

Manufacturing Business Technology

Technology Solutions for Manufacturing Professionals



2021 MEDIA KIT

www.MBTmag.com

The Manufacturing & Supply Chain Resource

Manufacturing Business Technology has served as a leading resource for manufacturers for the past 30 years, and its longstanding readership in the manufacturing marketplace makes it a respected source on the latest technologies these businesses need to improve. Our engaged audiences are comprised of influential buyers and decision makers seeking the latest news, products, and information available. Varied media formats, engaging content, and assorted marketing options ensure that no matter what your target market is seeking, they can find it at *Manufacturing Business Technology* – with your name beside it.

Manufacturing Business Technology provides a complete portfolio of integrated digital marketing solutions. MBT 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 manufacturing professionals and providing marketers with a trusted platform for reaching key customers. **When you market with *Manufacturing Business Technology* and its online products, your message is aligned with the strongest and most trusted name in the business.**



MOBILE

- All Manufacturing Business Technology 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

CUSTOM LEAD GEN PROGRAMS

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

The Market

Keeping Pace to Remain Competitive on a Global Scale

A global industrial revolution means scores of countries have joined the manufacturing playing field, competing for the ability to produce goods at the most competitive rate. The U.S.-based manufacturing enterprise has changed dramatically over the past few decades in order to adapt to this global competition. While U.S. manufacturers cannot compete with lower global labor rates, they can compete by leveraging available technology to produce the highest quality goods the fastest. Because of this, many manufacturers view investments in technology as a way to produce the efficiencies that allow them to compete with lower cost countries.

Besides implementing foundational improvement initiatives – such as lean manufacturing or other best practices surrounding continuous improvement – high tech manufacturers look to:

- **Software and Related IT Resources:** in order to standardize and document processes, remain in compliance with regulatory agencies, and access the necessary data to identify areas for improvement.
- **Automation:** as a way to improve consistency, quality, and speed of production.
- **High Tech Machinery/Capital Equipment:** as a competitive advantage to more manual processes that slow down production or rely on skill sets that are difficult to staff.



Overview

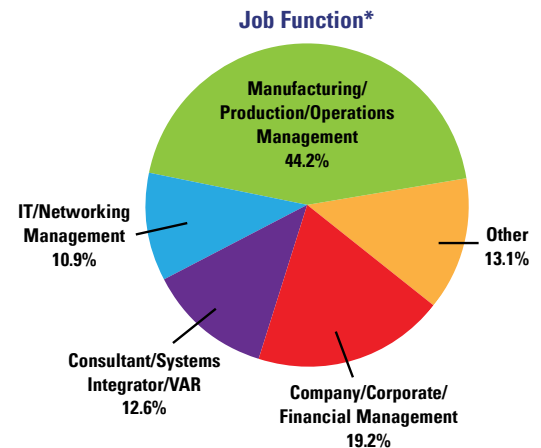
Manufacturing Business Technology Reaches Key Influencers Across the Industry

Manufacturing Business Technology has served as a leading resource for manufacturers for the past 30 years, and its longstanding readership in the manufacturing marketplace makes it a respected source on the latest technologies these businesses need to improve.

Manufacturing Business Technology is a prime information source for decision-makers in operations, information technology, automation, and the supply chain. This group of professionals is responsible for the purchase of software, IT infrastructure, automation platforms, mobile technology, and other high-tech equipment for manufacturing enterprises.

Our readership works in key manufacturing industries where the right technology decisions translate to success on the plant floor and beyond. Some of the mission-critical issues Manufacturing Business Technology covers via its website and e-newsletters with in-depth articles, blogs, and product updates include hardware and networking, ERP platforms, control systems integration, plant and network security, and software implementation.

In addition, Manufacturing Business Technology covers the basics that any manufacturer needs to operate better, like safety, compliance, labor, training, and continuous improvement. Manufacturing Business Technology's mission is to provide its loyal readership with valuable news and information to help them work smarter, not harder. 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, quality, and labor issues, or a keen understanding of product technology and market trends.



