EDITOR’S 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, executive-level engineers 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 operations executives stay abreast of the most important 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.

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

Tyco International

Click Here To View The Digital Edition
# CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 19</th>
<th>FEATURED THEME</th>
<th>INDUSTRY EVENTS</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, rapid</td>
<td>Southwest</td>
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<tr>
<td>ISSUE 4</td>
<td>Made In The USA</td>
<td>AMS Summit, MQM</td>
<td>Western USA</td>
</tr>
<tr>
<td>ISSUE 5</td>
<td>Women In Manufacturing</td>
<td>FABTECH, PACK EXPO</td>
<td>Northeast</td>
</tr>
<tr>
<td>ISSUE 6</td>
<td>Skilled Labor Challenges</td>
<td>AHR EXPO</td>
<td>Canada</td>
</tr>
</tbody>
</table>

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**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

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# READERSHIP BREAKDOWN

## AMERICAS REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Reach</th>
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<tbody>
<tr>
<td>United States</td>
<td>203,087</td>
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<tr>
<td>Canada</td>
<td>108,334</td>
</tr>
<tr>
<td>Caribbean</td>
<td>4,422</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>315,843</td>
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## EXECUTIVE/MANAGEMENT PROFILE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>VP Supply Chain/VP Purchasing/VP Procurement</td>
<td>33%</td>
</tr>
<tr>
<td>CEO, President, Owner, Managing Director</td>
<td>21%</td>
</tr>
<tr>
<td>Director of Materials/Logistics/Sourcing</td>
<td>15%</td>
</tr>
<tr>
<td>VP Manufacturing, VP Production, General Manager</td>
<td>12%</td>
</tr>
<tr>
<td>COO, VP Operations, Director of Operations</td>
<td>10%</td>
</tr>
<tr>
<td>Corporate VP, EVP, SVP</td>
<td>9%</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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sector</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace</td>
<td>Electronics &amp; Technology</td>
<td>Paper, Print &amp; Packaging</td>
</tr>
<tr>
<td>Automotive</td>
<td>Energy</td>
<td>Process Manufacturing</td>
</tr>
<tr>
<td>Building Products &amp; Construction</td>
<td>Health &amp; Medical</td>
<td>Transportation &amp; Logistics</td>
</tr>
<tr>
<td>Consumer Products</td>
<td>Metals</td>
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</tbody>
</table>

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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.
VALUE-ADD RESULTS

WE ONLY TARGET EXECUTIVE-LEVEL ENGINEERS WITH DECISION-MAKING POWER

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

Multiple platform exposure including print, digital, and social

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

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

www.manufacturing-today.com

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@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

<table>
<thead>
<tr>
<th>Raytheon</th>
<th>Airbus Americas</th>
<th>Horton Emergency Vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullerton Tool</td>
<td>American Axle and Manufacturing</td>
<td>Lockheed Martin</td>
</tr>
<tr>
<td>Jupiter Aluminum</td>
<td>Autoliv</td>
<td>Modine Manufacturing</td>
</tr>
<tr>
<td>Honda</td>
<td>Bertsche Engineering Corp.</td>
<td>Beretta USA</td>
</tr>
<tr>
<td>Zodiac Aerospace</td>
<td>Castrol Optis</td>
<td>Nordson Corporation</td>
</tr>
<tr>
<td>Rolls-Royce</td>
<td>Daifuku and Jervis B. Webb</td>
<td>Kountry Wood Products</td>
</tr>
<tr>
<td>RAM Trucks</td>
<td>First Solar</td>
<td>Wabash National</td>
</tr>
<tr>
<td>Trex</td>
<td>Ford</td>
<td>BTD Manufacturing</td>
</tr>
<tr>
<td>Ryobi Die Casting</td>
<td>The Will-Burt Co.</td>
<td>Emerson</td>
</tr>
<tr>
<td>Johnson Controls</td>
<td>GE Aviation</td>
<td>Acieta</td>
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</table>

TRADE SHOW COVERAGE

<table>
<thead>
<tr>
<th>Aerospace</th>
<th>Rapid+TCT</th>
<th>Automotive Focus</th>
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<tbody>
<tr>
<td>IMTS Conference</td>
<td>AHR Expo</td>
<td>Additive Manufacturing Focus</td>
</tr>
<tr>
<td>Powder Coating Show</td>
<td>Fabtech</td>
<td>Automate Show</td>
</tr>
<tr>
<td>Exclusive Features</td>
<td>Buy America/Made in America</td>
<td>Space Tech Expo</td>
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</tbody>
</table>

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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.”

