



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 **82,272**

Metal Service Center Executives	20,415
Fabricated Metal Products (Fabricators/Job Shops)	22,044
Machinery Except Electrical (OEM/End-Users)	20,701
Electric and Electronic Equipment and Computers (OEM/End-Users)	534
Transportation Equipment (OEM/End-Users)	5,232
Miscellaneous Service Center Executives, Fabricators/Job Shops, OEM/End-Users	13,346

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 2023 BPA audit report -- www.bpaww.com
August 2023 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	♦	♦		
MSCI/SMA Annual Meeting	♦	♦	♦	
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

BONUS DISTRIBUTION & EVENT SPONSOR

MSCI 2024 Steel Conference
February 19-21, Scottsdale, AZ

MARCH

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

COVER STORY

Energy/Renewables

PRINCIPAL FEATURES

Service Centers
Coil Processing
Tube & Pipe
Waterjet Technology
Sawing Technology

COLUMNS

Face Time
Guest Editorial

BONUS DISTRIBUTION

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

Copper & Brass Supply Chain Assoc. (CBSCA) Annual Convention
TBD

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, Scottsdale, 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
Laser Technology
Software Solutions
Coated Coil

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



AUGUST

Ad Space Close: 7/5/24
Ad Material Due: 7/12/24

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
TBD, 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
Plate

**National Coated Coil Assoc.
(NCCA) Membership Guide**

COLUMNS

Face Time
Guest Editorial

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

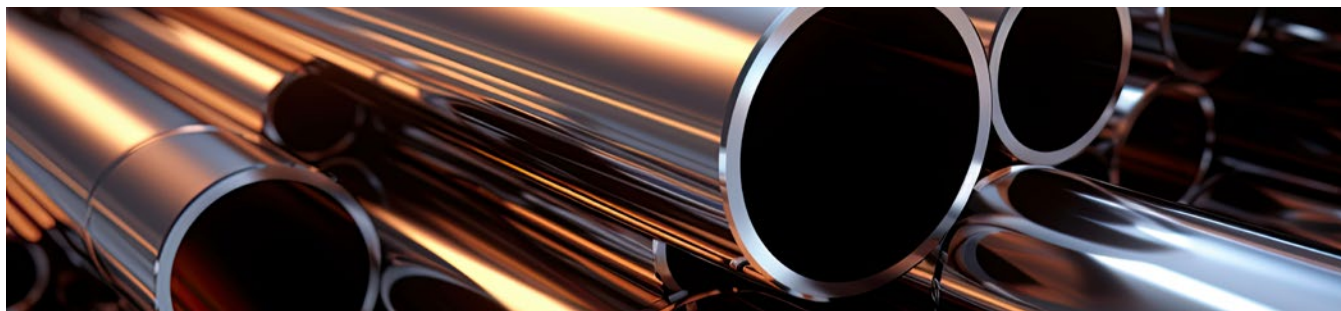
PRINCIPAL FEATURES

Service Centers
Coil Processing
Software Solutions
Material Handling
Waterjet Technology

COLUMNS

Face Time
Guest Editorial
SMU NexGen Metals Community





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 (6X)

February
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)

March
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

SMU NEXGEN METALS COMMUNITY (4X)

