



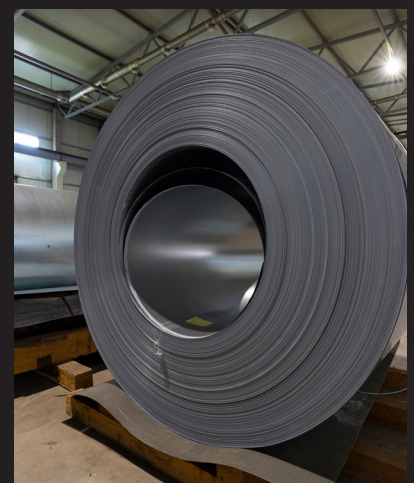
MetalForming

Magazine

2024

MEDIA

GUIDE





2024 is a huge year for MetalForming, as we continue to Move Forward: MetalForming magazine continues to evolve, and with the recent purchase of Stamping Journal we now are the unquestioned leader covering the stamping market. But that's not all: the acquisition also resulted in notable circulation advantages when it comes to covering the sheet metal fabrication market.

This media kit provides optimal solutions and opportunities to reach your target audience, in both the sheet metal stamping and fabricating markets.

We are your sheet metal fabrication media provider
MetalForming magazine strives to be a magazine for stampers, not just a stamping magazine. As such, we cover all of the processes that metal stampers perform, including welding and assembly; CNC punching and bending; finishing; and tool-and-die design, build and maintenance.

MetalForming editorial coverage, and its readership, only focuses on sheet metal—we do not cover plate fabrication, forming and welding of structural components, or heavy-pipe work.

Our Subscribers Perform

65% laser cutting

70% welding operations

25% press brake forming

51% machining

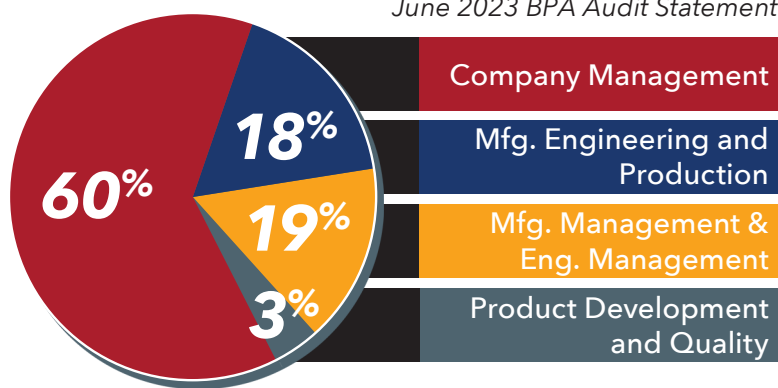
MetalForming Audience



Our BPA-audited circulation leads the industry, and we continue to increase readership in key areas. *MetalForming* continues to increase and target key industries to ensure a distinct advantage over our closest competitors. *MetalForming* reaches more metal stamping, fabricating and automotive readers than any of our closest competitors.

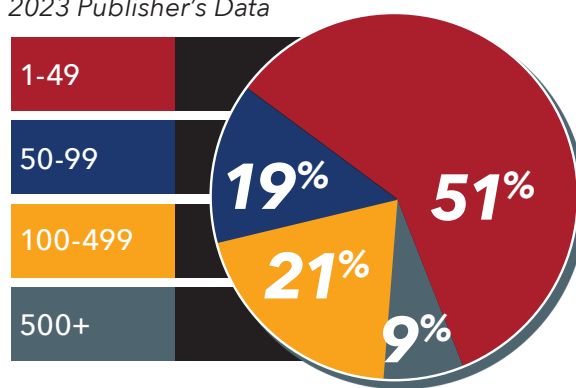
43,215 SUBSCRIBERS

Subscribers by Job Title & Function
June 2023 BPA Audit Statement



MetalForming reaches engaged decision makers in both the sheetmetal stamping and fabrication markets.

