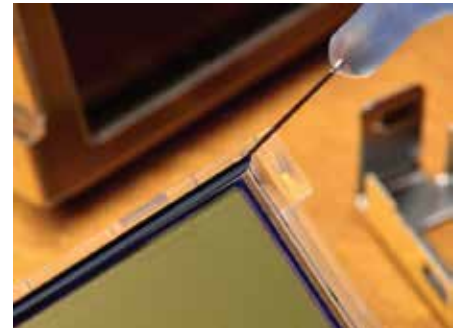


DESIGN AND DEVELOPMENT TODAY

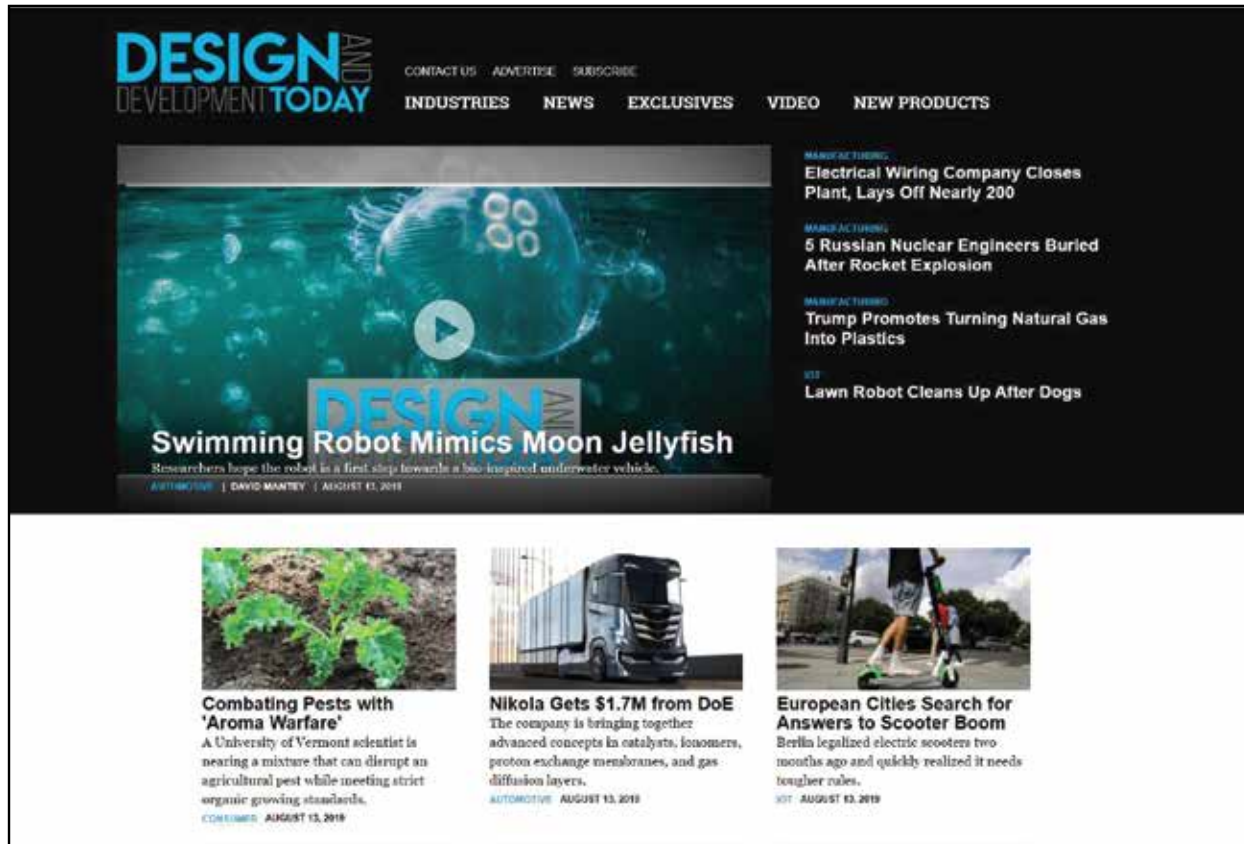
Product & Solution News for Design Engineering Professionals



2021 MEDIA KIT

www.DesignDevelopmentToday.com

The New Option for Design Engineers



Design & Development Today (DDT) is a new resource serving design engineering professionals. Focusing on seven primary industries (aerospace, automotive, energy, IoT, manufacturing, medical and military), DDT covers a part of the industry that the media has largely abandoned: new products.

