

2023 Media Guide

MetalForming

Magazine

An Official Publication of



metalformingmagazine.com



MetalForming is Your 360-Degree Media Connection to the Metal Forming and Fabricating Industry

Our nearly 45,000 direct-request subscribers, including 35,000+ that receive our print copies every month, comprise the audience hungry for the latest in metal forming and fabricating technology.

And not only do our subscribers read our print publication monthly and visit our website regularly, but they also read our e-newsletters and attend our events—LIVE and online.

TAKE A LOOK AT OUR **CONTENT-DELIVERY PLAN FOR 2023** AND NOTE THESE **SPECIAL OPPORTUNITIES**:

- **FEBRUARY** Special Issue: Automotive
- **APRIL** MetalForming LIVE on the Shop Floor online event
- **JULY** MetalForming LIVE three online events
- **OCTOBER** Special Issue: Precision Forming & Fabricating

METALFORMING MAGAZINE DELIVERS A **STEADY STREAM OF CONTENT** VALUABLE TO METAL FORMING AND FABRICATING PLANT LEADERS, DAY IN AND DAY OUT, **IN PRINT AND ONLINE.**

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. We leave that to the other magazines.

65% of our subscribers perform laser cutting

70% perform welding operations

25% perform press brake forming

51% perform machining

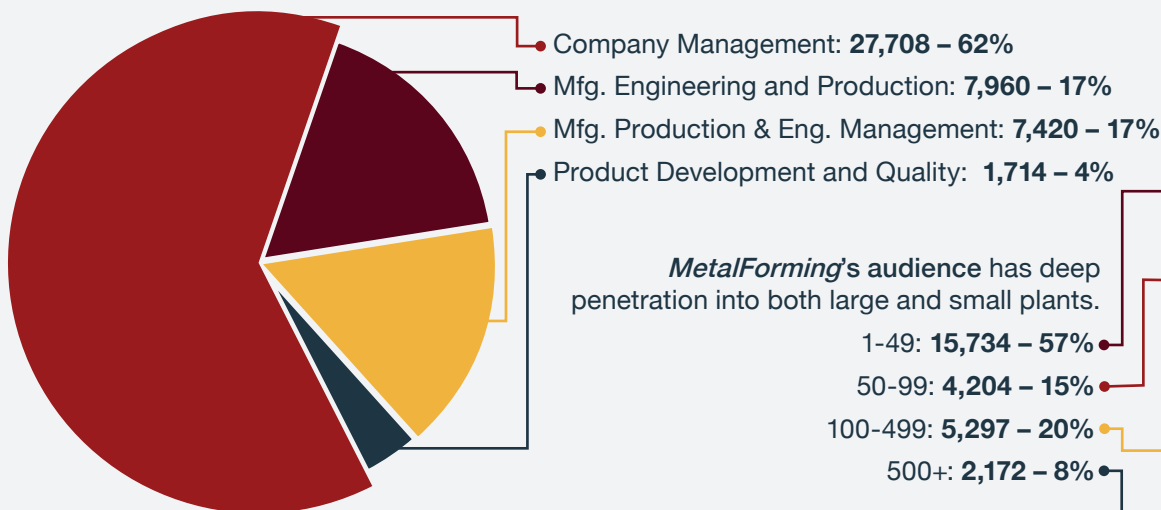
*2021 Publisher's Readership Study

MetalForming magazine continues to invest in our BPA audited circulation, so our audience continues to be engaged in our editorial product and your advertising message.

MetalForming continues to increase and target key industries and titles to ensure a distinct advantage over our closest competitors. **METALFORMING CURRENTLY REACHES MORE METAL STAMPERS, COMPANY MANAGEMENT AND AUTOMOTIVE READERS THAN ANY OF OUR CLOSEST COMPETITORS.**

44,802 TOTAL SUBSCRIBERS

MetalForming reaches engaged decision makers in both the sheet metal stamping and fabrication market.



