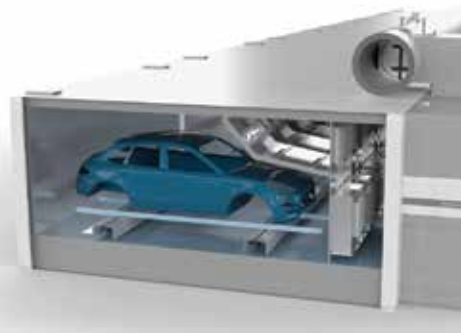


FINISHINGWORLD

A Supplement of

IENT

INDUSTRIAL EQUIPMENT NEWS



2021 MEDIA KIT

www.IEN.com/finishing-world

News & Tech Info for Finishing Professionals

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.



Industries Served

- Fabricated Metal Product Manufacturing
- Machinery Manufacturing
- Computer and Electronic Product Manufacturing
- Electrical Equipment, Appliances & Components
- Transportation Equipment Manufacturing
- Furniture and Related Product Manufacturing

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

Reach

IEN is the largest marketing platform serving the industrial marketplace. Our combined reach in print, daily newsletters, IEN.com and social media is unmatched.



Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

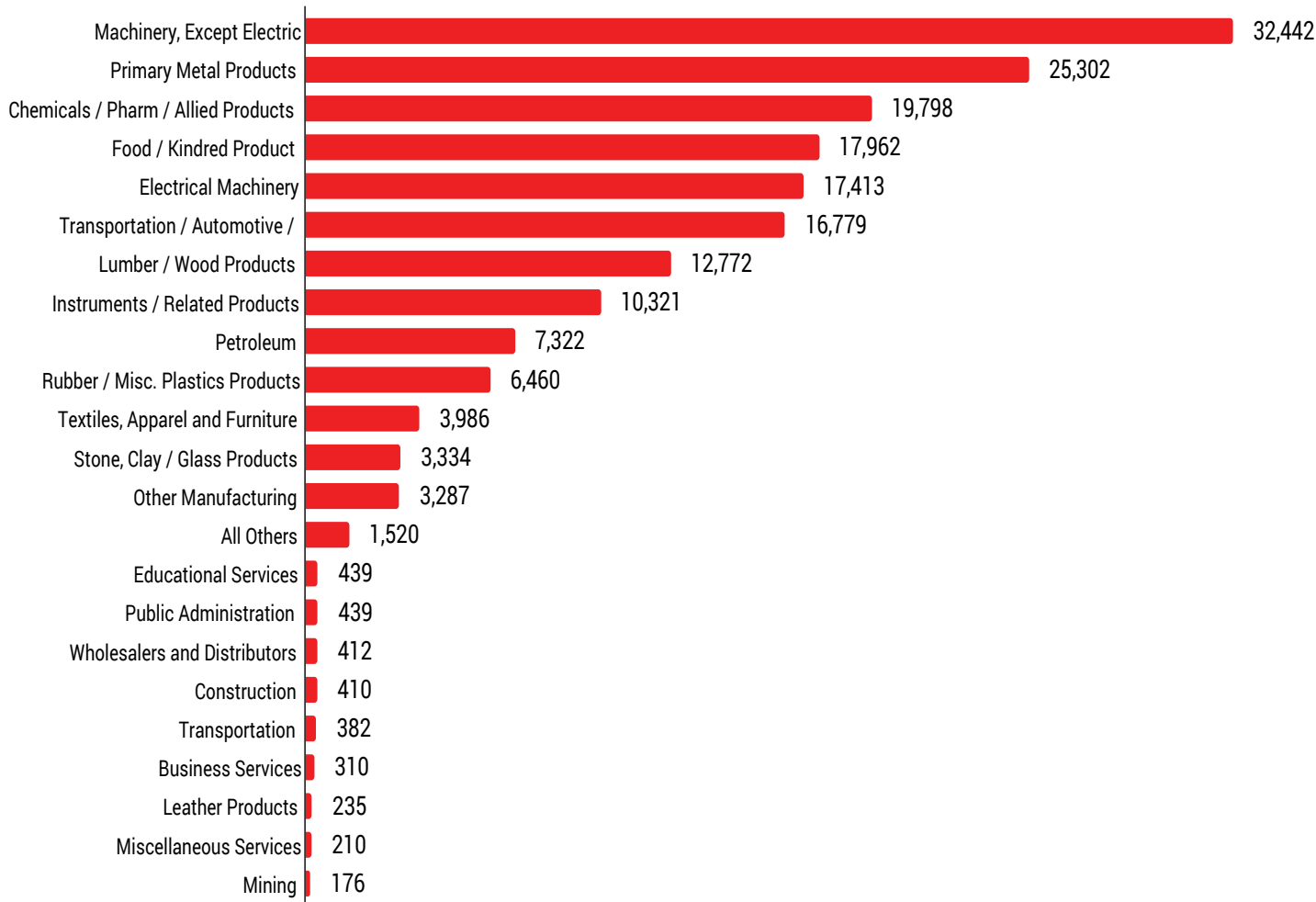
www.IEN.com/finishing-world

FINISHINGWORLD

Who We Are - Print

IEN reaches audiences 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.

Industries



Job Functions

C-Suite/Admin



62,757

Operations



49,819

Engineering



65,947

Purchasing



2,642

Contact:

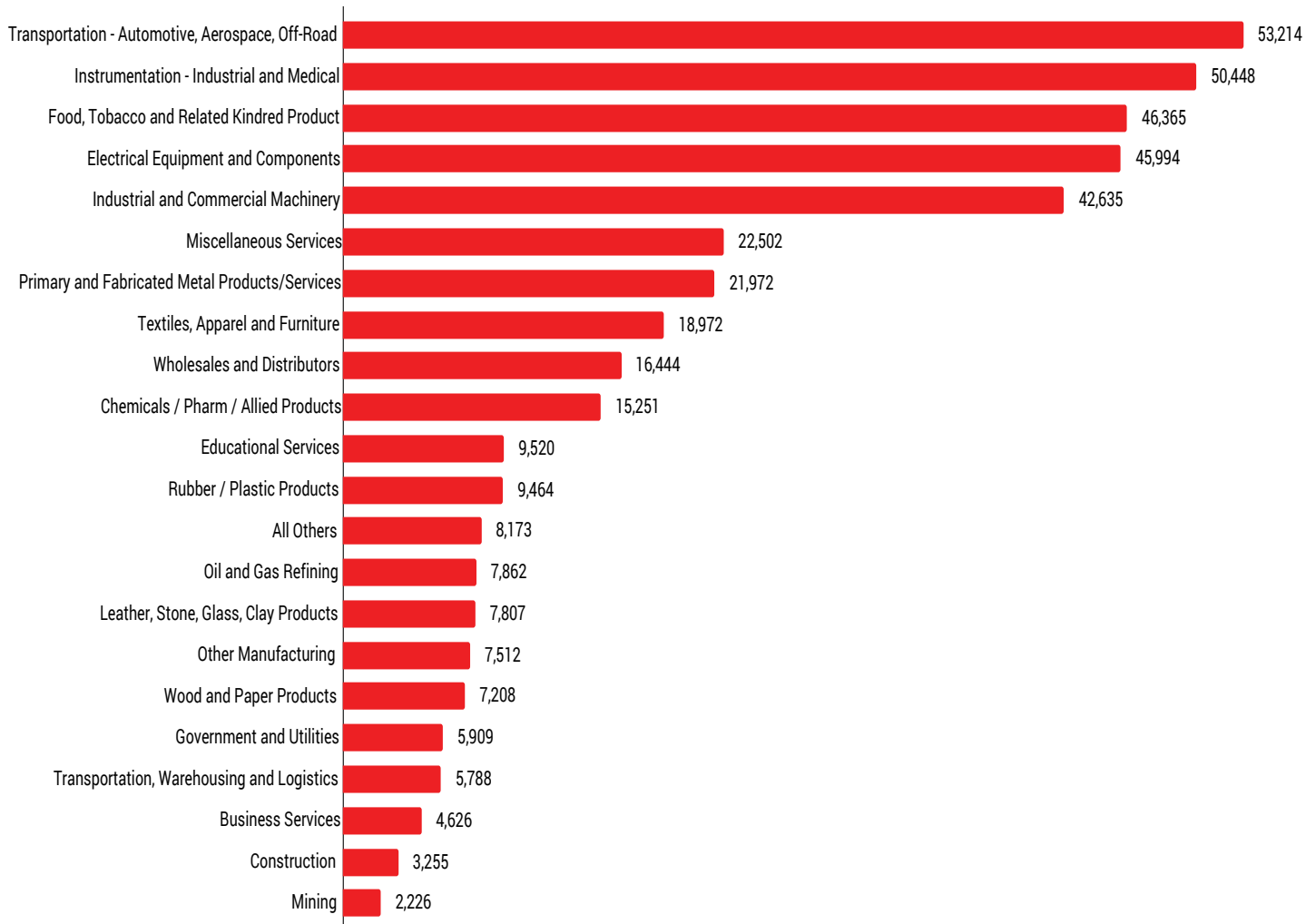
Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