Subscribers by Number of Employees
2023 Publisher's Data



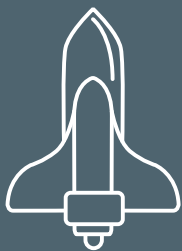
MetalForming's audience has deep penetration into large and small plants.

Top Subscribing Companies in These Key End Markets



AUTOMOTIVE & OFF-HIGHWAY

- A.J. Rose Mfg.
- Bobcat
- Caterpillar
- Clips & Clamps
- Deere
- General Motors
- Ford
- Honda
- Kubota
- Martinrea
- Tenneco
- Toro



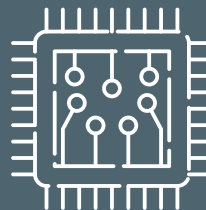
AEROSPACE

- Bell Helicopter
- Boeing
- Collins Aerospace
- Eaton Aerospace
- Lockheed Martin
- Northrop Grumman
- Space X
- UTC Aerospace Systems



HVAC

- A. O. Smith Water Products
- Carrier
- Greenheck Fan
- Hoshizaki America
- Modine
- Morrison Products
- Revcor
- Seasons 4
- Trane



ELECTRONICS

- Apple
- Balluff
- Delta Computer Systems
- Honeywell
- Molex
- Prime Controls
- TE Connectivity
- Tyco



APPLIANCE

- Electrolux
- Focal Point
- GE Appliances
- Sub-Zero
- Whirlpool

Lead Generation

For the 3rd consecutive year, *MetalForming* magazine will be **LIVE** throughout 2024.

With nearly 1000 registrants in 2023, we're excited to bring more live content from industry experts. In addition to the three-part webcast series on July 10th and 24th, and August 6th, we've added another *MetalForming* LIVE on the Shop Floor.

Unique Sponsorship Opportunities from

\$2000-\$6000

MetalForming LIVE
& **MetalForming LIVE**
ON THE SHOP FLOOR

APRIL 24

MetalForming
Live on the Shop Floor

- Automation Case Histories

Sponsorships

8 available at **\$2000** per

JULY 10, 24 & AUGUST 6

MetalForming Live

- End-of-Line Automation
- Science of Forming—How New Materials Affect Press-Line Equipment
- Press Brake Selection and Tooling Optimization

Sponsorships

- Premier Level **\$6000** - Max 4
- Leader Level **\$2500**

DECEMBER 11

MetalForming
Live on the Shop Floor

- Servo Presses Add Flexibility to Stamping Operations

Sponsorships

8 available at **\$2000** per



**destiny of
manufacturing**

PODCAST

The PMA/*MetalForming* Destiny of Manufacturing Podcast

Provides insights from industry leaders and manufacturing-technology experts, who share their outlook for the destiny and future of manufacturing. Topics addressed include metal stamping and fabricating, smart manufacturing, STEM, additive manufacturing, and more.

Basic Sponsorship—
Runs for 3 months and includes:

- "Brought to you by" message at the beginning of each episode
- Mid-roll 30-sec. video message
- Logo on bottom of screen
- Logo on all messaging
- Banner on podcast website

Price: **\$5000** /quarter

Sponsorship+ package—
Includes all of the above, plus:

- Guest appearance on one episode
- One free admittance to any PMA conference or event (Forming our Future excluded)
- \$2500 worth of digital advertising

Price: **\$7500** /quarter

Lead Generation



MetalForming Delivers

Your story presented by *MetalForming*

- Deliver your targeted message to an audience of your choice
- Our audited circulation can be segmented by title, geography, end market or NAICS
- Leads will be provided from those subscribers who click on each element of your content

Price: (Cost per thousand)

- 15,001 to 35,000 **\$325/M**
- 5000 - 15,000 **\$400/M**

Minimum is 5000 emails



Webinars

Allow *MetalForming* to host your technical webinar, showcasing your company's knowledge and expertise, while securing valuable leads!

