



INDUSTRIAL EQUIPMENT NEWS

THE LARGEST AUDIENCE IN INDUSTRIAL MEDIA

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MINDUSTRIAL
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:



INDUSTRIAL DISTRIBUTION

FOOD
Manufacturing

IMPO

Manufacturing
Business Technology

DESIGN AND
DEVELOPMENT TODAY

FINISHINGWORLD

UNIT202



Reach

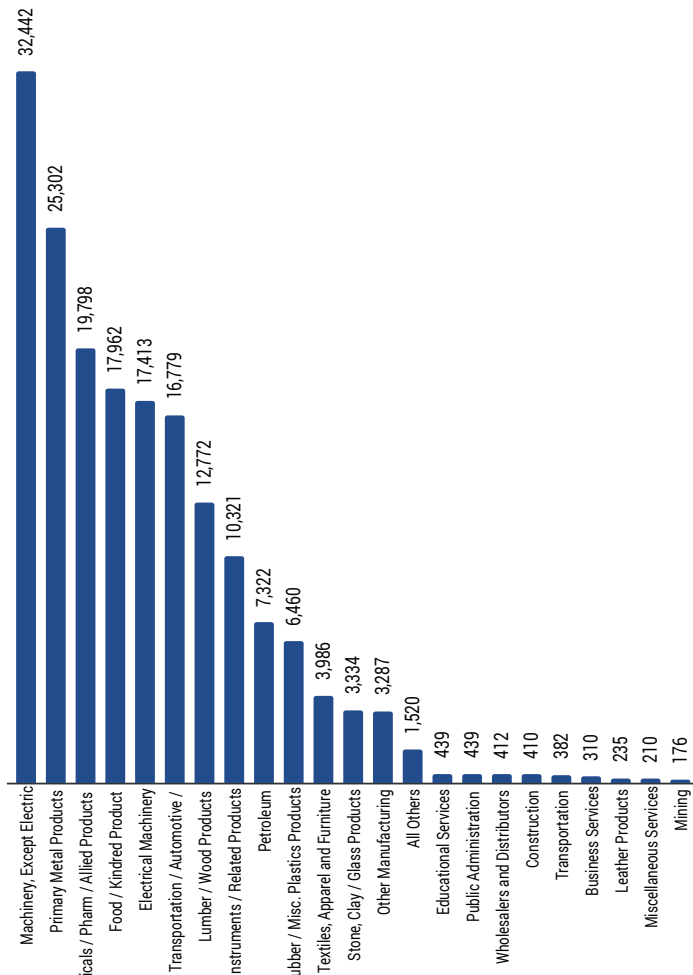
IEN is the largest marketing platform serving the industrial marketplace. Our combined reach in print, daily newsletters, IEN.com and social media is unmatched.



