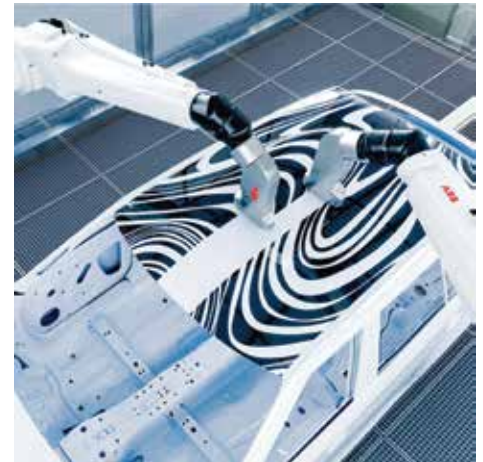


The Largest Audience In Industrial Media



2021 MEDIA KIT



www.IEN.com

INDUSTRIAL MEDIA, LLC

a ThomasNet - Rich Media Partnership Enterprise

The New Leader

In 2021 Industrial Equipment News (IEN) will celebrate its 88th year of bringing the industrial marketplace engaging readership strategies and innovative marketing solutions. The pioneering spirit of IEN will continue, as we update the industry's first product tabloid and explore new ways of showcasing the latest industrial technology via the web, email, video and print.

Similarly, just as the legacy of the brand includes the first reader service or "bingo" card, we'll continue to evolve our approaches in providing the most dynamic cost-per-lead (CPL) and cost-per-click (CPC) opportunities. Our powerful marketing qualified lead (MQL) campaigns deliver high quality leads by promoting your high value content.

We'll fuel these opportunities by continuing to update our 182,000 magazine circulation and replenish our daily email newsletter circulation. This will ensure a quicker response to CPL campaigns and a strong return on your branding investments.



Stats at a Glance

- An average monthly page view total that has increased from 50,000 to over 500,000 since January 2016.
- Unique visitors have increased from an average of 12,000 to over 120,000/month during that time.
- The average time spent/visit has increased by 90 seconds.
- Mobile engagement with IEN.com and our daily email newsletters has risen by more than 50 percent in less than two years.
- The use of video has gone from 0 to generating an average of over 130,000 monthly views.

Newsletter Performance

Our newsletter strategy focused on news content, product and technology features, and best practices articles and blogs has produced best-in-class metrics.

MOBILE

- All IEN products are mobile friendly

WEBSITE

- Engaged audience
- Updated multiple times daily
- Responsive design
- Mobile friendly

PRINT

- Largest print circulation serving the industrial market
- The only tabloid providing more exposure & a bigger impact for your marketing message

NEWSLETTERS

- Highly engaged audience
- Targeted users
- Lead gen options
- Mobile friendly

VIDEO

- Daily and weekly video series focused on technology, daily news and industry trends
- Custom commercials targeting an engaged audience
- Video creation, editing and distribution
- Promotion campaigns & lead gen options

CUSTOM LEAD GEN PROGRAMS

- Content marketing
- White papers
- Research
- Webinars
- Live video events
- Custom cost-per-lead campaigns

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.



Audience

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.



IEN Magazine

Circulation: 182,000
Frequency: 6x Annually
Focus: New Products, Industry News, Best Practices & Industry Trends

28% Corporate and Executive Mgmt
25% Operations/Plant/Facility Mgmt
42% Engineering, R&D, Design & Technical Mgmt
3% Purchasing
2% Other



Website

Monthly Page Views: 500,000
Monthly Unique Visitors: 120,000
Average Time Spent: 4 minutes
Focus: New Products, Industry News, Best Practices & Industry Trends

26% Corporate and Executive Mgmt
25% Operations/Plant/Facility Mgmt
46% Engineering, R&D, Design & Technical Mgmt
3% Purchasing & Other



