

FINISHINGWORLD

A Supplement of

IEN

INDUSTRIAL EQUIPMENT NEWS



2023

MEDIA KIT

www.IEN.com/finishing-world

News & Tech Info for Finishing Professionals

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.

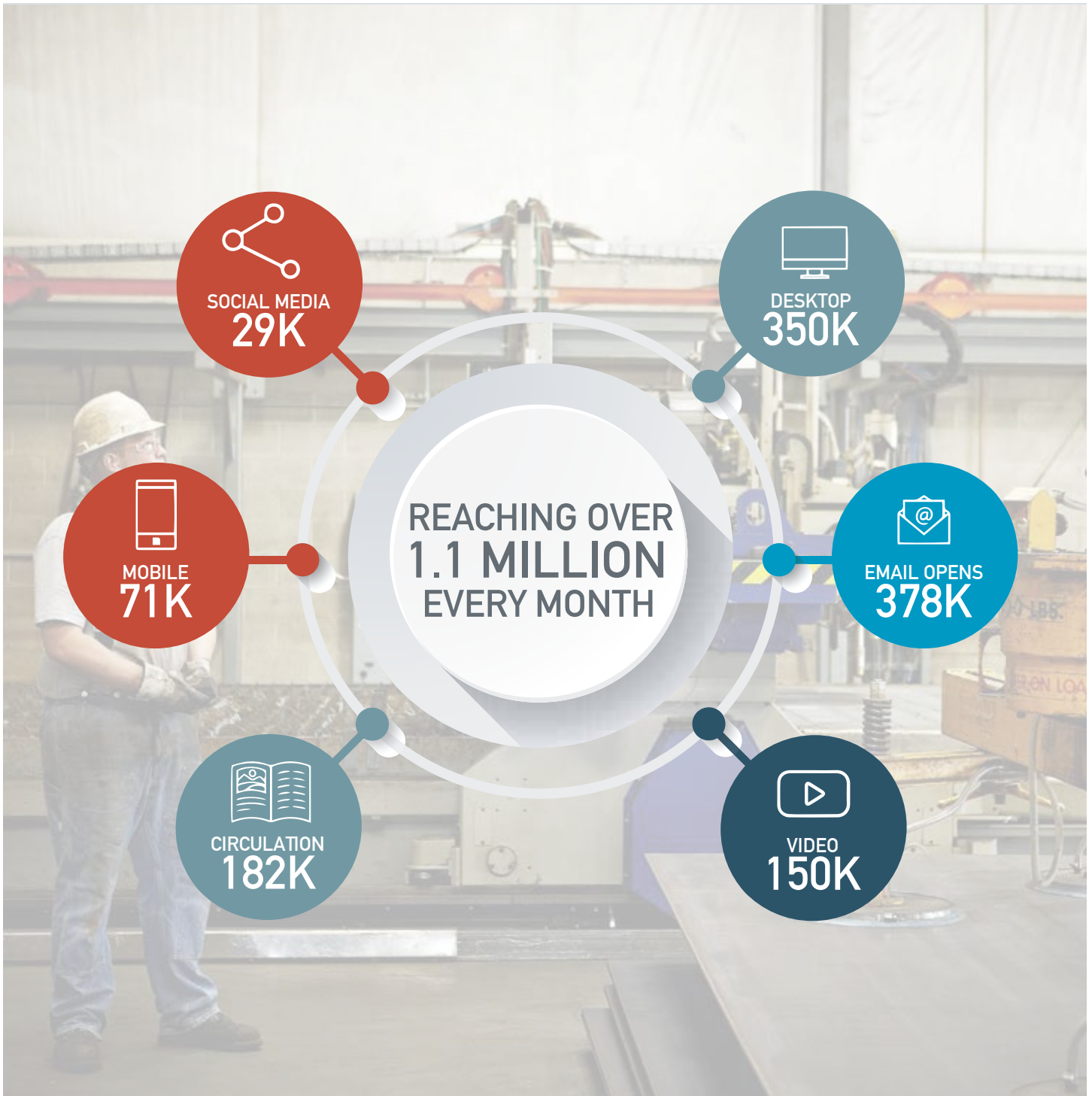


Industries Served

- Fabricated Metal Product Manufacturing
- Machinery Manufacturing
- Computer and Electronic Product Manufacturing
- Electrical Equipment, Appliances & Components
- Transportation Equipment Manufacturing
- Furniture and Related Product Manufacturing