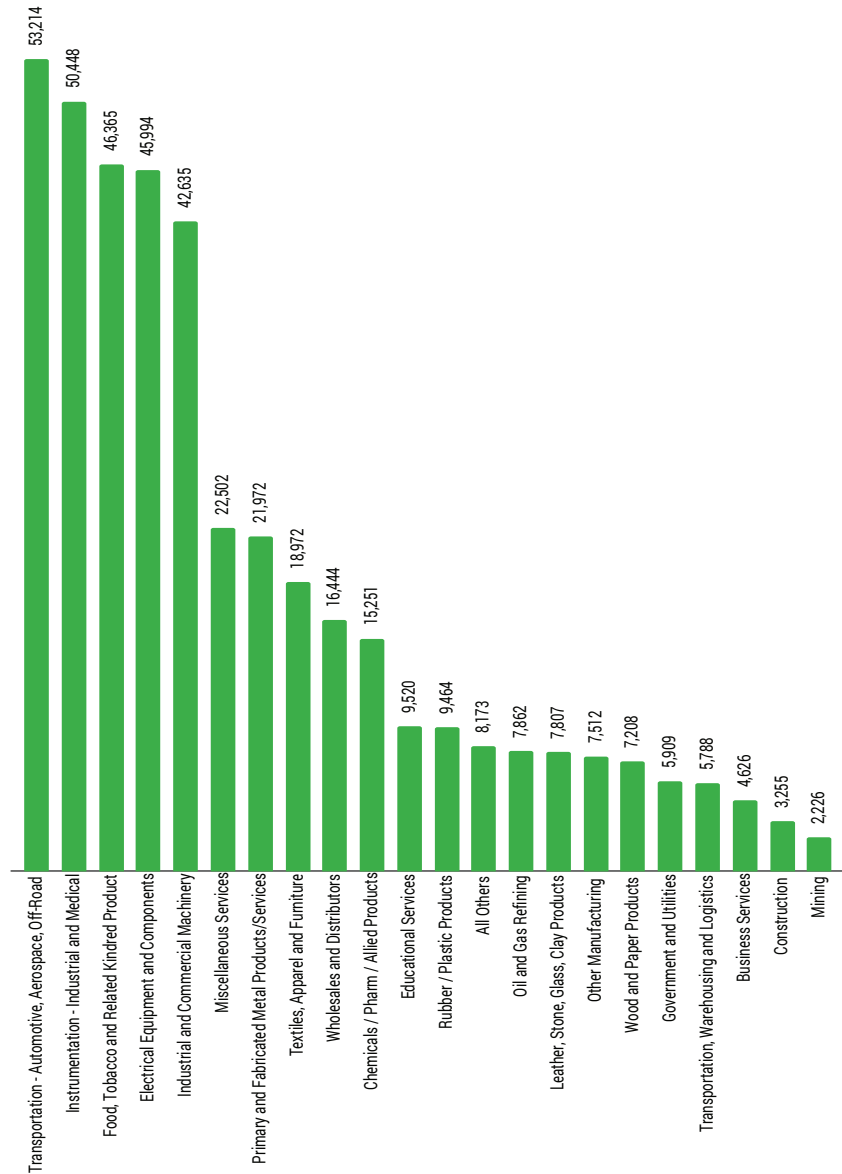
Audience

IEEN 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.

Print Audience



Digital Audience



Job Functions

C-Suite/Admin



62,757

Operations



49,819

Engineering



65,947

Purchasing



2,642

Other - 519

Job Functions

C-Suite/Admin



67,331

Operations



150,371

Engineering



139,516

Purchasing



52,178

Other - 3,751

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



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

2022 Editorial Calendar

	Ad Close Dates	Focus	Monthly Extras	Show Coverage
January/ February	Ads Close 12/27 Materials 1/3	Adhesives & Sealants Tools Electrical Equipment Hydraulics & Pneumatics	Problem Solvers Finishing World Automation	
March/April	Ads Close 2/24 Materials 3/3	Material Handling Safety Mechanical Components MRO	Problem Solvers Finishing World Automation	MDM West ISA Modex Pack Expo East
May/June	Ads Close 4/26 Materials 5/3	Test & Measurement Pumps & Compressors Electronic Components Sensing Devices	Problem Solvers Finishing World Automation	ASSE Safety SurFin
July/August	Ads Close 6/24 Materials 7/1	Safety Buildings & Grounds Material Handling Motors & Power Transmission	Problem Solvers Finishing World Automation	Fabtech IMTS Rapid Sensors Expo
September/ October	Ads Close 8/29 Materials 9/5	Lighting Controls Machine Tools Packaging	Problem Solvers Finishing World Automation	Assembly Show NSC Pack Expo
November/ December	Ads Close 10/26 Materials 11/2	Material Handling Hydraulics & Pneumatics PPE Predictive Maintenance	Problem Solvers Finishing World Automation	East Pack Process Expo WESTEC