Daily Newsletters: IEN Today, IEN Update, Industrial Management

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



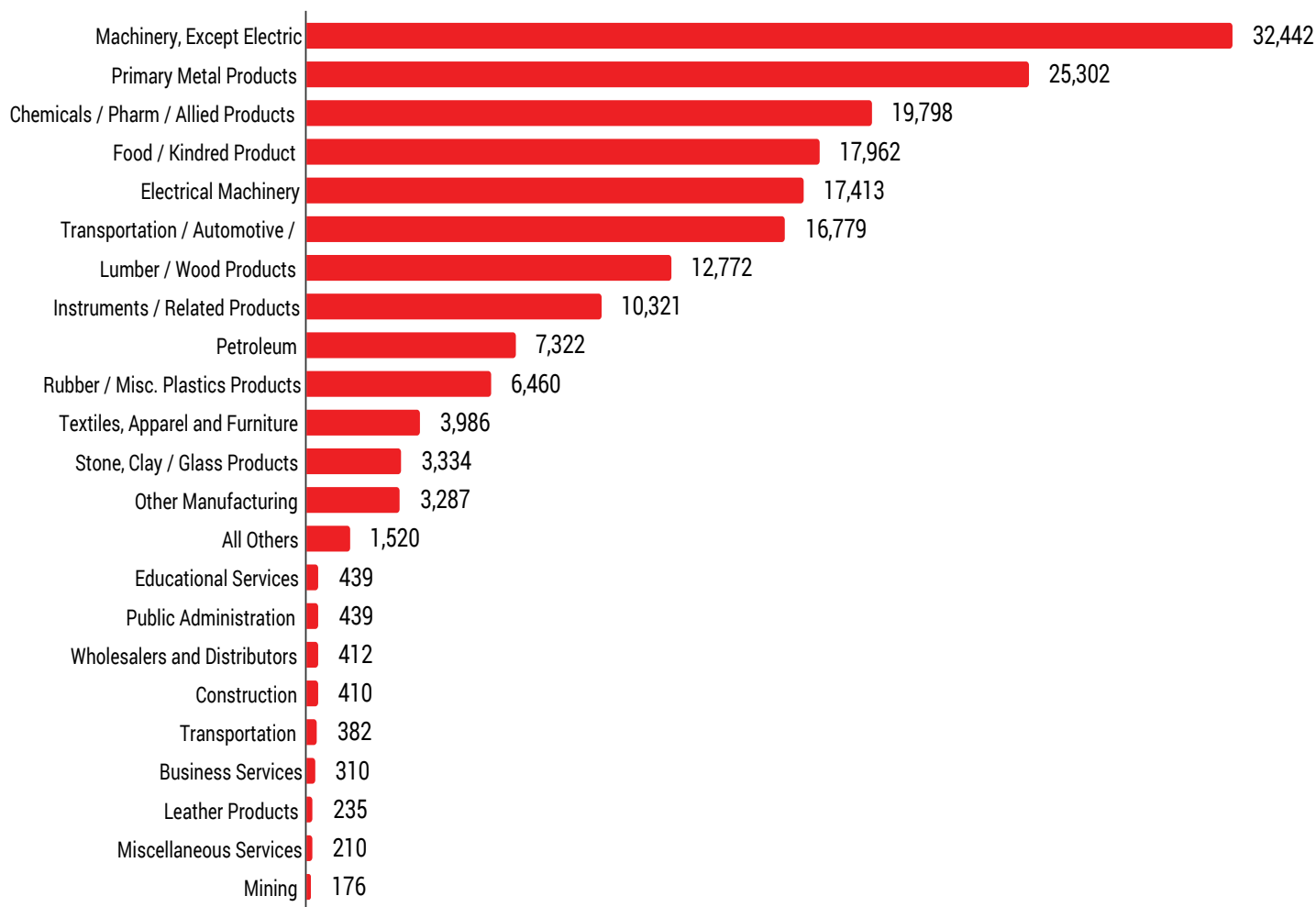
Daily Newsletters: Industrial Technology Today

38% Corporate and Executive Mgmt
36% Operations/Plant/Facility Mgmt
20% Engineering, R&D, Design & Technical Mgmt
6% Purchasing & Other