With your investment in a *MetalForming* webinar you'll receive:

- Email Promotion
- Social Media Promotion (multiple) on LinkedIn, Facebook and X (formerly known as Twitter)
- Hosted on MetalFormingmagazine.com
- Lead Generation—Custom lead reports listing all registrants with contact info
- Webinar hosting and support, including moderator

Price: **\$6500**







2024 Content Planning Guide

Month	Ad Closing	Pressroom & Special Editorial
JANUARY/ FEBRUARY	12/15	<ul style="list-style-type: none"> • Industry Outlook • Servo Technology • Lubrication
SPECIAL ISSUE <i>TARGETED CIRCULATION TO AUTOMOTIVE SECTOR</i>	1/12	SPECIAL ALL AUTOMOTIVE ISSUE: <ul style="list-style-type: none"> • Automotive/EV Stamping and Fabricating PREVIEW: Great Designs in Steel
MARCH	2/9	<ul style="list-style-type: none"> • Pressroom Automation • Press Controls/Sensing • PMA Chair Article
APRIL	3/8	<ul style="list-style-type: none"> • Hydraulic Presses • Stamping Advanced Steels • Tooling—In-Die Technology • PREVIEW: FABTECH Mexico
SPECIAL		METALFORMING LIVE ON THE SHOP FLOOR: AUTOMATION CASE HISTORIES—APRIL 24
MAY	4/5	<ul style="list-style-type: none"> • Mechanical Presses • Coil/Blank Feeding • ERP Technology Roundup
JUNE/JULY	5/15	<ul style="list-style-type: none"> • Die Design and Simulation • ERP Case Studies • PREVIEW: Mexico Metal Forming Webinar Series
SERIES OF THREE ONLINE EVENTS COVERING INDUSTRY AND TECHNOLOGY TOPICS AND		
JULY, AUGUST WEBCAST SERIES	5/5	Series of three online events covering industry and technology topics and presented by esteemed industry experts. <ul style="list-style-type: none"> • End-of-Line Automation • Science of Forming—How New Materials Affect Press-Line Equipment • Press Brake Selection and Tooling Optimization
SPECIAL	7/12	PMA'S GUIDE TO METALFORM AT FABTECH: POLYBAGGED WITH SEPTEMBER ISSUE
AUGUST	7/10	<ul style="list-style-type: none"> • Pressroom Automation • Lubrication • In-Die Sensing
SEPTEMBER	8/9	<ul style="list-style-type: none"> • PREVIEW: FABTECH • Die Build • PREVIEW: Automotive Parts Suppliers Conference
OCTOBER	9/10	<ul style="list-style-type: none"> • Hydraulic Presses • Press Controls • PREVIEW: Hot Stamping Experience and Tech Tour
NOVEMBER	10/9	<ul style="list-style-type: none"> • Servo Technology • Pressroom Automation • Coil/Blank Feeding
DECEMBER	11/18	<ul style="list-style-type: none"> • Mechanical Presses • FABTECH Wrap up • Women of Excellence • PREVIEW: Metal Stamping Technology Conference
SPECIAL	10/9	METALFORMING LIVE ON THE SHOP FLOOR: SERVO PRESSES ADD FLEXIBILITY TO STAMPING OPERATIONS—DECEMBER 11

Ask About Event Sponsorship

Opportunities for:

- Forming Our Future
- Mexico Metal Forming Technology Conference
- Hot Stamping Experience
- Metal Stamping Technology Conference
- FABTECH
- Automotive Parts Suppliers Conference

Fabrication		eNewsletter & Tech Topic	Bonus Distribution	
Laser Cutting Press Brake Bending/Tooling		Manufacturing Software		
		Stamping Presses	#GDIS Great Designs in Steel, May 22, 2024, Novi, MI	
Additive for Metal Forming and Fabricating/RAPID + TCT Preview Robotics/Cobotics		Shop-Floor Robotics/Automation		
CNC Punching Arc Welding		Industry 4.0/ Additive Mfg.	 FABTECH FABTECH Mexico, May 7-9, Monterrey, Mexico	#GDIS Great Designs in Steel, May 22, Novi, MI
			MetalForming LIVE ON THE SHOP FLOOR	
Bending/Folding Material Handling		Manufacturing Software		
Laser Cutting Resistance Welding		Stamping Presses	 Mexico Metal Forming Technology WEBINAR SERIES, April 9, 11, 16 and 18	
PRESENTED BY ESTEEMED INDUSTRY EXPERTS—JULY 10, 24 & AUGUST 6				
		Industry 4.0/IoT	MetalForming LIVE	
				