January
April
August
December

PRINT ADVERTISING RATES

Modern Metals®

DISPLAY ADVERTISING RATES

RATES INCLUDE ALL COLOR AND ANY FREQUENCY

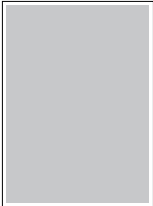

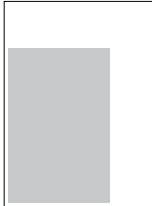
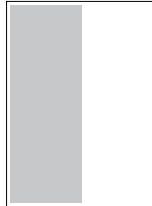
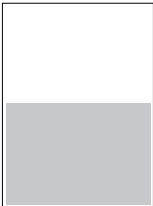
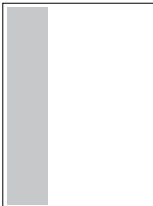
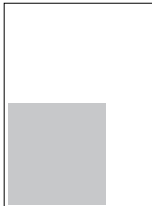
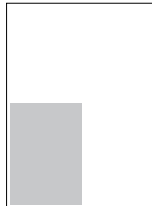
FULL PAGE ADS	\$5,000 net
TWO-THIRD PAGE ADS	\$4,000 net
HALF PAGE ISLAND ADS	\$3,500 net
HALF PAGE VERTICAL ADS	\$3,000 net
HALF PAGE HORIZONTAL ADS	\$2,500 net
THIRD PAGE SQUARE OR VERTICAL ADS	\$2,000 net
QUARTER PAGE ADS	\$1,500 net

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"
			
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"

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.

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.

SALES REPRESENTATIVES

MICHAEL D'ALEXANDER - 312/515-3863

mdalexander@modernmetals.com

Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Texas, Wyoming

JIM D'ALEXANDER - 770/862-0815

jdalexander@modernmetals.com

Alabama, Florida, Georgia, Louisiana, Minnesota, Mississippi, W. New York, North Carolina, Pennsylvania, South Carolina, South Dakota, Tennessee

BILL D'ALEXANDER - 203/438-4174

bdalexander@modernmetals.com

Connecticut, Delaware, Indiana, 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 - 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. 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



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, ffjournal.net and 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

PRINT CIRCULATION BY REGION

MIDWEST EDITION IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI	17,497	4,402 Metal Service Centers 5,086 OEM/End-Users 8,009 Fabricators
MOUNTAIN/WEST EDITION MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI	11,162	3,123 Metal Service Centers 3,085 OEM/End-Users 4,954 Fabricators
NORTHEAST EDITION ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV	10,824	2,759 Metal Service Centers 3,041 OEM/End-Users 5,024 Fabricators
SOUTHEAST EDITION NC, SC, GA, FL, TN, AL, MS	9,061	2,632 Metal Service Centers 2,538 OEM/End-Users 3,891 Fabricators
SOUTHWEST EDITION AR, LA, OK, TX, NM	7,649	2,437 Metal Service Centers 2,049 OEM/End-Users 3,163 Fabricators

*Source: *Modern Metals* and *FFJournal* Magazines' June 2023 BPA Audit Reports of Circulation

PUBLISHING SCHEDULE

NOVEMBER 2023

Ad close: 10/6/23

Ad materials due: 10/13/23

FEBRUARY 2024

Ad close: 1/5/24

Ad material due: 1/12/24

MAY 2024

Ad close: 4/5/24

Ad material due: 4/12/24

AUGUST 2024

Ad close: 7/9/24

Ad material due: 7/16/24

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

NEED HELP CREATING YOUR AD?

Contact Carlotta Lacy:
312-654-2318, carlotta@trendpublishing.com
trendpublishing.com

DIGITAL CIRCULATION

66,836 DIGITAL READERS

In addition to the print circulation for each regional edition, all quarterly issues will be emailed to **66,836 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!

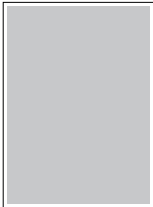
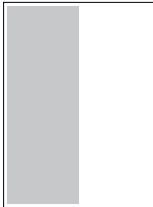

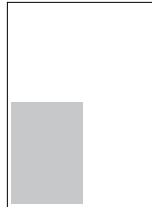
Source: August 2023. Digital Circulation Qualified and Verified By OMEDA, Chicago IL -- www.ameda.com

Metal Service Centers®

REGIONAL GUIDE TO MATERIALS AND SERVICES

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"

			
FULL PAGE 7.875" x 10.75"	1/2 PAGE VERT. 3.375" x 10"	1/2 PAGE HORIZ. 7" x 4.75"	1/4 PAGE 3.375" x 4.75"

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

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- ▶ 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.