Who We Are - Print Audience

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



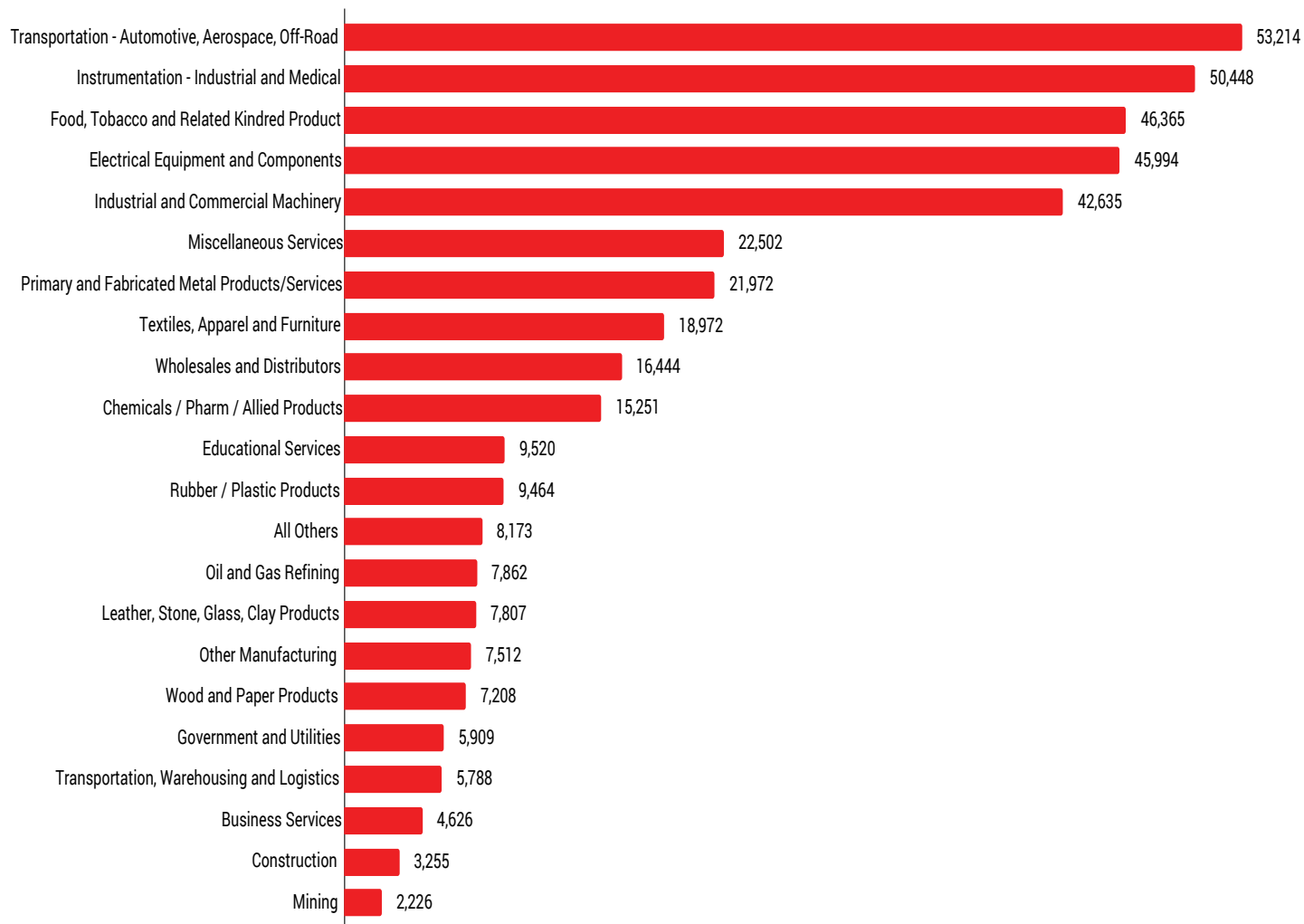
2,642

Other - 519

Who We Are - Digital Audience

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

Engineering News Today

Engineering News Today (ENT) is a daily newsletter that serves as a resource to OEM design engineers and product development professionals. ENT is anchored by IEN's exclusive web series, Engineering By Design, a weekly show that covers unique and innovative engineering applications.

