

2023 Media Kit

The Largest Engaged Audience Serving The US Manufacturing Professional.

90 YEARS

IEN
INDUSTRIAL EQUIPMENT NEWS

www.ien.com

M
INDUSTRIAL
MEDIA

About Us

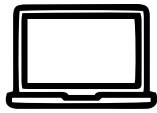
In 1933 Industrial Equipment News (IEN) pioneered the product news tabloid format. Since then, IEN has been the industry's leading source of new technology & new product information serving the trillion dollar manufacturing sector.

Shortly after launching in 1933, IEN's founder pioneered the bingo card to help advertisers follow up with prospective clients & track ROI on their marketing investment. That tradition continues today; IEN offers several types of campaigns with lead generation, brand awareness and thought leadership to help clients measure their marketing spend ROI.

- Print
- Content Creation (Whitepapers, eBooks, Infographics, Video)
- Content Syndication
- Custom Newsletter
- Custom Research
- Daily Newsletter
- Lead Generation (MQL or CPC)
- Native Advertising
- Sponsorships
- Video (whiteboard, 360, sales brochure, Unboxing)
- Video Ads
- Video Podcasts (New Webinar Format)
- Website Display



REACHING OVER 1.3 MILLION MONTHLY



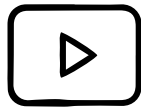
DESKTOP

259K



EMAIL
OPENS

590K



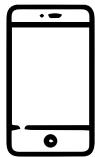
VIDEO

195K



PRINT
CIRCULATION

182K



MOBILE

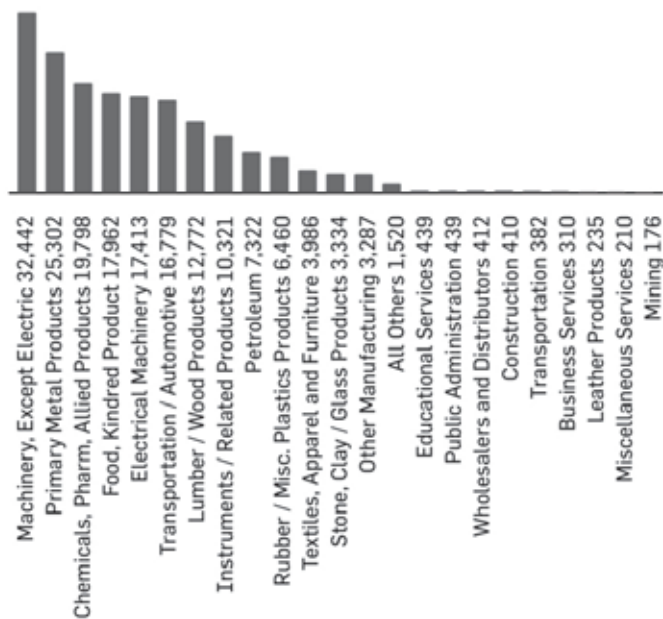
120K

Audience

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.

Midwest 178,563
East Coast 57,921
Northeast 78,369
South Central 35,389
Mountain 15,933
West Cost 43,218

