

EFFECTIVE THROUGH 2010

manufacturing

BEST PRACTICES FOR INDUSTRY LEADERS

TODAY

www.manufacturing-today.com



Media Guide & Planner >

Now, more than ever, executives need to understand the trends that are shaping the manufacturing world. *Manufacturing Today* helps North American companies prosper in today's economic climate by explaining new management and e-business tools, spotlighting growth opportunities and sharing success stories.



Manufacturing Today is all about Best Practices in areas such as customer focus, supply chain management, environmental control, new technology and human resources. The magazine monitors the fast-changing marketplace for manufactured goods and analyzes effective strategies of the most successful firms. These case studies serve as a benchmarking tool across the vast industry spectrum.



IN EACH ISSUE OF MANUFACTURING TODAY OUR EDITORS:

- > Talk one-on-one with the leaders and top-thinkers in manufacturing.
- > Explain, as opposed to merely report, industry news and events.
- > Profile companies, facilities and executives who have made strides in Best Practices.
- > Review the implications that enhanced information technology has on the industry.
- > Explore topics of most relevant concern to executives, like lean manufacturing.
- > Correlate the impact that events in Washington, DC are likely to have on readers.
- > Provide in-depth coverage of Six Sigma, ISO 9000 and other quality concepts.
- > Suggest ways to reduce costs and improve efficiencies in the supply chain.

The Readers >

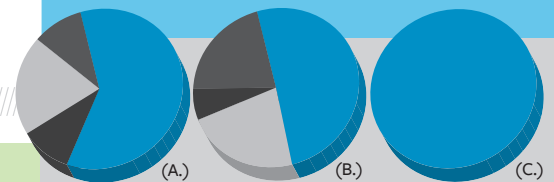
Manufacturing Today's 36,000 readers are presidents, CEOs, GMs, directors, chairmen and other high-ranking executives in the largest and most successful manufacturing companies across North America. Working at locations with 100 or more employees and \$10 million or more in annual revenue, readers have significant impact regarding decision-making and purchasing power. In fact, readers' operations average \$500 million in annual revenue.

Readers work in all aspects of this expansive industry – from aerospace to electronics to chemicals to trans-

portation to consumer products.

No other publication offers top manufacturing executives this unique blend of Best Practices, case studies and real-world management advice. Readers benefit from learning not only about the end results of featured companies' success stories, but also from gathering knowledge about the processes and procedures that lead to success.

Through extensive, timely coverage of Best Practices and presentation of understandable management tips, *Manufacturing Today* is top executives' guide through these exciting times.



(A.) JOB TITLE

- 60.3% / President, CEO, GM, Director
- 19.9% / Vice Presidents
- 10.2% / CFO, Controller, Director of Finance
- 9.6% / Manager and other

(B.) EMPLOYEE SIZE

- 50.4% / 500 - 999
- 22.4% / 200 - 499
- 20.6% / 1,000 - 2,499
- 6.6% / 2,500 +

(C.) ANNUAL REVENUE

- 100% / 10 Million Plus

2010 Editorial Calendar >

	<i>A Wider Lens</i>	<i>Lessons in Leadership</i>	<i>Improvements with Impact</i>	<i>Jumpstart for Manufacturing</i>
WINTER	<i>Your Competitive Edge in the Global Marketplace</i>	<i>Cultivating Specialized Labor</i>	<i>The Cost of Productivity</i>	<i>An Energy Policy for Manufacturing</i>
SPRING	<i>Strategic Outsourcing</i>	<i>How Can Innovation Transform Your Culture?</i>	<i>Key Variables to Measure</i>	<i>Necessary Innovations for the Industry</i>
SUMMER	<i>What to Know About Mexico</i>	<i>New Leadership and Communication Styles</i>	<i>Managing Capacity for Profit</i>	<i>A Spotlight on Automotive</i>
FALL	<i>Attracting the Global Marketplace</i>	<i>Making Green After Going Green</i>	<i>Practicing Continuous Improvement</i>	<i>New Business Models That Support U.S. Manufacturing</i>

If you have any questions regarding the calendar, please do not hesitate to contact Staci Davidson at sdavidson@manufacturing-today.com.

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