

# DESIGN AND DEVELOPMENT TODAY

**PRODUCT & SOLUTION NEWS FOR  
DESIGN ENGINEERING PROFESSIONALS**

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**M**INDUSTRIAL  
MEDIA

2022 Media Kit

# About Us

Serving the US Manufacturing Professional



## Overview

Industrial Media, LLC serves US based Manufacturing Professionals through seven industry-leading brands. We help industrial marketers reach their target audience using one or more of the following:

- **PRINT**
- **DAILY NEWSLETTER (13 TOTAL)**
- **CUSTOM NEWSLETTERS**
- **WEEKLY NEWSLETTERS**
- **WEBSITE DISPLAY**
- **NATIVE ADVERTISING**
- **VIDEO**
- **VIDEO SHOWCASE**
- **CUSTOM RESEARCH**
- **MQL**
- **CPL**
- **CONTENT SYNDICATION**
- **CONTENT CREATION**
- **MULTI-CHANNEL SPONSORED NATIVE ARTICLES**

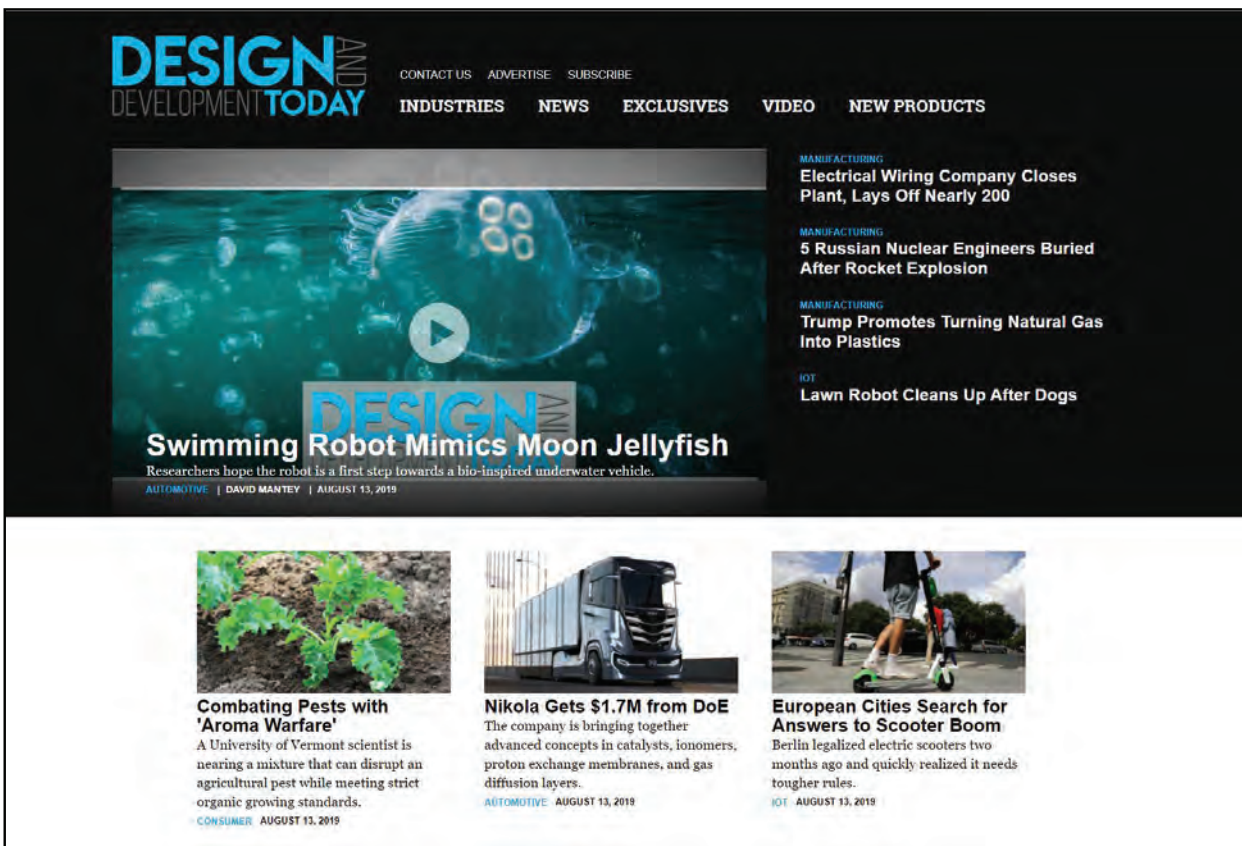
Our dedicated team of account managers and customer service specialists can help execute your marketing strategy. Our customized approach has helped marketers create brand awareness, drive leads and position their companies as thought leaders.