EXPANDED FABRICATION SECTION: Cutting, Punching, Bending, Welding		Shop-Floor Robotics/ Automation		
Press Brake Bending/Tooling Fabrication Software		Industry 4.0/ Additive Mfg.	 FABTECH FABTECH, October 15-17, Orlando, FL	 APSC AUTOMOTIVE PARTS SUPPLIERS CONFERENCE APSC, October Detroit, MI
Laser Cutting Resistance Welding		Stamping Presses	 Hot Stamping Experience and Tech Tour, November	
Robotics/Cobots Arc Welding		Shop-Floor Robotics/Automation		
CNC Punching and Tooling Material Handling		Manufacturing Software	METAL STAMPING TECHNOLOGY CONFERENCE Metal Stamping Technology Conference, January 2025	
MetalForming LIVE ON THE SHOP FLOOR				

Opportunities for:

- Forming Our Future
- Mexico Metal Forming Technology Conference
- Hot Stamping Experience
- Metal Stamping Technology Conference
- FABTECH
- Automotive Parts Suppliers Conference

eNewsletters



MetalForming Magazine

27% 2023 Monthly Open Rate

Newly redesigned and engineered. *MetalForming's* enewsletter has increased the circulation to 60,000 and is delivered twice monthly (on 2nd and 4th Wednesdays). The second newsletter focuses on a specific topic.

Ad Sizes and Rates

- Leaderboard - 600x190 (1 per issue)
\$2500 per issue
- Video or Technology ad - 300x250 image, headline, 50 words of text + URL (6 per issue)
\$1500 per issue

Topics for second eNewsletter:

- Software for Manufacturing: January/May/December
- Stamping Presses: February/October
- Shop-Floor Robotics/Automation: March/August/November
- Industry 4.0/Additive Manufacturing: April/September

FPN FABRICATING PRODUCT NEWS

26% 2023 Monthly Open Rate

Focused on the latest fabricating technology, this monthly enewsletter is delivered to 17,000 engaged metal fabricating subscribers.

Sent 1st Wednesday of each month.

MetalForming BUSINESSEDGE

21% 2023 Monthly Open Rate

Written for and delivered to 20,000 C-suite and managers working in metal forming and fabricating companies, the Business Edge provides inside information needed to do their jobs better—to provide an edge on the competition.

Sent 1st Monday of each month.

MetalForming Magazine AUTOMOTIVE

15% 2023 Monthly Open Rate

This monthly enewsletter, with 25,000 subscribers, provides metal forming and fabricating managers, engineers and others working in the automotive industry with timely news, announcements, technology-related developments, and links to videos, podcasts and more.

