



IMPO



**The Leading Maintenance and
Operations Resource**

**2021
MEDIA KIT**


www.IMPOmag.com

Targeted MRO Content Since 1939

IMPO (Industrial Maintenance & Plant Operation) has been providing targeted MRO content to plant operators and maintenance managers since 1939. Our engaged audiences are comprised of influential buyers seeking the latest news, products, and information available. Varied media formats, engaging content, and assorted marketing options ensure that no matter what your target customer is seeking, they can find it at IMPO – with your name beside it.

IMPO provides a complete portfolio of integrated marketing solutions using print and digital products. It offers big reach circulation as a print supplement in pages of *Industrial Equipment News* with 182,000 circulation. IMPO also offers single and multi-sponsored newsletters, daily newsletters, resource guides, sponsored video webinars, custom video, social media, website display, single sponsored eblasts, and guaranteed performance marketing with lead generation.

Our full-time editors are dedicated to reporting information that is valuable to maintenance and plant operation professionals and providing marketers with a trusted platform for reaching key customers. When you market with IMPO and its online products, your message is aligned with the strongest and most trusted name in the business.



MOBILE

- All IMPO products are mobile friendly

NEWSLETTERS

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

WEBSITE

- Engaged audience
- Updated multiple times daily
- Responsive design
- 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 and lead gen options

PRINT

- Reaches a superior audience with authority and buying power
- Industry leading content including executive Q&A's, Featured Topics and Product Must-Haves

CUSTOM LEAD GEN PROGRAMS

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

The Market

Manufacturers Embracing Technology to Keep Pace on a Global Scale

Market trends suggest that the domestic manufacturing industry has stabilized significantly since 2009. Despite this positive trend, some industry sectors have been faring better than others, and caution dominates much of the discussion as U.S.-based manufacturers still struggle to compete on a global scale. Ultimately, hiring has seen an uptick and optimism, though fluctuating, has improved immensely in the past few years.

Yet, manufacturing management faces a litany of critical issues as it relates to this complex industry, and must juggle a multi-skill, multi-shift environment that's constantly changing. Some of the core areas of focus for plant managers include:

- **Improving operating efficiency** - (relative to efficient use of labor, production/machinery, energy, and space/footprint). This includes how to optimize the latest in product technology, as well as harnessing the resources of industry experts in operational methodology and best practices.
- **Job creation and development** - (including training and recruitment as well as learning to compete on a global playing field). Manufacturing still faces a significant skill gap going into the future.
- **Economic issues** - like purchasing trends, taxation, stimulus, raw material costs, and supply chain issues.
- **Safety and compliance** - such as ensuring employees make the right decisions to maintain a safer workplace, and also staying compliant with industry requirements.



For many, success means keeping pace with manufacturing as it adapts to its surroundings – whether that's through better access to information around training, regulations, and labor issues, or a keen understanding of product technology and market trends.

Overview

IMPO magazine has served as a leading resource to manufacturers for more than 82 years. Its longstanding readership makes IMPO a trusted voice in the industry.

Our mission is to provide a loyal readership base with valuable news and information to help them work smarter, not harder. From the latest product technology innovations, process improvement strategies, and best practices – to manufacturing news and market reports – IMPO’s consistent voice serves as a “how to” guide for tackling the increasingly competitive manufacturing landscape.