Contact your representative today to identify your audience and leverage our expertise to execute your campaign and maximize ROI.

## Our Brands:



# The New Option for Design Engineers



**D**esign & Development Today (DDT) is a new resource serving design engineering professionals. Focusing on seven primary industries (aerospace, automotive, energy, IoT, manufacturing, medical and military), DDT covers a part of the industry that the media has largely abandoned: new products.

Offering a mix of industry analysis, articles, news, reports, and videos, DDT covers all of the industry's critical product categories, including additive manufacturing (3D printing), design

software, electronic components, fastening and assembly, industrial automation, materials, motion control, sensors, and test and measurement.

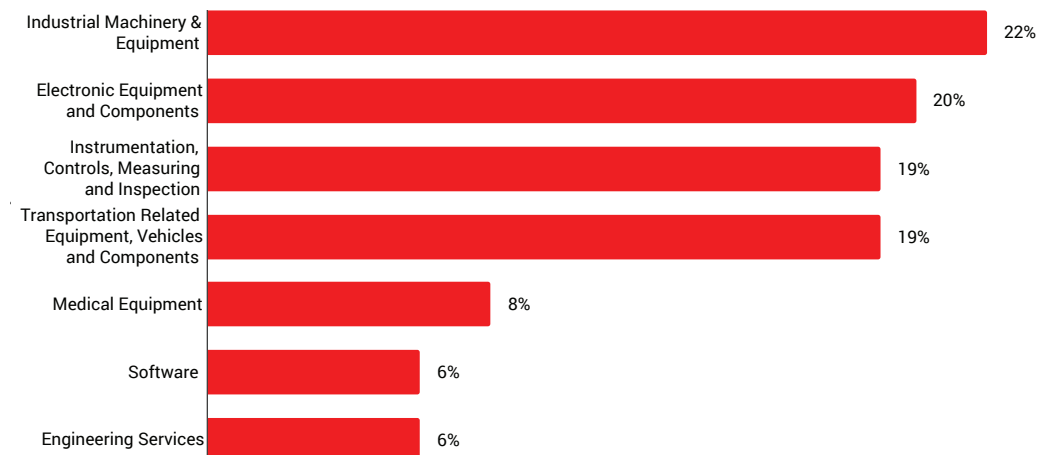
New products stand to make the biggest impact on design engineers, as they not only improve cost and time-to-market, but they are also the core of every successful new product launch.

Design & Development Today tells the story of how products are made, and the components making it possible.

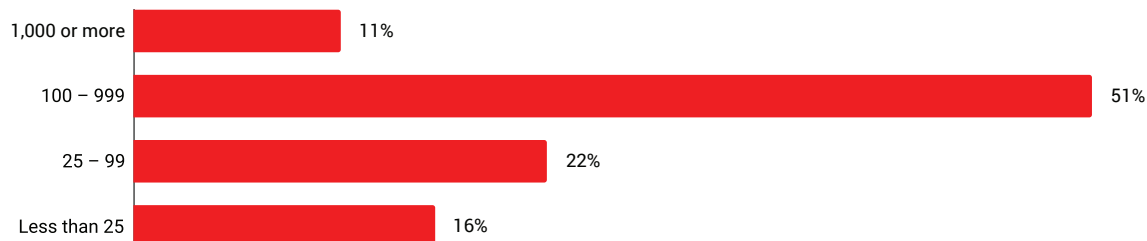
# Who We Are

DDT reaches 200,000+ professionals 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.

