

IMPO®

THE LEADING MAINTENANCE AND OPERATIONS RESOURCE

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MINDUSTRIAL
MEDIA

2022 Media Kit

About Us

Serving the US Manufacturing Professional



Overview

Industrial Media, LLC serves the 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 SPONSOR 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



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

**WEBSITE**

- Engaged audience
- Updated multiple times daily
- Responsive design
- Mobile friendly

**PRINT**

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

**NEWSLETTERS**

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

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.

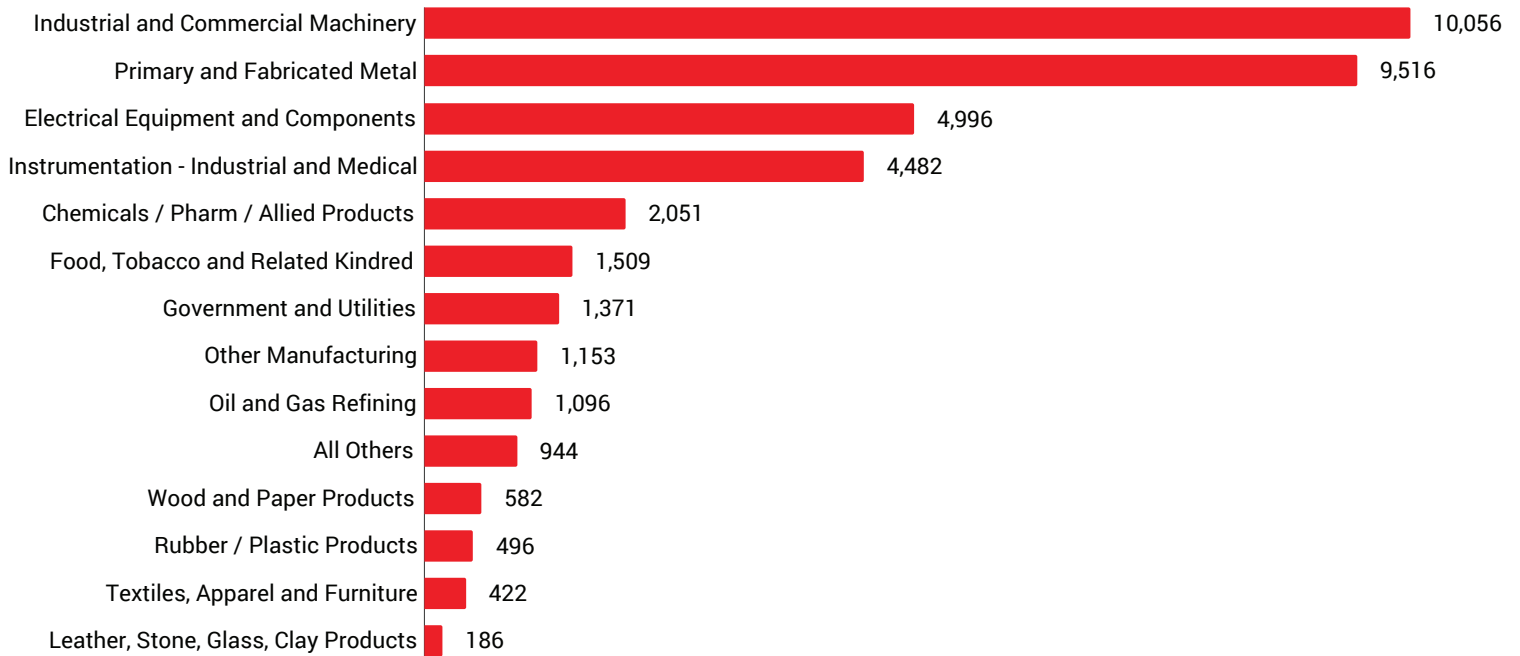
IMPO’s editorial is designed to help our readers navigate the multitude of issues they face in a given day. We find the best way to deliver this information is in a variety of formats (both online and in print) in short, readable doses.

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.



Reach

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	
1/9 [Std 1/4 Pg]	\$3,180
1/6 [Std 1/3 Pg]	\$4,255
2/9 [Std Half Pg]	\$6,950
1/4 [Std Isl. Half Pg]	\$7,380
3/9 [1/3 Tab Pg]	\$8,690
4/9 Std	\$10,630
5/9 [Jr. Tab]	\$11,830
1/2 Half Tab	\$11,400
5/9 L-Shape/Checkerboard	\$12,205
6/9 2/3 Tab	\$14,160
7/9 U-Shape on Tab	\$16,115
9/9 Full Tab	\$14,950

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

6/9 page vertical



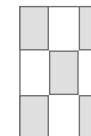
7/9 page



9/9 page



5/9 page checkerboard



5/9 page L-shaped



6/9 page horizontal



5/9 page 8 1/2 x 11



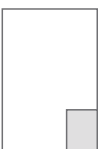
1/2 page horizontal



1/2 page vertical



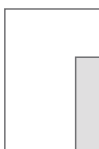
1/9 page



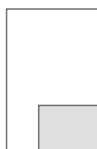
1/6 page horizontal



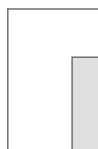
1/6 page vertical



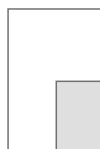
2/9 page horizontal



2/9 page vertical



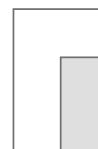
1/4 page



3/9 page horizontal



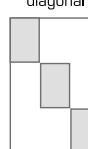
3/9 page vertical



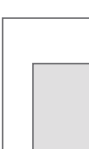
3/9 page vertical



3/9 page diagonal



4/9 page



2022 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 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** **Boombbox:** \$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

IMPO INSIDER
Your Daily Industrial Maintenance & Operations Resource

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

- 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

AD SPECS

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

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.