Circulation: 12,000-15,000 daily average

Frequency: Daily

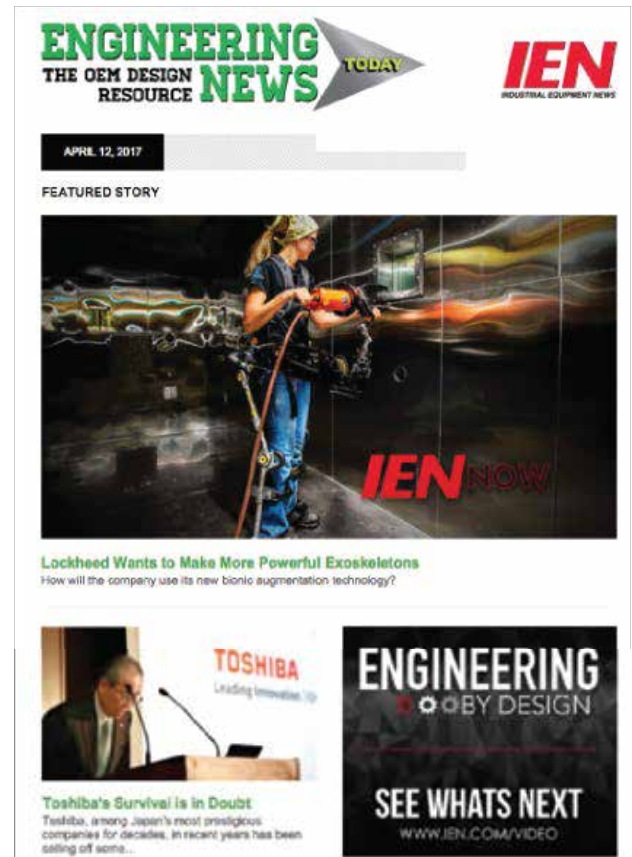
Focus: Daily Industry News, New Products & Industry Trends

Titles:

Corporate and Executive Mgmt	21%
Operations/Plant/Facility Mgmt	9%
Engineering, R&D, Design & Technical Mgmt	64%
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 Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum



Engineering By Design Weekly Web Series

3,000+
WEEKLY VIEWS



Print

Each issue of *Industrial Equipment News* offers a dynamic opportunity to reach our collection of qualified buyers and specifiers. The unique design and layout of *IEN* 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.

Click here to access digital library:
<https://www.ien.com/magazine>



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.

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 *IEN*.

97%

depend on *IEN* for information on new products.

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."