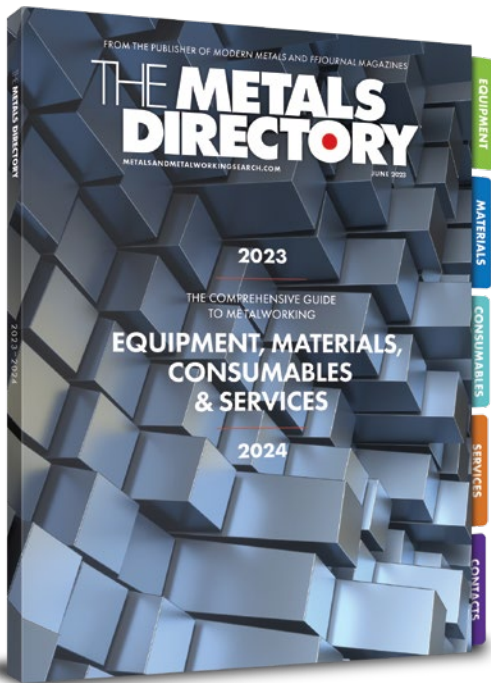
*For more information on SWOP standards and acceptable proofs, please visit www.swop.org or www.idealiance.org.

- ▶ **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



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 40,140* metal service centers, fabricators and OEM/end users, **The Metals Directory** is a valuable source referred to throughout the year.

TOTAL CIRCULATION 40,140*

*Publisher's data. Replaces the June issues of *Modern Metals* and *FFJournal* magazines. Circulation of 40,140 is a combination of *Modern Metals* and *FFJournal* magazine's June 2023 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/Jackson/Lea
Phipps Co. (H.E. Phipps Co. Inc.)
Press Automation Inc.
Union Tool Corp.
United Rotary Brush Corp.
Vall Rubber Works Inc.

COIL CRADLES

Stamtec
Sutherland Presses & Feeds
Twin H Marketing LLC
Universal Tube & Rollform Equipment Corp.
Vall 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.
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.
Bronx International Pty. Ltd.

Corporation
Delta Steel Technologies
See Advertisement on Page 28



DOUBLE GLOBUS Inc.
See Advertisement on Page 35
Fitch Metals Engineering
Galaxie Corp.
GFG
GMB Coil Processing
GoIndustry DoveBid
GSW Press Automation Inc.
Mark One Corp.
NOXON Automation USA, LLC
Press Automation Inc.
Waddington Electronics Inc.

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 Stallion Industries

LOCKOUT/TAGOUT DEVICES

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

PRESENCE-SENSING DEVICES

Banner Engineering Corp.
Cresco Inc.
FMS Machine Tool Inc.
Helm Instrument Co. Inc.
Independent Systems Co.
Link Systems
North American Safety Products Inc.
Ohio Sittling 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
Dengenela America Corp.
See Advertisement on Page 109
Fereday Cylinder
Fronius USA LLC
Gulick International Inc.
Hobart
Hobart Welding Products
HTP America Inc.
Hypertherm Inc.
Industrial Solutions LLC
Jackson Safety
Kolke Aronson Inc./Ransome
See Advertisement on Page 53
Metals Plus Services Inc.
NSRW, Inc.
Osborn/Jackson/Lea
Postle Industries Inc.
Taylor-Winfield Technologies Inc.
Victor Technologies International Inc.
Weld Mold Co.
Weld Plus Inc.

GLOVES

Airo Steel
Bernard

Display advertising closing: 5/10/24 • Advertising material due: 5/17/24

THE METALS DIRECTORY 2024-2025

BONUS DISTRIBUTION

2024 TRADE SHOW & CONFERENCES

Annual Copper & Brass Supply Chain Association (CBSCA) Convention	North American Steel Alliance (NASA) Forecast Conference	Steel Market Update (SMU) Steel Summit
Copper & Brass Supply Chain Association (CBSCA) Red Metals Summit	NASCC: The Steel Conference	SMU Tampa Steel Conference
North American Steel Alliance (NASA) Annual Meeting	National Coil Coating Assoc. (NCCA) Annual Meeting	Fabtech
	National Coil Coating Assoc. (NCCA) Fall Meeting	



PRINT ADVERTISING RATES

THE METALS DIRECTORY®

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.

