EDITORS NOTE

Leaders around the world understand that it’s almost impossible for an economy to succeed without a strong manufacturing base. Manufacturers understand their role in the global economy, and know that success and staying power mandate much more than the simple production of goods. As the manufacturing industry continues its strength in North America, executives know that keeping business here means that quality is paramount, costs are in line, processes create little waste and use minimum resources, and the supply chain provides efficient support. When these best practices continue to be fueled by innovation, there’s no stopping the manufacturing sector’s growth.

Manufacturing Today is the must-read trade publication for industry leaders. Through our print and digital publications, online presence, database and tradeshow portals, Manufacturing Today helps executives at the senior boardroom and production levels stay abreast of the most important operational issues in this dynamic market. An expanding social media presence and SEO emphasis will further the value-add and return on investment that companies are seeking. Every issue focuses on best practices in areas such as customer service, supply chain management, environmental control, technology advancements and maintaining quality. Monitoring the fast-changing marketplace for manufactured goods and analyzing effective strategies for the most successful firms, these case studies serve as a benchmarking tool across the vast industry spectrum.

Featuring profiles on leading and emerging companies, columns by industry experts and news about the latest trends in this market, Manufacturing Today serves as the gatekeeper of information for anyone – whether it’s readers, our profiled companies or advertisers – who needs to be in the know about the Americas’ manufacturing scene. In each issue, Manufacturing Today’s editorial team speaks with market and regional experts who share the secrets behind their success, as well as what they expect from their industry down the road.

“Working with the staff at Manufacturing Today Magazine was a true pleasure. The editorial leaders and writers are top-notch – they are consummate professionals in all aspects of the editorial process. The writers asked insightful questions relevant to our company and our industry, and were very professional in their approach to the feature article. Whether they were speaking to me or to our Chief Finance Officer, they provided a consistent experience that kept us at ease. And the final product was terrific – well-researched and well-written. I look forward to the next opportunity to work with this publication.”

— Brett Ludwig, Tyco

Staci Davidson
Managing Editor
staci.davidson@manufacturing-today.com

2016 Trade, Association and Business Publications International – Honorable Mention
# CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 19</th>
<th>FEATURED THEME</th>
<th>TRADE SHOW COVERAGE</th>
<th>REGIONAL COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>Technology &amp; Innovation</td>
<td>AHR Expo</td>
<td>Midwest</td>
</tr>
<tr>
<td>ISSUE 2</td>
<td>Sourcing &amp; Supply Chain Strategies</td>
<td>Conference</td>
<td>Southeast</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>Aerospace/Defense</td>
<td>Space Tech Expo</td>
<td>Southwest</td>
</tr>
<tr>
<td>ISSUE 4</td>
<td>Made In The USA</td>
<td>AMS Summit</td>
<td>Western USA</td>
</tr>
<tr>
<td>ISSUE 5</td>
<td>Women In Manufacturing</td>
<td>FABTECH</td>
<td>Northeast</td>
</tr>
<tr>
<td>ISSUE 6</td>
<td>Skilled Labor Challenges</td>
<td>AHR Expo</td>
<td>Canada</td>
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</tbody>
</table>

## Industry & Association Partnerships

- United Steelworkers
- Aerospace Industries Association of Canada
- Westec
- RAPID Expo
- Eastec
- NH Aerospace & Defense Export Consortium
- SpaceCom
- AeroDef
- Space Technology Conference
- IMTS
- Fabtech

www.manufacturing-today.com

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@manufacturing-today.com
READERSHIP BREAKDOWN

AMERICAS REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>210,845</td>
</tr>
<tr>
<td>Canada</td>
<td>112,479</td>
</tr>
<tr>
<td>Caribbean</td>
<td>4,563</td>
</tr>
<tr>
<td>TOTAL</td>
<td>327,887</td>
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EXECUTIVE/MANAGEMENT PROFILE

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO, President, Owner, Managing Director, General Manager</td>
<td>36%</td>
</tr>
<tr>
<td>COO, VP Operations, Operations Manager</td>
<td>26%</td>
</tr>
<tr>
<td>VP Business Development, VP Sales</td>
<td>10%</td>
</tr>
<tr>
<td>VP Manufacturing, VP Production, Plant Manager</td>
<td>17%</td>
</tr>
<tr>
<td>Purchasing/Materials/Supply Chain Manager</td>
<td>11%</td>
</tr>
</tbody>
</table>