PRINT AUDIENCE



JOB FUNCTION-PRINT



C-Suite
62,757



Operations
49,819



Engineering
65,947

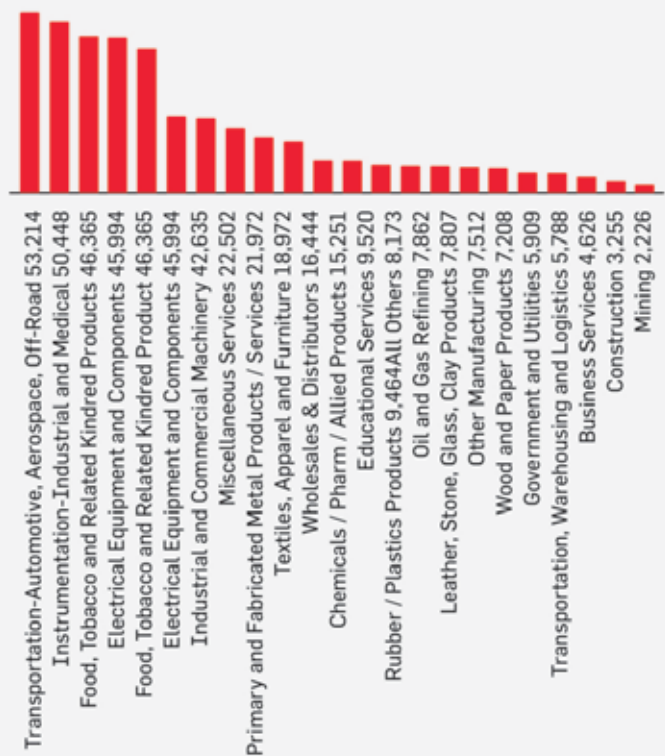


Purchasing
2,642

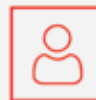
Over 80% of IEN users have direct input on purchasing decisions

Over 90% use IEN print and our digital properties to make product purchasing decisions

DIGITAL AUDIENCE



JOB FUNCTION-DIGITAL



C-Suite
67,331



Operations
150,371



Engineering
139,516



Purchasing
52,178

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.