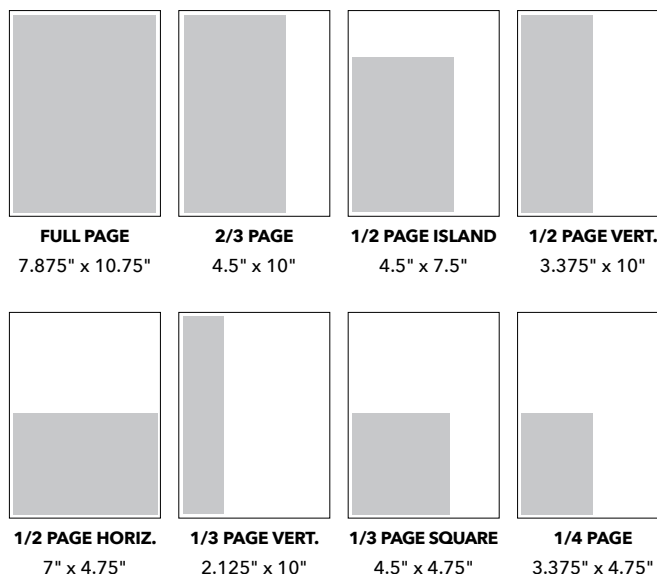
- ▶ Inside Front Cover: **\$7,700**
- ▶ Inside Back Cover: **\$7,500**
- ▶ Back Cover: **\$8,000**

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

- ▶ **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.idealalliance.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.

