



**The Leading Source for
Manufacturing and Product Development News**



2021 MEDIA KIT

www.Manufacturing.net

Engaging a Market Leading Manufacturing Audience

Manufacturing.net has been a trusted resource in the manufacturing world for years. 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 market is seeking, they can find it at MNET – with your name beside it.

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





MOBILE

- All Manufacturing.net 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

Primed to Help Marketers Achieve Their Priority Objectives

Manufacturing.net delivers to a global community the most up-to-date news, trends and opinions shaping the manufacturing landscape. Whether it's bringing to light new regulation that might change the way you run your business, detailing broad economic data, or showcasing the latest trends in product development – Manufacturing.net has you covered. Our dedicated editorial staff uses numerous industry resources to keep the site constantly updated with the latest and most relevant content on all the topics, critical issues, and market sectors relevant to the manufacturing and product development marketplace. The most vital and engaging of this information is then deployed to our valued readership via our Today In Manufacturing and NewsWire e-newsletters.

Overview

Manufacturing.net's editors present targeted news and analysis about relevant topics and trends shaping specific manufacturing sectors and topics. This fresh, first-look at need-to-know information has quickly become a daily "must" read for influential manufacturing executives.

Manufacturing.net provides a complete portfolio of integrated marketing solutions with online products, digital magazine delivery, single and multi-sponsored e-newsletters, two daily newsletters, resource guides, and sponsored webcasts that enable you to reach and sell to these key buyers across the manufacturing industries.

More than 90% of our audience has buying authority in the following sectors:

Market sector coverage includes:

- Aerospace
- Medical
- Automotive/Transportation
- Metals
- Chemicals/Petroleum
- Pharmaceuticals/Biotech
- Electrical/Electronics
- Plastics/Rubber
- Food/Beverage
- Machinery/Instrumentation/Controls

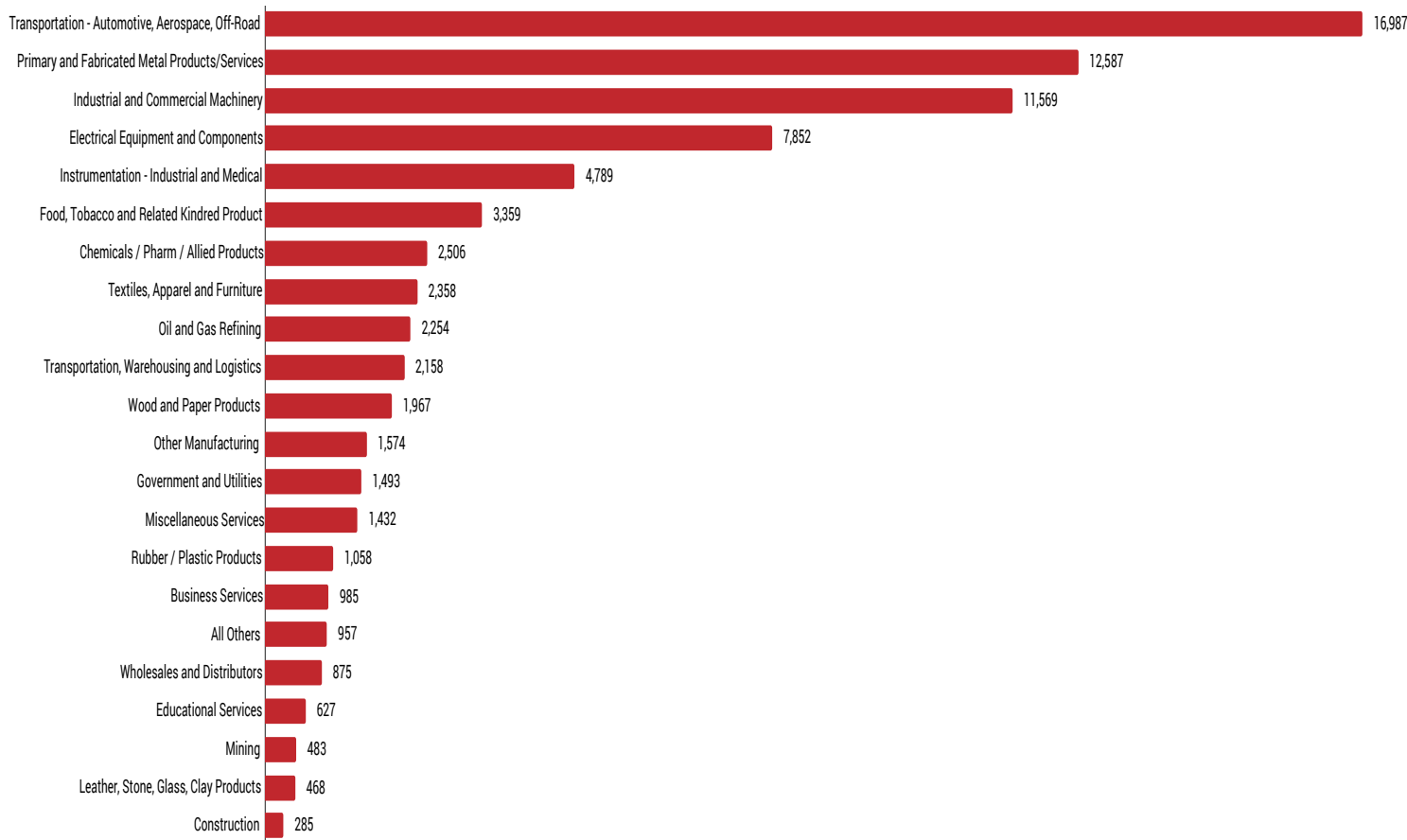
Editorial topics regularly featured include:

- Design & Development
- Manufacturing Technology
- Energy
- Materials
- Environmental
- Mergers & Acquisitions
- Facilities & Operations
- People in the News
- Financial News
- Product Recalls
- Global Manufacturing
- Quality
- Government News
- Safety
- Labor Relations
- Supply Chain

Who We Are

Manufacturing.net has been a trusted resource in the manufacturing world for years. Our engaged audiences are comprised of influential buyers seeking the latest news, products, and information available.

Industries



Job Functions

C-Suite/Admin



26,299

Operations



20,263

Engineering



20,023

Purchasing



10,972

Other - 1,066

2021 Editorial Calendar

Edition	Industry 4.0	Technology Insights	Industry Experts (Q&A)	Inside the Numbers
January	AR/VR Additive Manufacturing	Data Management Software Implementation	Automotive Material Handling	Military Supply Chain Mobile Devices
February	Artificial Intelligence ERP	3D Printing Capital Equipment Upgrades	Aerospace Software	Pharmaceuticals Marketplace Renewable Energy
March	Robotics Cybersecurity	Cloud Computing QA/QC	Industrial Equipment Safety Products	Automotive Vehicle Aftermarket Software Vendors
April	Supply Chain Visibility IoT Implementation	CMMS E-commerce	Consumer Electronics Motion Control	Aerospace Counterfeit Market Food Recalls
May	Smart Factory Machine Vision	Remote Asset Management Robotics	Medical Capital Equipment	Worker Training Automation Investments
June	Automation 2.0 Enterprise Asset Management	Embedding IoT Tech Mobile Solutions	Military Sensors	OSHA Compliance ERP Investment
July	3D Printing Metal Co-Bots	ERP Supply Chain Management	Food & Bev Motors	Plastics Supply Chain Industrial Waste Management
August	Augmented Reality Maintenance ERP	Artificial Intelligence Additive Manufacturing	Pharmaceuticals Automation	Product Lifecycle Safety Investments
September	Artificial Intelligence Traceability	Wireless Protocols IP Security	Energy MRO	Environmental Controls Sensor Strategies
October	Robotics Cybersecurity	Enhanced Automation Software Implementation	Automotive Electronic Components	MRO Investment Defense Spending
November	Asset Management IoT Implementation	Benefits of VR Inspection and Detection Tech	Aerospace Software	Robotics Industry 4.0 Spend
December	Smart Factory Machine Vision	Distribution Center Upgrades Asset Tracking	Capital Equipment Data Management Devices	Automotive Recalls Toy Market

Contact Your Rep to Inquire About Topic Sponsorship

Web Specs and Rates

Manufacturing.net can help you meet your strategic marketing goals, including brand/company awareness, traffic building, product introduction and technological education. Let us provide your message with the exposure necessary to impact key manufacturing executives and other industry managers and professionals.

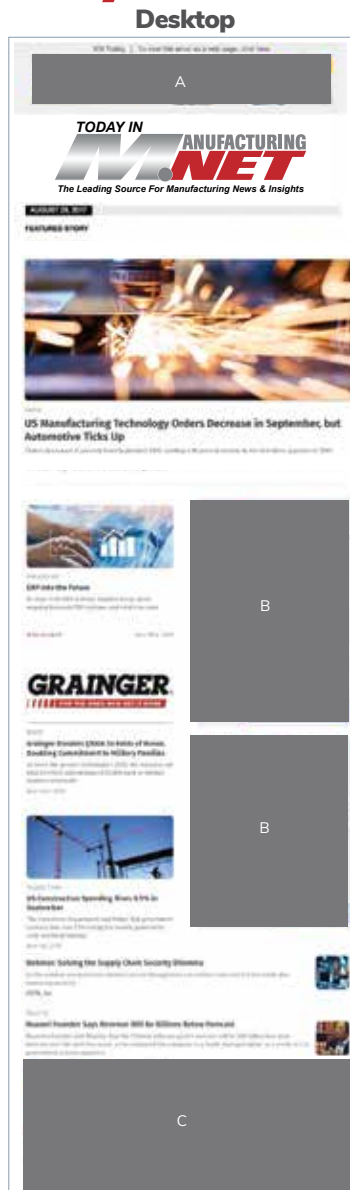


- A** **Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B** **Boombox:** \$65 CPM; 300x250
- C** **Tower:** \$65 CPM; 300x600
- D** **Billboard:** \$65 CPM; 970x250
- E** **Reveal Ad:** \$125 CPM; Requires two independent creatives:
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