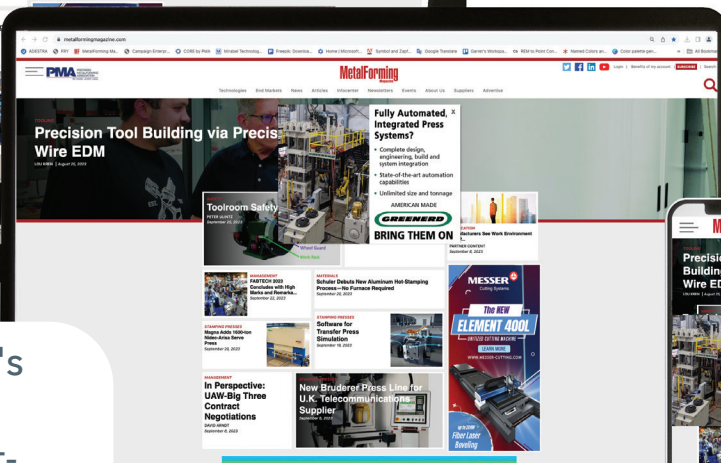
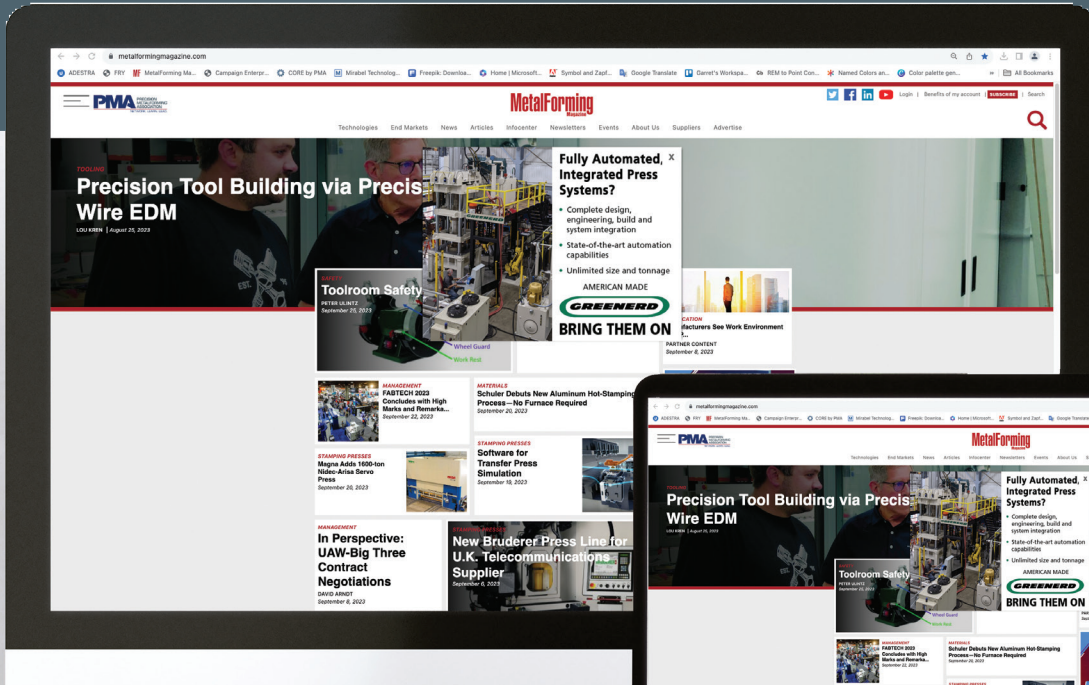
Sent 3rd Wednesday of each month.

Ad Sizes and Rates

- Leaderboard - 600x190 (1 per issue)
\$2000 per issue
- Video or Technology ad - 300x250 image, headline, 50 words of text + URL (6 per issue)
\$1000 per issue

MetalFormingMagazine.com

MetalformingMagazine.com delivers dynamic content with daily news, blogs, feature articles, videos, searchable supplier and product databases, webinars, podcasts, content-specific technology zones, and more.



Advertise to increase your brand's awareness. Place your message on our homepage and in content-specific technology zones.

Your ad placed within relevant zones provides you with targeted marketing opportunities promoting your brand to our audience.

Technology zones include:

- Cutting Bending
- Stamping Presses
- Automation
- Lubrication
- Sensing/Electronics/IoT
- In-Die Operations
- CNC Punching
- Coil and Sheet Handling
- Finishing
- Bending

End market zones include:

- Aerospace
- Agriculture
- Appliance
- Automotive
- Electronics
- Job Shops
- Medical

Ad Sizes and Rates

Takeover ad - 600x450px

- Appears once daily upon entering the site on home page
 - Additional sub-page or technology zone included
 - Maximum of 3 takeover advertisers
- \$2000** month

Home page - Billboard (970x250) or Half (300x600) + Mobile (300x250)

- 8 maximum advertisers per size, per month
- \$1250** month

MetalForming network - Billboard or Half + Mobile

- Includes all pages (excluding the home page) plus up to three technology zones
 - 12 advertisers per size, per month
- \$750** month

Custom Content

Print Content

The collage shows two pages of a print publication. The left page is an editorial spread titled "5 Questions with an Expert" featuring Paul Benny, President/CEO of FluidForming Americas. The right page is a full-page advertisement for FluidForming Americas titled "Faster Forming Better Forming" and "FluidForming Americas: Driving Manufacturing Forward".