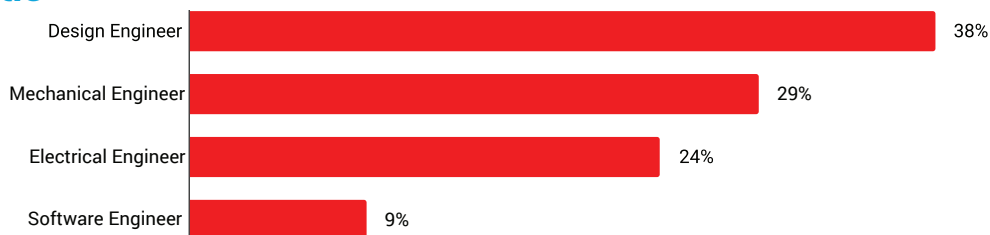
## Industry



## Number of Employees



## Title



## Job Function

### System Design



32%

### Product Design



30%

### Engineering Mgmt



16%

### R&D

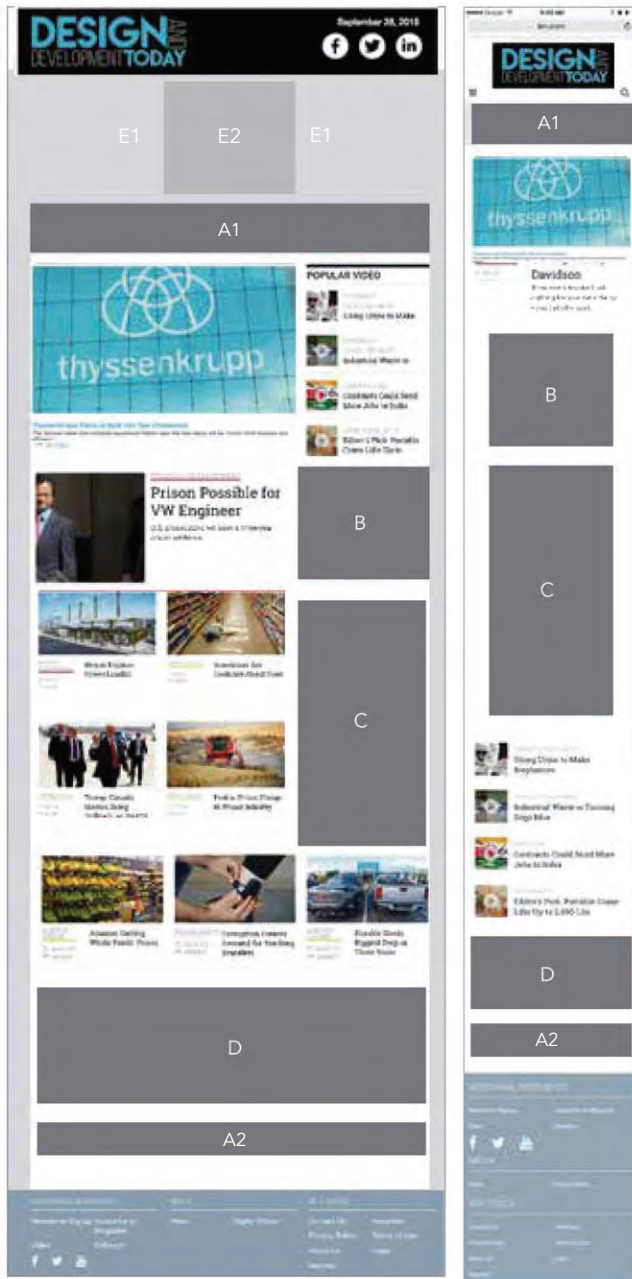


22%



# Web Specs & Rates

Reach DDT'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. DDT editorial appeals to a wide scope of influencers – not just the hands-on product developers, but also the full range of design stakeholders within these leading edge companies. That's what we now deliver with DDT, which increases the frequency with which visitors return to the site.