Reach

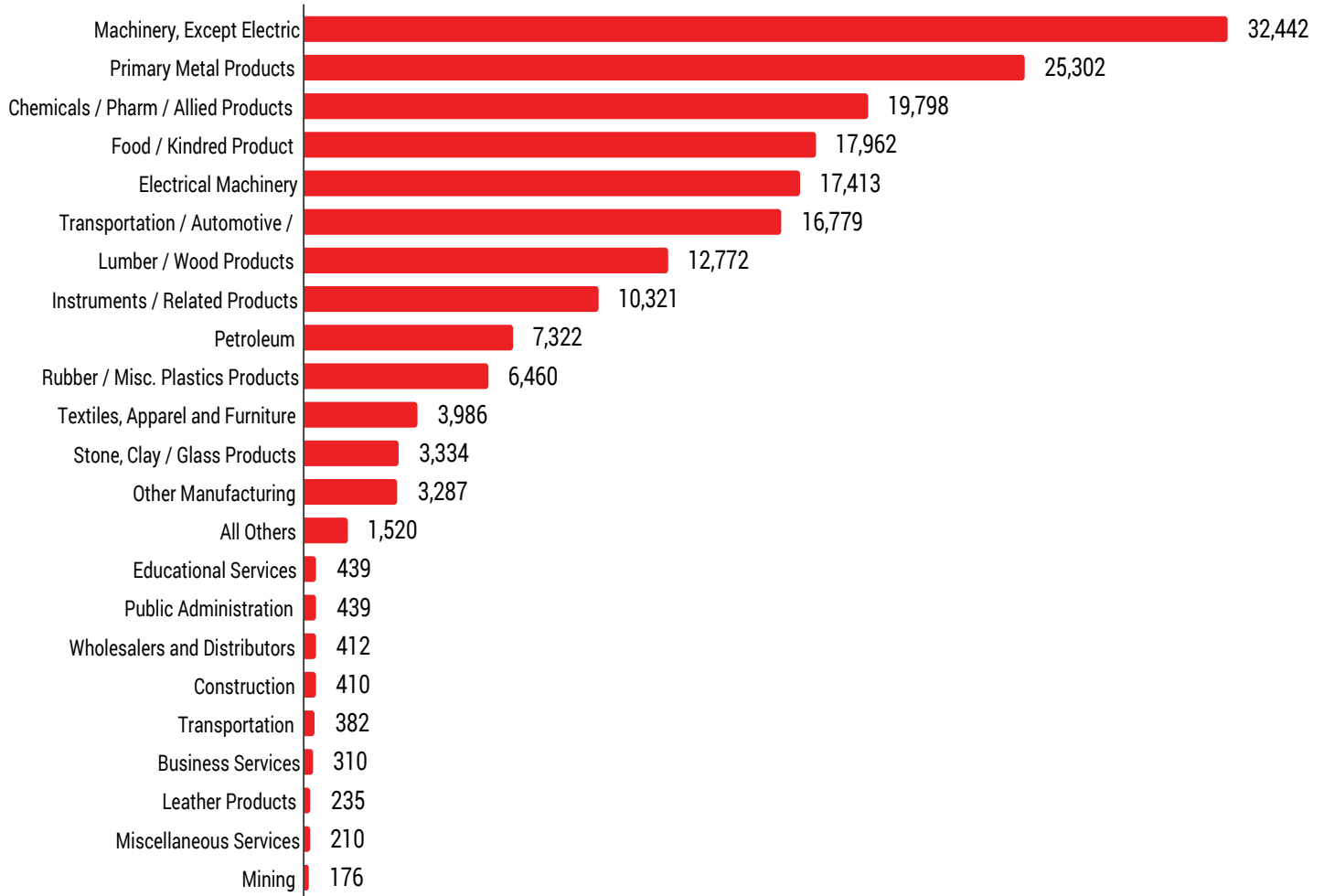
IEN is the largest marketing platform serving the industrial marketplace. Our combined reach in print, daily newsletters, IEN.com and social media is unmatched.



