

# 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.



# MetalForming Magazine

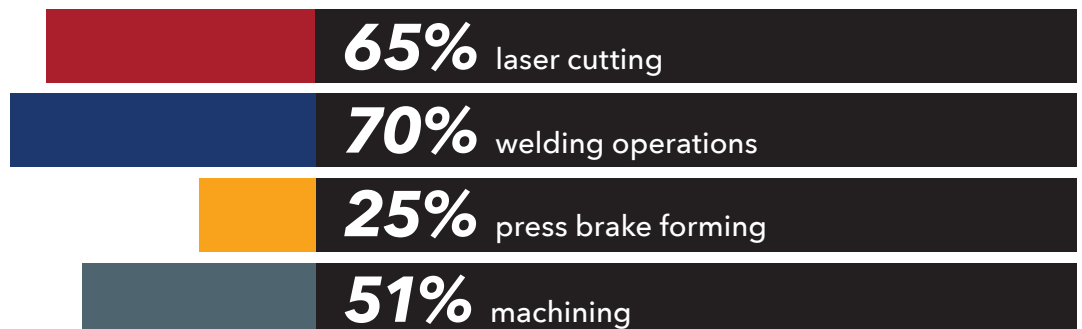
Sheet metal forming and fabricating technology for leading-edge manufacturers

## 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



# MetalForming Audience

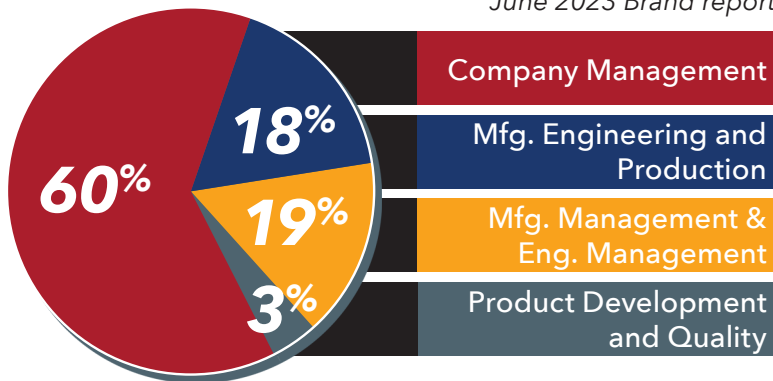


Our June 2023 Brand Report leads the industry\*\*, and we continue to increase audience in key areas.

- \*\*Business/Industry category for the stamping and fabricating subscribers.
- **MetalForming:** Fabricated Metal Product Manufacturing - 26,104 June 23 Brand Report
  - FFJ: Fabricated Metal Products - 25,046 June 23 Brand Report
    - The Fabricator: Fabricated Metal Product Manufacturing - 18,621 June 23 Publisher's Statement

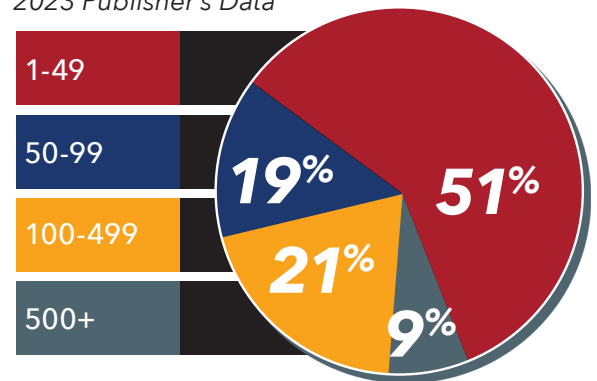
## 43,215 SUBSCRIBERS

Subscribers by Job Title & Function  
June 2023 Brand report



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

Subscribers by Number of Employees  
2023 Publisher's Data



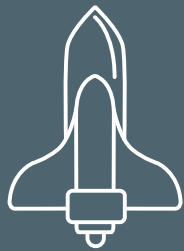
**MetalForming's** audience has deep penetration into large and small plants.

## Top Subscribing Companies in These Key End Markets



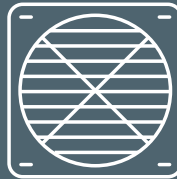
### AUTOMOTIVE & OFF-HIGHWAY

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



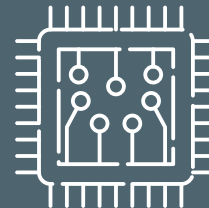
### AEROSPACE

- 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

**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

## 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.

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

## 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.	 <b>FABTECH</b> FABTECH Mexico, May 7-9, Monterrey, Mexico	<b>#GDIS</b> Great Designs in Steel, May 22, Novi, MI
			<b>MetalForming LIVE</b> 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	<b>MetalForming LIVE</b>	
				
<b>EXPANDED FABRICATION SECTION:</b> Cutting, Punching, Bending, Welding		Shop-Floor Robotics/ Automation		
Press Brake Bending/Tooling Fabrication Software		Industry 4.0/ Additive Mfg.	 <b>FABTECH</b> FABTECH, October 15-17, Orlando, FL	 <b>APSC</b> 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	<b>METAL STAMPING TECHNOLOGY</b> CONFERENCE Metal Stamping Technology Conference, January 2025	
<b>MetalForming LIVE</b> 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 a circulation of more than 48,000 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

**28%** 2023 Monthly Open Rate

Focused on the latest fabricating technology, this monthly enewsletter is delivered to 23,000 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.