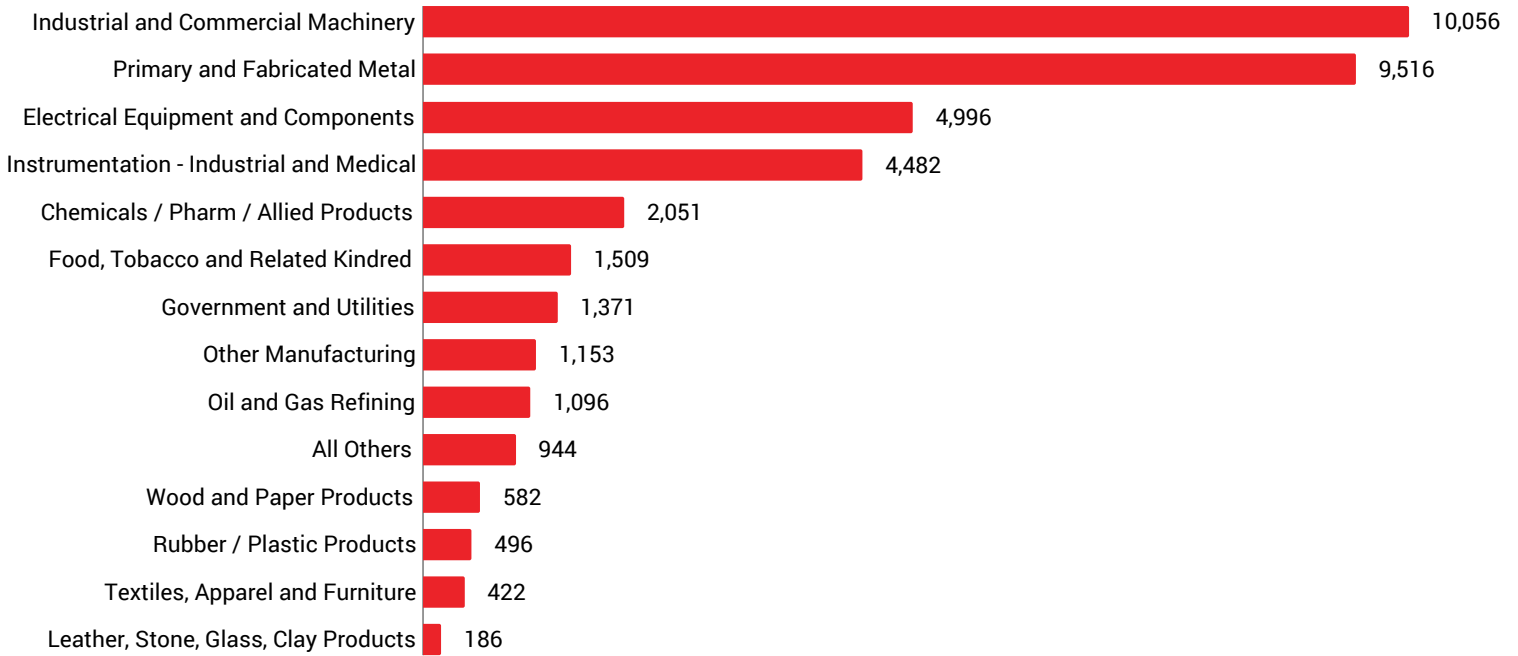
IMPO’s editorial is designed to help our readers navigate the multitude of issues they face in a given day. We find the best way to deliver this information is in a variety of formats (both online and in print) in short, readable doses.

As the “new normal” begins to take shape, many IMPO readers will go forth with more responsibilities, smaller staffs, and a host of Lean, cost-cutting measures that complicate their everyday tasks. It’s our goal to provide the type of unbiased resources that these individuals need to keep up with these changes.



Who We Are

Digital Audience



C-Suite/Admin



6,573

Operations



34,309

Engineering



7,508

Purchasing



3,275

Other - 351



Print

IMPO (Industrial Maintenance & Plant Operation) has been providing targeted MRO content to plant operators and maintenance managers since 1939. Starting in 2020, IMPO began reaching 182,000 engaged industrial readers as a special segment in IEN magazine. In this recurring segment, we feature content focused on best practices and product trends in predictive & preventive maintenance and repair; safety; material handling; consumables; fixtures and more. IEN's circulation is strictly controlled, providing a superior audience with authority and buying power.



Display Ad Rates

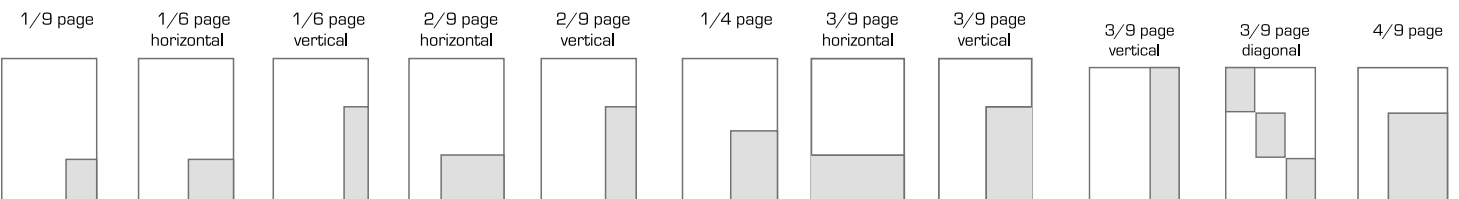
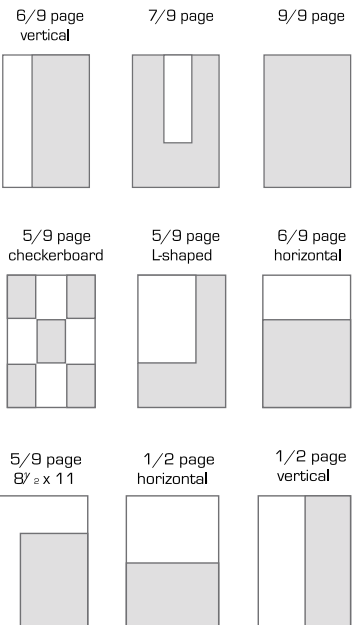
Size and Description	Rate
1/9 (Std 1/4 Pg)	\$1,700
1/6 (Std 1/3 Pg)	\$2,312
2/9 (Std Half Pg)	\$3,780
1/4 (Std Isl. Half Pg)	\$4,050
3/9 (1/3 Tab Pg)	\$4,870
4/9 Std	\$6,092
5/9 (Jr. Tab)	\$6,692
1/2 Half Tab	\$6,547
5/9 L-Shape/Checkerboard	\$6,950
6/9 2/3 Tab	\$7,927
7/9 U-Shape on Tab	\$8,905
9/9 Full Tab	\$9,932