More than 88% of our audience is making decisions in the following industries:

- Aircraft/Aerospace/Defense
- Chemicals
- Computers/Communications Systems & Equipment
- Consumer Electronics/Appliances
- Electrical Components/Sub-Assemblies
- Food/Beverage/Tobacco
- Government/Military
- Industrial Controls/Test/Medical Equipment
- Industrial Machinery
- Motor Vehicles/Components
- Paper/Printing/Sawmills/Wood
- Petroleum/Refining
- Pharmaceuticals
- Plastics/Rubber
- Primary/Fabricated Metals
- Semiconductors/Other Electrical Components
- Textiles/Apparel
- Transportation/Warehousing
- Utilities/Telecommunications
- Wood/Paper/Printing
- Other Manufacturing
- Other Services/Non-Manufacturing

2021 Editorial Calendar

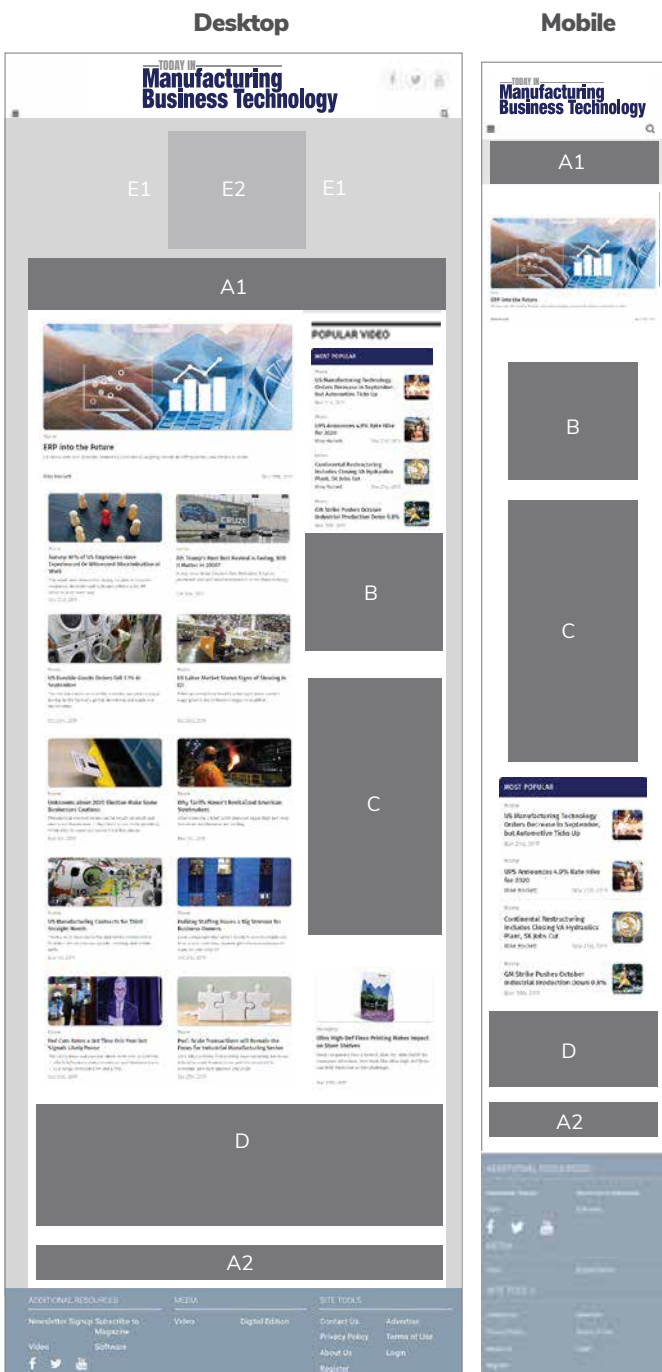
Edition	Industry 4.0	Software Updates	Thought Leaders	Cyber Security
January	Artificial Intelligence Additive Manufacturing	ERP CMMS	Software Integration Strategies Industrial IoT	Plant Floor Intellectual Property
February	Equipment Upgrades AR/VR	PLM Safety Tracking	Automation 3D Printing	Ransomware Attacks Integration
March	Automation Data Management	Supply Chain Management Compliance Data	AI AR/VR	Simplifying Updates Malicious Attacks
April	Mobility Cloud Computing	EAM Fleet Management	ERP Skills Gap	Internal Threats Data Security
May	Remote EAM SaaS	ERP CMMS	IT Trends Supply Chain Management	Grid Attacks In-House vs. 3rd Party Vendors
June	Predictive Maintenance Smart Factory	PLM Employee Performance Tracking	Software Transition Strategies IoT Integration Strategies	Client Audits Mobile Devices
July	AI on the Plant Floor 3D Metal Printing	Supply Chain Management OSHA Compliance	Automation Mergers & Acquisitions	Production Data Intellectual Property
August	Machine Vision Augmented Reality Training	EAM Safety Tracking	Robot Implementation Training Technologies	Ransomware Attacks Investment Strategies
September	Automation Data Integration Strategies	ERP CMMS	ERP Employee Training/ Retention	Worker Buy-In Malicious Attacks
October	Mobile Devices Edge Computing	Mobile Applications Remote Asset Management	OT Trends Supply Chain Visibility	Internal Threats Field Service Security
November	Asset Tracking Implementation Strategies	Supply Chain Management Compliance Data	Edge Computing Additive Manufacturing	Finding Hackers The Growing Role of Consultants
December	CMMS Upgrades Advanced Sensing Tech	EAM Field Service Management	Cloud Computing CMMS	Finding/Closing Vulnerabilities Mobile Devices