Who We Are - Print

IEN 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.

Industries



Job Functions

C-Suite/Admin



62,757

Operations



49,819

Engineering



65,947

Purchasing

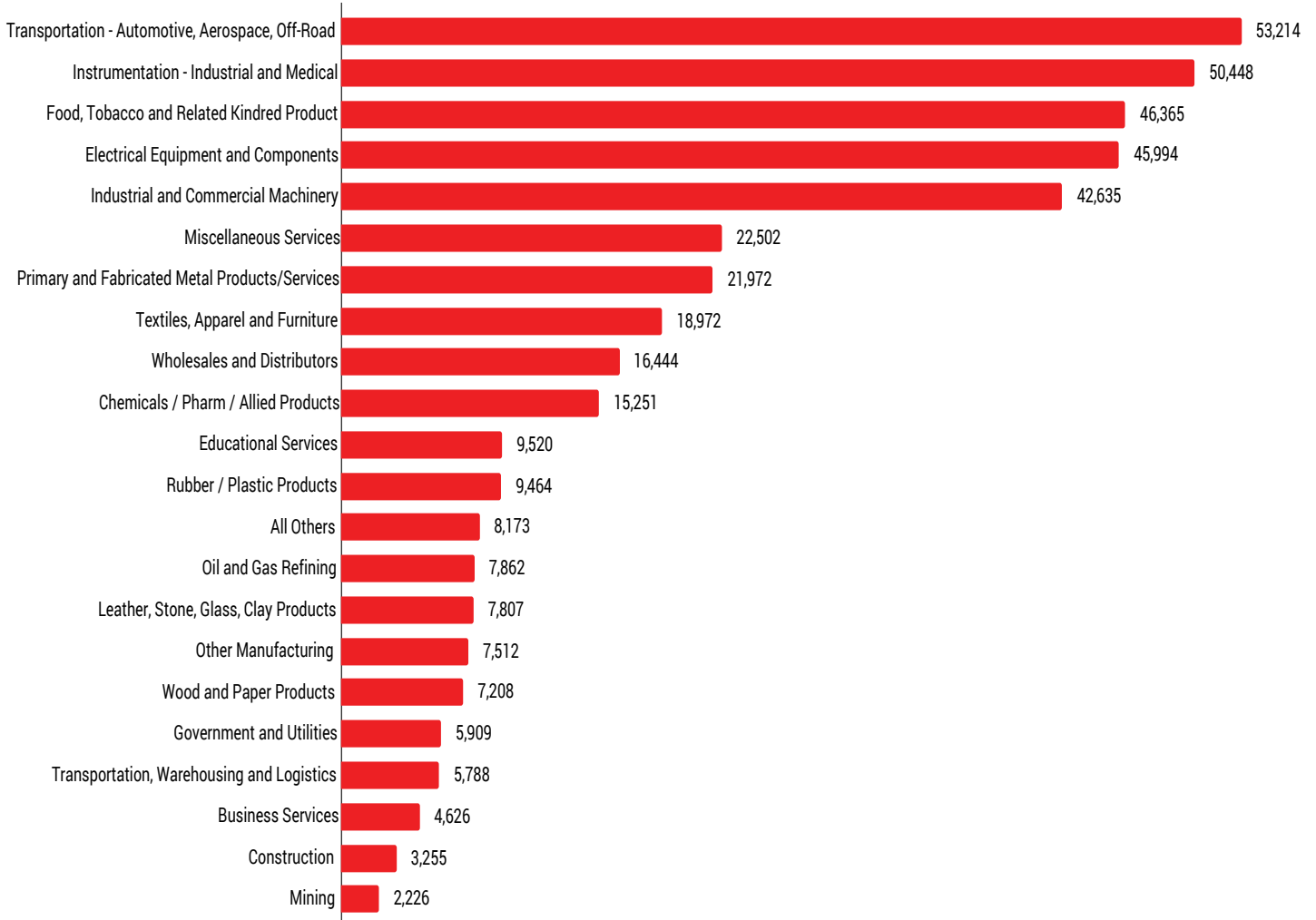


2,642

Who We Are - Digital

IEN 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.

Industries



Job Functions

C-Suite/Admin



67,331

Operations



150,371

Engineering



139,516

Purchasing



52,178

Other - 3,751

Print

Each issue of IEN with Finishing World 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.



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.

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.

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

Editorial Calendar 2023

Edition	Ad Close Dates	Product News & Info for Metalworking Captive & Job Shops and Manufacturers	Industry Trends	Regular Departments
January/ February	Ads Close 12/27 Materials 1/3	Cleaning/Pre-treating Air Pollution Control Coatings	Q&A	Hot Products Application Stories
March/April	Ads Close 2/23 Materials 3/2	Automotive Electroplating Drying	Case History	News & Views Spotlight
May/June	Ads Close 4/25 Materials 5/2	SUR/FIN SHOW ISSUE Aerospace/Defense Anodizing	Q&A	Hot Products Problem Solvers
July/August	Ads Close 6/26 Materials 7/3	Issue Primary Metals Paints & Powders Automation	Case History	Application Stories Hot Products
September/ October	Ads Close 8/25 Materials 9/1	Automotive Mechanical Plating Energy	Q&A	News & Views Spotlight
November/ December	Ads Close 10/24 Materials 10/31	Chemicals Fabrication Plating Equipment	Case History	Problem Solvers Technology

Finishing World Rate Card

FOUR COLOR

SIZE	1x	3x	6x
1/9 page	\$1,900	\$1,850	\$1,800
1/6 page	\$2,600	\$2,550	\$2,500
2/9 page	\$4,200	\$4,100	\$4,000
1/4 page	\$4,400	\$4,300	\$4,200
3/9 page	\$5,500	\$5,300	\$5,100
4/9 page	\$6,400	\$6,200	\$6,100
5/9 page	\$7,100	\$6,900	\$6,700
1/2 page	\$7,900	\$7,700	\$7,500
Full page	\$8,900	\$8,600	\$8,400