- 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



Frequency: Daily

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

Titles:

C-Level	33%
Design Engineering	21%
Operations	16%
Purchasing	14%
Supply Chain	16%

Industries:

Food/Textiles/Related Kindred Products	16%
Chemicals/Pharm/Allied Products	6%
Oil/Related Products	8%
Metal Fabrication	14%
Industrial/Commercial Machinery	19%
Electrical Equipment/Components	14%
Transportation/Automotive/Aerospace/Off-Road	22%
Instrumentation/Industrial and Medical	5%
Wholesalers/Distributors	5%
Others	3%

AD SPECS

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

Email Marketing

Manufacturing.net 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 an 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.net TV

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

Rates

- Video Production + 2 Manufacturing.net TV Deployments - \$2,295
- Video Production + 4 Manufacturing.net TV Deployments - \$4,995





VIDEO SHOWCASE



UPS Announces 4.9% Rate Hike for 2020
The increase is identical to the one FedEx announced just months ago.



Preparing for the EU's Power Provisions
While the debate rages, energy leaders are caught in a rapidly changing market of new regulations, environmental standards, cross-border cooperation, increased uncertainty, volatility and complexity—all with their attendant risks.



US Manufacturing Technology Orders Decrease in September, but Automotive Ticks Up
Orders decreased 40 percent from September 2018, yielding a 30 percent decline to the first three quarters of 2019.

UNIT 202 Productions

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

All videos are hosted on Manufacturing.net 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 Manufacturing.net's reach. Videos are produced by UNIT 202 and marketed to Manufacturing.net's engaged and diverse audience via eblasts, Manufacturing.net, 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 Manufacturing.net
- Guaranteed leads available
- [> Click here for pre-roll example](#)



Today In Manufacturing.net Newsletter

Reach our most active users via email

- In-line ads in Manufacturing.net's daily newsletter
- Lead gen
- Hosted on Manufacturing.net 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.net 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



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



IEN
INDUSTRIAL EQUIPMENT NEWS

INDUSTRIAL DISTRIBUTION

IMPO

DESIGN AND
DEVELOPMENT TODAY

UNIT 2021
A Division of IEN

MANUFACTURING
NET

FOOD
Manufacturing

Manufacturing
Business Technology

FINISHINGWORLD



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](#)