5 Questions with an Expert

1 How does FluidForming differ from conventional hydroforming or other forms of metal fabrication?

Hydroforming, which has been around so long that it's almost impossible for companies to believe that there's a better way of doing it, is a 20th-century process. It can be cumbersome, wasteful, imprecise and environmentally harmful. FluidForming is a 21st-century process. It is a sustainable, environmentally friendly, accurate and repeatable metal forming process that helps companies achieve new levels of innovation.

Blades free FormBalancer machines from FluidForming operate at high forming pressures to 60,000 psi, significantly higher than other hydroforming processes, and can form parts with complex geometries with minimal post-production finishing and nonconforming part waste. Customers often say that what we do is "impossible." It's not; we have the parts to prove it.

2 What is your first-pass yield rate?

FluidForming FormBalancer machines achieve a Six Sigma 99.996-percent first-pass yield rate. This minimizes costs for our customers and minimizes part and material waste.

3 Is the process cost-effective for rapid prototyping?

Yes, the prototyping and production tool are one and the same, and FormBalancer machines can accommodate 3D-printed dies so that tooling costs are as much as 90 percent. This integrative ability makes prototyping and cost-to-market

4 Can you provide an example of just how significant the cost advantages can be?

Although we have strict NDAs with our customers, one recent example is a cost review for a best-in-class appliance manufacturer that asked us to conduct a preliminary simulation of a prototype design. It had been unable to have formed using conventional methods. Old-school metal forming processes created an unacceptable ridge on the part that could not be removed. We were able to form the part, and when we looked at the bigger picture and evaluated production volumes, internal cost of capital and tooling costs, we determined that we could save almost \$500,000 on a single component. And, in another instance with another appliance manufacturer, we were able to save them \$1.5 million in free cash flow.

5 How does your manufacturing process work?

We use finite-element analysis (FEA) to predict how a product or component will react to the FluidForming process. This illustrates whether a component will work as designed. Thanks to FEA, our customers can go back to the drawing board before spending a dollar on production.

Then, FluidForming Americas' CTO Jürgen Pannock works with the design, development and engineering teams to refine the design to ensure optimal results. Finally, using the design drawings perfected during FEA, we convert the drawings into the required tooling. Once we receive client approvals, we're good to go.

FormBalancer machines are semi-automatic, computer-controlled, compact and force-contained for flexibility in placing production floor, and they can be network-controlled to form deep-draw metal

Faster Forming Better Forming

FluidForming Americas: Driving Manufacturing Forward

- Up to 90% reduction in tooling costs
- 99.996% first pass yield rate
- Sustainable metal forming process
- Complex part formation
- Rapid prototyping
- Blemish-free parts
- Minimal post-production finishing

1-800-497-3545
info@ffamericas.com
ffamericas.com

ISO 9001:2015 • PMA Member

5 Questions with an Expert Advertorial spread in print issue consisting of:

- One-page editorial developed in partnership with *MetalForming* editorial staff
- Full-page ad on the opposing page

Price: **\$7500**

Digital Content

E-Book

- Developed in partnership with *MetalForming* editorial staff
- Appears on custom landing page on *MetalForming* magazine website, with links provided throughout the website
- Promotion via email blasts, newsletters, and social media posts

Price: **\$7500** (for 3 months)



Technologies End Markets News Articles Infocenter Newsletters Events About

Welcome Back, Garret!