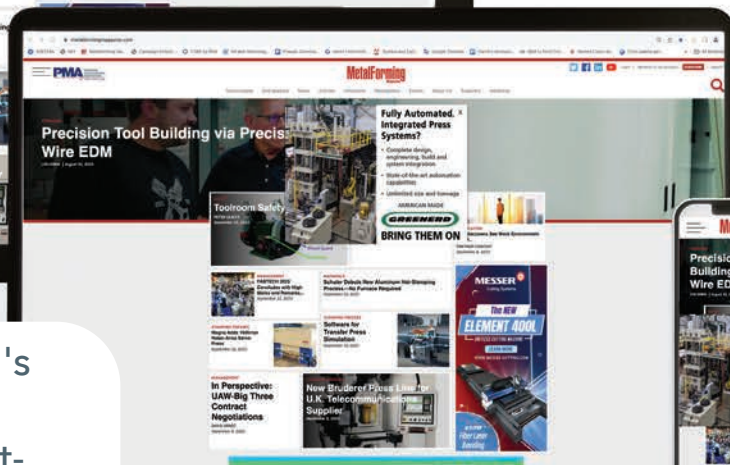
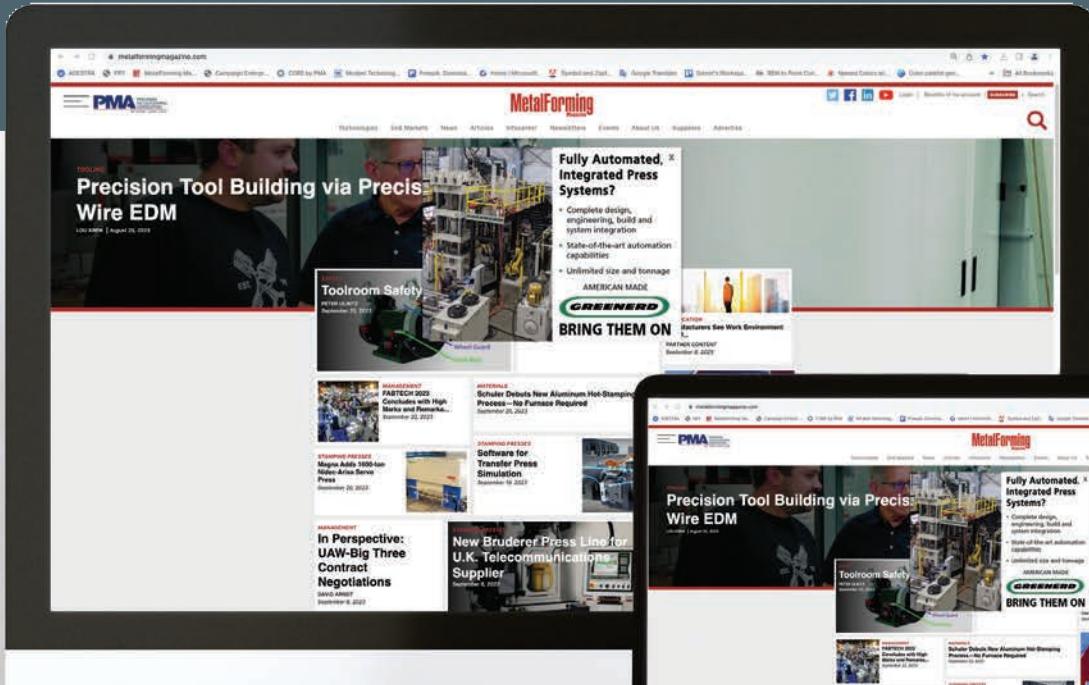
*Sent 3rd Wednesday of each month.*

### 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 print content includes a two-page editorial spread titled "5 Questions with an Expert" featuring Paul Benny, President/CEO of FluidForming Americas. The spread discusses fluidforming as a sustainable, accurate, and repeatable process. It also includes a full-page advertisement for FluidForming Americas titled "Faster Forming Better Forming" which highlights benefits like 90% reduction in tooling costs and 99.996% first pass yield rate.