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



SUBSCRIBERS BY JOB TITLE & FUNCTION

June 2022 BPA Audit Statement

SUBSCRIBERS BY PLANT SIZE

2022 Publisher's Data

METALFORMING MAGAZINE OFFERS YOU
GREAT REACH INTO THE **SHEET METAL STAMPING AND FABRICATION'S**
MOST IMPORTANT AND VALUABLE END MARKETS

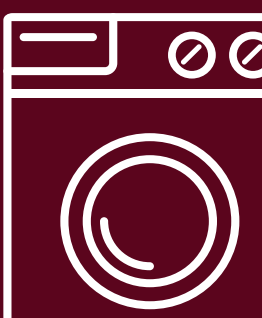


AUTOMOTIVE OEM & TIER ONE

FACILITIES - 1,259
TOP COMPANIES

- General Motors
- Tenneco
- Ford
- Magna
- Honda

2022 Publisher's Data



APPLIANCE

FACILITIES - 533
TOP COMPANIES

- Whirlpool
- GE Appliances
- Panduit Corporation
- Sub-Zero
- Electrolux



HVAC

FACILITIES - 432
TOP COMPANIES

- Carrier
- Hoshizaki America
- A. O. Smith Water Products
- Greenheck Fan
- Trane



AEROSPACE

FACILITIES - 332
TOP COMPANIES

- Boeing
- Lockheed Martin
- Northrop Grumman
- Collins Aerospace
- Eaton Aerospace



ELECTRONICS

FACILITIES - 53
TOP COMPANIES

- Balluff
- Honeywell
- Molex
- Apple
- Delta Computer Systems

Sales Team

MICHIGAN, EUROPE
MICHAEL VOHLAND
 Vice President of Sales/Publisher
 216/901-8800 ext 143
 mvohland@pma.org

**MIDWEST, WESTERN U.S.,
 NEW ENGLAND,
 PA, NY, NJ, CANADA AND ASIA**
DAMON WOLF
 Sales Manager
 216/901-8800 ext 105
 Mobile: 216/357-8534
 dwolf@pma.org

IA, IL, IN, MN, WI
MARK FORTUNA
 Strategic Account Manager
 773/531-8780
 mfortuna@pma.org

ILENE SCHWARTZ
 Inside Sales Manager
 216/901-8800 ext 148
 ischwartz@pma.org

SOUTH ATLANTIC, SOUTH CENTRAL
BOB WEST
 Regional Manager
 678/377-5749
 bwest@pma.org

MEXICO
RODOLFO MARROQUIN
 5281-8349-5605
 pmademexico@gmail.com

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!

PAYMENT TERMS:

U.S. bank funds. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising and for all costs of collection of late payment.

COPY AND SPACE ORDER REGULATIONS:

Advertisers are solely responsible for the content (including text, representation, illustrations, or of any sketch, map, labels, trademark or other copyrighted matter) of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors. The publisher reserves the right to reject any and all advertising that does not conform to the publication's standards. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.

PUBLISHER'S LIABILITY:

Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.

AD FILE SPECIFICATIONS:

Publication will not provide proofs prior to printing

- Ads should meet PDF/x-1a.
- All fonts must be embedded.
- All images and colors must be in correct color mode, CMYK or grayscale. Never RGB or LAB. All spot and PMS must be converted to CMYK.
- Resolution must be 300 dpi for 4-color or grayscale images.
- Bleed: 0.125" (1/8") on all 4 sides, text elements and non-bleeding elements should be 0.25" (1/4") from the trim.

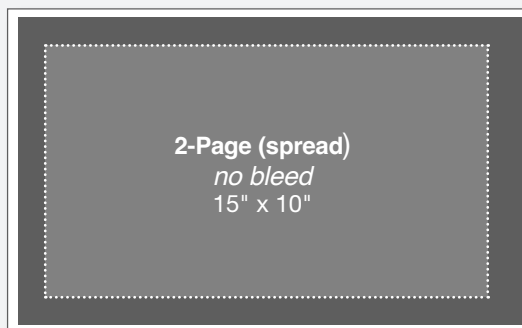
Display Advertising Rates

	1x	4x	7x	10x
2-page spread	\$10,710	\$9,660	\$8,820	\$8,295
Full-page	\$6,510	\$6,143	\$5,775	\$5,355
2/3-page	\$4,830	\$4,673	\$4,431	\$4,106
1/2-page island	\$4,463	\$4,200	\$4,006	\$3,743
1/2-page	\$4,095	\$3,938	\$3,712	\$3,460
1/3-page	\$2,888	\$2,720	\$2,546	\$2,420
1/4-page	\$2,100	\$1,969	\$1,785	\$1,575
Preferred Positions				
IFC & IBC	\$7,350			
Back Cover	\$7,560			

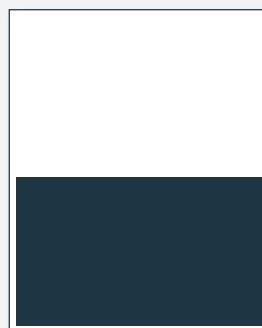
Mechanical Requirements

Publication trim size 7-7/8" x 10-3/4" (7.875" x 10.75")