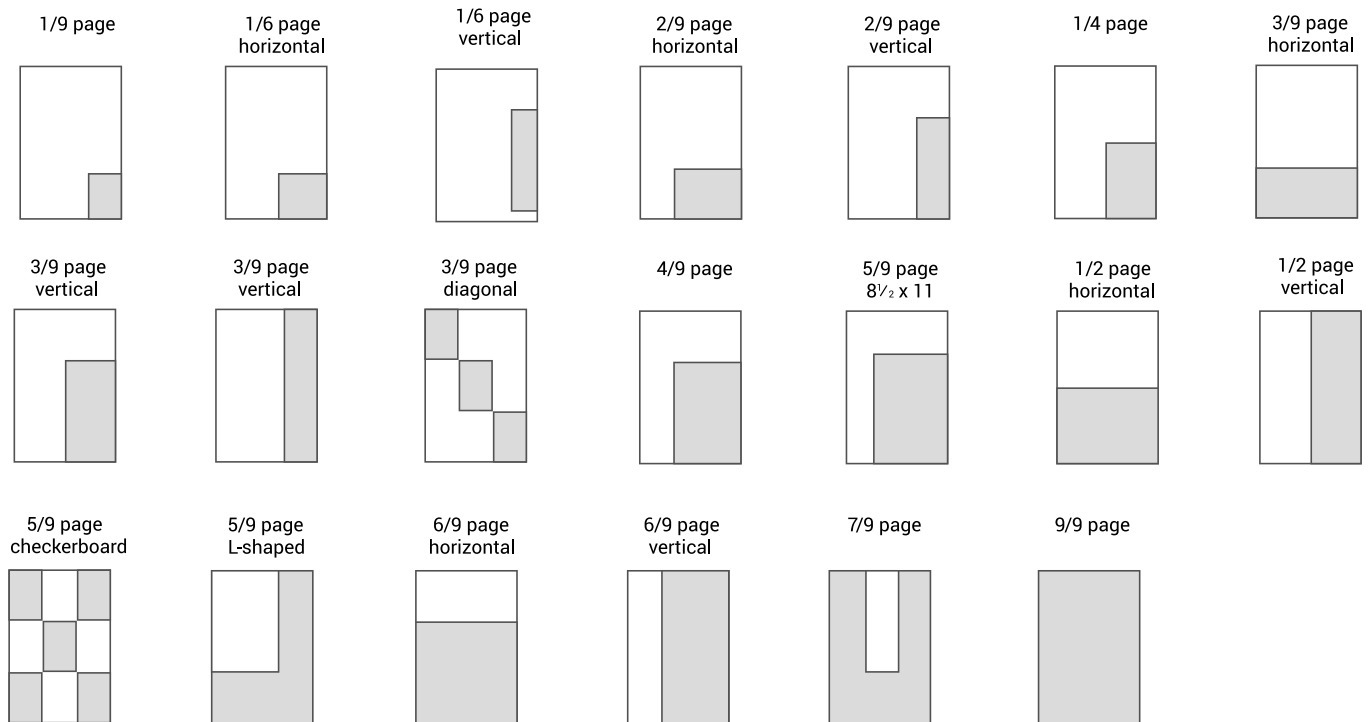
BLACK AND WHITE

SIZE	1x	3x	6x
1/9 page	\$1,600	\$1,550	\$1,500
1/6 page	\$2,250	\$2,200	\$2,100
2/9 page	\$4,200	\$4,100	\$4,000
1/4 page	\$4,400	\$4,300	\$4,200