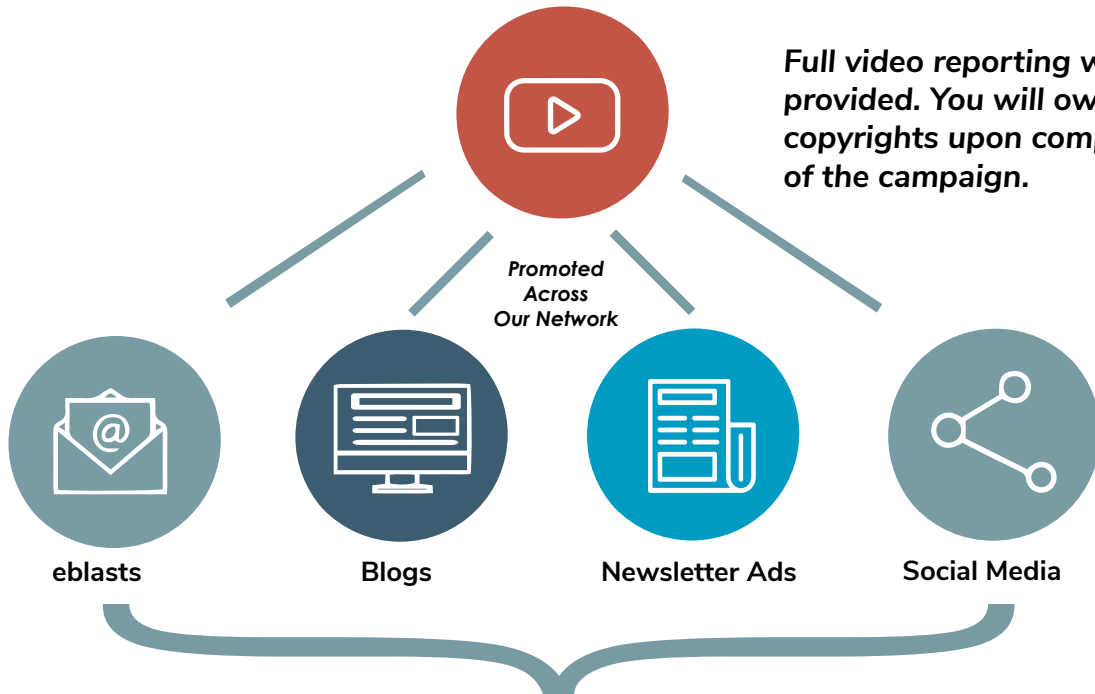


Dude Solutions [View](#)



BinMaster [View](#)

YOUR WEBINAR



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

Promoted
Across
Our Network

CUSTOM FORMS:

Prospects are driven to custom forms created to capture contact information

Standard fields include:

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

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



SQLs!

LEAD DELIVERY:

You will receive weekly reports in an .xlsx file

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

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

IEN's Made In America Video Series

Featuring Manufacturers Dedicated to US-Based Manufacturing

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



[> Hamilton Caster](#)



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



[> Pelican Products](#)



[> Haas Automation](#)



[> PBC Linear](#)



[> Vac-U-Max](#)

Marketing Campaign



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



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



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

Industrial Media

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



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



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



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



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



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



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



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



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



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




Contacts and Sales Territories

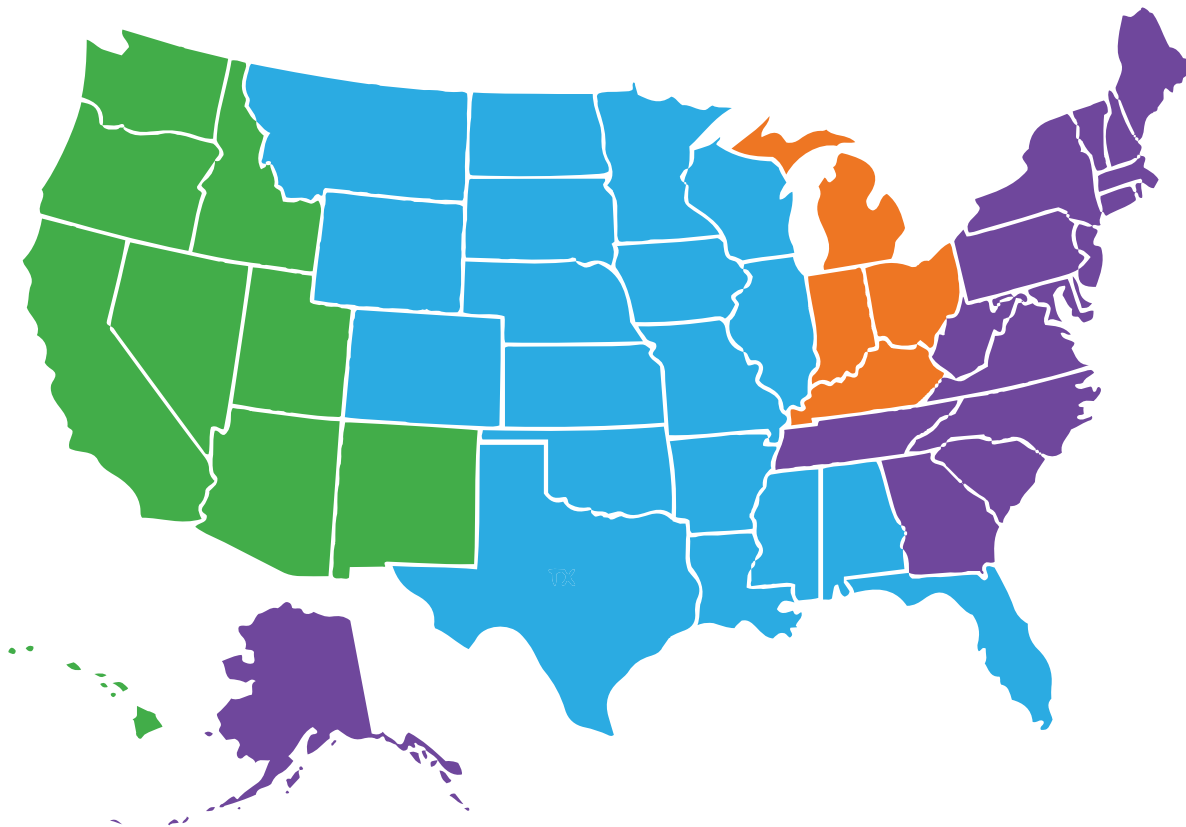
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