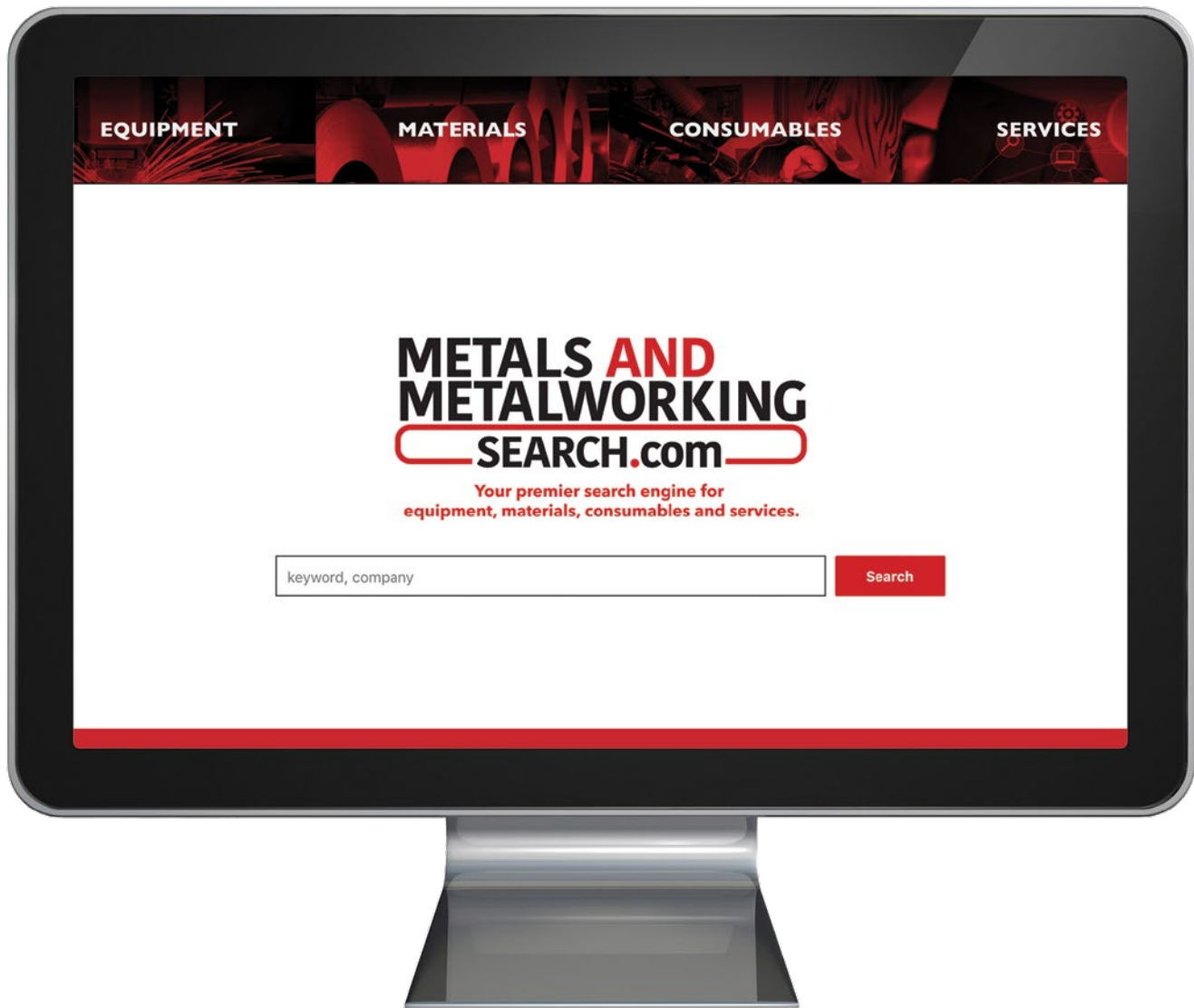
CONTACT

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

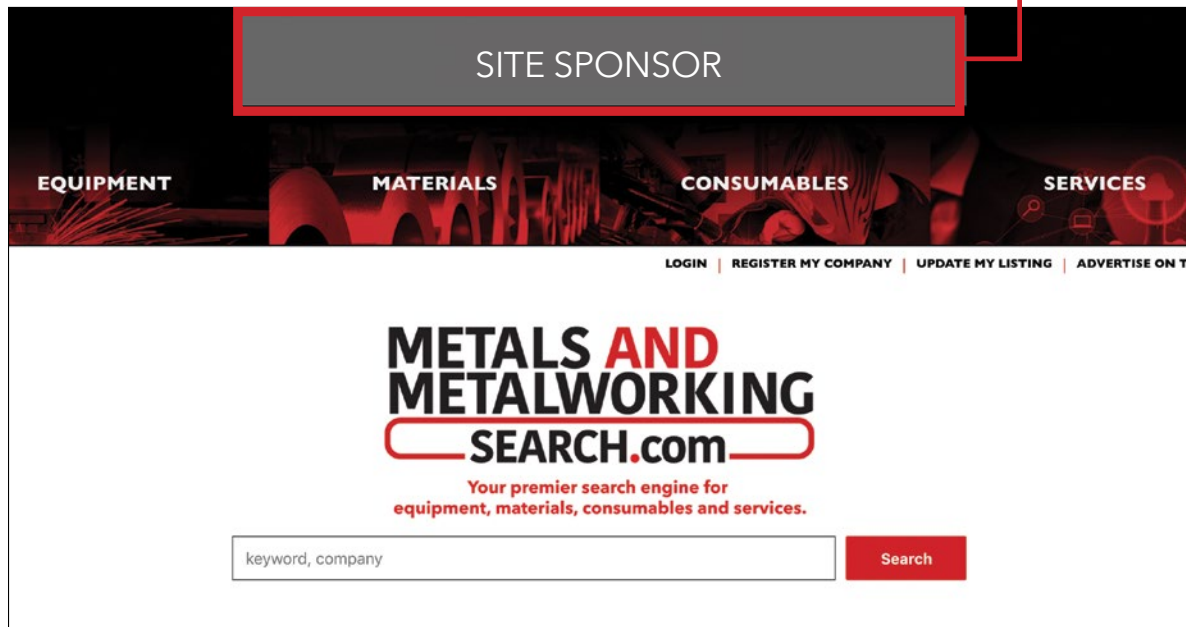
THE METALS DIRECTORY ONLINE

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.