HOME > WHITE PAPER > LUBRICATION > LUBRICANTS

Like this White-paper

LUBRICATION

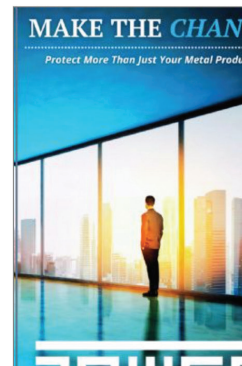
PARTNER CONTENT

Manufacturers See Work Environment and Productivity Improve With Tower Products

September 8, 2023

DOWNLOAD WHITE PAPER

A new ebook from Tower Metalworking Fluids details how its SAFE-T-VANISH line of evaporative fluids—hazard-free with zero volatile organic compounds or hazardous air pollutants—helps to protect employee health without sacrificing performance or productivity. Use the products in place of finishing oils for light metal forming, drawing, stamping and rollforming applications.



Tower Metalworking Fluids

Custom Content

Digital Content Continued



Video: Case Study

- Filmed at your customer's facility
- Hosted by a *MetalForming* editor
- Promotion via email blasts, newsletters and social media posts

Price: **\$8500**

MetalForming VIRTUAL DEMOS

Video: Virtual Demo

- Pre-recorded presentation hosted by *MetalForming*
- Promotion via email blasts, newsletters, and social media posts

Price: **\$2500**

Partner Content:

White Paper/Article/Webinar, Etc

- Developed in partnership with *MetalForming* editorial staff
- Appears on custom landing page on *MetalForming* website and links to it throughout the website
- Promotion via email blasts, newsletters and social media posts

Price: **\$3500/mo** (for 3 months)



Sales Team

Our experienced and insightful sales staff can help you choose the right size and frequency to suit your advertising needs. Contact your representative to get your message in front of our subscribers today!

Representative	Territory	Phone	E-mail
MICHAEL VOHLAND <i>Vice President of Sales/Publisher</i>	Michigan	216-901-8800 ext 143	mvohland@pma.org
DAMON WOLF <i>Sales Manager</i>	Midwest, Western U.S., New England, PA, NY, NJ, Canada and Asia	216-901-8800 ext 105 216-357-8534	dwolf@pma.org
MARK FORTUNA <i>Strategic Account Manager</i>	IA, IL, IN, MN, WI	773-531-8780	mfortuna@pma.org
ILENE SCHWARTZ <i>Inside Sales Manager</i>		216-901-8800 ext 148	ischwartz@pma.org
BOB WEST <i>Regional Manager</i>	South Atlantic, South Central, and Europe	678-377-5749	metalform_bobwest@msn.com
RODOLFO MARROQUIN	Mexico	5281-8349-5605	pmademexico@gmail.com

Print Mechanical Requirements

	1x	4x	7x	10x
2-PAGE SPREAD	\$11,246	\$10,143	\$9261	\$8710
FULL-PAGE	\$6836	\$6450	\$6064	\$5623
2/3-PAGE	\$5072	\$4907	\$4653	\$4311
1/2-PAGE ISLAND	\$4686	\$4410	\$4206	\$3930
1/2-PAGE	\$4300	\$4135	\$3898	\$3633
1/3-PAGE	\$3032	\$2856	\$2673	\$2541
1/4-PAGE	\$2205	\$2067	\$1874	\$1654

Preferred Positions

IFC & IBC	\$7718
BACK COVER	\$7938

Publication trim size
7-7/8" x 10-3/4" (7.875" x 10.75")
*Keep all live matter 1/4" (0.25")
from page trim

FULL-PAGE BLEED* 8.125" x 11" no bleed 7"x10"	1/2 VERTICAL 3.375" x 10"	1/2 HORIZONTAL 7" x 4.875"	1/2 ISLAND 4.5" x 7.5"
2-PAGE BLEED (SPREAD) * 16" x 11", no bleed 15" x 10"	2/3 PAGE 4.5" x 10"	1/3 VERTICAL 2.1875" x 10"	1/3 SQUARE 4.5" x 4.875"
			1/4 PAGE 3.375" x 4.875"

MetalForming
Magazine

PMA PRECISION
METALFORMING
ASSOCIATION

FABTECH

6363 Oak Tree Blvd.
Independence, OH 44131