

Manufacturing Business Technology

**TECHNOLOGY SOLUTIONS FOR
MANUFACTURING PROFESSIONALS**

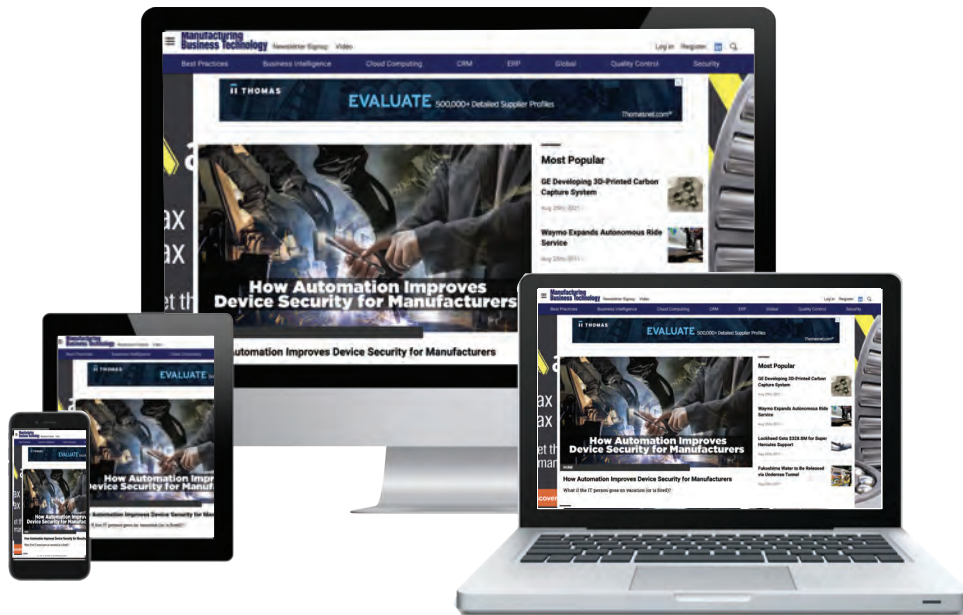
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MINDUSTRIAL
MEDIA

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



IMPO

Manufacturing
Business Technology

DESIGN AND
DEVELOPMENT TODAY

FINISHINGWORLD

UNIT202
A Division of IEN



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

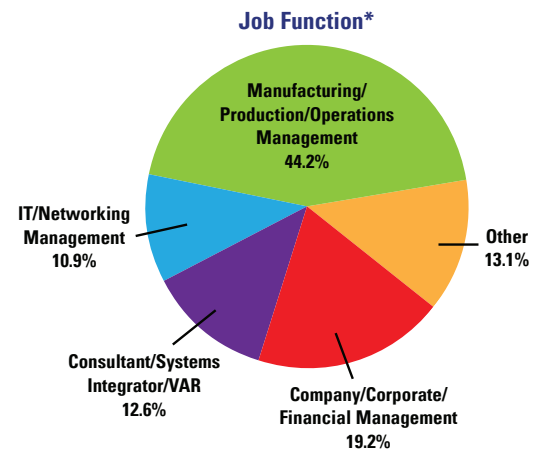
Manufacturing Business Technology Reaches Key Influencers Across the Industry

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.