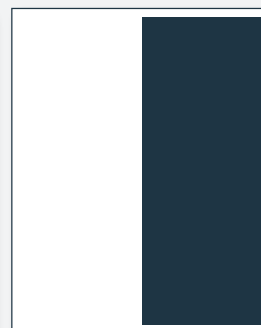
*Keep all live matter 1/4" (0.25") from page trim



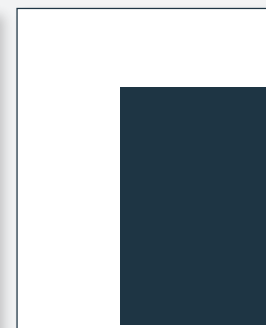
2-Page bleed (spread) *
16" x 11"



1/2 Horizontal
7" x 4.875"



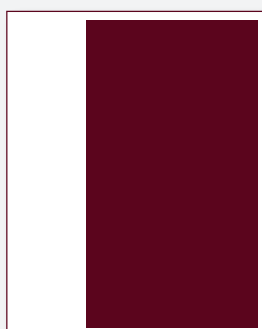
1/2 Vertical
3.375" x 10"



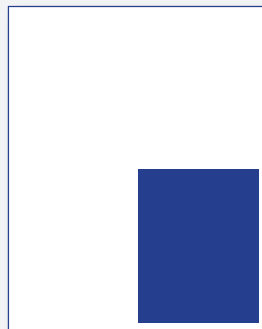
1/2 Island
4.5" x 7.5"



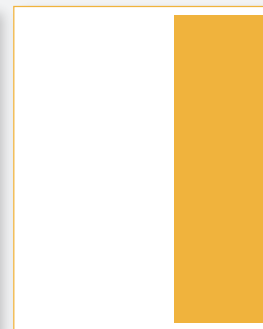
Full-page bleed*
8.125" x 11"



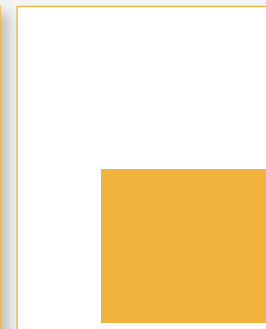
2/3 Page
4.5" x 10"



1/4 Page
3.375" x 4.875"



1/3 Vertical
2.1875" x 10"



1/3 Square
4.5" x 4.875"