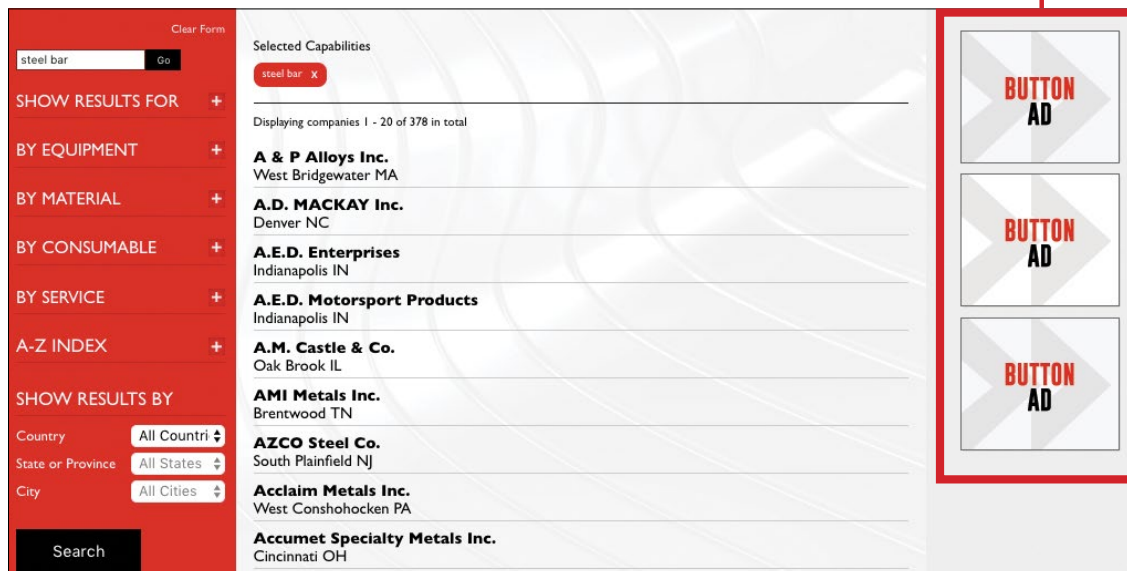


SITE SPONSOR



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

Clear Form

Go

SHOW RESULTS FOR +

BY EQUIPMENT -

- ☐ Bending Equipment (17)
- ☐ Casting and Forging (39)
- ☒ Coil Processing (192)
 - ☐ Blanking Lines (28)
 - ☐ Blanking Machines (16)
 - ☐ Coil Cars (56)
 - ☐ Coil Coating Lines (16)
 - ☐ Coil Cradles (39)
 - ☐ Coil End Joiners (14)
 - ☒ Coil Equipment (192)

BY MATERIAL +

BY CONSUMABLE +

BY SERVICE +

A-Z INDEX +

SHOW RESULTS BY

Country All Countries

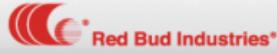
State or Province All States

City All Cities

Premium Sponsors

Red Bud Industries

200 B & E Industrial Dr., Red Bud IL




✉ rbi@redbudindustries.com
 ☎ (618) 282-3801
 🌐 www.redbudindustries.com

Butech Bliss

550 S. Ellsworth Ave., Salem OH

Butech Bliss is a leading innovator providing equipment solutions for coil processing, cold reduction, and mill application equipment for over 130 years. Metal producers, service centers and toll processors around the world have relied on us to create solutions for their production needs. We build cut-to-length lines, shears, hydraulic levelers, extrusion equipment and scrap choppers. Our company's services include engineering services, manufacturing, field service & rebuild services on all types of metal processing equipment.



✉ lliposchak@butech.com
 ☎ (330) 337-0000
 🌐 www.butechbliss.com

Selected Capabilities

Coil Processing X Coil Processing - Coil Equipment X

Displaying companies 1 - 20 of 192 in total

A & P Alloys Inc.

West Bridgewater MA

A&B Mfg. Inc.

Crown Point IN

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.

CONTACT LISTING

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

COMPANY DESCRIPTION

Provide a 100 word company description.

GALLERY

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

RESOURCE

Provide links to your company's existing content; Articles, white papers, webinars, literature, Blogs, 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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tfon@modernmetals.com