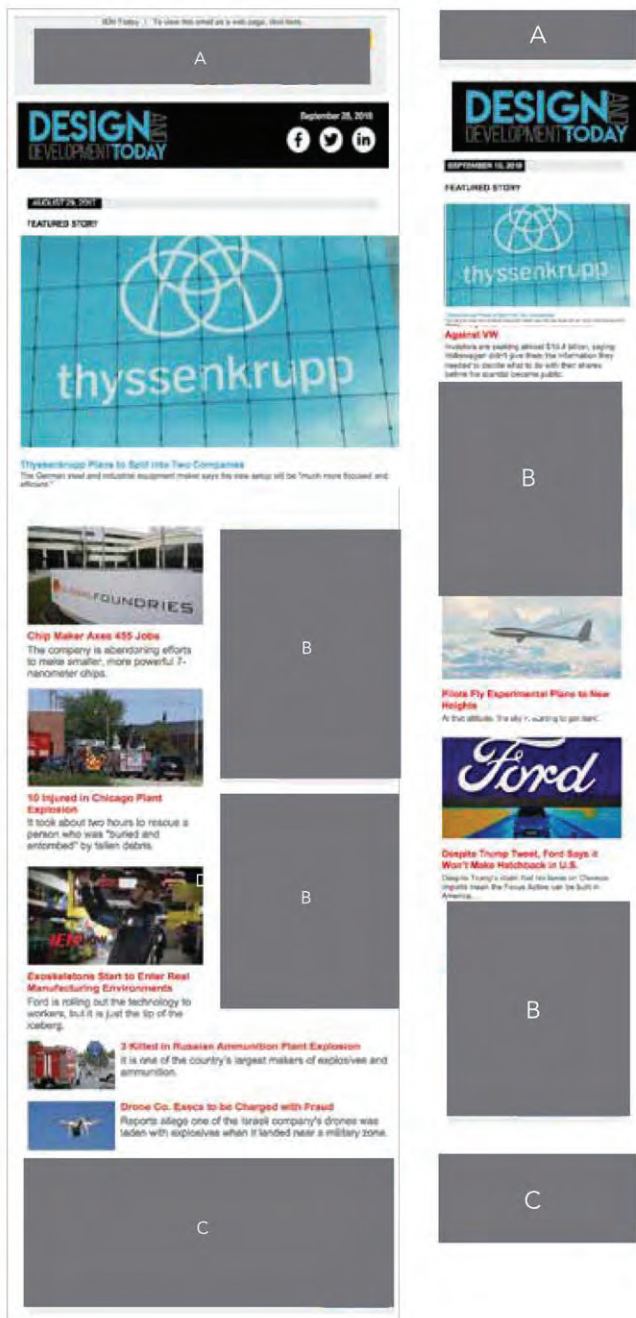
- A Leaderboards:** \$65 CPM  
2 Positions  
**A1:** Top  
**A2:** Bottom, moves as user scrolls  
970x90 Desktop  
728x90 Tablet  
300x50 Mobile
- B Boombox:** \$65 CPM - 320x250
- C Tower:** \$65 CPM - 300x600
- D Billboard:** \$65 CPM - 970x250
- E Reveal Ad:** \$125 CPM - Requires two independent creatives:  
**E1:** 2500x1450 background image  
**E2:** 300x250 transparent PNG (messaging / call-to-action should go here)

## Ad Specs

- Maximum file size: 90 KB
- 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

# Newsletter Specs & Rates

Design and Development Today offers two daily newsletters reaching design engineering professionals with a focus on breaking news and analysis. The newsletters feature the website's flagship video series, along with the latest in product development trends, industry insights and groundbreaking new technologies.