Contact Your Rep to Inquire About Topic Sponsorship

Web Specs and Rates

The Online Connection to IT, Operations, and Executives in Manufacturing

Manufacturing Business Technology's website is a content-rich destination for news, intelligence, new products and technology, and a wealth of additional tools for IT, operations, and executives in manufacturing. Updated throughout the day with current information by our editorial staff, www.MBTmag.com maintains a continuous connection with the audience you need to reach.



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)

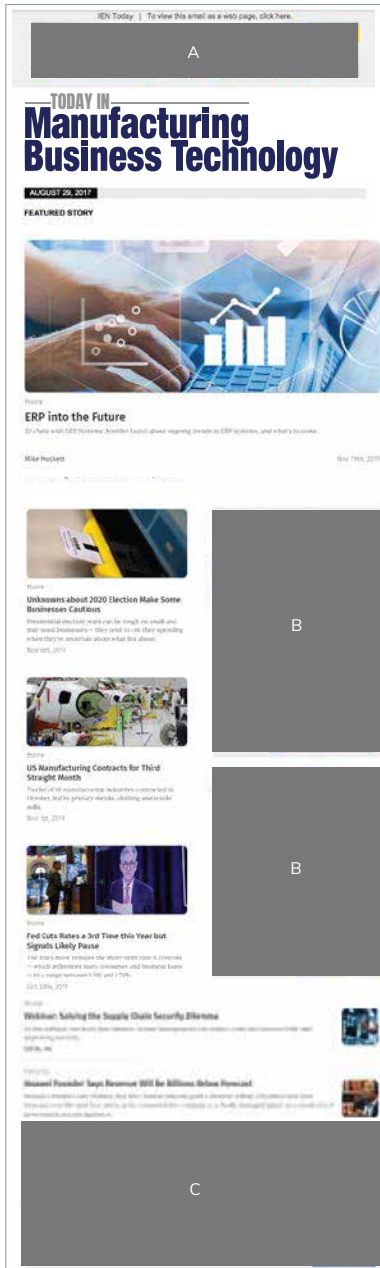
AD SPECS

- 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

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Daily Newsletter Specs & Rates

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

AD SPECS

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

Email Marketing

Manufacturing Business Technology 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



Manufacturing Business Technology

Manufacturing Business Technology TV

The Manufacturing Business Technology TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content that Manufacturing Business Technology 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 Manufacturing Business Technology'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 MBT.

Rates

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





CRM

The Key to a Maximized CRM: Data Integrity

To be a long-term success in manufacturing requires an ability to always look forward. That means everything from anticipating customer demands and industry trends to embracing the use of new technologies and tools.



Home

ERP into the Future

ID chats with DDI Systems' Jennifer Luzzi about ongoing trends in ERP systems, and what's to come.