Offering a mix of industry analysis, articles, news, reports, and videos, DDT covers all of the industry's critical product categories, including additive manufacturing (3D printing), design

software, electronic components, fastening and assembly, industrial automation, materials, motion control, sensors, and test and measurement.

New products stand to make the biggest impact on design engineers, as they not only improve cost and time-to-market, but they are also the core of every successful new product launch.

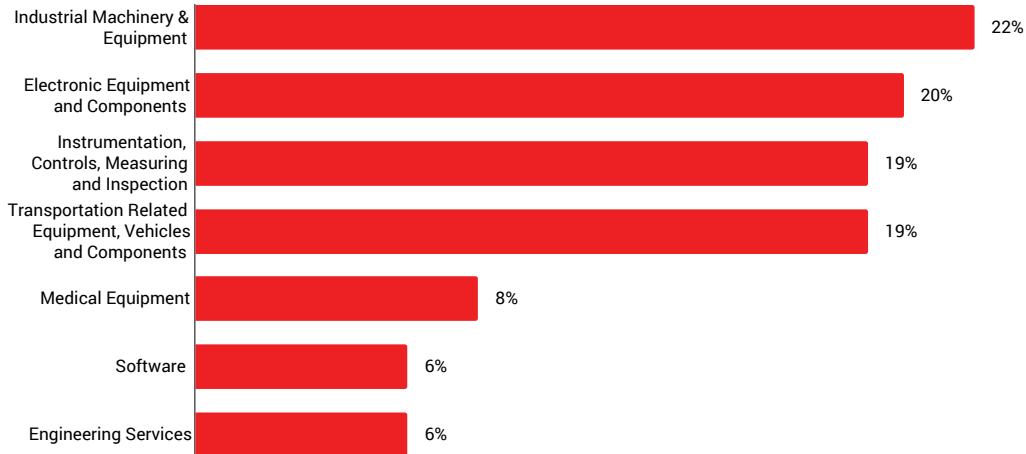
Design & Development Today tells the story of how products are made, and the components making it possible.



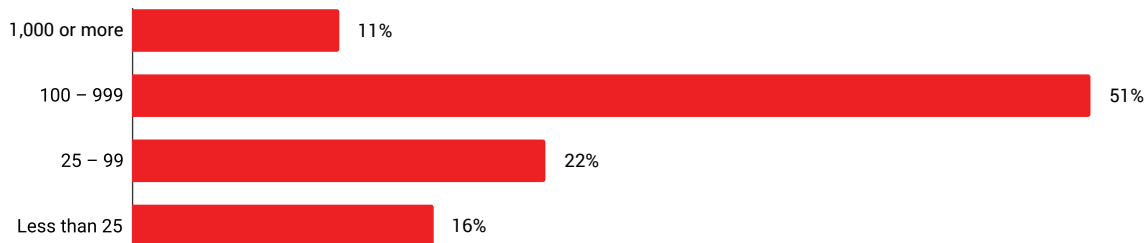
Who We Are

DDT reaches 200,000+ professionals in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum.