Classified Advertising

Per column inch:	\$278
Second color:	\$160 additional
Column size:	2 1/2" wide

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



2020 Digital Editorial Calendar

Month	Executive Insights	Featured Topics	Product Spotlight
Jan	Vending	Test & Measurement	Storage Solutions
Feb	Assembly Tools	Fluid Power	Automation
Mar	Material Handling	Electrical	Pumps & Compressors
Apr	Dock Equipment	Thermography	PVF
May	Marking & Signage	Safety	Inventory
Jun	Hand Tools	Automation	Personal Equipment
Jul	Material Handling	Lockout/Tagout	Flooring
Aug	Power Tools	Conveyors	Lubricants & Greases
Sep	Automation	Fall Protection	Warehouse
Oct	Safety	Lighting	Inventory
Nov	PVF	Adhesives & Sealants	Machining
Dec	Material Handling	Pumps & Compressors	Welding & Gases

Contact Your Rep to Inquire About Topic Sponsorship

Special Print Segments

IMPO (Industrial Maintenance & Plant Operation) has been providing targeted MRO content to plant operators and maintenance managers since 1939. In this regular segment, we'll feature content focused on best practices and product trends in predictive & preventive maintenance and repair; safety; material handling; consumables; fixtures and more.



January/February

Executive Q&A: Taking advantage of supplier resources

Featured Topic: Material handling

Product Must-Haves: Fluid Power, Lubricants, PPE

Ad Close: 12/25

Materials: 1/1



May/June

Executive Q&A: Energy efficiency

Featured Topic: MRO supply management

Product Must-Haves: Lighting, Power Transmission, Fastening & Assembly

Ad Close: 4/23

Materials: 4/30



September/October

Executive Q&A: CMMS

Featured Topic: Training & development

Product Must-Haves: Flooring, Safety, Adhesives

Ad Close: 8/27

Materials: 9/3

Departments

IMPO Online: A peek at the top stories and comments from IMPOmag.com

Case Study: Application stories from leading edge manufacturing companies

Top Products: The newest products for maintenance and operations

Web Specs and Rates

The Online Connection to MRO and Plant Operations Professionals

IMPO's website allows you to reach decision-makers in your target audience while they're actively seeking news and information that impacts their plants, as well as technology and problem-solving solutions that can assist their performance and efficiency. The exposure your message will receive can help you meet your strategic marketing goals, including brand/company awareness, traffic-building, product introduction, and technological education.



- 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

Mobile



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



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



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



Circulation: 18,000 daily average | **Frequency:** Daily

Focus: Daily Industry News, New Products & Industry Trends > [View Example](#)

Titles:

C-Level	6%
Plant Management/Operations	36%
Maintenance	40%
Purchasing	16%

Industries:

Food	4%
Textiles and Related Kindred Products	
Chemicals/Pharm/Allied Products	6%
Oil and Related Products	9%
Metal Fabrication	16%
Industrial and Commercial Machinery	17%
Electrical Equipment and Components	6%
Transportation/Automotive/Aerospace/Off-Road	21%
Instrumentation/Industrial/Medical	6%
Wholesalers/Distributors	9%
Others	6%

AD SPECS

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

Email Marketing

IMPO Offers Direct Access to Our Highly Engaged Audience

Drive sales leads & website traffic • Build brand recognition • 100% share of voice • Immediate impact

\$350 PER THOUSAND	\$450 PER THOUSAND	SPECS
<ul style="list-style-type: none"> • One standard email deployment • Performance metrics provided: opens, open rate, CTRO, link tracking and demos 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • HTML, all images and source links. Contact your sales representative for more info. • 500,000 + Manufacturing Names



IMPO TV

The IMPO TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content that IMPO 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 IMPO's editorial staff.

Circulation: 20,000

Title/Function

Management	66%
Sales/Sales Management	34%

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 IMPO.

Rates

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



Material Handling

New M&R Software Innovations Keep Fleet Managers in Check

Over the last 12 to 24 months, it seems as though topics such as automation driving and AI in machines have flooded the news headlines for the fleet transportation industry.

Food & Ag

Carhartt Introduces Rugged Professional Series

This product collection comes in color styles and features Rugged Flex and Rain Defender technologies, along with wrinkle resistance.