## Ad Specs

- Maximum file size: 1 KB
- File type: .gif, .jpg
- Include linking URL for ad units

- A Leaderboard:** \$2,495 (per week)  
600x100 pixels Desktop  
300x50 pixels Mobile
- B T.O.C. Text and Image:** \$2,495 (per week)  
50-character headline  
250 characters of text  
150x125 pixel image and link
- C Inline Text and Image Ad:** \$1,995 (per week)  
50-character headline  
250 characters of text  
150x125 pixel image and link

DESIGN AND  
DEVELOPMENT TODAY

DESIGN AND  
DEVELOPMENT UPDATE

DDT Today - Daily Newsletter | [View Example](#)

**Focus:** Daily Engineering News, New Products & Industry Trends

**Titles:** 38% Design Engineer, 29% Mechanical Engineer, 24% Electrical Engineer and 9% Software Engineer.

**By Function:** 32% System Design, 30% Product Design, 22% R&D and 16% Engineering Management. Industry: 22% Industrial Machinery/Equipment, 20% Electronic Equipment / Components Instrumentation / Controls / Measuring / Inspection Components/Devices: 19% Transportation Related Equipment / Vehicles / Components, 8% Medical Equipment, 6% Software and 6% Engineering Services

## EMAIL BLASTS

\$350 PER THOUSAND	\$450 PER THOUSAND
<ul style="list-style-type: none"> <li>• One standard email deployment</li> <li>• Performance metrics provided: opens, open rate, CTOR, link tracking and demos</li> </ul>	<ul style="list-style-type: none"> <li>• One standard email deployment</li> <li>• Second deployment to all opens to help engage your best audience</li> <li>• Performance metrics provided: opens, open rate, CTOR, link tracking and demos</li> </ul>

### SPECS

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



# Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching Industrial Media's entire network of manufacturing professionals using our content syndication campaigns.

Content Syndication Package: Reach multiple audiences and generate leads using your existing assets or work with Industrial Media's content experts to develop customized content for your campaign.

## STEP 1

Choose your brands. Multiple brands provide the best results.

## STEP 2

Supply three or more of the following assets or work with Industrial Media to develop custom:

- Whitepaper
- eBook
- Infographic
- Podcasts
- Video
- Video Podcasts
- Case Studies
- Custom Research
- Custom Projects



## STEP 3

Industrial Media to provide a custom registration page that includes First Name, Last Name, Title, Email, and State.

## STEP 4

Industrial Media begins promoting your assets across our network. Promotions include daily newsletters ads, text based eblasts, website display and print.

## STEP 5

Weekly lead delivery begins. Leads are sent via .xlsx file.



INDUSTRIAL DISTRIBUTION

FOOD  
Manufacturing

IMPO

Manufacturing  
Business Technology

DESIGN AND  
DEVELOPMENT TODAY

FINISHINGWORLD

UNIT 202  
A Division of IEN



# Unit202 Video Productions

Unit202 Video Productions, a Div. of Industrial Media, LLC. provides professional video services specializing in the US manufacturing sector.

All videos can be combined with a marketing campaign including daily newsletters, display ads, video showcases, targeted eblasts and social media. Campaigns can be used to generate brand awareness, generate leads or digitize your entire library of product releases.

## Product Videos

- **360 Videos**, Filmed in a light box turntable, 360 videos gives the user a full 360 degree view allowing you to tell your product story in a unique way.
- Product Videos are an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as 92% of B2B prospects consume online video.
  - **Product Release Video** (20-30 seconds)
  - **Product Video** (1 to 1.5 mins)
  - **Social Media** (up to 20 seconds)
- **Sales Brochure videos** can bring your sales brochure to life and create a more engaging experience with your target customer
- **Unboxing videos** have become a powerful marketing tool and a great way to engage your target audience by telling your product story. Ideal for promoting new products with cool features.

## Educational Videos

- **5 Mins with Industrial Media** is a new short format that uses video to engage with your target audience.
- **Video Podcasts** are a new webinar format that uses video to engage with your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.
- **Whiteboard Videos** can be an incredibly effective tool. They are an exciting and innovative way to advertise and market your services or products.

## Made In America/Corporate Videos

- **Made in America series** highlights manufacturers who remain committed to the 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.





# Daily Video Pre-Roll Sponsorship

## Daily Video Pre-Rolls

Video is an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as **92% of B2B prospects consume online video**. Harness the power of video marketing by running a pre-roll on our industry leading manufacturing daily videos. An Industrial Media pre-roll video sponsorship is **100% share of voice and a powerful tool** to attract new customers.