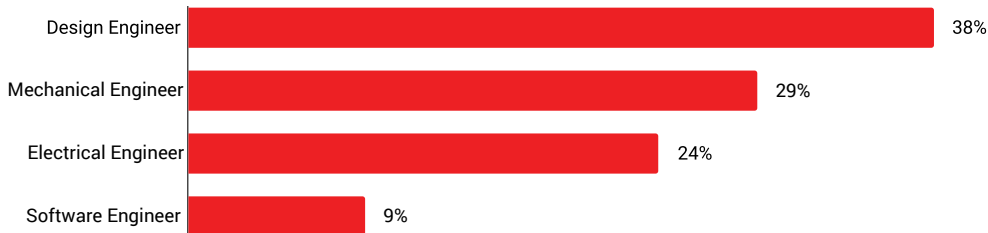
Industry



Number of Employees



Title



Job Function

System Design



32%

Product Design



30%

Engineering Mgmt



16%

R&D



22%

DESIGN AND
DEVELOPMENT TODAY

Web Specs & Rates

Reach DDT's highly engaged audience by displaying your brand through banner advertising not only within targeted search results, but also next to targeted content that matches the interests of high-income visitors. DDT editorial appeals to a wide scope of influencers – not just the hands-on product developers, but also the full range of design stakeholders within these leading edge companies. That's what we now deliver with DDT, which increases the frequency with which visitors return to the site.



- A Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B Boombox:** \$65 CPM - 320x250
- C Tower:** \$65 CPM - 300x600
- D Billboard:** \$65 CPM - 970x250
- E Reveal Ad:** \$125 CPM - Requires two independent creatives:
E1: 2500x1450 background image
E2: 300x250 transparent PNG (messaging / call-to-action should go here)

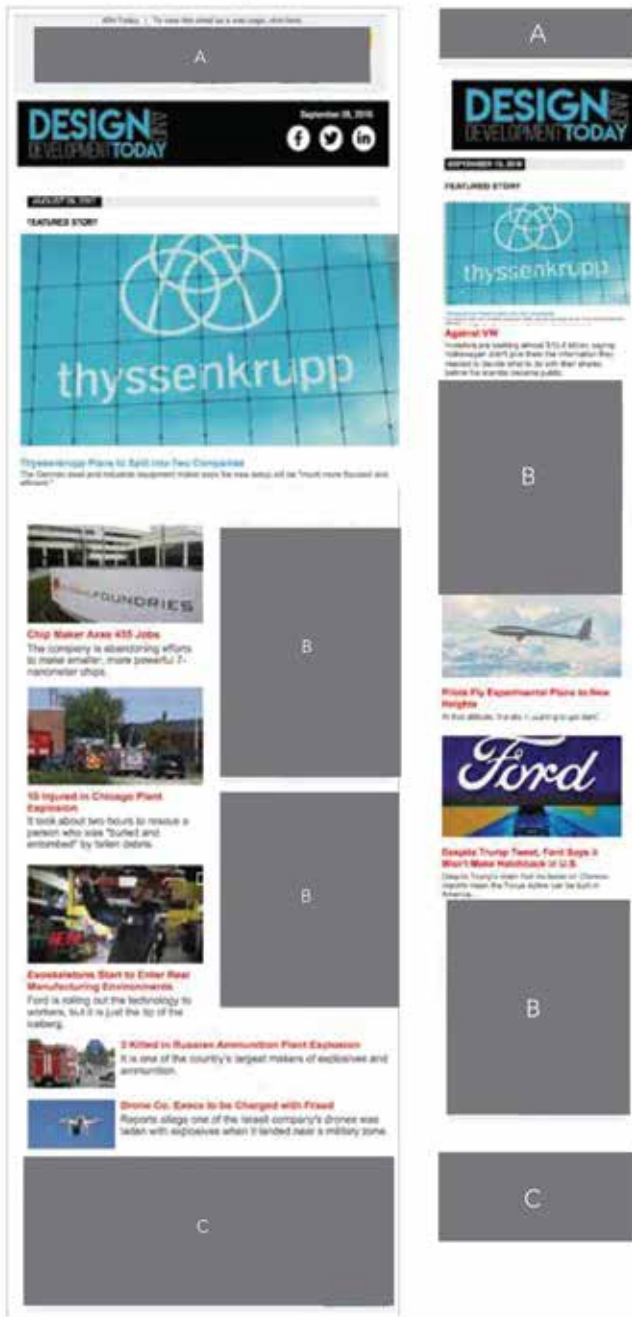
Ad Specs

- Maximum file size: 90 KB
- Rich Media: looping animation and Flash included
- Flash, include .fla file (for lead tracking), .swf, and alternate .gif or .jpg
- gif, jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units



Newsletter Specs & Rates

Design and Development Today offers two daily newsletters reaching design engineering professionals with a focus on breaking news and analysis. The newsletters feature the website's flagship video series, along with the latest in product development trends, industry insights and groundbreaking new technologies.