Who We Are - Digital

IEN reaches audiences 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.

Industries



Job Functions

C-Suite/Admin



67,331

Operations



150,371

Engineering



139,516

Purchasing



52,178

Other - 3,751

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

Print

Each issue of *IENT* with *Finishing World* offers a dynamic opportunity to reach our collection of qualified buyers and specifiers. The unique design and layout of *IENT* enables readers to fulfill their number one need when opening the pages of a business-to-business publication — seeing what's new. Each issue features more than 75 new products in providing the latest tools and solutions focused on efficiency and cost-savings.



CIRCULATION
182,000

73%
will go to an advertiser's website after seeing their ad in print.

53%
say a print magazine is one of the sources they rely on for industry/product information.

91%
learn about new suppliers by looking at *IENT*.

97%
depend on *IENT* for information on new products.

38
MINUTES
Spent reading each issue

63
PERCENT
Share each issue with at least one coworker

33% of readers will follow up on at least one ad in each issue; that number jumps to **75%** for every two issues.

READERS' COMMENTS

"Shows renewed strength, viability of product tabloid."

"One of the few publications I take the time to read regularly."

"I like the diversity of the publication."

"It has guided us to new source(s) of products we use."

"Fun to read and see new and improved products."

Source: *IENT* Readership Study

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

www.IEN.com/finishing-world

FINISHINGWORLD

Editorial Calendar 2021

Edition	Ad Close Dates	Product News & Info for Metalworking Captive & Job Shops and Manufacturers	Industry Trends	Regular Departments
January/ February	Ads Close 12/25 Materials 1/1	Cleaning/Pre-treating Air Pollution Control Coatings	Q&A	Hot Products Application Stories
March/April	Ads Close 2/19 Materials 2/26	Automotive Electroplating Drying	Case History	News & Views Spotlight
May/June	Ads Close 4/23 Materials 4/30	SUR/FIN 2021 Show Issue Aerospace/Defense Anodizing	Q&A	Hot Products Problem Solvers
July/August	Ads Close 6/25 Materials 7/2	Primary Metals Paints & Powders Automation	Case History	Application Stories Hot Products
September/ October	Ads Close 8/27 Materials 9/3	Automotive Mechanical Plating Energy	Q&A	News & Views Spotlight
November/ December	Ads Close 10/21 Materials 10/28	Chemicals Fabrication Plating Equipment	Case History	Problem Solvers Technology

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

Finishing World Rate Card

FOUR COLOR

SIZE	1x	3x	6x
1/9 page	\$1,900	\$1,850	\$1,800
1/6 page	\$2,600	\$2,550	\$2,500
2/9 page	\$4,200	\$4,100	\$4,000
1/4 page	\$4,400	\$4,300	\$4,200
3/9 page	\$5,500	\$5,300	\$5,100
4/9 page	\$6,400	\$6,200	\$6,100
5/9 page	\$7,100	\$6,900	\$6,700
1/2 page	\$7,900	\$7,700	\$7,500
Full page	\$8,900	\$8,600	\$8,400