Home

Continental Restructuring Includes Closing VA Hydraulics Plant, 5K Jobs Cut

The auto parts supplier confirmed it will close five plants total by 2028 and will end its business in hydraulic components for gasoline and diesel engines.

UNIT 202 Productions

UNIT 202 PRODUCTIONS, a division of Manufacturing Business Technology, 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 Manufacturing Business Technology Today
- [> 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 Manufacturing Business Technology Today
- [> 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 Manufacturing Business Technology Today
- [> Click here for pre-roll example](#)

All videos are hosted on MBTmag.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](#)

**Manufacturing
Business Technology**

Video Promotion Packages

We offer powerful solutions that combine our first class video production with Manufacturing Business Technology's reach. Videos are produced by UNIT 202 and marketed to Manufacturing Business Technology's engaged and diverse audience via ebcasts, MBTmag.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 MBTmag.com
- Guaranteed leads available
- [> Click here for pre-roll example](#)



Today In Manufacturing Business Technology Newsletter

Reach our most active users via email

- In-line ads in Manufacturing Business Technology's daily newsletter
- Lead gen
- Hosted on MBTmag.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
- Manufacturing Business Technology 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

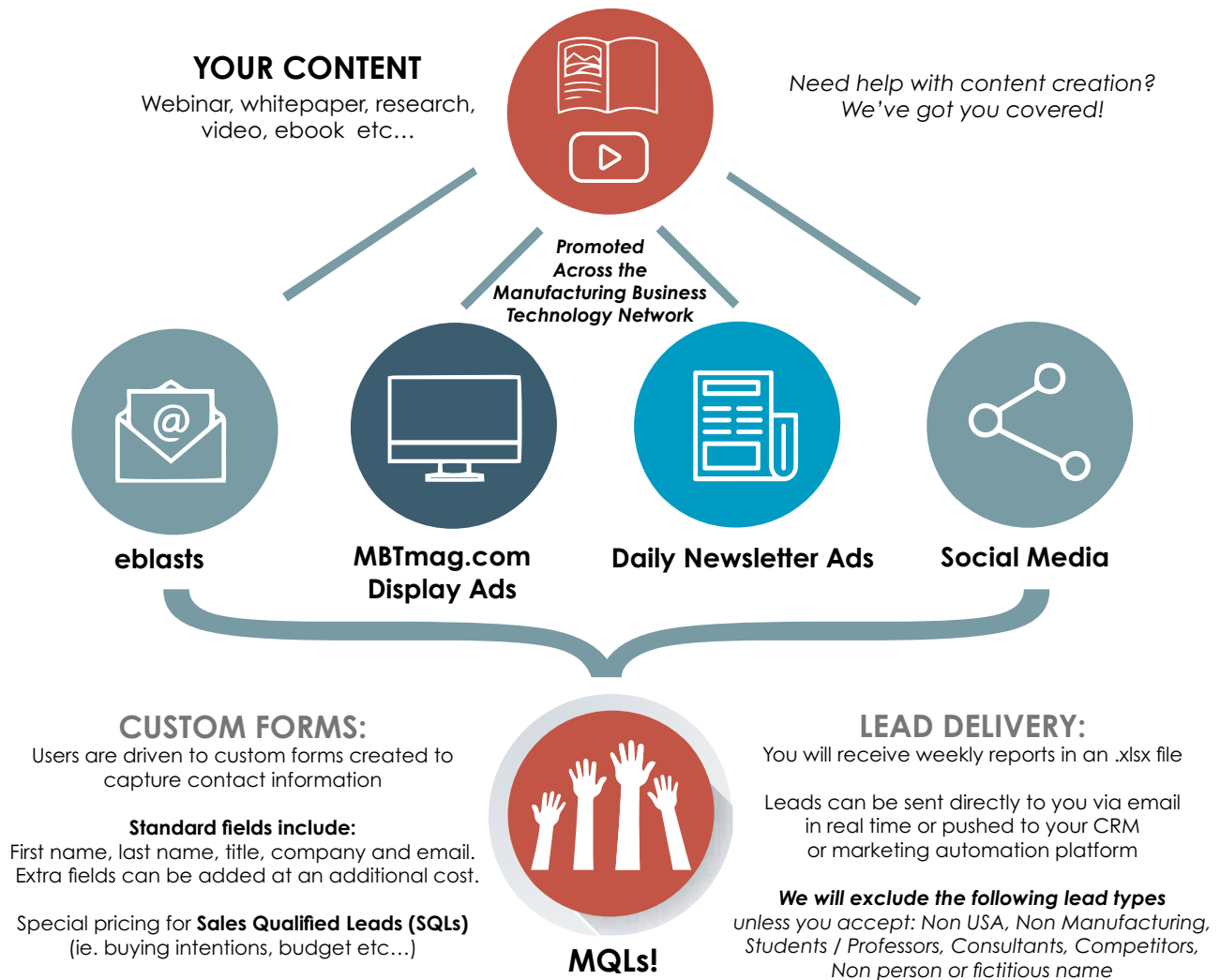
(Source: SmartInsights)