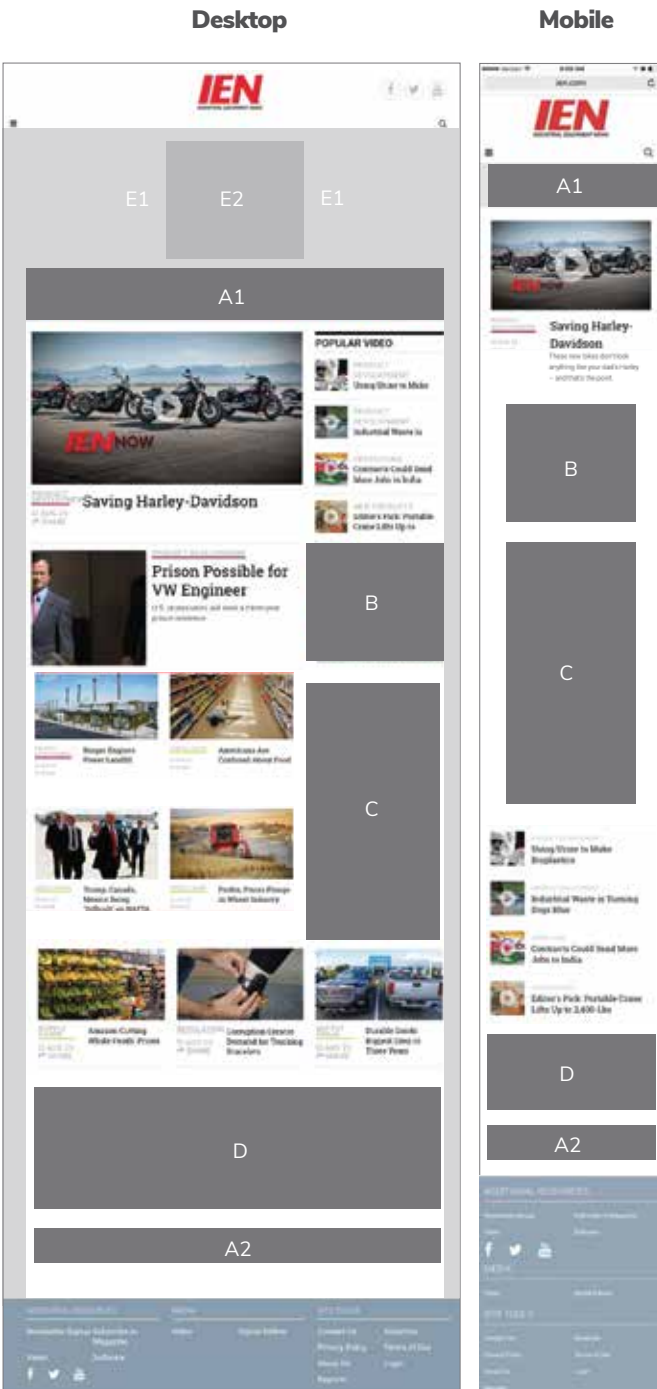
"It has guided us to new source(s) of products we use."

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

Source: *IEN* Readership Study

IEN.com Specs and Rates

Reach IEN.com'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. IEN editorial appeals to a wide scope 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.



- A** **Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B** **Boombox:** \$65 CPM ; 300x250
- 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: 1MB
- 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

Daily Newsletter Specs & Rates

Desktop

A

U.S.-Mexico Deal Unlikely to Boost Low Mexico Wages
Activists say the only way to do that is for Mexico to change labor laws that effectively leave workers helpless.

Chip Maker Axes 455 Jobs
The company is abandoning efforts to make smaller, more powerful T-nanometer chips.

10 Injured in Chicago Plant Explosion
It took about two hours to rescue a person who was "buried and asphyxiated" by fallen debris.

Exoskeletons Start to Enter Real Manufacturing Environments
Ford is rolling out the technology to workers, but it is just the tip of the iceberg.

3 Killed in Russian Ammunition Plant Explosion
It is one of the country's largest makers of explosives and ammunition.

Drone Co. Execs to be Charged with Fraud
Reports allege one of the Israeli company's drones was laden with explosives when it landed near a military zone.

B

C

Mobile

A

SEPTEMBER 15, 2016

FEATURED STORY

Trial Opens in Investor Lawsuits Against VW
Investors are seeking almost \$10.4 billion, saying Volkswagen didn't give them the information they needed to decide what to do with their shares before the scandal became public.

B

Planes Fly Experimental Plans to New Heights
At that altitude, "the only thing to get them."

Ford

Despite Trump Tweet, Ford Says It Won't Make Hatchback in U.S.
Despite Trump's claim that his base in Chinese imports mean the Focus Active can be built in America.