2023 Content Planning Guide

Month	Pressroom & Special Editorial	Fabrication
JANUARY/ FEBRUARY AD CLOSING: 12/15	<ul style="list-style-type: none"> Annual Industry Outlook Servo Technology TECHNOLOGY FOCUS: Software for Manufacturing 	Laser Cutting Resistance Welding
SPECIAL ISSUE AD CLOSING: 1/10 <i>TARGETED CIRCULATION TO AUTOMOTIVE MARKET</i>	SPECIAL ISSUE: AUTOMOTIVE Automotive/EV Stamping and Fabricating, including stamping of AHSS and aluminum alloys PREVIEW: Great Designs in Steel • TECHNOLOGY FOCUS: Stamping Presses	
MARCH AD CLOSING: 2/7	<ul style="list-style-type: none"> Automation-Cobot Case Histories Press Controls/Sensing PMA Chair Article TECHNOLOGY FOCUS: Robotics/Automation 	CNC Punching/Tooling Robotics/Cobots
APRIL AD CLOSING: 3/6	<ul style="list-style-type: none"> Mechanical Presses New AHSS Grades Stamping Tooling PREVIEW: FABTECH Mexico • TECHNOLOGY FOCUS: Industry 4.0/IoT 	Finishing Arc Welding
AUTOMATION/ROBOT/COBOT CASE HISTORIES		
MAY AD CLOSING: 4/4	<ul style="list-style-type: none"> Hydraulic Presses Tool Design and Simulation Software Technology Roundup TECHNOLOGY FOCUS: Software for Manufacturing 	Bending/Folding Material Handling
JUNE/JULY AD CLOSING: 5/12	<ul style="list-style-type: none"> Tool Design and Simulation: Case Studies Workforce Development TECHNOLOGY FOCUS: Stamping Presses 	Laser Cutting Resistance Welding
THREE PART ONLINE EVENT: JULY 11, JULY 18, & JULY 25, 2023		
SPECIAL ISSUE: PMA's GUIDE TO METALFORM @FABTECH 2023 <i>POLYBAGGED WITH AUGUST</i> AD CLOSING: 6/12		
AUGUST AD CLOSING: 7/6	<ul style="list-style-type: none"> PREVIEW: FABTECH Pressroom Automation Lubrication Case Histories TECHNOLOGY FOCUS: Robotics/Automation 	CNC Punching and Tooling Material Handling
SEPTEMBER AD CLOSING: 8/4	<ul style="list-style-type: none"> Mechanical Presses Die Build PREVIEW: Automotive Parts Suppliers Conference • PREVIEW: Industry 4.0 TECHNOLOGY FOCUS: Industry 4.0/IoT 	Finishing Fabrication Software
SPECIAL ISSUE AD CLOSING: 8/4 <i>POLYBAGGED WITH OCTOBER</i>	SPECIAL ISSUE: PRECISION FORMING & FABRICATING Metal formers suppling precision-stamped and fabricated parts and assemblies to the medical, electronic and other industries must take extra measures to ensure that they meet very tight tolerances. This issue will focus on the manufacturing processes they use, including blanking and blank handling, as well as the quality-control technologies employed—high-speed vision systems, data-capture and analysis tools, metrology and more.	
OCTOBER AD CLOSING: 9/6	<ul style="list-style-type: none"> Hydraulic Presses Press Controls/Sensing PREVIEW: Hot Stamping Experience and Tech Tour FABTECH Wrapup TECHNOLOGY FOCUS: Stamping Presses 	Laser Cutting Resistance Welding
NOVEMBER AD CLOSING: 10/6	<ul style="list-style-type: none"> Servo Technology Pressroom Automation New Aluminum Grades TECHNOLOGY FOCUS: Robotics/Automation 	Robotics/Cobots Arc Welding
DECEMBER AD CLOSING: 11/7	<ul style="list-style-type: none"> Mechanical Presses Women of Excellence Awards PREVIEW: Metal Stamping and Lubrication Technology Conference TECHNOLOGY FOCUS: Software for Manufacturing 	CNC Punching and Tooling Material Handling



eNewsletter	Bonus Distribution
Software for Manufacturing	FORMING OUR FUTURE Leadership Conference MEXICO Metal Forming Technology Conference Mexico Metal Forming Technology Conference
Stamping Presses	FORMING OUR FUTURE Leadership Conference
Robotics/Automation	
Industry 4.0/IoT	FABTECH FABTECH Mexico, May 16-18, Mexico City, Mexico
Software for Manufacturing	#GDIS Great Designs in Steel, May 24, Novi, MI
Stamping Presses	
Robotics/Automation	
Industry 4.0/IoT	APSC AUTOMOTIVE PARTS SUPPLIERS CONFERENCE INDUSTRY 4.0 EXPERIENCE FOR METAL FORMERS & FABRICATORS Automotive Parts Suppliers Conference, October, Detroit, MI
Stamping Presses	Hot Stamping Experience and Tech Tour Hot Stamping Experience and Tech Tour, November
Robotics/Automation	
Software for Manufacturing	METAL STAMPING TECHNOLOGY CONFERENCE Metal Stamping Technology Conference 2024

MetalForming LIVE ON THE SHOP FLOOR

MetalForming LIVE

ASK ABOUT EVENT SPONSORSHIP OPPORTUNITIES FOR:

- Forming Our Future
- Mexico Metal Forming Technology Conference
- Industry 4.0 Experience
- Hot Stamping Experience
- Metal Stamping Technology Conference
- Fabtech
- APSC



METALFORMINGMAGAZINE.COM

Digital Audience

Metalformingmagazine.com delivers dynamic content with blogs, features, videos, searchable supplier and product databases, webinars and technology zones.

ADVERTISE TO INCREASE YOUR BRAND'S AWARENESS. FEATURE YOUR MESSAGE ON THE HOMEPAGE OR IN SPECIFIC TECHNOLOGY ZONES.

MetalForming Zones Include:

- Bending
- CNC Punching
- Lubrication
- Materials
- Pressroom Automation
- Sensing/Electronics/IoT
- Stamping Presses
- Welding & Joining

What is a MetalFormingmagazine.com Technology Zone?

Technology zones help visitors narrow their search on key topics with content related to specific technology. Zones provide website visitor's articles, case studies and product announcements. Your ad placed within relevant zones provides you with targeted marketing opportunities promoting your brand to our audience.