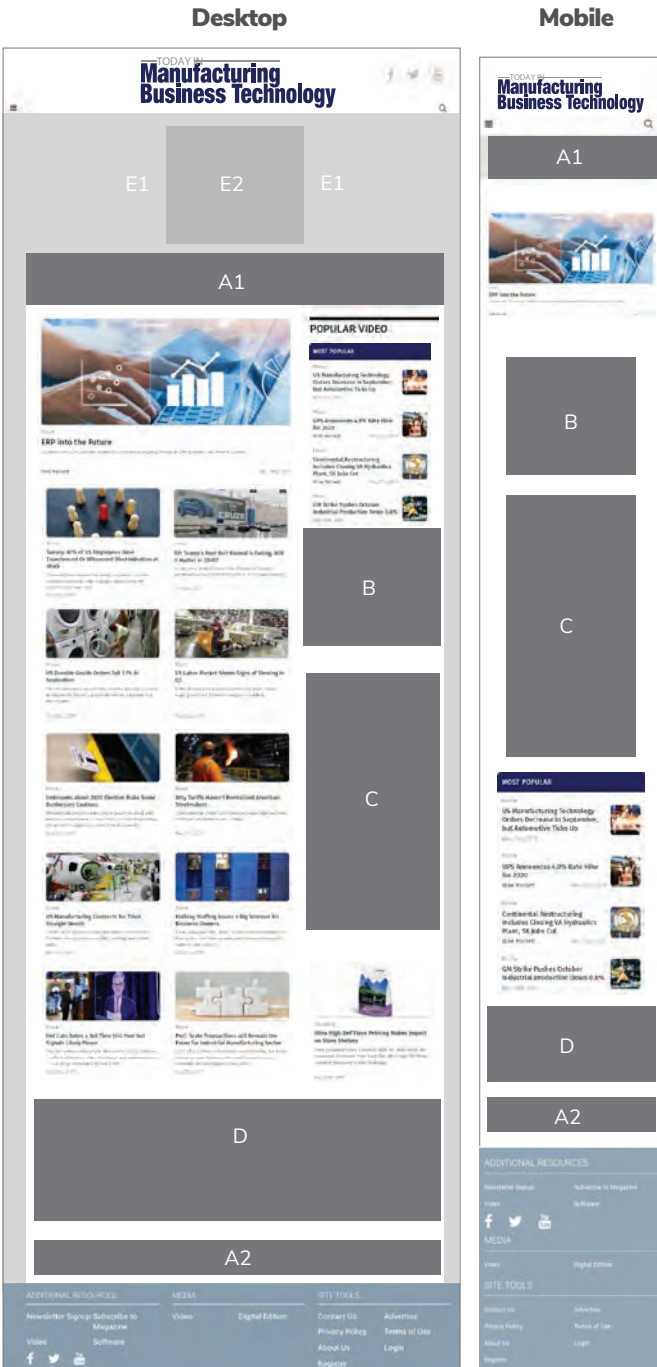
More than 88% of our audience is making decisions in the following industries:

- 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

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.



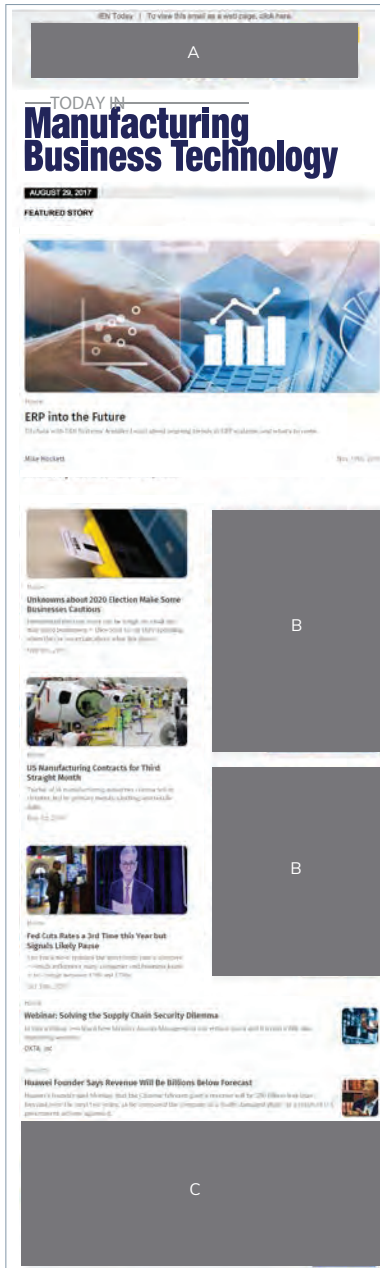
- A Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B Boombox:** \$65 CPM; 300x250
- C Tower:** \$65 CPM; 300x600
- D Billboard:** \$65 CPM; 970x250
- E Reveal Ad:** \$125 CPM; Requires two independent creatives:
E1: 2500x1450 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

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 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.