BLACK AND WHITE

SIZE	1x	3x	6x
1/9 page	\$1,600	\$1,550	\$1,500
1/6 page	\$2,250	\$2,200	\$2,100
2/9 page	\$4,200	\$4,100	\$4,000
1/4 page	\$4,400	\$4,300	\$4,200
4/9 page	\$6,400	\$6,200	\$6,100
5/9 page	\$7,100	\$6,900	\$6,700
Full page	\$8,900	\$8,600	\$8,400

Contact:

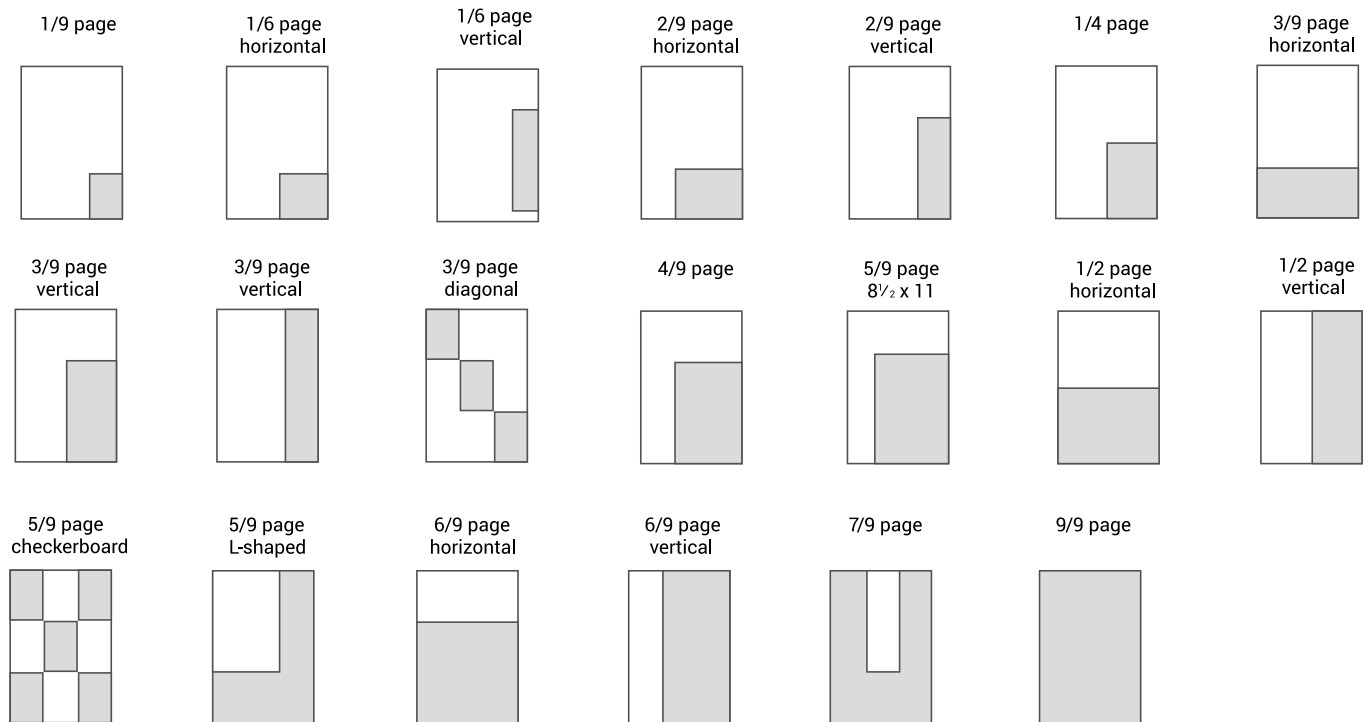
Tom Lynch 608.628.8718 | tom@ien.com
 Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