Circulation
182,000

38 MIN spent reading each issue

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

63%

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

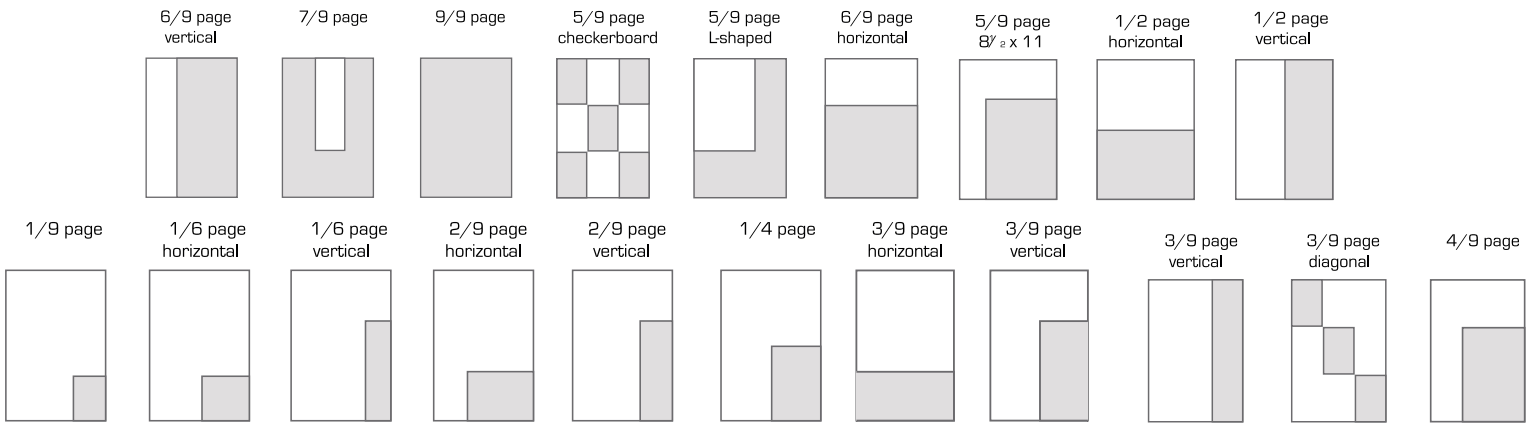


Editorial Calendar

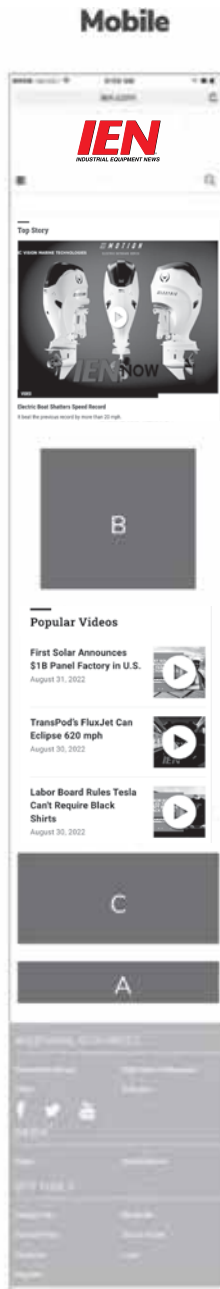
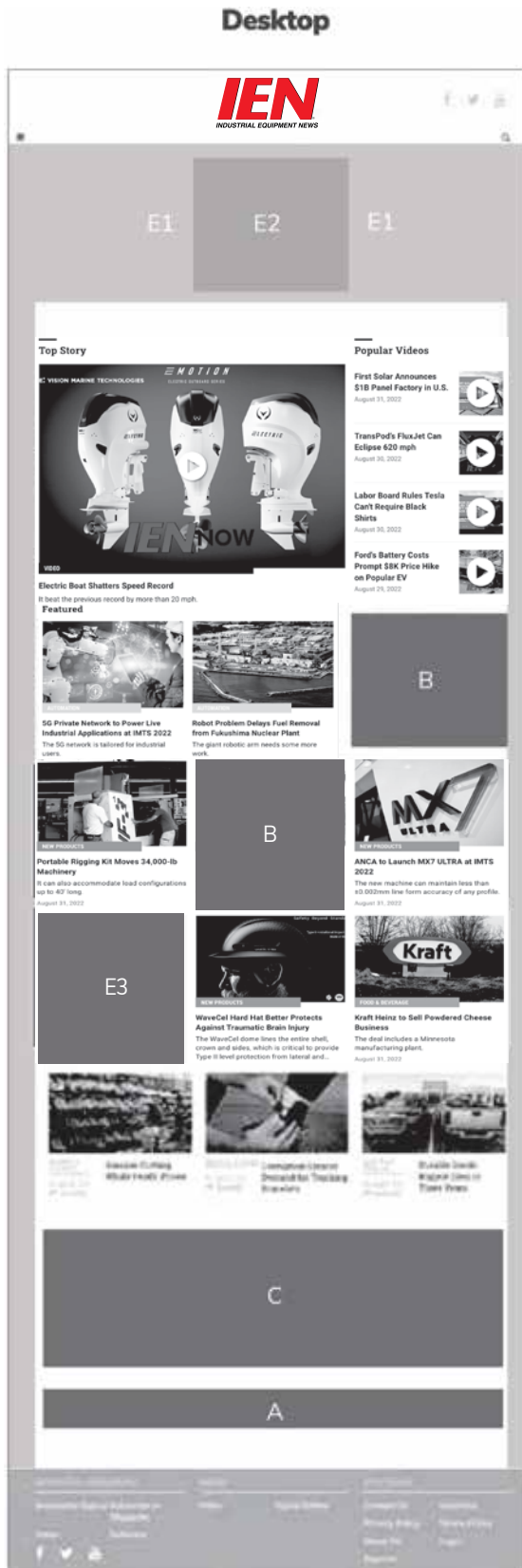
	AD CLOSE	FOCUS	MONTHLY EXTRAS	BONUS INSERT	SHOW COVERAGE	SPECIAL FOCUS
JANUARY/ FEBRUARY	Ads Close 12/27 Materials 1/3	Machine Tools MRO Electronics Hydraulics & Pneumatics	Problem Solvers Finishing World Automation	FOOD Manufacturing Consumer Trends Traceability Material Handling		Automation
MARCH/ APRIL	Ads Close 2/23 Materials 3/2	Material Handling Safety Mechanical Components Tools	Problem Solvers Finishing World Automation	FOOD Manufacturing Recall Prevention Sanitization Automation	MDM West Promat ISA Pack Expo East Rapid Show	Motion Controls
MAY/JUNE	Ads Close 4/25 Materials 5/2	Lighting Controls Adhesives & Sealants Packaging	Problem Solvers Finishing World Automation	FOOD Manufacturing Quality Control Energy Management Packaging	ASSE Safety SurFin Sensors Show	Material Handling
JULY/ AUGUST	Ads Close 6/26 Materials 7/3	Safety Fans & Lighting Material Handling Motors & Power Transmission	Problem Solvers Finishing World Automation	FOOD Manufacturing Fabtech Rapid Sensors Expo		IoT or Industry 5.0
SEPTEMBER/ OCTOBER	Ads Close 8/25 Materials 9/1	Test & Measurement Pumps & Compressors Electronic Components Sensing Devices	Problem Solvers Finishing World Automation	FOOD Manufacturing Test & Measurement Pumps & Compressors Electronic Components Sensing Devices	Assembly Show NSC Pack Expo	3D Printing
NOVEMBER/ DECEMBER	Ads Close 10/24 Materials 10/31	Fastening & Assembly Hydraulics & Pneumatics PPE Predictive Maintenance	Problem Solvers Finishing World Automation	FOOD Manufacturing Fastening & Assembly Hydraulics & Pneumatics PPE Predictive Maintenance	Show Coverage East Pack Process Expo WESTEC	Safety