ORGANIZATIONAL TYPE

- OEMs
- Machining & Tooling
- Heavy Fabricators & Forging
- Material Handling
- Distributors
- Castings
- Injection Molding
- Automation

EXECUTIVE OVERVIEW

- Involved in business development decisions: 81%
- Have purchasing/procurement power: 56.5%
- Are key business decision makers and influencers: 85%
- Are in senior management positions: 76.7%
- Are integral to investment opportunities: 72%

SECTORS

- Aerospace
- Automotive
- Building Products & Construction
- Consumer Products
- Electronics & Technology
- Energy
- Health & Medical
- Metals
- Paper, Print & Packaging
- Process Manufacturing
- Transportation & Logistics

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FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@manufacturing-today.com
CUSTOM PUBLISHING

What is a Business Development Profile?

• Fully catered to the client’s needs.

• Outlines corporate growth initiatives, strategic branding & business development efforts, and industry best practices.

• Showcases supply-chain partnerships and/or operations best practices.

• POV perspective from C-suite executives.

A Print and Digital Presence
B Social Media Promotion
C Reprints
D Dedicated E-Blasts
E Video
VALUE-ADD RESULTS

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Manufacturing Today’s comprehensive contact directory for industry-leading and emerging companies

Gain a website presence for 12 months plus archived digital issue

Networking events bring together buyers, sellers and investors

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

Multiple platform exposure including print, digital, and social

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

www.manufacturing-today.com
INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the manufacturing space

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles

CLIENT PROFILES

Raytheon  
Fullerton Tool  
Jupiter Aluminum  
Honda  
Zodiac Aerospace  
Rolls-Royce  
RAM Trucks  
Trex  
Ryobi Die Casting  
Johnson Controls  

Airbus Americas  
American Axle and Manufacturing  
Autoliv  
Bertsche Engineering Corp.  
Castrol Optis  
Daifuku and Jervis B. Webb  
First Solar  
The Will-Burt Co.  
GE Aviation  

Horton Emergency Vehicles  
Lockheed Martin  
Modine Manufacturing  
Beretta USA  
Nordson Corporation  
Kountry Wood Products  
Wabash National  
BTD Manufacturing  
Emerson  
Aciea

TRADE SHOW COVERAGE

Aerospace  
IMTS Conference  
Powder Coating Show  
Exclusive Features  

Rapid+TCT  
AHR Expo  
Fabtech  
Buy America/Made in America  

Automotive Focus  
Additive Manufacturing Focus  
Automate Show  
Space Tech Expo

PUBLICATION BREAKDOWN

Company Profiles/Case Studies: Upstart, emerging and industry-leading companies will share their best practices, strategies and solutions, and supply chain efficiencies with prospective buyers, customers, project partners and investors.

Regional Breakdown: Within every edition, we will showcase geographic regions that are part of the overall readership base. The company profiles in this section will reflect the strengths and issues of that specific regional market.

www.manufacturing-today.com
WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last 19 years

» Our research team only targets CEO’s, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

“Stopping advertising to save money is like stopping your watch to save time.”

HENRY FORD

“Advertising is totally unnecessary. Unless you hope to make money.”

JEF I. RICHARDS

“Advertising is the life of trade.”

CALVIN COOLIDGE
## ADVERTISING RATES & SPECS

<table>
<thead>
<tr>
<th>ADVERTISEMENT SIZES</th>
<th>COLOR</th>
<th>BLACK &amp; WHITE</th>
<th>EDIT</th>
<th>MENTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$16,095</td>
<td>$14,100</td>
<td>200 words</td>
<td></td>
</tr>
<tr>
<td>Full-Page</td>
<td>$9,495</td>
<td>$8,300</td>
<td>150 words</td>
<td></td>
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<tr>
<td>1/2 Horiz. Spread</td>
<td>$9,000</td>
<td>$8,300</td>
<td>80 words</td>
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<tr>
<td>Junior Page</td>
<td>$8,295</td>
<td>$6,200</td>
<td>60 words</td>
<td></td>
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<tr>
<td>1/2 Page</td>
<td>$6,395</td>
<td>$5,600</td>
<td>60 words</td>
<td></td>
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<tr>
<td>1/4 Page</td>
<td>$4,195</td>
<td>$3,800</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

**DIGITAL FILES:** For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is incomparable for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to ads@manufacturing-today.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

**TERMS AND CONDITIONS:** These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher’s approval of the copy and to the space being available. The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

*All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.*

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content submitted to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content submitted to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

**ADVERTISER RESPONSIBILITY:** All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to ads@manufacturing-today.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

**CONTACT ADVERTISERS:** If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancellable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate.