- A Leaderboard:** \$2,495 (per week)
600x100 pixels Desktop
300x50 pixels Mobile
- B T.O.C. Text and Image:** \$2,495 (per week)
50-character headline
250 characters of text
150x125 pixel image and link
- C Inline Text and Image Ad:** \$1,995 (per week)
50-character headline
250 characters of text
150x125 pixel image and link

DESIGN AND DEVELOPMENT TODAY

DESIGN AND DEVELOPMENT UPDATE

DDT Today - Daily Newsletter

Focus: Daily Engineering News, New Products & Industry Trends

Titles: 38% Design Engineer, 29% Mechanical Engineer, 24% Electrical Engineer and 9% Software Engineer.

By Function: 32% System Design, 30% Product Design, 22% R&D and 16% Engineering Management. Industry: 22% Industrial Machinery/Equipment, 20% Electronic Equipment / Components Instrumentation / Controls / Measuring / Inspection Components/Devices: 19% Transportation Related Equipment / Vehicles / Components, 8% Medical Equipment, 6% Software and 6% Engineering Services

Ad Specs

- Maximum file size: 1 KB
- File type: .gif, .jpg
- Include linking URL for ad units

DESIGN AND DEVELOPMENT TODAY

UNIT 202 Productions

UNIT 202 PRODUCTIONS, a division of DDT, produces captivating, original videos designed to achieve your marketing objectives. Whether you are a manufacturer or distributor, a custom job shop, or a company offering something that's hard to describe, we have a proven format to capture audience's attention. Video production is always simple and hassle free. The professionally produced videos are written by our editors and created by our in-house production team. The videos are yours to keep. Several video promotion packages are available, and detailed on the next page.

Video Production Options

Product Release Video

- Video version of your product release
- Promotes your product, features & benefits
- Length: 30 seconds
- \$2,995 includes videos and one week in daily newsletter
- \$4,995 includes video and one week pre-roll on IEN Now
- > [Click here for pre-roll example](#)

360 Video

- Showcases your products with a complete "360 view"
- Illuminates functionality & design features with type and graphics
- Length: 30 seconds
- \$3,595 includes videos and one week in daily newsletter
- \$5,595 includes video and one week pre-roll on IEN Now
- > [Click here for pre-roll example](#)

Corporate Video

- Recorded on site at your facility by our production crew
- May include product demos, facility tours, employee interviews
- We handle everything - from script-writing and shot planning to final editing, making the process as easy as possible
- Length: 5-20 minutes
- Custom pricing and marketing available.

Whiteboard Video

- Explainer style video that makes complex things simple
- Our process makes these very easy to produce
- Length: 45-60 seconds
- \$3,595 includes videos and one week in daily newsletter
- \$5,595 includes video and one week pre-roll on IEN Now
- > [Click here for pre-roll example](#)

All videos are hosted on IEN.com for 12 months
Discounts for multiple videos

72% of buyers prefer watching video
to reading about a product
(Source: HubSpot)



Check These Out...

Click links to view
Product Release video examples

[NOVA](#)

[Anamet](#)

[WireCrafters](#)

[Fluke](#)

[SpilVak](#)



Check These Out...

Click links to view
360 video examples

[Apex](#)

[Mayhew](#)



Check These Out...

Click links to view
Corporate Video examples

[Laird](#)

[Dude Solutions](#)

[Interpower Corp](#)



Check These Out...

Click links to view
Whiteboard Video examples

[OEO](#)

[Dude Solutions](#)

[IEN](#)

Video Promotion Packages

We offer powerful solutions that combine our first class video production with DDT's reach. Videos are produced by UNIT202 and marketed to DDT's engaged and diverse audience via eblasts, DDT.com, daily newsletters and social media to maximize your exposure.