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 Luzzo 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 2026 and will end its business in hydraulic components for gasoline and diesel engines.

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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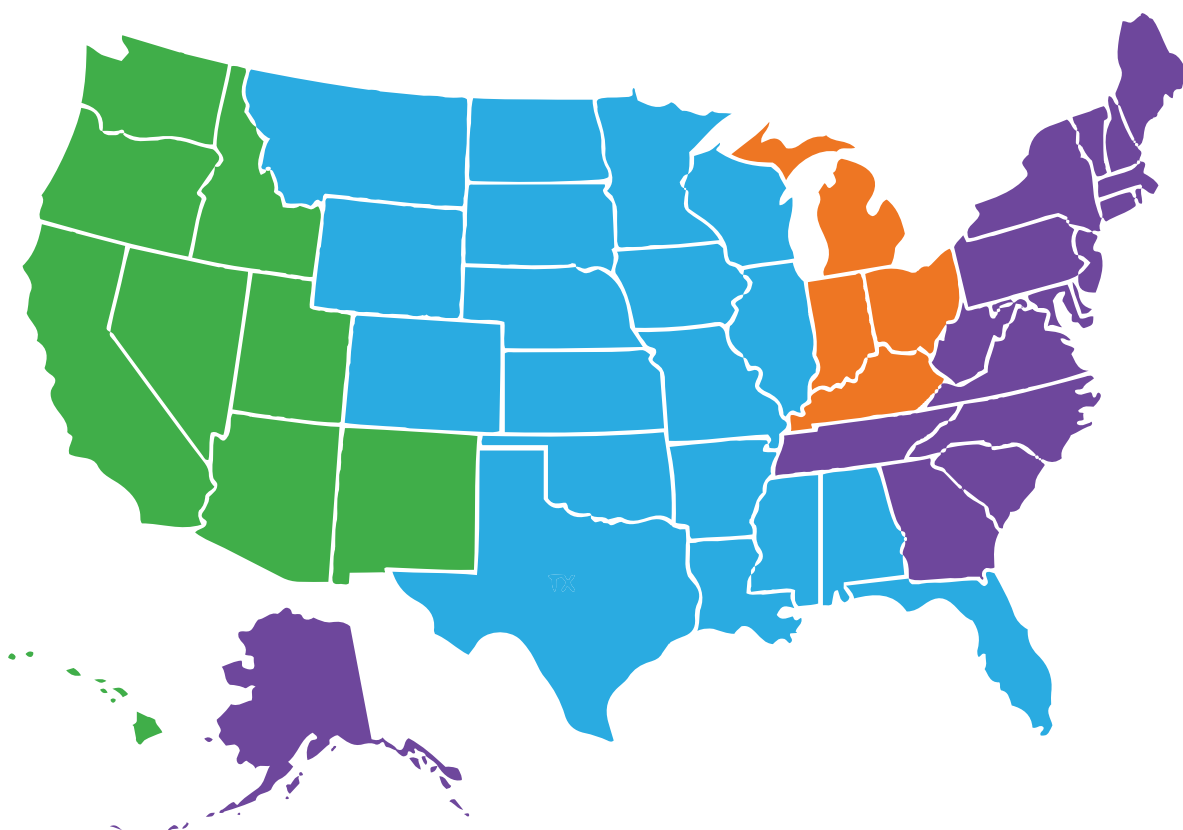
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Business Technology**

Technology Solutions for Manufacturing Professionals

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