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

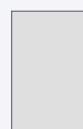
6/9 page vertical



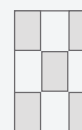
7/9 page



9/9 page



5/9 page checkerboard



5/9 page L-shaped



6/9 page horizontal



5/9 page 8 1/2 x 11



1/2 page horizontal



1/2 page vertical



1/9 page



1/6 page horizontal



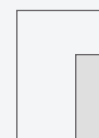
1/6 page vertical



2/9 page horizontal



2/9 page vertical



1/4 page



3/9 page horizontal



3/9 page vertical



3/9 page vertical



3/9 page diagonal



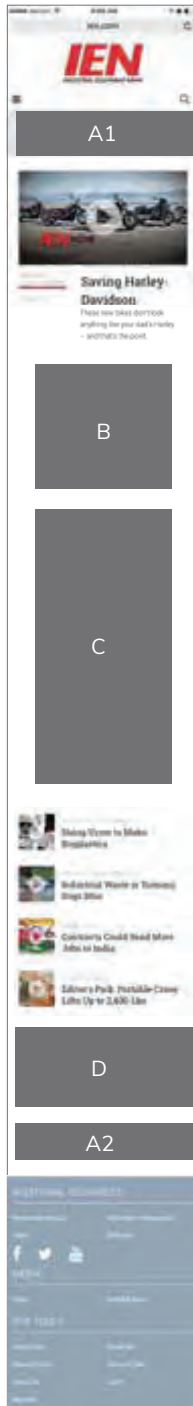
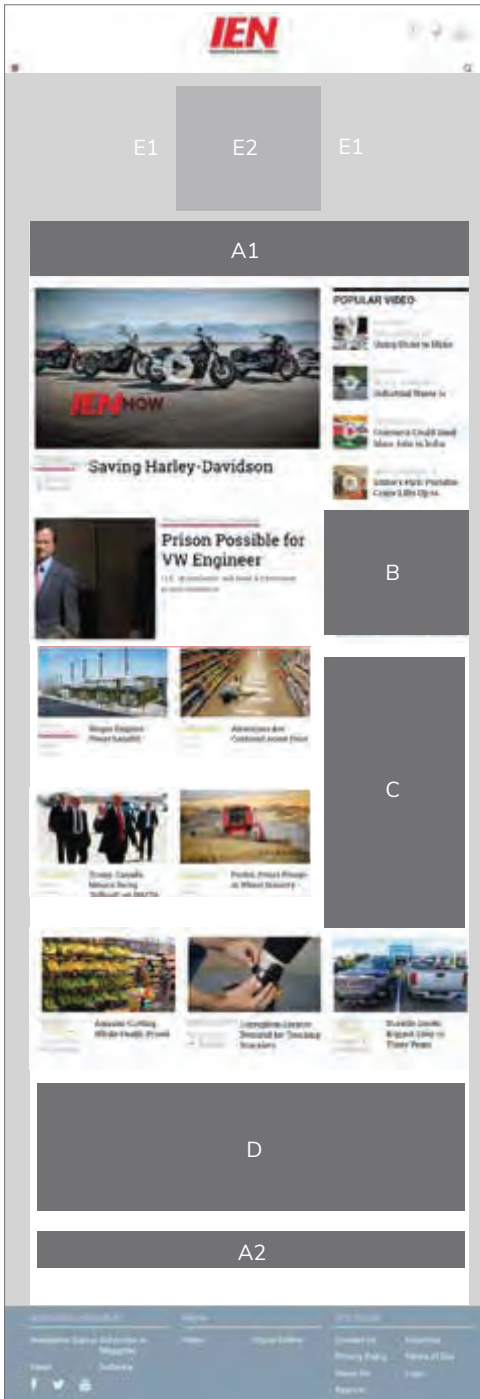
4/9 page



IEN.com Specs and Rates

Desktop

Mobile



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

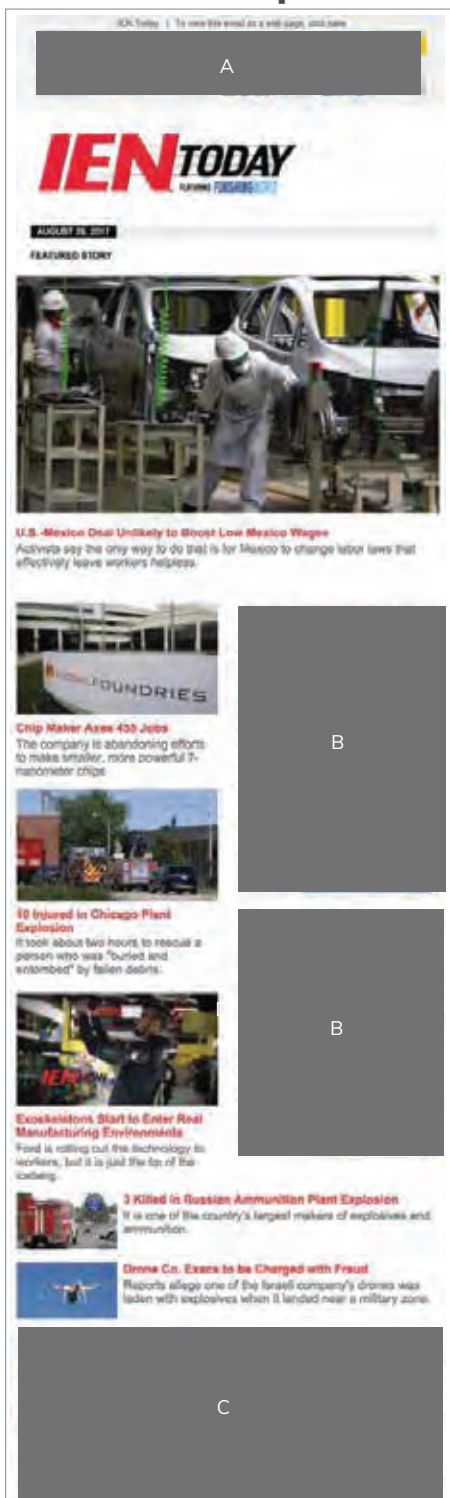
E2: 300x250 transparent PNG (messaging / call-to-action should go here)