## Daily Manufacturing News Videos

Industrial Media's editorial staff writes, films and produces three news style videos daily that cover the manufacturing sector. Our daily videos generated over **1.8 millions views in 2020**.

## Daily Video Distribution

Our daily videos are posted on all 8 Industrial Media websites and are delivered to an average of 150,000 manufacturing professionals via our 13 daily newsletters. Videos will also run on our social media channels.

## Daily Videos

[IEN Now](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

[Design & Development Today](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles design engineers constantly face.

[The Manufacturing Minute](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

[The Manufacturing Brief](#) is a daily video series that provides exclusive industry news in a quick, easy-to-digest, text overlay format.

Pre-Roll Examples: [COAST](#) [Nippon Pulse](#) [Wurth](#) [Alibaba](#) [Magnetag](#)





# 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 & Sales Territories

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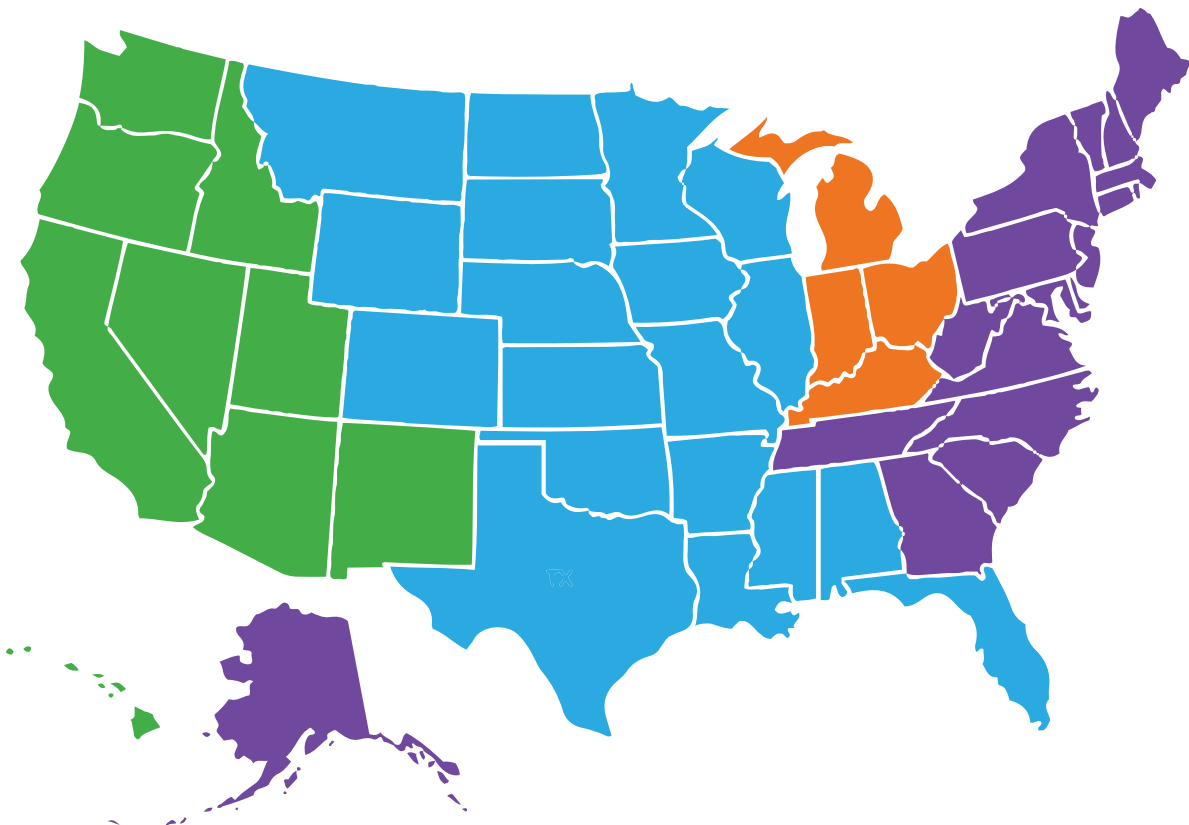
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Product & Solution News for Design Engineering Professionals

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