Print Ad Formats

PUB TRIM SIZE 10-7/16 WIDE x 13-3/4 DEEP

Size and Description	Sizes Available/Shape	Trim Size	Bleed
1/9 Page	Vertical	3.25 x 4.25	N/A
1/6 Page	Horizontal & Vertical	4.875 x 4.25 or 2.1875 x 8.75	N/A
2/9 Page	Horizontal & Vertical	6.625 x 4.25 or 3.25 x 8.75	N/A
1/4 Page	Vertical	4.875 x 6.5	N/A
3/9 Page	Horizontal, 2 Verticals, Diagonal	10 x 4.25 or 4.875 x 8.75 or 3.25 x 13.25 or 3.25 x 4.25	N/A
4/9 Page	Vertical	6.625 x 8.75	N/A
5/9 (Jr. Tab)	Vertical	8.5 x 11	8.75 x 11.25
1/2 Half Tab	Horizontal & Vertical	10 x 6.5 or 4.875 x 13.25	N/A
5/9 L-Shape/Checkerboard	Vertical	3.25 x 4.25	N/A
6/9 2/3 Tab	Horizontal & Vertical	10 x 8.75 or 6.625 x 13.25	N/A
7/9 U-Shape on Tab	Vertical	3.25 x 4.25	N/A
9/9 Full Tab	Vertical	10.4375 x 13.75	10.6875 x 14



Contact:

Tom Lynch 608.628.8718 | tom@ien.com
 Bill Dey 603.904.4169 | wpdey@comcast.com

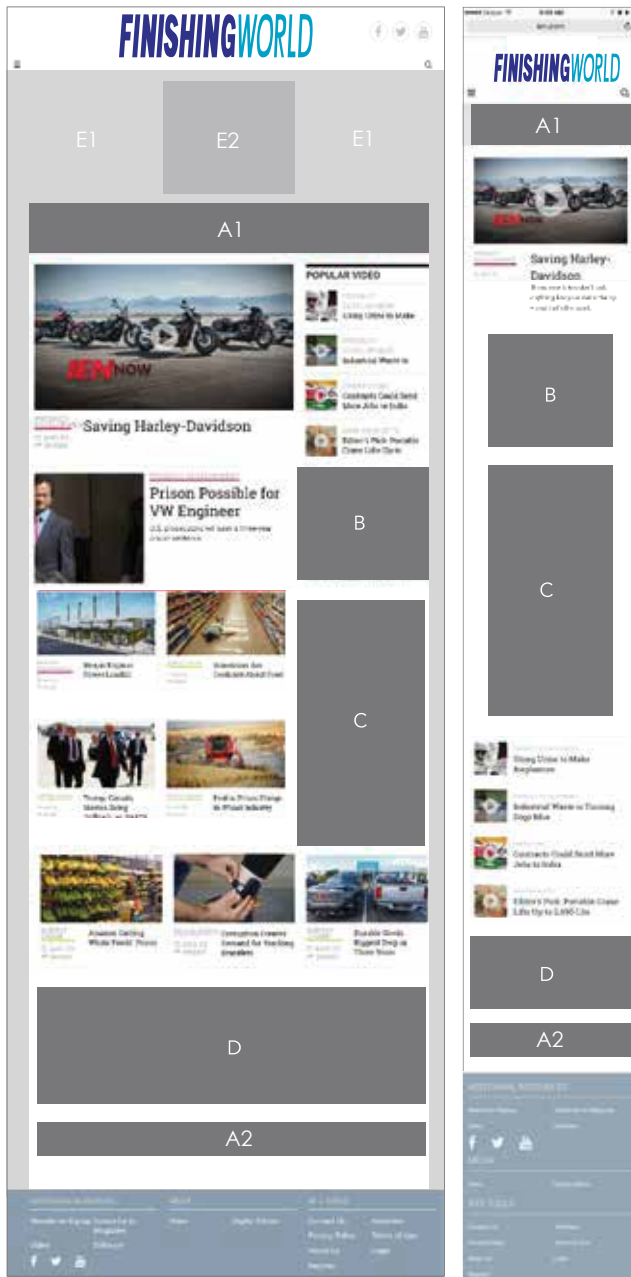
FINISHINGWORLD

Website Specs and Rates

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

Desktop

Mobile



Leaderboards: \$65 CPM

2 Positions

A1: Top

A2: Bottom, moves as user scrolls

970x90 Desktop

728x90 Tablet

300x50 Mobile



Boombox: \$65 CPM ; 300x250



Tower: \$65 CPM ; 300x600



Billboard: \$65 CPM ; 970x250



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

Expandable Ads

- Open and close files are needed
- Maximum file size is 90KB
- .jpg or .swf (.swf action scripting should be minimal)
- Close & click URL redirect tags

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

IEN Finishing World Today Daily Newsletter

Desktop



Mobile



A

Leaderboard: \$2,495 (per week)
600x100 pixels Desktop
300x50 pixels Mobile
Link

B

T.O.C. Text and Image: \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link

C

Inline Text and Image Ad: \$1,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



[> View Example](#)

Frequency: Daily

Focus: Daily Industry News, New Products & Industry Trends

Titles:

Corporate and Executive Mgmt	35%
Operations/Plant/Facility Mgmt	32%
Engineering, R&D, Design & Technical Mgmt	27%
Purchasing & Other	6%

Industries:

Transportation, Automotive, Aerospace, Machinery Mfg, Fabricated Metals Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum

AD SPECS

- Maximum file size: 1 MB
- File type: .jpg and .png
- Include linking URL for ad units

180,000
weekly readers

INDUSTRY LEADING
OPEN &
CLICK-THROUGH
RATES



LEAD GENERATION

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

Finishing World TV

The Finishing World TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content. Featuring a mix of short-form product videos, as well as exclusive live events and interviews, the video showcase highlights the premium, engaging content created by Finishing World's editorial staff.

Circulation: 20,000

Title/Function

C-Level, Plant Management	47%
Engineering, Engineering Management	49%
Purchasing	4%

Rates

- One Deployment - \$1,495 each
- Two Deployments - \$1,346 each
- Three Deployments - \$1,211 each
- Four Deployments - \$1,029 each
- Five+ Deployments - \$950 each

AD SPECS

- Image: 640px x360px
- Headline: 80 Character Max
- Body: 250 Character Max
- Link to landing page

Video Production

- 20 to 30 sec
- Materials needed: three to five high res photos, high res logo, 75 to 150 words that best describes product
- Videos are professionally produced by the creative team at **Unit 202 Productions**, a division of IEN.

Rates

- Video Production + 2 IEN TV Deployments - \$2,295
- Video Production + 4 IEN TV Deployments - \$4,995



Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com



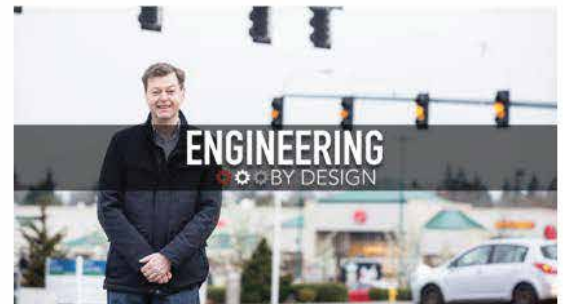
Is This High-Tech Rearview Mirror Worth the Risks?

Here's why it's being described as "dystopian."



UAW Sues GM Over Temp Workers

The union's suit says jobs being done by temporary workers should go to laid off GM employees.



Engineer's Lawsuit Stops 'Worst Abuses'

Court says engineering board has a 'history of overzealous enforcement actions'.