AVERAGE MONTHLY PAGEVIEWS



AVERAGE MONTHLY UNIQUE VIEWERS



AVERAGE TIME ON PAGE

Website Ad Sizes and Rates

TAKEOVER AD (600 x 450px + Mobile)

Price: **\$2,000** per month

- Appears once daily upon entering the site on home page
- Additional sub-page or technology zone included
- Maximum of 3 takeover advertisers
- Minimum of 3 months

HOME PAGE (Billboard or Half + Mobile)

Price: **\$1,250** per month

- 8 maximum advertisers per size, per month
- Minimum of 3 months

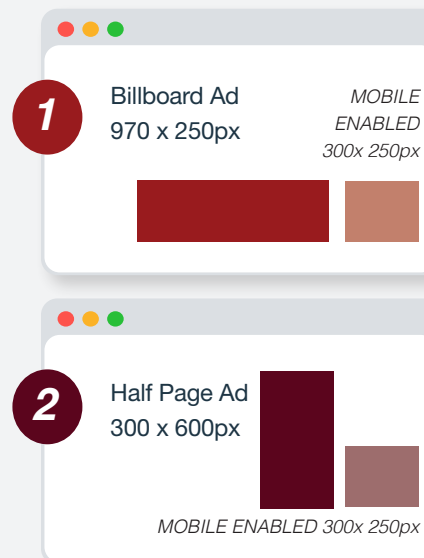
METALFORMING NETWORK (Billboard or Half + Mobile)

Price: **\$750** per month

- Includes all pages (excluding the home page) plus up to three technology zones
- 12 maximum advertisers per size, per month
- Minimum of 3 months

Website Ad Sizes

Max file size: 100k, 72 dpi



Lead Generation: eNewsletters

REACH OUR OPT-IN AUDIENCE'S INBOX BY **PROMOTING YOUR MESSAGE**

WITH ONE OF OUR **3 DISTINCTIVE ENEWSLETTERS**.

YOUR AD WILL APPEAR ALONGSIDE **INDUSTRY NEWS, TECHNOLOGY, PRODUCT AND PROCESS UPDATES**.

LEADS WILL BE PROVIDED TO ALL ADVERTISERS.

MetalForming Magazine

Delivered twice monthly (on 2nd and 4th Wednesdays) to 25,000 engaged subscribers. The second newsletter focuses on a specific topic.

Topics for second newsletter:

- **Software for Manufacturing:** January/May/December
- **Stamping Presses:** February/June/October
- **Robotics/Automation:** March/August/November
- **Industry 4.0/IoT:** April/July/September



2022
Monthly
Open Rate

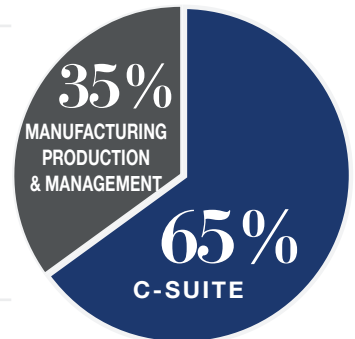


FPN FABRICATING PRODUCT NEWS

Focused on the latest fabricating products news, this monthly newsletter is delivered to 15,000 engaged subscribers on the 3rd Wednesday of each month.



2022
Monthly
Open Rate



MetalForming BUSINESSEDGE

Written for and delivered to 21,000 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. Delivered on the first Monday of each month.



2022
Monthly
Open Rate

eNewsletter Ad Sizes and Rates

LEADERBOARD AD (600 x 120px)

Price: **\$2,000** per month

- 1 maximum advertiser per month
- Minimum of 3 months

VIDEO OR TECHNOLOGY SOLUTION AD (300 x 250px)

Price: **\$1,000** per month

Title: 50 characters max

Body copy: 50 words max

Video: linked to url of your choice

- 6 maximum advertisers per month
- Minimum of 3 months

Lead Generation

MetalForming Delivers

Custom E-Blasts

- 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 **\$275/M**

5,000 – 15,000 **\$325/M**

Min. purchase is 5,000 emails



99%

OF EMAIL USERS CHECK
THEIR EMAIL EVERY DAY
SOME AS MUCH AS 20 TIMES A DAY!

58%

OF USERS CHECK THEIR EMAIL
BEFORE THEY CHECK OUT
SOCIAL MEDIA OR THE NEWS.

2022 Q1 statistics from OptinMonster.com

MetalForming Webinars

Webinars allow you to present your company's knowledge and leadership on important industry topics while securing valuable leads! Let *MetalForming* Webinars provide YOUR target audience with a dynamic and interactive webcast.