B

C

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

IEN TODAY
FEATURING FOCUSING WORLD

ENGINEERING NEWS
THE OEM DESIGN RESOURCE

INDUSTRIAL TECHNOLOGY
Information & Operations Technology

IEN update
DAILY NEWS FOR THE INDUSTRIAL & PROCESS ENGINEER

INDUSTRIAL MANAGEMENT
THE RESOURCE FOR MRO MANAGEMENT

AD SPECS

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

\$350 PER THOUSAND

- One standard email deployment
- Performance metrics provided: opens, open rate, CTOR, link tracking and demos

\$450 PER THOUSAND

- One standard email deployment
- Second deployment to all opens to help engage your best audience
- Performance metrics provided: opens, open rate, CTOR, link tracking and demos

SPECS

- HTML, all images and source links. Contact your sales representative for more info.
- 500,000 + Manufacturing Names

EMAIL BLAST

PLUCK

Interpret machine wear
Research from Emerson, Honeywell, and others shows that machine wear is a key indicator of equipment health. Learn more about the latest in machine wear technology.

Download now

Industrial Equipment News
Daily news for the industrial equipment industry. Learn more about the latest in industrial equipment technology.

IEN TV

The IEN TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content that IEN has to offer. 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 IEN'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



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'.

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 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 options 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 Whiteboard Example](#)

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



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](#)

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

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.



IEN Now Pre-Roll

Grab viewers' attention while they are most engaged

- Your video will run before IEN Now, 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 IEN's daily newsletter
- Lead gen
- Hosted on IEN.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
- 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)

Marketing Qualified Lead Programs

Turbocharge Your Demand Generation With High Quality Leads

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



2021 Editorial Calendar

	Ad Close Dates	Focus	Monthly Extras	Show Coverage
January/ February	Ads Close 12/25 Materials 1/1	Safety Tools Electrical Equipment Test & Measurement	Problem Solvers Finishing World Hydraulics/ Pneumatics	MDM West ADM Cleveland
March/April	Ads Close 2/19 Materials 2/26	Material Handling Lubricants & Greases Mechanical Components MRO	Problem Solvers Finishing World Hydraulics/ Pneumatics	ISA Pack Expo East Rapid East Pack ASSP Safety Sensors Expo
May/June	Ads Close 4/23 Materials 4/30	Automation Pumps & Compressors Processing Sensing Devices	Problem Solvers Finishing World Hydraulics/ Pneumatics	
July/August	Ads Close 6/25 Materials 7/2	Safety Material Handling Electronics Motors & Power Transmission	Problem Solvers Finishing World Hydraulics/ Pneumatics	
September/ October	Ads Close 8/27 Materials 9/3	Automation Adhesives & Sealants Machine Tools Packaging	Problem Solvers Finishing World Hydraulics/ Pneumatics	Pack Expo STAFDA NSC Sensors-Midwest FABTECH SurFin
November/ December	Ads Close 10/21 Materials 10/28	Material Handling Software PPE Lighting	Problem Solvers Finishing World Hydraulics/ Pneumatics	

Rate Card and Ad Formats

FOUR COLOR RATES

Size and Description	1x	3x	6x	9x	12x	18x	24x	36x
1/9 (Std 1/4 Pg)	\$3,400	\$3,390	\$3,330	\$3,310	\$3,280	\$3,240	\$3,205	\$3,180
1/6 (Std 1/3 Pg)	\$4,625	\$4,590	\$4,500	\$4,445	\$4,420	\$4,340	\$4,290	\$4,255
2/9 (Std Half Pg)	\$7,560	\$7,500	\$7,330	\$7,230	\$7,170	\$7,060	\$7,000	\$6,950
1/4 (Std Isl. Half Pg)	\$8,100	\$8,050	\$7,860	\$7,730	\$7,610	\$7,490	\$7,430	\$7,380
3/9 (1/3 Tab Pg)	\$9,740	\$9,660	\$9,425	\$9,320	\$9,120	\$8,905	\$8,770	\$8,690
4/9 Std	\$12,185	\$11,970	\$11,670	\$11,190	\$11,080	\$10,995	\$10,810	\$10,630
5/9 (Jr. Tab)	\$13,385	\$13,170	\$12,870	\$12,390	\$12,280	\$12,200	\$12,010	\$11,830
1/2 Half Tab	\$13,095	\$12,865	\$12,540	\$12,320	\$12,110	\$11,805	\$11,605	\$11,400
5/9 L-Shape/Checkerboard	\$13,900	\$13,670	\$13,345	\$13,125	\$12,955	\$12,610	\$12,410	\$12,205
6/9 2/3 Tab	\$15,855	\$15,625	\$15,300	\$15,080	\$14,910	\$14,565	\$14,365	\$14,160
7/9 U-Shape on Tab	\$17,810	\$17,580	\$17,255	\$17,035	\$16,865	\$16,520	\$16,320	\$16,115
9/9 Full Tab	\$19,865	\$19,315	\$18,455	\$17,790	\$17,140	\$16,380	\$15,645	\$14,950