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

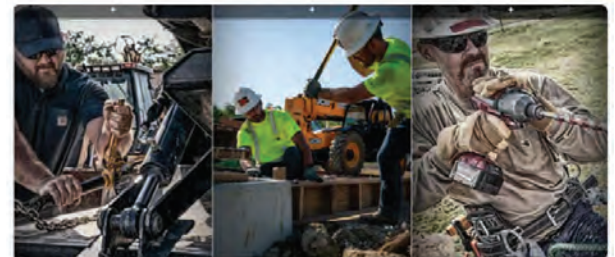
- Video Production + 2 IMPO TV Deployments - \$2,295
- Video Production + 4 IMPO TV Deployments - \$4,995



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 autonomous driving and ELD mandates have flooded the news headlines for the fleet transportation industry.



Products

Carhartt Introduces Rugged Professional Series

This product collection comes in nine styles and features Rugged Flex and Stain Breaker technologies, along with wrinkle resistance.



Maintenance

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.

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 our 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

[IENT 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.

Contacts and Sales Territories

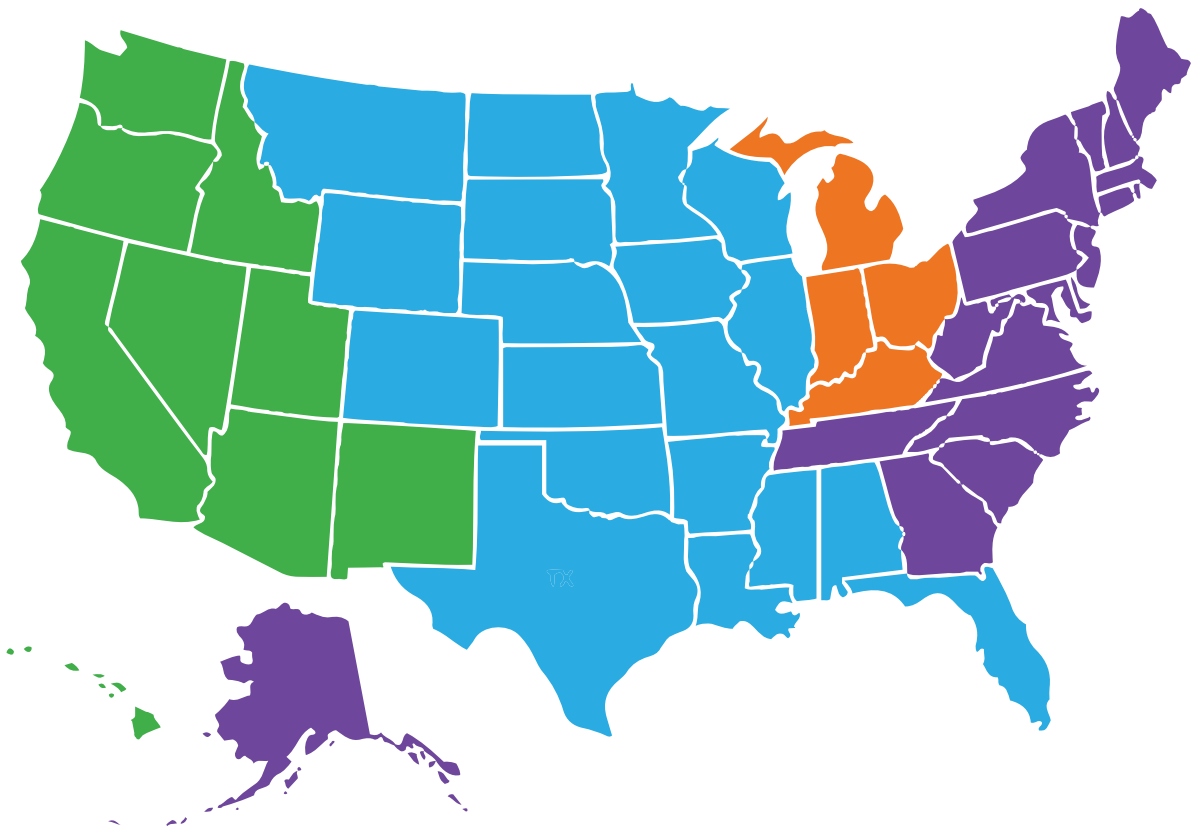
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The Leading Operations and Maintenance Resource

www.IMPOmag.com