DDT Pre-Roll

Grab viewers' attention while they are most engaged

- Your video will run before our daily news video
- 20,000 ad impressions on designdevelopmenttoday.com
- Guaranteed leads available
- [> Click here for pre-roll example](#)



DDT Newsletter

Reach our most active users via email

- In-line ads in our daily newsletter
- Lead gen
- Hosted on designdevelopmenttoday.com for six months
- [> Click here to check out the newsletter](#)



Social Media

Tap into the explosive trend of video on social media

- Views of branded video content have increased 99% on YouTube and 258% on Facebook in the last few years
- On Twitter, a video Tweet is 6x more likely to be retweeted than a photo Tweet
- Using video on your social media offers great content and an effective strategy to increase social interaction
- DDT also offers packages to promote your video on our social media channels, Facebook, Twitter, LinkedIn and Instagram

(Source: <https://www.wyzowl.com/video-social-media-2019>)



88%

of marketers are satisfied with their social media video marketing ROI

(Source: SmartInsights)



Marketing Qualified Lead Programs

Turbocharge Your Demand Generation With High Quality Leads from DDT

We'll promote your high value assets to our targeted audience,
and deliver leads that match your requirements



Editorial Calendar

	Featured Products	Exclusive Article	Reports	DDT Newsdesk	Guest Blog	Guest Feature
January	Additive Manufacturing	Military	Electronic Components	Additive Manufacturing	Motion Control	Medical
February	Industrial Automation	Medical	Test & Measurement	Motion Control	Industrial Automation	Aerospace
March	Motion Control	Aerospace	Motion Control	Industrial Automation	Fastening & Assembly	Automotive
April	Materials	Automotive	Materials	Fastening & Assembly	Electronic Components	Energy
May	Fastening & Assembly	Energy	Sensors	Electronic Components	Design Software	Manufacturing
June	Sensors	Manufacturing	Fastening & Assembly	Design Software	Additive Manufacturing	IoT
July	Design Software	IoT	Design Software	Additive Manufacturing	Motion Control	Military
August	Test & Measurement	Military	Industrial Automation	Motion Control	Industrial Automation	Manufacturing
September	Electronic Components	Manufacturing	Additive Manufacturing	Industrial Automation	Fastening & Assembly	Aerospace
October	Additive Manufacturing	Aerospace	Subtractive Manufacturing	Fastening & Assembly	Electronic Components	Automotive
November	Industrial Automation	Automotive	Market Focus	Electronic Components	Design Software	IoT
December	Motion Control	IoT	State of the Industry	Design Software	Additive Manufacturing	Military

**Contact Your Rep to Inquire About
Sponsorship of Topics**



Video Webinars - An Effective Way to Communicate to the Industrial Media Audience

76% of B2B buyers have used webinars in the past 12 months to make a purchase decision*. Industrial Media offers turn-key video webinar solutions. Our creative experts will write and produce your video webinar, then promote it across our network, and deliver high quality leads to your inbox. Promotion is targeted to audience segments that are most interested in what you do.

*SOURCE: GoToWebinar



Infor [> View](#)