FINISHINGWORLD

UNIT 202 Productions

UNIT 202 PRODUCTIONS, a division of IEN, 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 your 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 video 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 video 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 video 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)

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com



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

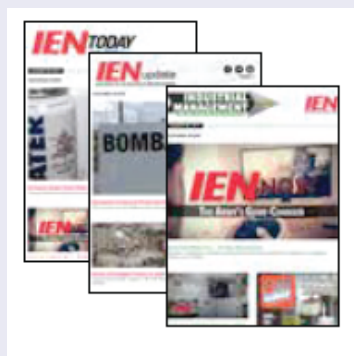
We offer powerful solutions that combine our first class video production with IEN's reach. Videos are produced by UNIT202 and marketed to IEN's engaged and diverse audience via ebcasts, IEN.com, daily newsletters and social media to maximize your exposure.



Finishing World Pre-Roll

Grab viewers' attention while they are most engaged

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



IEN Newsletter

Reach our most active users via email

- In-line ads in our daily newsletter
- Lead gen
- Hosted on IEN.com/finishing-world 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
- IEN 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)

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

Marketing Qualified Lead Programs

Turbocharge Your Demand Generation With High Quality Leads from Finishing World

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



Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

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



INDUSTRIAL DISTRIBUTION

IMPO

DESIGN AND DEVELOPMENT TODAY

UNIT 2021

MANUFACTURING NET

FOOD Manufacturing

Manufacturing Business Technology

FINISHINGWORLD

Contact Your Rep Today to Learn More or Get Started!

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

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](#)

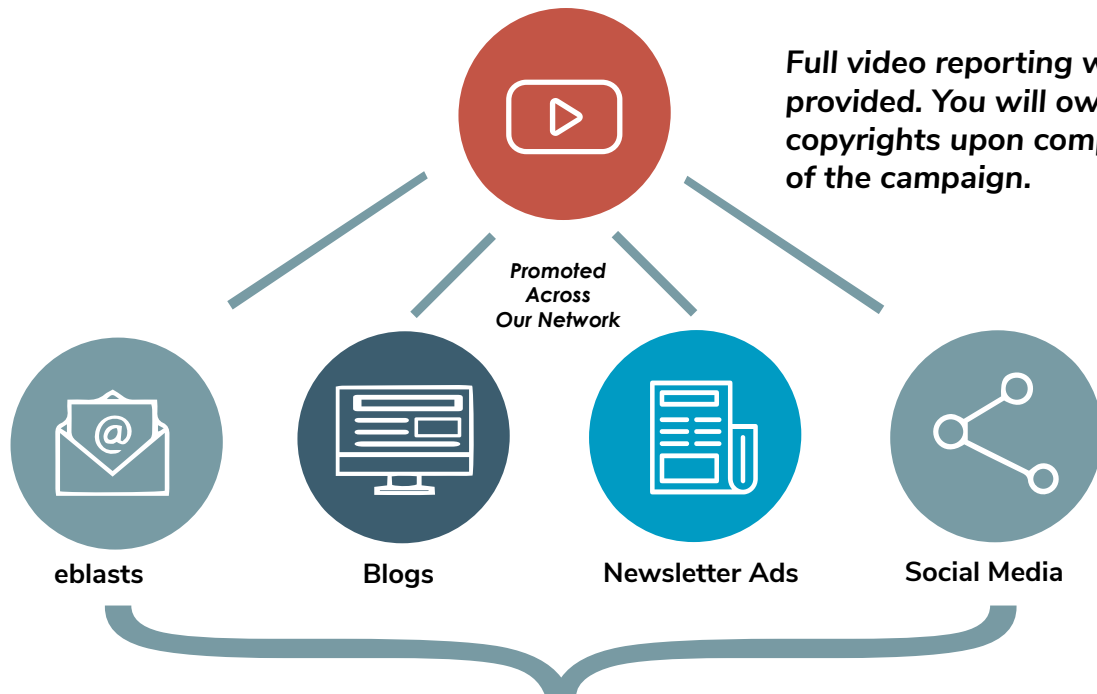


Dude Solutions [> View](#)



BinMaster [> View](#)

YOUR WEBINAR



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...)



MQLs!

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

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

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

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

FINISHINGWORLD

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.

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.com