Cover Snipe: \$3,995



Strip Ad: \$3,995 (for 3)



ILR Unit	1x	3x	6x	9x	12x
ILR Unit 4/C	\$2,300	\$2,200	\$2,100	\$2,000	\$1,900



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 (Std 1/4 Pg)	Vertical	3.25 x 4.25	N/A
1/6 (Std 1/3 Pg)	Horizontal & Vertical	4.875 x 4.25 or 2.1875 x 8.75	N/A
2/9 (Std Half Pg)	Horizontal & Vertical	6.625 x 4.25 or 3.25 x 8.75	N/A
1/4 (Std Isl. Half Pg)	Vertical	4.875 x 6.5	N/A
3/9 (1/3 Tab Pg)	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 Std	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
Cover Snipe	Vertical	2.377 x 2.383	N/A
Strip Ad	Horizontal	3.1028 x 0.6802	N/A



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

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!

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](#)

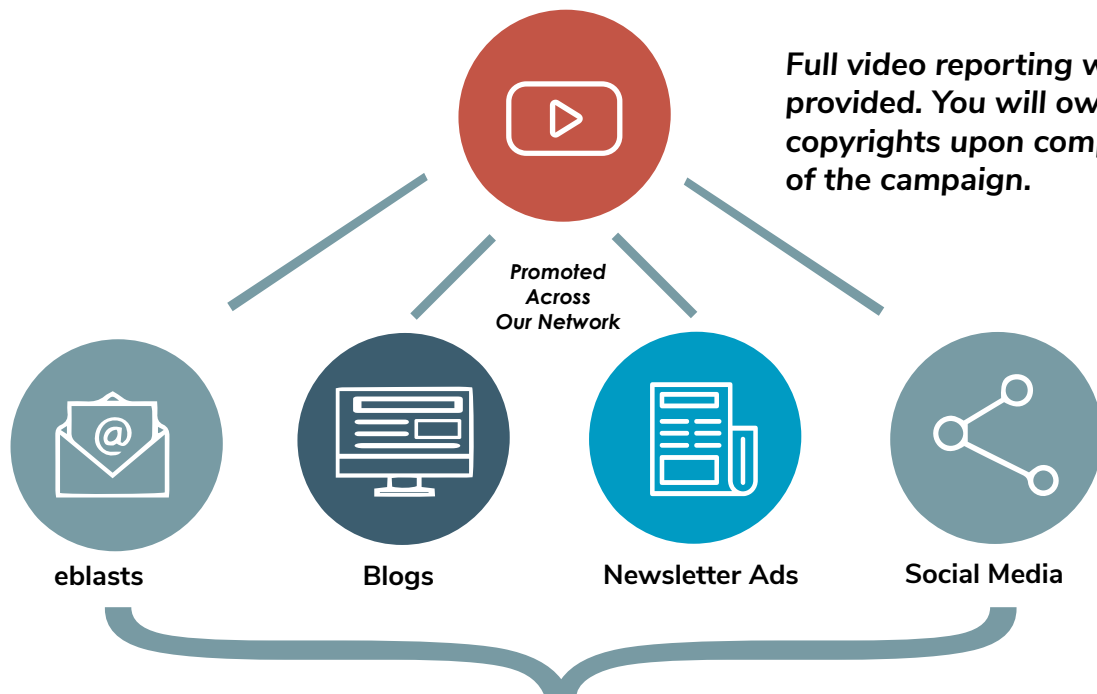


Dude Solutions [> View](#)



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...)