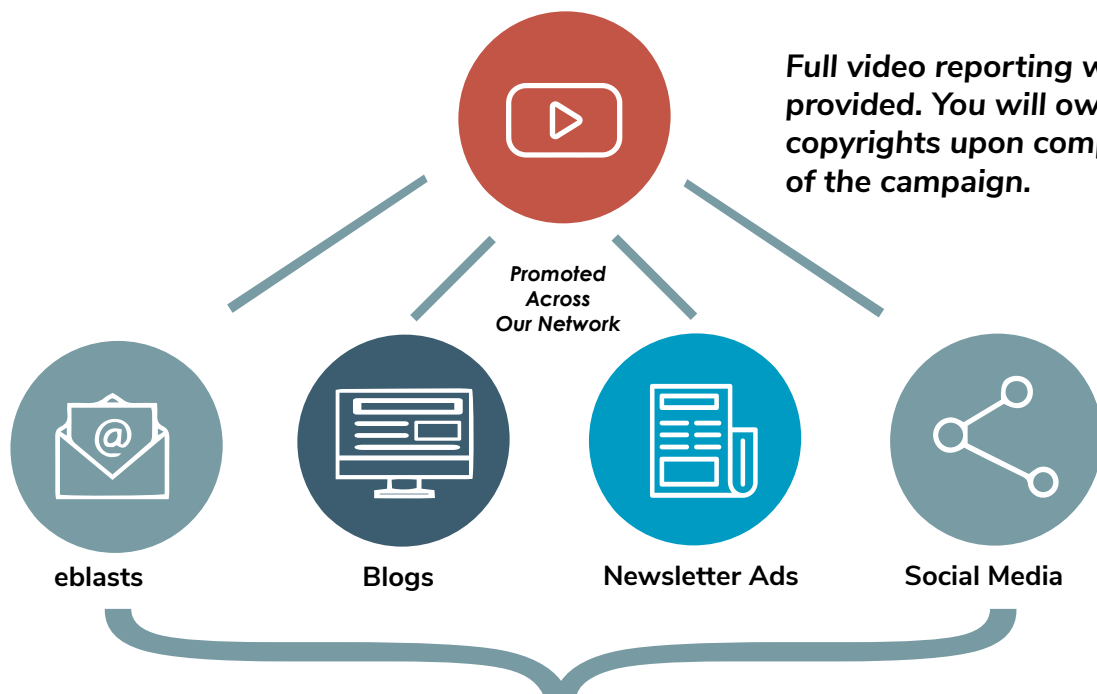


Dude Solutions [> View](#)



BinMaster [> View](#)

YOUR WEBINAR



Full video reporting will be provided. You will own video copyrights upon completion of the campaign.

CUSTOM FORMS:

Prospects are driven to custom forms created to capture contact information

Standard fields include:

First name, last name, title, company and email.
Extra fields can be added at an additional cost.

Special pricing for **Sales Qualified Leads (SQLs)**
(ie. buying intentions, budget etc...)



SQLs!

LEAD DELIVERY:

You will receive weekly reports in an .xlsx file

Leads can be sent directly to you via email
in real time or pushed to your CRM
or marketing automation platform

We exclude the following lead types
unless you accept: Non USA, Non Manufacturing,
Students / Professors, Consultants, Competitors,
Non person or fictitious name

DESIGN AND DEVELOPMENT TODAY

Reach Decision Makers Directly With Daily Newsletters

Did you know that for every dollar you invest in email marketing, you can expect \$44 in return?*

Our newsletter advertising empowers you to reach specific segments of our highly engaged audiences directly in their inbox. Promote your brand and generate leads through banner and native style ads. We appeal to a wide scope of influencers and cover an impressive range of topics via multiple titles including:

*SOURCE: CAMPAIGN MONITOR



Click on Logos to View Samples

72% of buyers prefer to receive promotional messages through email.

~Marketing Sherpa

Advertising Specs

IEN Today, IEN Update, Industrial Management, Industrial Technology Today, Engineering News Today, Food & Beverage Insider, Industrial Software & Technology, Design & Development Today and Design & Development Update.



