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, 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

© ManufactureMag

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>THE WORK TRUCK SHOW.</td>
<td>Midwest</td>
</tr>
<tr>
<td>ISSUE 2</td>
<td>Sourcing &amp; Supply Chain Strategies</td>
<td>conference on ceramics expo</td>
<td>Southeast</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>Aerospace/Defense</td>
<td>rapid</td>
<td>Southwest</td>
</tr>
<tr>
<td>ISSUE 4</td>
<td>Made In The USA</td>
<td>AMMS 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>AHREXPO</td>
<td>Canada</td>
</tr>
</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
# READERSHIP BREAKDOWN

## AMERICAS REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Reach</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><strong>TOTAL</strong></td>
<td><strong>327,887</strong></td>
</tr>
</tbody>
</table>

## 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

<table>
<thead>
<tr>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>OEMs</td>
</tr>
<tr>
<td>Machining &amp; Tooling</td>
</tr>
<tr>
<td>Heavy Fabricators &amp; Forging</td>
</tr>
<tr>
<td>Material Handling</td>
</tr>
<tr>
<td>Distributors</td>
</tr>
<tr>
<td>Castings</td>
</tr>
<tr>
<td>Injection Molding</td>
</tr>
<tr>
<td>Automation</td>
</tr>
</tbody>
</table>

## EXECUTIVE OVERVIEW

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

## SECTORS

<table>
<thead>
<tr>
<th>Aerospace</th>
<th>Electronics &amp; Technology</th>
<th>Paper, Print &amp; Packaging</th>
</tr>
</thead>
<tbody>
<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>
<td></td>
</tr>
</tbody>
</table>
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

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

VALUE-ADD RESULTS

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

<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>Aciepa</td>
</tr>
</tbody>
</table>

TRADE SHOW COVERAGE

<table>
<thead>
<tr>
<th>Aerospace</th>
<th>Rapid+TCT</th>
<th>Automotive Focus</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

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.
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

www.manufacturing-today.com
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  $8,285  $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>1/4 Page</th>
<th>1/2 Page</th>
<th>Full Page</th>
<th>1/2 Horiz. Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.375&quot;w X 10.75&quot;h</td>
<td>15.648&quot;w X 9.5&quot;h</td>
<td>8.625&quot;w X 11&quot;h</td>
<td>7.273&quot;w X 9.5&quot;h</td>
<td>16,999&quot;w X 5.501&quot;h</td>
</tr>
<tr>
<td>16,999&quot;w X 5.501&quot;h</td>
<td>16,648&quot;w X 4.667&quot;h</td>
<td>4.667&quot;w X 9.5&quot;h</td>
<td>7.273&quot;w X 4.667&quot;h</td>
<td>7.273&quot;w X 4.667&quot;h</td>
</tr>
</tbody>
</table>

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

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 the space being available.

The Publisher reserves the right to edit 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.

Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy must be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to reject existing copy held or to substitute “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 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 proof. The advertisement deviations from the submitted copy and/or approved proof, and notification of the error is received within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits 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 liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot be law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers, single insertion orders and profile advertisers are non-cancellable.

CONTRACT ADVERTISEES: 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 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 the 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.

Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois.

READERSHIP: The majority of our readership data is provided by an outside vendor. 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.

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

Click here for the digital media kit!
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

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.
CONTACT US

MANAGING EDITOR
Staci Davidson
staci.davidson@manufacturing-today.com

SENIOR VICE PRESIDENT
Jason Quan
jason.quan@manufacturing-today.com

VICE PRESIDENT, CUSTOM MEDIA SOLUTIONS
Daniel Bess
daniel.bess@manufacturing-today.com

VICE PRESIDENT OF SALES
Zach Potter
zach.potter@manufacturing-today.com

WEB MANAGER
Dash Blankenship
dash.blankenship@manufacturing-today.com

PRODUCTION MANAGER
ads@manufacturing-today.com

Manufacturing Today
150 N. Michigan Ave., Suite 900, Chicago, IL 60601
Phone: 312.676.1100   Fax: 312.676.1101

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.

Please visit Manufacturing Today on social media
(Click on buttons above)

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