4/9 page	\$6,400	\$6,200	\$6,100
5/9 page	\$7,100	\$6,900	\$6,700
Full page	\$8,900	\$8,600	\$8,400

Print Ad Formats

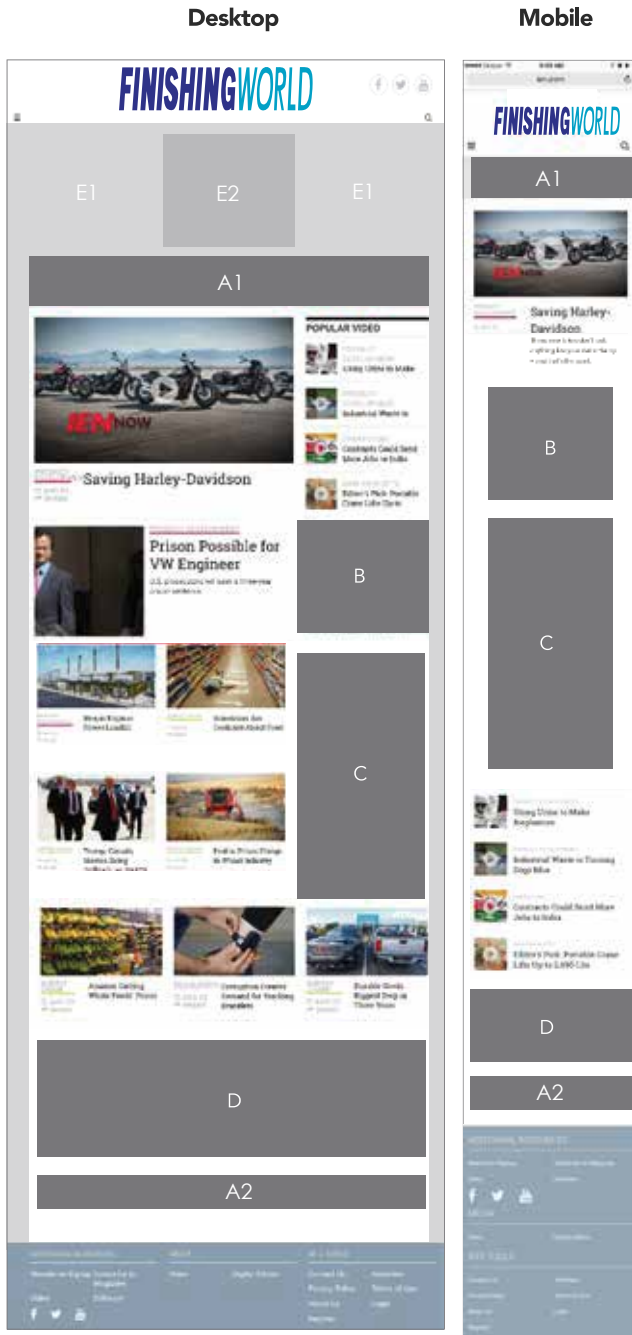
PUB TRIM SIZE 10-7/16 WIDE x 13-3/4 DEEP

