



**THE LEADING SOURCE FOR MANUFACTURING  
AND PRODUCT DEVELOPMENT NEWS**

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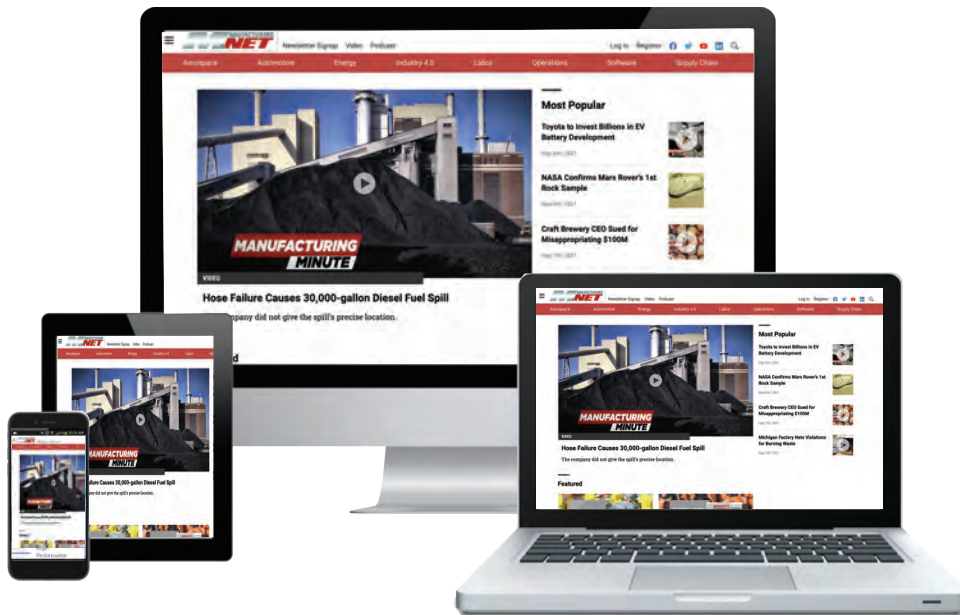
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**M**INDUSTRIAL  
MEDIA

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:



# Engaging a Market Leading Manufacturing Audience

**M**anufacturing.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

**M**anufacturing.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 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

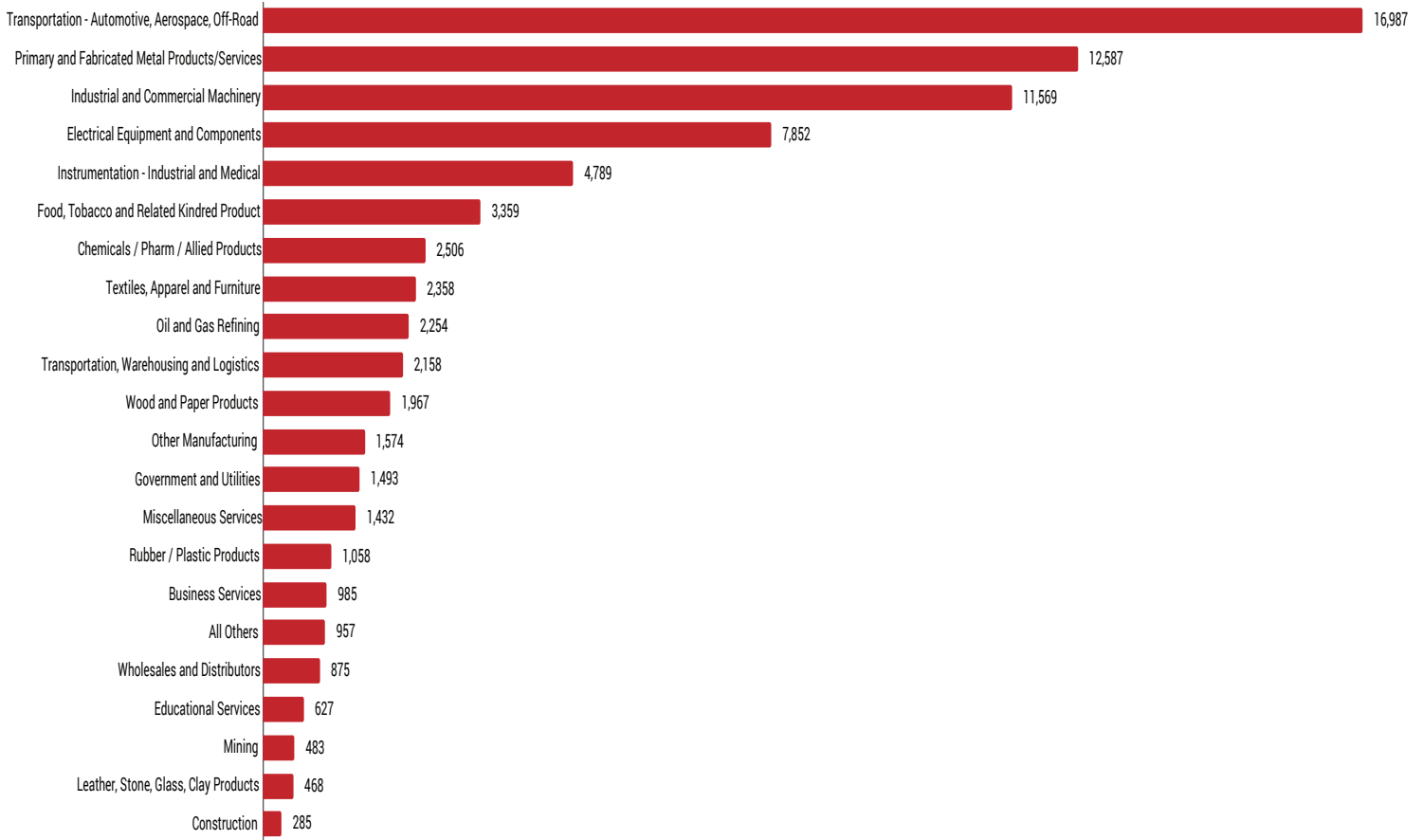
### Editorial topics regularly featured include:

- 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

# Reach

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**

# 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.



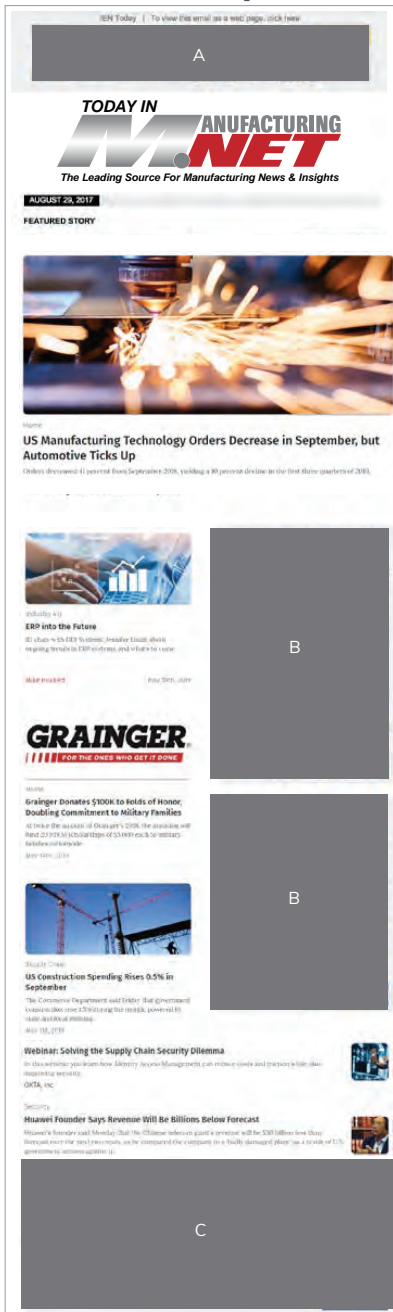
- A** **Leaderboards:** \$65 CPM  
2 Positions  
**A1:** Top  
**A2:** Bottom, moves as user scrolls  
970x90 Desktop  
728x90 Tablet  
300x50 Mobile
- B** **Boombbox:** \$65 CPM; 300x250
- C** **Tower:** \$65 CPM; 300x600
- D** **Billboard:** \$65 CPM; 970x250
- E** **Reveal Ad:** \$125 CPM; Requires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



**Leaderboard:** \$2,495 (per week)  
600x100 pixels (Desktop)  
300x50 pixels (Mobile)  
Link



**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



**Inline Text and Image Ad:** \$1,995 (per week)  
50 character headline including spaces  
250 characters of text including spaces  
150x125 pixel image  
Link



## Email Marketing

MNet 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

# M.NET Safety Weekly Newsletter

Delivered weekly, Manufacturing.net Safety newsletter provides industry news, OSHA compliance, workplace safety and product information that can help safety professionals stay informed.

**Circulation:** 15,000 average

**Frequency:** Weekly

**Titles:**

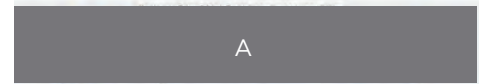
Operations Management, Focus on Safety	43%
Safety Team Member	31%
EHS/Safety Manager	26%

**Industries:**

Industrial Machinery and Instrumentation	21%
Food and Beverage	16%
Transportation	16%
Materials and General Processing	11%
Electrical/Electronic	10%
Oil, Gas and Chemicals	8%
Metal Fabrication	8%
Medical	5%
Other Durable Goods Manufacturing	3%
Training	2%

**Pricing:** (includes 4 weeks/deployments)

A- Leaderboard	\$2,495
B- TOC	\$2,495
C- Inline	\$1,995



## MANUFACTURING NET SAFETY WEEKLY

MARCH 15, 2021

Featured Story



**OSHA's Top 10 Safety Citations**  
Despite the pandemic, the number one OSHA violation has remained the same for 10 years.