Machinery

Upkeep Launches Unsung Heroes Campaign to Recognize Maintenance and Facility Managers

Upkeep is launching an appreciation campaign today to pay tribute to all of the heroes in maintenance.

UNIT 202 Productions

UNIT 202 PRODUCTIONS, a division of IMPO, produces captivating, original videos designed to achieve your marketing objectives. We offer several proven formats that capture audience's attention tailored to your marketing goals. 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 videos and one week in daily newsletter
- \$4,995 includes video and one week pre-roll on IMPO Insider
- > [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 IMPO Insider
- > [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 IMPO Insider
- > [Click here for pre-roll example](#)

All videos are hosted on IMPOmag.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](#)
[SpiVak](#)



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 IMPO's reach. Videos are produced by UNIT 202 and marketed to IMPO's engaged and diverse audience via eblasts, IMPOmag.com, daily newsletters and social media to maximize your exposure.



Pre-Roll

Grab viewers' attention while they are most engaged

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



IMPO Insider Newsletter

Reach our most active users via email

- In-line ads in IMPO's daily newsletter
- Lead gen
- Hosted on IMPOmag.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
- IMPO 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



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

T.O.C. and Image

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.



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.

*Promoted
Across
Our Network*



eblasts



Blogs



Newsletter Ads



Social Media

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

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



- **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 and Sales Territories

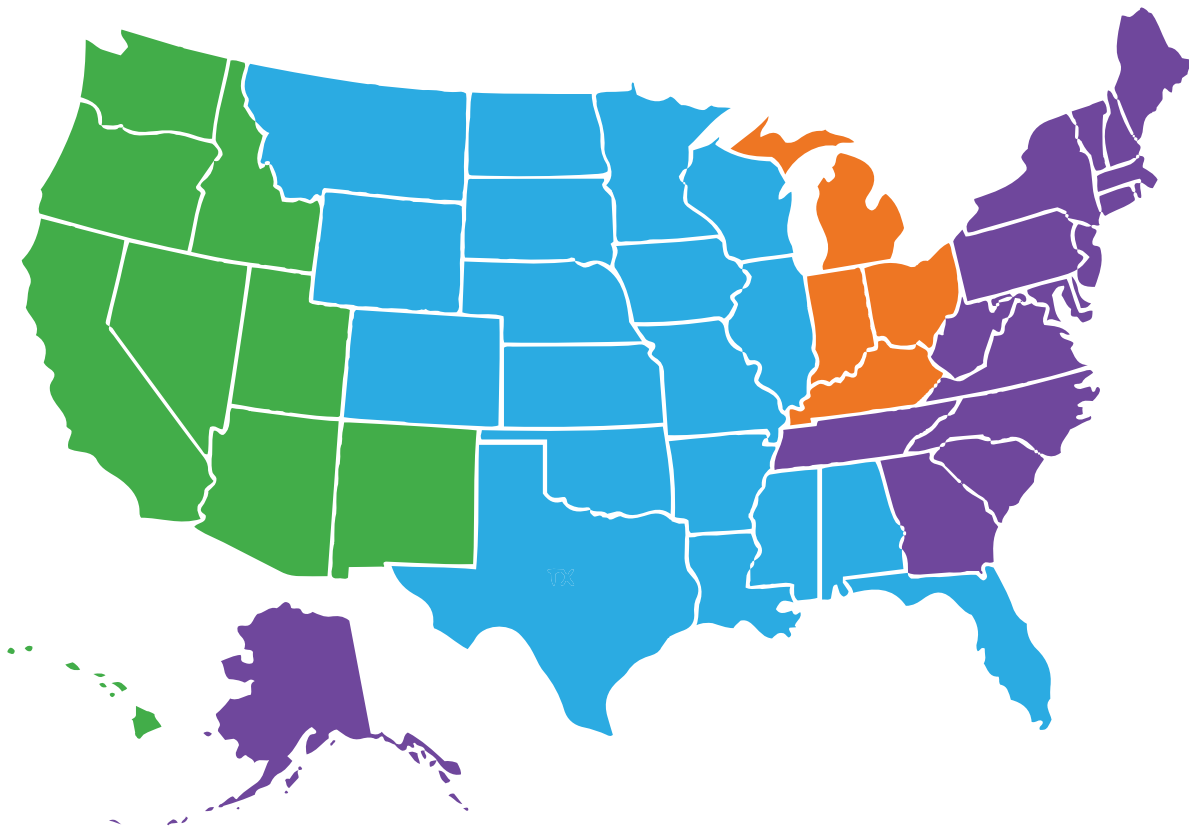
 **Thomas Lynch, Publisher**
E: tom@ien.com
P: 608-628-8718

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

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

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

Kevin Hynes, Sales
E: kevinhynes@msn.com
P: 262-790-8977



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