Rate Card

AD SIZE	RATE	TRIM SIZE	BLEED
1/9 (STD 1/4 PG)	\$3,180	Vertical 3.25 x 4.25	N/A
1/6 (STD 1/3 PG)	\$4,255	Horizontal & Vertical 4.875x4.25 or 2.1875x8.75	N/A
2/9 (STD Half Pg)	\$6,950	Horizontal & Vertical 6.625x4.25 or 3.25x8.75	N/A
1/4 (STD Isl. Half Pg)	\$7,380	Vertical 4.875x6.5	N/A
3/9 (1/3 Tab Pg)	\$8,690	Horizontal & Vertical 10x4.25 or 4.875x8.75, 3.25x13.25 or 3.25x4.25	N/A
4/9 STD	\$10,630	Vertical 6.625x8.75	N/A
5/9 (Jr. Tab)	\$11,830	Vertical 8.5x11 8.75x11.25	8.75x11.25
1/2 Half Tab	\$11,400	Horizontal & Vertical 10x6.5 or 4.875x13.25	N/A
5/9 L-Shape/Checkerboard	\$12,205	3.25x4.25	N/A
6/9 2/3 Tab	\$14,160	Horizontal & Vertical 10x8.75 or 6.625x13.25	N/A
7/9 U-Shape on Tab	\$16,115	Vertical 3.25 x 4.25	N/A
9/9 Full Tab	\$14,950	10.4375x13.75	10.6875x14
Cover Snipe	\$3,995	2.377x2.383	N/A
Strip Ad (For 3)	\$3,995	Horizontal 3.1028x0.6802	N/A
Literature Review	\$1,900	5" x 2.25"	N/A