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

- **Email Promotion:** Invitations sent to opt-in *MetalForming* email subscribers
- **Social Promotion:** Social posts on LinkedIn, Facebook and Twitter
- **Online:** Webinar recording hosted on Metalformingmagazine.com for six months
- **Lead Generation:** Customized lead reports including all registrants, live attendees and Q&A report
- **Tech Support:** Webinar hosting and support
- **Expert Moderator:** Live webinar moderated by a *MetalForming* editor

Price: **\$6,500**

MetalForming VIRTUAL DEMOS

NEW! in 2023

Send us your virtual demo

MetalForming Virtual Demos allow you to share a product or technology demonstration. Each Demo is a 10 to 20-minute pre-recorded presentation hosted by *MetalForming* and supported with digital marketing.

Your Virtual *MetalForming* Virtual Demo includes:

- Advertiser supplied demo featured on www.metalformingmagazine.com/virtualdemos
- Leads will be provided from those subscribers who click on each element of your content
- Promotion to *MetalForming* targeted digital audience of your choice
- Up to 5,000 emails
- Record your demo including a member of the *MetalForming* editorial team (optional)
- Social Media post

Price: **\$2,500**

Lead Generation: Custom Content

Partner/Native Content

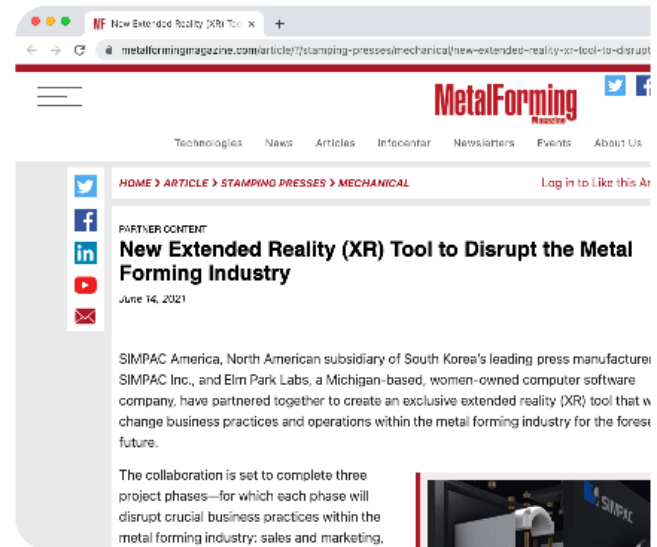
Your story, presented by MetalForming.

- Our team will collaborate with you to create highly targeted content to display natively on MetalForming's magazine's website
- A member of our team will edit the content to bring it in-line with our editorial standards
- Options include text, images, video, links to product information and registration for downloadable assets; such as whitepapers and videos

Content Promotion

- MetalFormingmagazine.com homepage display
- E-newsletter promotion
- Social media campaign

Price: **\$3,500** per month (3 month minimum)



Video

MetalForming offers options for delivering impactful video:

- We'll come to your business, meet you at a tradeshow, or meet you at your customer's facility and film your personnel and products/technology in action. We'll produce and provide a professionally edited specialized video for sharing on your website and social-media channels.
- We'll produce a special FABTECH Video Showcase preshow booth promotion, a 1- to 2-min. video using your images and script and our professional spokesperson. We'll post the video on our website and promote it to our subscribers and provide you with a copy of the video.

Price: **\$8,500**



MetalForming LIVE

MetalForming LIVE

ON THE SHOP FLOOR

IN 2022 METALFORMING MAGAZINE DEBUTED ITS METALFORMING LIVE SERIES OF VIRTUAL EVENTS, WITH EXCELLENT CONTENT AND HIGH PRODUCTION VALUES FROM TOP-NOTCH INDUSTRY EXPERTS, ATTRACTING 552 TOTAL REGISTRANTS.

In 2023 we're kicking it up a notch by expanding the *MetalForming LIVE* brand to include *MetalForming LIVE on the Shop Floor*. This special online event will include interviews with metal forming executives who will discuss the use of automation technology in their facilities and will feature video of automation technology in action on the shop floor, and a live, interactive Q&A session.

Unique Sponsorship Opportunities from
\$1,500-\$6,000

MetalForming

MetalForming
Magazine

PMA PRECISION
METALFORMING
ASSOCIATION

 **FABTECH**

6363 Oak Tree Blvd. | Independence, OH 44131

forming