**Manufacturing
Business Technology**

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



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

**Manufacturing
Business Technology**

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

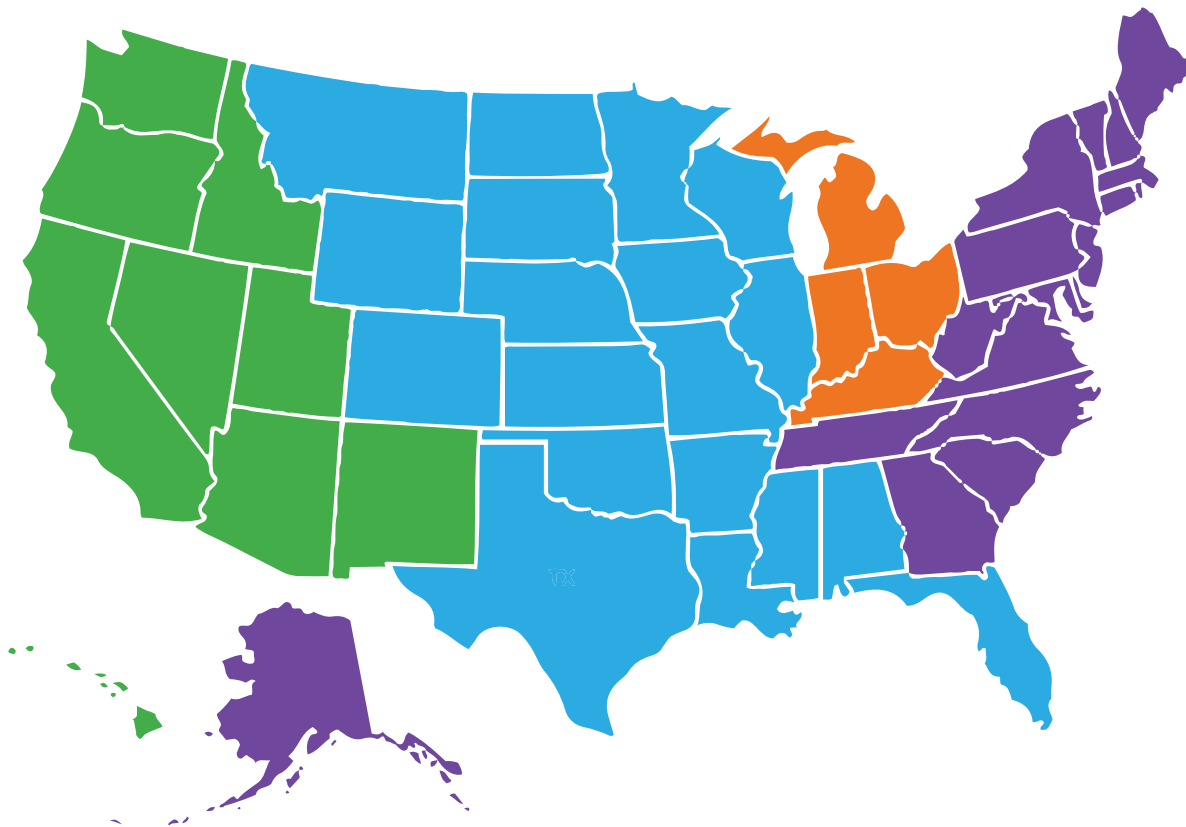
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