IEN.com Specs and Rates



A **Leaderboard:**
\$85 CPM
970x90 Desktop
728x90 Tablet
300x50 Mobile

B **Boombbox:**
\$85 CPM
300x250

C **Billboard:**
\$85 CPM
970x250 Desktop
300x250 Mobile

E **Reveal Ad:**
\$225 CPM
Requires three independent creatives

E1 2500x1450 background image

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

E3 300x250

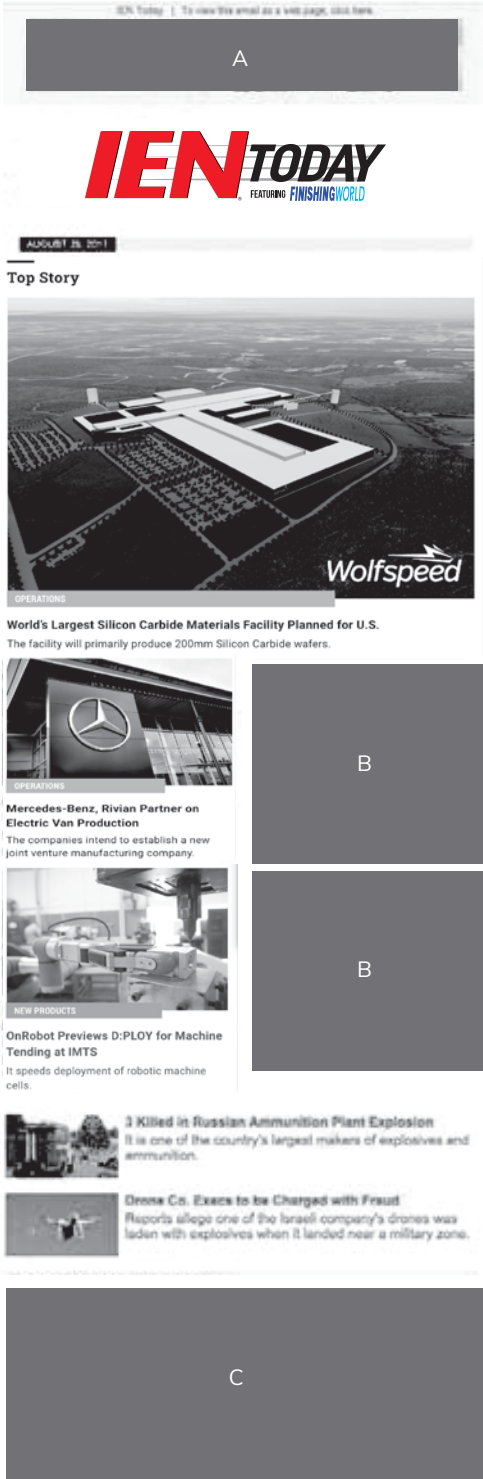
Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

Native Advertising Assets: Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns. Integration: Seamless self managing campaigns using our Native Advertising Dashboards

AD SPECS

- *Maximum file size: 90KB
- *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



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

B **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

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

Industrial media leads the market with the highest open rate and CTR in the industry*

Open Rate Average 35.64% vs. Industry Average of 22.42%
13.22% Higher than industry average

CTR Average 20.82% vs. Industry Average of 8.72%
12.10% Higher than industry average

*Omeda Benchmark Study

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

Daily Newsletters



Weekly Newsletters



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.

STEP 1

Choose your brands.

STEP 2

Supply three or more of the following assets or work with Industrial Media to develop custom content:

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

STEP 3

Industrial Media to provide a custom registration page that includes First name, Last name, Company and email address.

STEP 4

Industrial Media begins promoting your assets across our network. Promotions include daily newsletters, ads and text based eblasts.

STEP 5

Weekly lead delivery begins. Leads are sent via .xlsx file

Send materials to digitalmaterials@ien.com

Video Podcast

A new webinar format that uses video to engage your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.

Traditional webinars are time consuming and require company resources at a time where marketers are stretched thin and don't have several hours to create powerpoint presentations. Video Podcasts require a fraction of the time while the end result is a better quality product that can be used to generate qualified leads across all marketing channels.

Video Podcasts are pre- recorded, edited and approved by sponsors before the canned video podcast is presented "live".

STEP 1

Work with our content sales representative to identify your topic.

STEP 2

Schedule a 30 minute call with our sales representative, video director and editor to discuss video podcast talking points.

STEP 3

Live video recording (60 minutes).

STEP 4

In 7 business days or less, sponsor receives the first draft of the video podcast for review and modifications. New drafts will be returned within 2 days for approval.