While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost. The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

**READERSHIP:** The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

**Are you interested in becoming part of Manufacturing Today?**

If you would like to be profiled in our magazine, please call (001) 312.676.1249 or email jason.quan@manufacturing-today.com. If you would like to submit editorial for consideration, please call (001) 312.676.1126 or email staci.davidson@manufacturing-today.com.

**Discounts available for 3x and 6x insertions.**

---

For more information, contact Jason Quan, Senior Vice President
jason.quan@manufacturing-today.com
CLIENT FEEDBACK

ICYMI: We had an excellent write-up and interview with Manufacturing Today for our 40th Anniversary. Our growth went into double digits this year, and we are excited about our place in the future of #americanmanufacturing. #GrassUSA. //GRASS AMERICA

Hi Alan, thanks for a great article and the Manufacturing Today copies! Everybody was impressed with the quality of your magazine!

Eugene Jarvis, President
Raw Thrills Inc.

Thank you for the fine article in Manufacturing Today Magazine, this was a very good experience for us and we want to thank you for choosing ARP for your publication. I have shared it with the ARP and TMP corporate teams (Our parent companies) and all have responded positively. We have also linked the article to our news section on the ARP website- www.advancedrubberproducts.com for a little customer exposure opportunity.

-Bob Flowers, VP & GM, Advanced Rubber Products

From the time Manufacturing Today (MT) first contacted STOBER, to the time the article was published, we found the process to be very easy, professional and efficient. MT proposed the topic, and allowed STOBER flexibility on the content and message. The first draft was created by MT on the basis of a brief phone interview. The subsequent editing was a collaborative effort between MT and Stober, resulting in the article that highlights STOBER’s differentiation and unique position in the market, as well as highlighting key suppliers and a key customer. We would be happy to be included in Manufacturing Today again.

-Peter Feil, VP/GM
STOBER Drives, Inc.

*Nothing is more important to the reputation of our publication than the client experience. We pride ourselves on providing the best visibility and value-add, with as much client interaction and feedback as possible.

Working with the editorial and marketing teams at Manufacturing Today was very productive. We got a publicity piece for our business that pleased everyone including our President, the associates interviewed for the article, and the organization as a whole. We’ll work with the magazine again if we get the chance.

MARK STOVER, MANAGER OF CONTINUOUS IMPROVEMENT AND REGULATORY COMPLIANCE
BRUKER AXS

WE RECEIVED HARD COPIES OF THE MAGAZINE AND ARTICLE TODAY! IT HAS GENERATED A WONDERFUL “BUZZ” ACROSS THE COMPANY AND I WANTED TO SEND A QUICK NOTE TO THANK YOU FOR MAKING IT ALL POSSIBLE!

Andrew P. Storm, President and CEO, Eckhart Inc.

Andrew P. Storm, President and CEO, Eckhart Inc.

FROM THE TIME MANUFACTURING TODAY CONTACTED STOBER, TO THE TIME THE ARTICLE WAS PUBLISHED, WE FOUND THE PROCESS TO BE VERY EASY, PROFESSIONAL AND EFFICIENT. MT PROPOSED THE TOPIC, AND ALLOWED STOBER FLEXIBILITY ON THE CONTENT AND MESSAGE. THE FIRST DRAFT WAS CREATED BY MT ON THE BASIS OF A BRIEF PHONE INTERVIEW. THE SUBSEQUENT EDITING WAS A COLLABORATIVE EFFORT BETWEEN MT AND STOBER, RESULTING IN THE ARTICLE THAT HIGHLIGHTS STOBER’S DIFFERENTIATION AND UNIQUE POSITION IN THE MARKET, AS WELL AS HIGHLIGHTING KEY SUPPLIERS AND A KEY CUSTOMER. WE WOULD BE HAPPY TO BE INCLUDED IN MANUFACTURING TODAY AGAIN.

-PETER FEIL, VP/GM
STOBER DRIVES, INC.

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