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



AD SPECS

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

EMAIL BLASTS

\$350 PER THOUSAND

- One standard email deployment
- Performance metrics provided: opens, open rate, CTRO, 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



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.

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'.

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

FINISHING WORLD

UNIT 202



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](#) | [Magnatag](#)



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.

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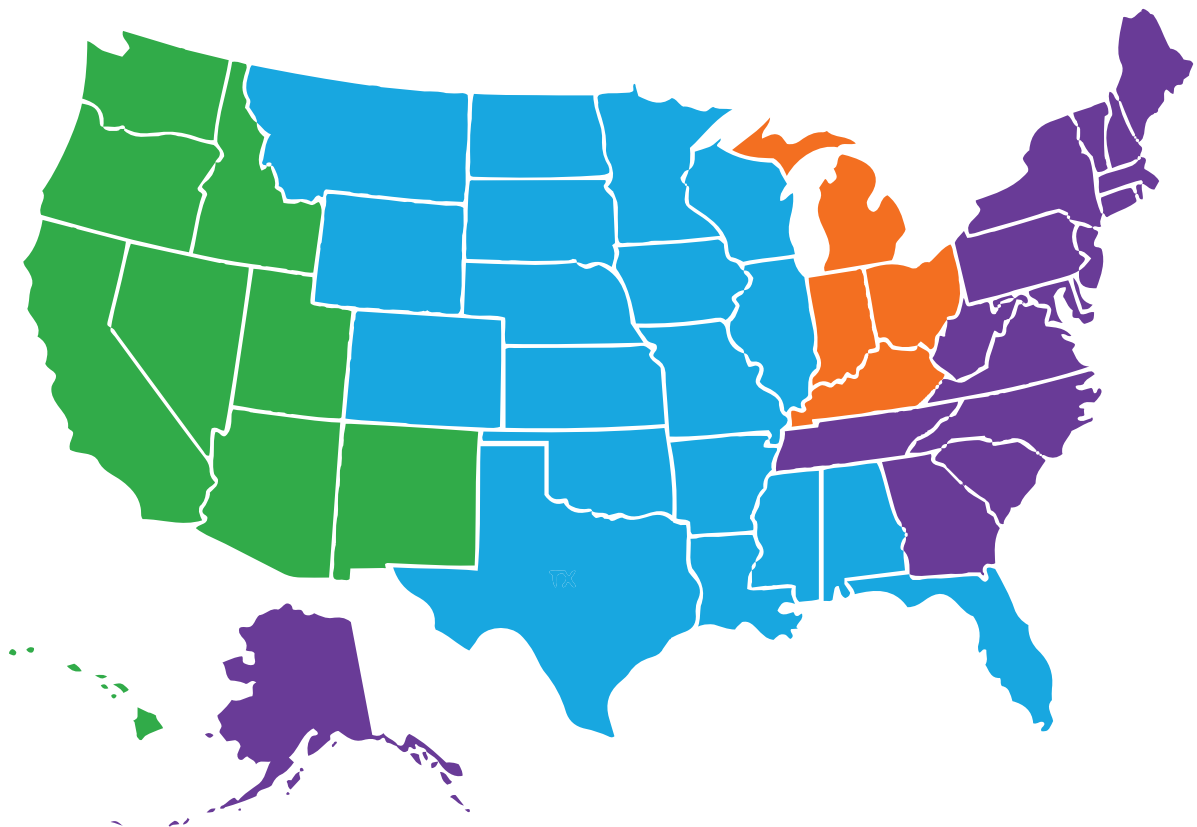
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The Largest Audience in Industrial Media

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