STEP 5

Custom registration page that includes First name, Last name, Company and email address will be provided.

STEP 6

Video Podcast live date is set and promotion begins in our daily newsletters, and dedicated text based eblasts.

STEP 7

Weekly lead delivery begins two weeks after the live date. Leads are sent via .xlsx file.

Video Ads by Unit202 Video Productions

Unit202 Video Productions a Div. of Industrial Media, LLC provides professional video services specializing in the US manufacturing sector.

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.

All videos can be combined with a marketing campaign including daily newsletters, pre-rolls for our daily editorial video, display ads, video showcases, targeted eblasts and social media. Video production and campaigns are completely turnkey can be used to generate brand awareness, generate leads or digitize your entire library of product releases.



VIDEOS

- Product Release Video 20-30 seconds
- Video Ads up to 1 min
- Product Video 1 to 1.5 mins
- Social Media up to 20 seconds
- 360 videos up to 2 mins
- Sales Brochure Video up to 1 min
- Unboxing video Up to 3 mins
- Educational Videos: 5 Mins with Industrial Media is a new short format that uses video to engage with your target audience
- Video Podcasts (New webinar format) up to 50 mins
- Video Whitepapers
- Whiteboard Videos up to 3 mins
- Marketing Research Videos
- Made In America/Corporate Videos: Made in America series highlights manufacturers who remain committed to 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 up to 15 mins.

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 **2.2 millions views in 2021**.

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.

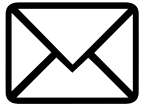
The Manufacturing Minute is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

The Manufacturing Brief is a daily video series that provides exclusive industry news in a quick, easy-to-digest, text overlay format.

Digital Rate Card

PRODUCT	TYPE/SPECS/LEADS	LEADS	RATE	MINUTES
VIDEOS/WEBINARS				
Video Podcast (New Webinar Format)	100 MQL	MQL	\$16,995	45
Video Podcasts Multi-Sponsored	50 MQL + 300 CPC	CPC/MQL	\$10,995	45
Video Podcasts Multi-Sponsored	100 MQL	MQL	\$11,995	45
Video Whitepaper	100 MQL	MQL	\$14,995	15
Video Podcast Brief (<5min)	100 MQL	MQL	\$12,995	5
Traditional Webinar	100 MQL	MQL	\$22,995	45
Market Research Video	100 MQL	MQL	\$14,995	5
Today In Manufacturing Weekly Podcast	Monthly Sponsorship	Sponsorship	\$9,595	
Security Breach Podcast	Monthly Sponsorship	Sponsorship	\$9,595	
PRODUCT VIDEOS				
Video Ads	Includes one week in daily newsletter		\$3,495	1
Unboxing Video Ad	Includes one week in daily newsletter		\$4,495	3
360 Video Ad	Includes one week in daily newsletter		\$4,495	2
Social Media Video Ad	Includes one week in daily newsletter		\$3,495	30 sec
Whiteboard Video Ad	Includes one week in daily newsletter		\$4,495	3
Sales Brochure Video Ad	Includes one week in daily newsletter		\$3,495	1
CORPORATE VIDEOS				
Corporate Video	Custom		-	
Made In America Video	Custom		-	
EDITORIAL PRE-ROLL VIDEOS				
Pre-Roll	Runs on daily editorial videos	Sponsorship	\$260/m	
Pop-Out Video Player	Video runs on website home page/Select Secondary Pages	Sponsorship	\$260/m	
CONTENT				
Content Creation	Custom		\$1.90 Per Word	
Custom Research	Custom		\$29,995	
Content Syndication	100 MQL	MQL	\$14,995	
Whitepaper	100 MQL	MQL	\$11,995	
eBook	100 MQL	MQL	\$14,995	
eBook Multi-Sponsored	100 MQL	MQL	\$11,995	
eBlasts				
eBlast Rates	See eBlast Specs Page		\$350/m	
eBlast Rates	Includes a second send to opens		\$450/m	
WEBSITE				
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$85/m	
Billboard	970x250 & 300x250 (Mobile)		\$85/m	
Boombbox	300x250		\$85/m	
Reveal Ad	BIG IMPACT POSITION		\$225/m	
Native Ads			\$90/m	
DAILY NEWSLETTERS				
Campaign Optimization	Optimized campaign with guaranteed leads 240 CPC		\$10,000	
Newsletter Sponsorship	One month sponsorship, sponsors logo at top of newsletters + inline ad		\$15,995	
Leadboard	Deploys Monday-Friday 600x100		\$2,995	
TOC Inline Text & Image	Deploys Monday-Friday 50 Character headline including		\$2,995	
Inline Text & Image	spaces, 250 Character Text, 150x125 Pixel + Link		\$2,495	
WEEKLY NEWSLETTERS				
Leadboard	Deploys 5 consecutive weeks 600x100		\$2,995	
TOC Inline Text & Image	Deploys 5 consecutive weeks 50 Character headline including		\$2,995	
Inline Text & Image	spaces, 250 Character Text, 150x125 Pixel + Link		\$2,495	
Video Showcase	Specs: Image 640x360 pixels, Headline 80 characters max, Body 250 characters, link		\$1,050	