Leaderboard - 600 x 100 pixels (Desktop) & 300 x 50 pixels (Mobile) • Link



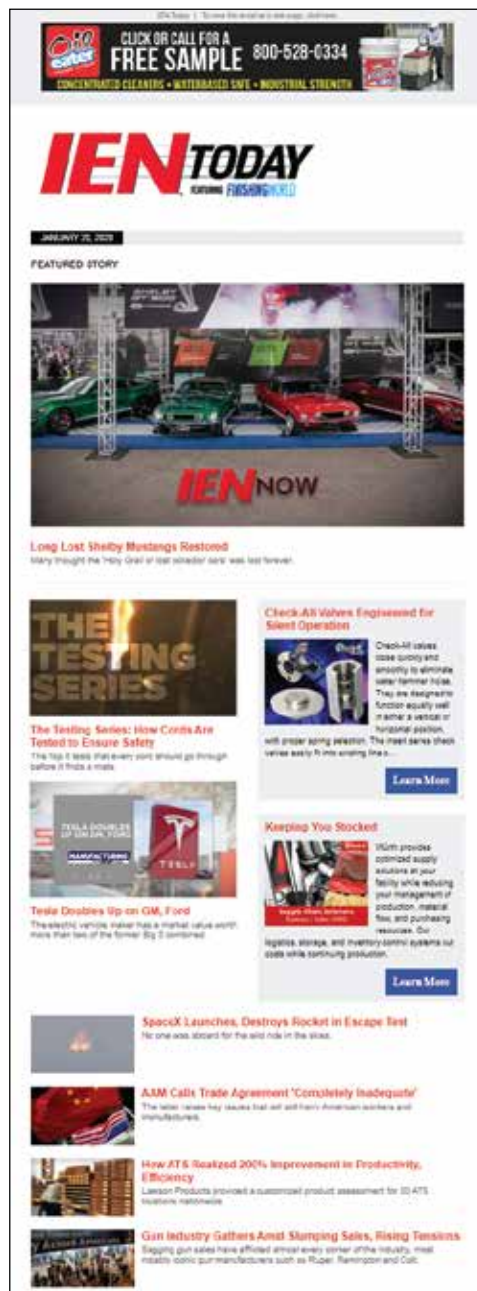
Inline Text and Image Ad

Both Inline Text and T.O.C. Include:
50 character headline (including spaces)
250 characters text (including spaces) • 150 x 125 pixel image • Link

Maximum file size – 1MB, File type – .jpg.



T.O.C. and Image



Contact Your Rep Today to Learn More or Get Started!



IEN's Made In America Video Series

Featuring Manufacturers Dedicated to US-Based Manufacturing

IEN's Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site and produced using IEN's state of the art video studio.



[> Hamilton Caster](#)



[> Boker's, Inc.](#)



[> Pelican Products](#)



[> Haas Automation](#)



[> PBC Linear](#)



[> Vac-U-Max](#)

Marketing Campaign



- **Video length:** 5 to 6 minutes
- **Video will be posted on IEN.com for 12 months**
- **Featured video story in all five IEN daily newsletters, [> See Example](#)**
- **Promoted via boombox on IEN.com**



- **Promoted via TOC Inline ad for one week in IEN's daily newsletter, [> See Example](#)**
Includes lead gen
- **Promoted in one IEN TV Video Product Showcase, [> See Example](#)**
Includes lead gen
- **Dedicated eblast, [> See Example](#)**
Includes lead gen



- **Video formatted for social media** (Facebook/Instagram/Twitter/LinkedIn)
1x1 aspect ratio | 15-30 seconds | background music | 3-5 graphic callouts for company message
- **Shared via IEN social media channels:** Twitter, Facebook, YouTube and LinkedIn



Industrial Media

Industrial Media represents a joint venture between Thomas Publishing Company LLC and Rich Media Group. Industrial Media manages all content creation, advertising sales, and marketing initiatives for the following brands, including magazines, videos, websites and associated digital media products. Industrial Media also offers a number of vertically-focused digital products, content marketing programs and custom publishing services focused on the industrial space.



IEN is the largest marketing platform serving the industrial marketplace. IEN's combined reach in print, daily newsletters, IEN.com and social media is unmatched, and serves a diverse and highly engaged audience.



Unit 202 is a creative video production group that produces captivating and unique videos to help manufacturers and distributors share their product, capability and company stories.



Finishing World provides product news and technical information for plating, paint & powder, coating, spraying and related operations in manufacturing facilities, along with relevant finishing industry news.



Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.



Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation, and MRO products.



Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.



Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. Concurrently, the publication provides a complete portfolio of integrated marketing solutions with print and online products, digital magazine delivery, single and multi-sponsored e-newsletters, a daily e-newsletter, resource guides and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.



Manufacturing.net reaches a global community with news, trends, and opinions shaping the manufacturing landscape. It's part of the daily routine for upper level management, plant engineers, procurement specialists, product developers, and more.



Manufacturing Business Technology is the leading manufacturing and supply chain resource for corporate, IT and operations management seeking the latest automation, operations, and IT news and information.



