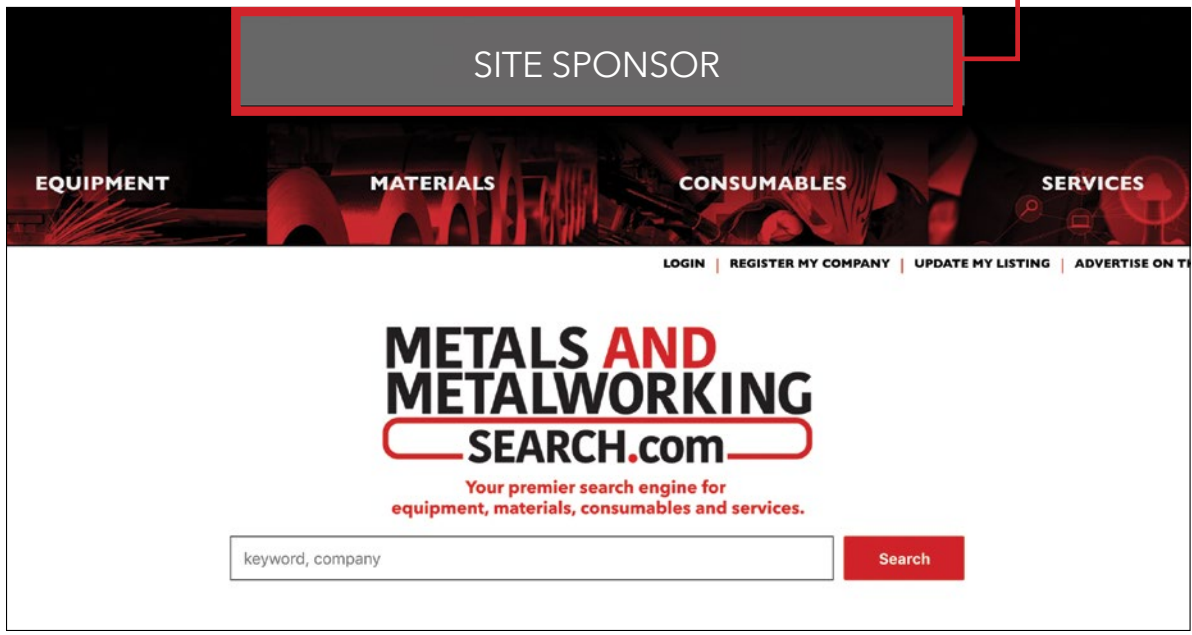
THE METALS DIRECTORY ONLINE

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.