Size and Description	Sizes Available/Shape	Trim Size	Bleed
1/9 Page	Vertical	3.25 x 4.25	N/A
1/6 Page	Horizontal & Vertical	4.875 x 4.25 or 2.1875 x 8.75	N/A
2/9 Page	Horizontal & Vertical	6.625 x 4.25 or 3.25 x 8.75	N/A
1/4 Page	Vertical	4.875 x 6.5	N/A
3/9 Page	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 Page	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



Website Specs and Rates

Reach Finishing World's highly engaged audience by displaying your brand through banner advertising not only within targeted search results, but also next to specific content that matches the interests of high-income visitors. IEN.com editorial appeals to a wide range of influencers - not just the hands-on manufacturing engineers, but also the full range of operational stakeholders within these leading edge companies. That's what we now deliver at IEN.com, 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 ; 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: 90KB
- Rich Media: looping animation and Flash included
- Rash, 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

Expandable Ads

- Open and close files are needed
- Maximum file size is 90KB
- .jpg or .swf (.swf action scripting should be minimal)
- Close & click URL redirect tags

IEN Finishing World Today Daily Newsletter

Desktop



Mobile



Leaderboard: \$2,995 (per week)
600x100 pixels Desktop
Link



T.O.C. Text and Image: \$2,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Inline Text and Image Ad: \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Frequency: Daily

Focus: Daily Industry News, New Products & Industry Trends

Titles:

Corporate and Executive Mgmt	35%
Operations/Plant/Facility Mgmt	32%
Engineering, R&D, Design & Technical Mgmt	27%
Purchasing & Other	6%

Industries:

Transportation, Automotive, Aerospace, Machinery Mfg, Fabricated Metals Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum

AD SPECS

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

Contact:

Tom Lynch 608.628.8718 | tom@ien.com
Bill Dey 603.904.4169 | wpdey@comcast.net

Finishing World TV

The Finishing World TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content. 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 Finishing World'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'.

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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:

- Whitepapers
- eBooks
- Video
- Video Podcast
- Webinars
- Custom Research



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.

Pre-Roll Sponsorship

As a sponsor, your video ad will play at the beginning of our daily editorial videos. Your pre-roll will have the full attention of our engaged users. A five second non-skip button ensures your message will be seen and received by the viewers. Full metrics are available after the campaign is completed.

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.



INDUSTRIAL MEDIA
A THOMASNET-RICH MEDIA PARTNERSHIP ENTERPRISE



INDUSTRIAL EQUIPMENT NEWS

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.



A Division of **IEN**

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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