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

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 and Sales Territories

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

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

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

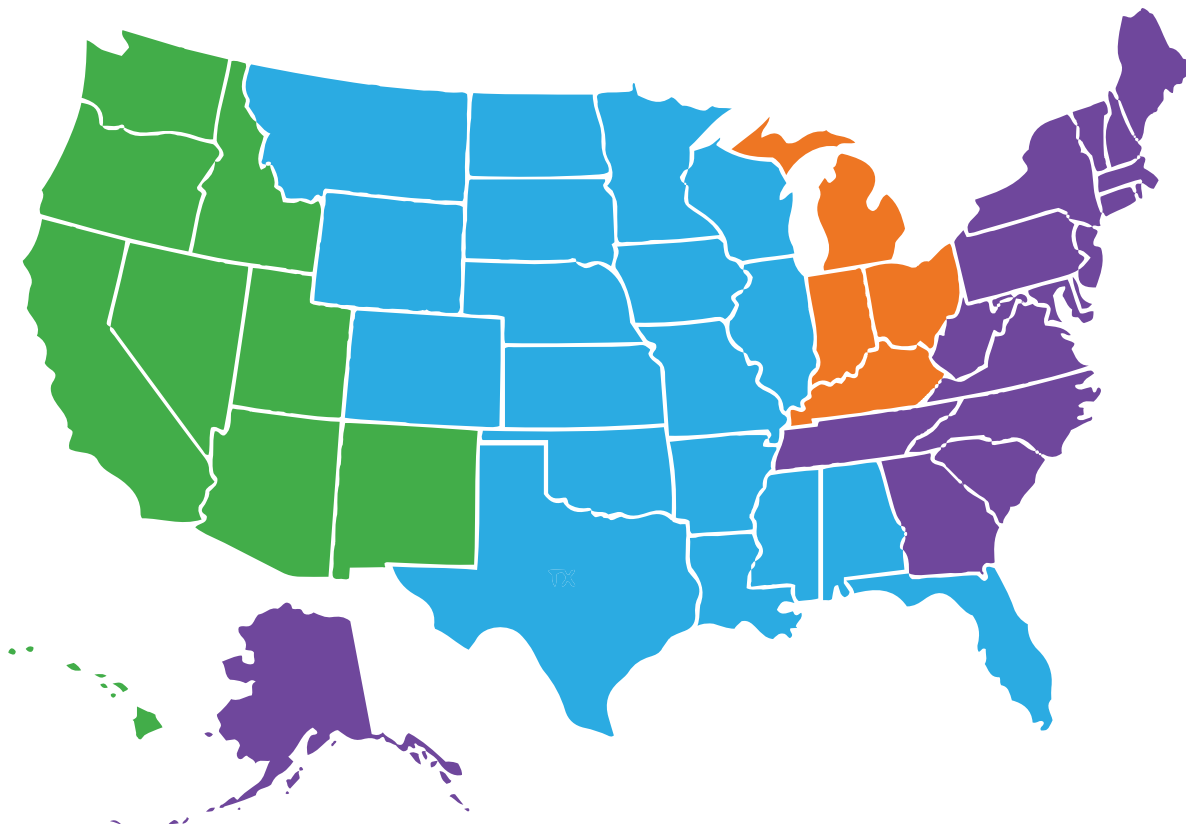
Bill Dey, Finishing World Sales
E: wpdey@comcast.net
P: 732-383-5311

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

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


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

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





The Largest Audience in Industrial Media

www.IEN.com

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

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

 [IENmagazine](https://www.youtube.com/IENmagazine)

 [IEN_Now](https://www.instagram.com/IEN_Now)

 radio.ien.com