## 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

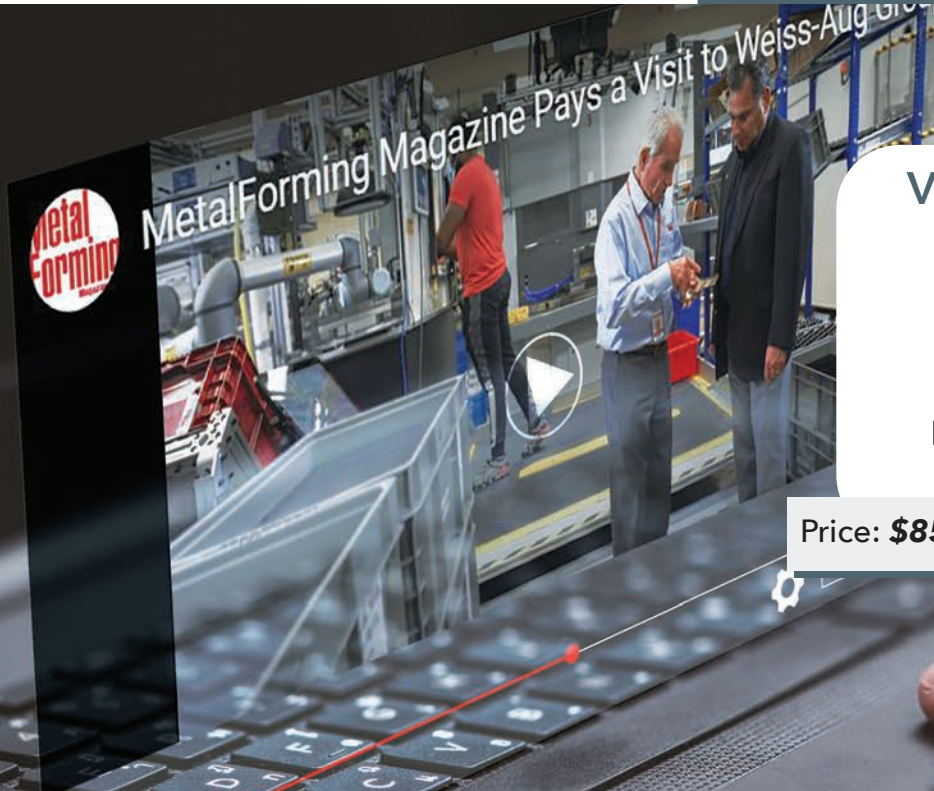
- Developed in partnership with *MetalForming* editorial staff
- Appears on custom landing page on *MetalForming* magazine website, with links provided throughout the website
- Promotion via email blasts, newsletters, and social media posts

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

The screenshot shows the MetalForming magazine website. The header includes the PMA logo and navigation links. The main content area features a "Welcome Back, Garret!" message and a breadcrumb trail: HOME > WHITE PAPER > LUBRICATION > LUBRICANTS. The featured white paper is titled "Manufacturers See Work Environment and Productivity Improve With Tower Products" by September 8, 2023. A "DOWNLOAD WHITE PAPER" button is visible. To the right, there is a promotional image for "MAKE THE CHANGE" with the tagline "Protect More Than Just Your Metal Product".

# 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

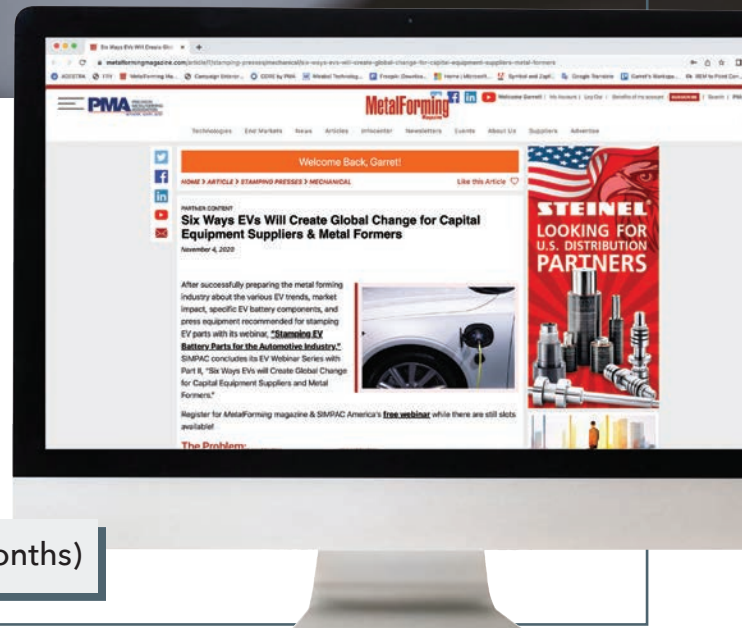
Price: **\$2500**

### 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
<b>MICHAEL VOHLAND</b> <i>Vice President of Sales/Publisher</i>	Michigan	216-901-8800 ext 143	mvohland@pma.org
<b>DAMON WOLF</b> <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
<b>MARK FORTUNA</b> <i>Strategic Account Manager</i>	IA, IL, IN, MN, WI	773-531-8780	mfortuna@pma.org
<b>ILENE SCHWARTZ</b> <i>Inside Sales Manager</i>		216-901-8800 ext 148	ischwartz@pma.org
<b>BOB WEST</b> <i>Regional Manager</i>	South Atlantic, South Central, and Europe	678-377-5749	metalform_bobwest@msn.com
<b>RODOLFO MARROQUIN</b>	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

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

**MetalForming**  
Magazine

**PMA** PRECISION METALFORMING ASSOCIATION

**FABTECH**

6363 Oak Tree Blvd.  
Independence, OH 44131