Contacts & Sales Territories

 **Thomas Lynch, Publisher**
E: tom@ien.com
P: 608-628-8718

 **Chuck Marin, Senior Sales Director**
E: chuck@ien.com
P: 973-800-6191

Kevin Hynes
E: kevin@ien.com
P: 262-790-8977

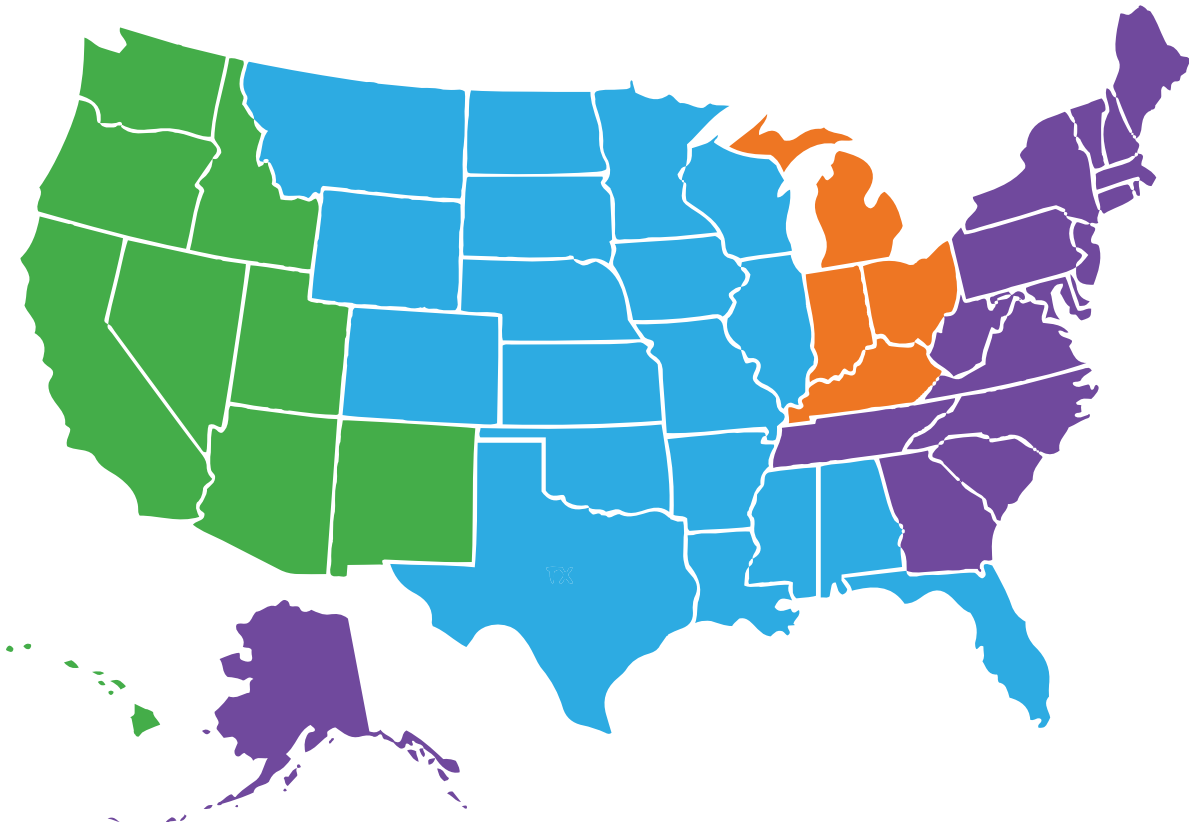
 **Mike Riege**
E: mike@ien.com
P: 608-698-3348

Stan Greenfield
E: greenco@optonline.net
P: 203-938-2418

Bill Dey, Finishing World Sales
E: wpdey@comcast.net
P: 732-383-5311

Dave Jones
E: dmj_jonesmedia@yahoo.com
P: 708-442-5633

 **Bill Koenen, Senior Sales Director**
E: bill@ien.com
P: 608-733-7447




**DESIGN AND
DEVELOPMENT TODAY**

Product & Solution News for Design Engineering Professionals

www.DesignDevelopmentToday.com

 [designdevelopmenttoday](https://www.facebook.com/designdevelopmenttoday)

 [designdevelop12](https://twitter.com/designdevelop12)

 [Design and Development Today](https://www.linkedin.com/company/design-and-development-today)