Custom eBlasts



CUSTOM EBLAST SPECS

- HTML file formatted for Email
- Subject Line (255 character max including spaces)
- Teaser*(100 characters max including spaces)
- From Name (company or client affiliate name)
- Test Recipient/s
- Final Approver
- Seed List*

*Optional

EMAIL DEPLOYMENT CRITERIA

- Materials Due: Minimum of seven (7) business days prior to email deployment date
- A preformatted HTML file (we do not accept Single Image Webpages, PDFs, or Word documents)
- 600 pixels maximum width and up to 100K maximum file size (includes all images and HTML file)
- Flash, Rich Media, Image Maps and Javascript are not available in e-mail products
- Supported image file types include: JPG, PNG and GIF
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>)
- Image file (only if images are not pathed)

BEST PRACTICE INSTRUCTIONS FOR IOS

- An enticing Subject Line, more than one word, do not use all caps
- Links to PDF, Word Documents or other non-traditional "webpage" links within an e-mail should be clearly identified
- Clear Call-to-Action (above the scroll, 400-pixel height)
- HTML for email should be a combination of text and images with a call-to-action within the text component
- CSS coded inline
- Subject Line character/word SPAM traps include: !, \$, %, Adv., Apply Now, Consolidate Debt, Fast Cash, Free, Mortgage Rate, New, Offer, Gift, Please Read, Save, Urgent, Win

Industrial Media

Industrial Media is a leading B to B publisher serving the US manufacturing professional. 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 via video.



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

Thomas Lynch, President/Publisher

tom@ien.com
608-628-8718

Bill Koenen, Senior Sales Director

bill@ien.com
608-733-7447

Territories: AL, AR, CO, FL, IL, IA, KS, LA, MN, MS, MO, MT, NE, ND, OK, SD, TX, WI, WY

Chuck Marin, Senior Sales Director

chuck@ien.com
973-800-6191

Territories: Canada, CT, DE, GA, ME, MD, MA, NH, NJ, NY, NC, PA, RI, SC, TN, VT, VA, WV

Mike Riege, Sales Director

mike@ien.com
608-698-3348

Territories: AK, AZ, CA, HI, ID, NV, NM, OR, UT, WA

Mike Peterson, Sales Director

mikep@ien.com
608-692-2304

Territories: IN, KY, MI, OH

David Geltmen

gelt18@optionline.com
516-510-6514

Stan Greenfield

greenco@optonline.net
203-938-2418

Bill Dey, Finishing World Sales

wpdey@comcast.net
732-383-5311

Dave Jones

dmj_jonesmedia@yahoo.com
708-442-5633