JEFF I. RICHARDS

“Advertising is the life of trade.”

CALVIN COOLIDGE
ADVERTISING RATES & SPECS

YOUR AD HERE

COLOR BLACK & WHITE EDIT MENTION
2-Page Spread $16,095 $14,100 200 words
Full-Page $9,495 $8,300 150 words
1/2 Horiz. Spread $9,000 $8,300 125 words
Junior Page $8,295 $8,200 125 words
1/2 Page $6,395 $5,600 100 words
1/4 Page $4,195 $3,800 None

ADVERTISEMENT SIZES

<table>
<thead>
<tr>
<th>Magazine Size</th>
<th>2 Pg. Spread (bleed)</th>
<th>16,999”w X 11”h</th>
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<tbody>
<tr>
<td>2 Pg. Spread (non bleed)</td>
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<tr>
<td>Full Page (bleed)</td>
<td>8,625”w X 11”h</td>
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</tr>
<tr>
<td>Full Page (non bleed)</td>
<td>7,723”w X 9.5”h</td>
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<tr>
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<td>16,999”w X 5.501”</td>
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</tr>
<tr>
<td>1/2 Horiz. Spread (non bleed)</td>
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<td></td>
</tr>
<tr>
<td>Junior Page</td>
<td>4,667”w X 9.5”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7,723”w X 4.667”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vert.</td>
<td>3,551”w X 9.5”</td>
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</tr>
<tr>
<td>1/4 Page</td>
<td>3,551”w X 4.667”</td>
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</tbody>
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SPECIAL

Belly Band $9,000 2pg Insert $9,000
Vendor Focus $9,200 4pg Insert $12,000

DIGITAL ONLY

- E-Blast Full readership $4,500
- E-Blast Half Readership $3,500
- Bellyband $5,000
- Overlay Ad $4,000
- Social Media $75 per tweet
- Special package $1,500 for 20

DIGITAL ADD-ONS

- Content Ad • 1/4 Page $950
  • 1/2 Page $1,450
- Embedded Video • 1/4 Page $1,250
  • 1/2 Page $1,550
  • Junior Page $1,690
  • Full page/DPS $1,790
- Slideshow ad • 1/4 Page $990
  • 1/2 Page $1,290
  • Junior Page $1,375
  • Full page/DPS $1,450
- Web Window • 1/4 Page $475
  • 1/2 Page $525
  • Junior Page $675
  • Full page/DPS $800
- Podcast or Audio $1,230
- LeadGen Form • 1/4 Page $1,650
  • 1/2 Page $1,790
  • Junior Page $1,870
  • Full page/DPS $1,950
- AdGen Form • 1/4 Page $1,350
  • 1/2 Page $1,490
  • Junior Page $1,570
  • Full page/DPS $1,650
- Leaderboard ad $1,800
- Skyscraper ad $2,000

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, TIF, 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 incompatible 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 in a manner ready for press. Manufacturing Today magazine does not accept responsibility for files that have not been 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. You can 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.

DIGITAL ADVERTISING RATES

- Social Media $75 per tweet
- E-Blast Half Readership $3,500
- E-Blast Full Readership $4,500
- Skyscraper ad $2,000

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.

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

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
CLIENT FEEDBACK

*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

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.

I would like to thank everyone involved with the publication of the article on our new business venture, Kruse Training, in Manufacturing Today. We are very pleased with piece and truly appreciate the professionalism of everyone involved. We look forward to sharing the article as part of our marketing efforts going forward. Keep up the great work!

-TORSTEN KRUSE, PRESIDENT, KRUSE ANALYSIS AND KRUSE TRAINING

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

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

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.

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.

www.manufacturing-today.com

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