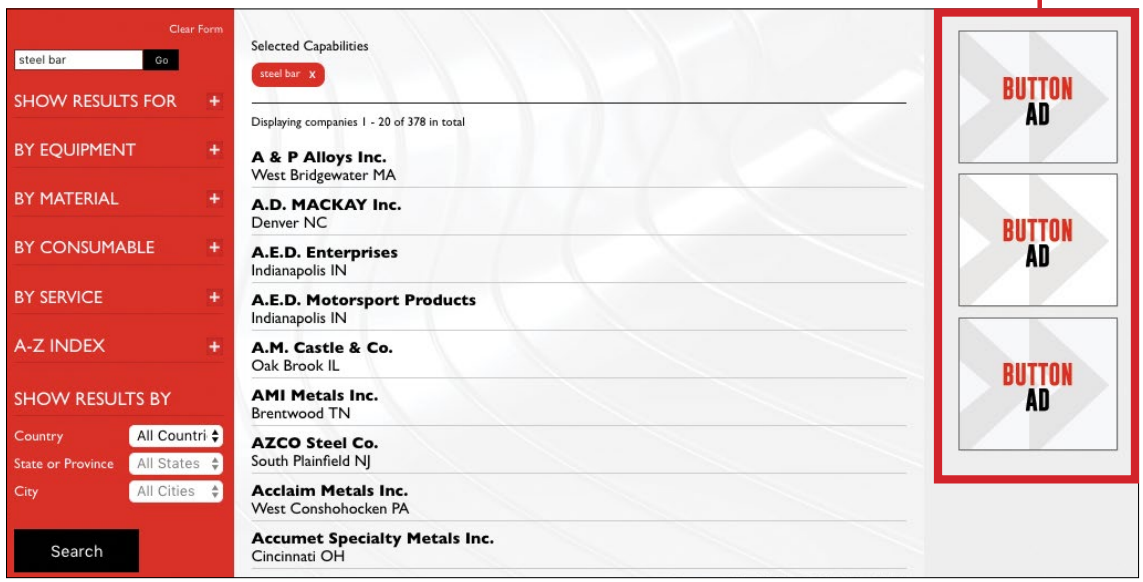


SITE SPONSOR



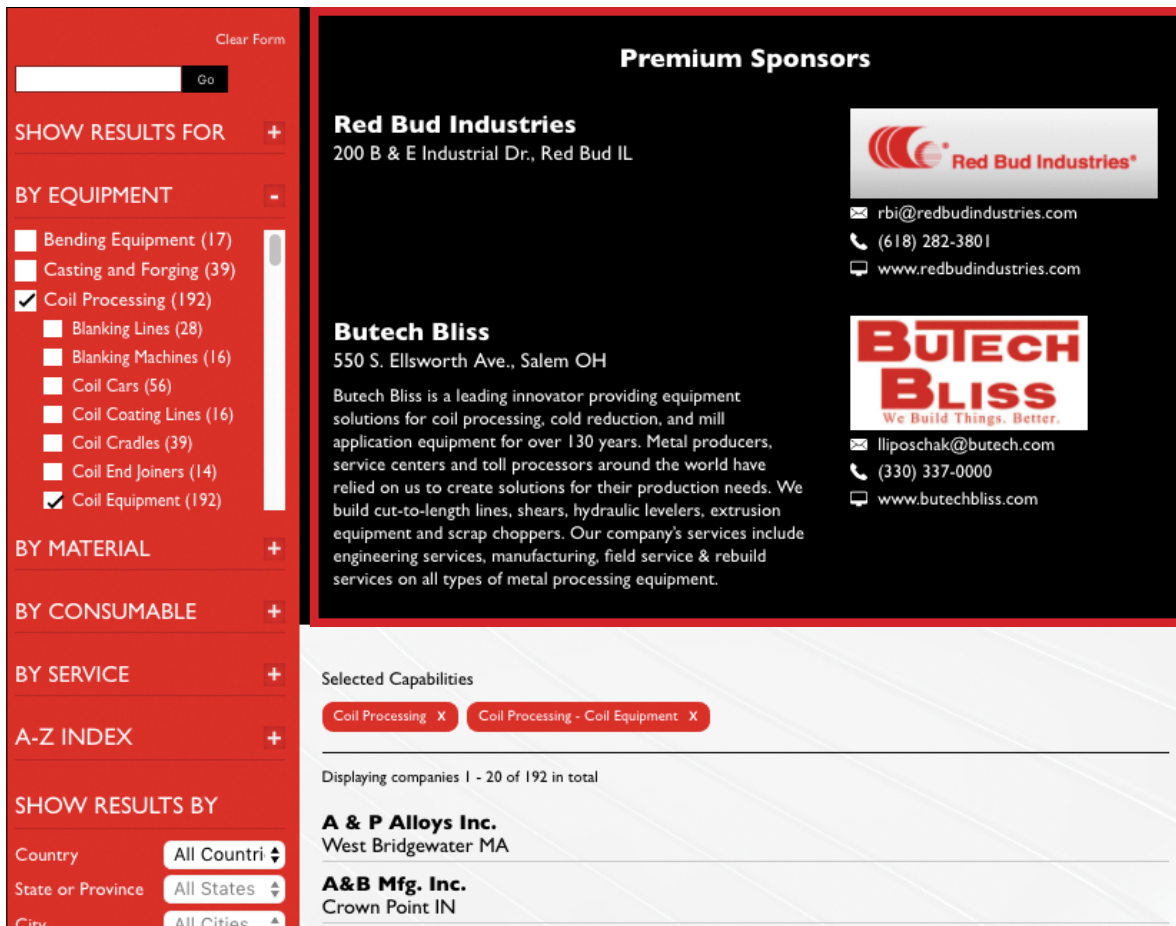
SITE SPONSOR— Exclusive to one advertiser per year. Display your company message on our home page complete with link to your value added Enhanced listing. **Specs: 728 x 90 pixels**

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.



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