**Man Dies After Falling Into Industrial Furnace at Battery Plant**  
The death was determined to be accidental, but OSHA has opened an investigation.



**Deadly Pipeline Blast Damaged Homes 1,000 Feet Away**  
Federal investigators released hundreds of their related to the probe of the 2019 explosion.



**Bridgestone Offers Employees \$100 to Vaccinate**  
The tire maker hopes to make it easier for employees to get vaccinated, but it is not requiring it.



**Swiss Police Raid Security Camera Hacker**  
The hacker cited an effort to raise awareness about the dangers of mass surveillance.



**Firefighters Called to Poultry Plant Where Prior Ammonia Leak Killed 6**  
Six workers died from liquid nitrogen exposure in late January.



**Eye Protection for All-Day Wear**  
The line is focused on combating fogging lenses and an overall lack of comfort - the two main reasons that workers remove their eye protection.



**Report: OSHA Failed to Investigate Worker COVID Deaths**  
The Wall Street Journal says OSHA took little action as infections increased at certain locations.



**New OSHA Program Centers on Protecting High-Risk Workers**  
It also prioritizes employers that retaliate against workers with safety concerns.

## AD SPECS

- Leaderboard: 600x100 pixels & link
- TOC Text & Image Ad:
  - 50 character headline, 250 character of text, 150x125 pixel image & link
- Inline Text & Image Ad:
  - 50 character headline, 250 characters text, 150x125 pixel image & link
- Maximum file size: 1MP
- File type: .jpg





# 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.



# 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.

# Contacts and Sales Territories

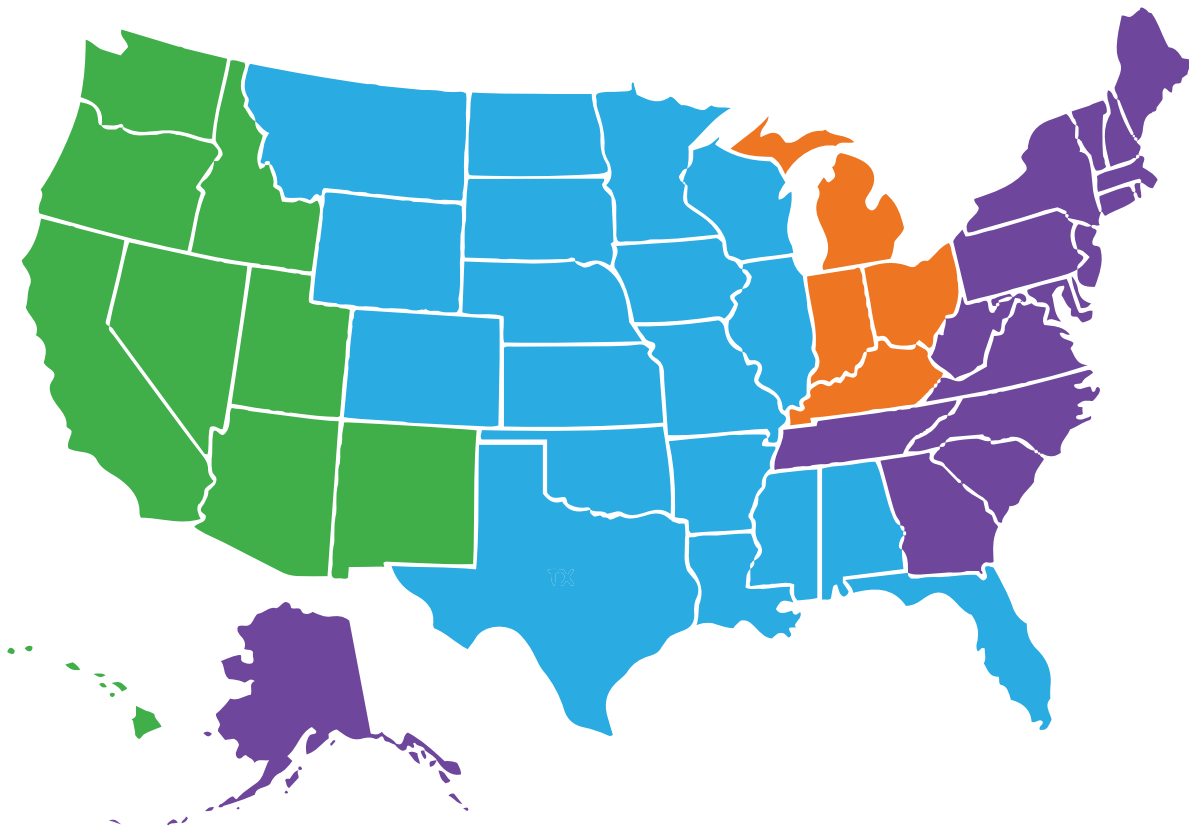
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