2023 Media Kit The Largest Engaged Audience Serving The US Manufacturing Professional.







www.ien.com

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



Follow Us

Most Recent

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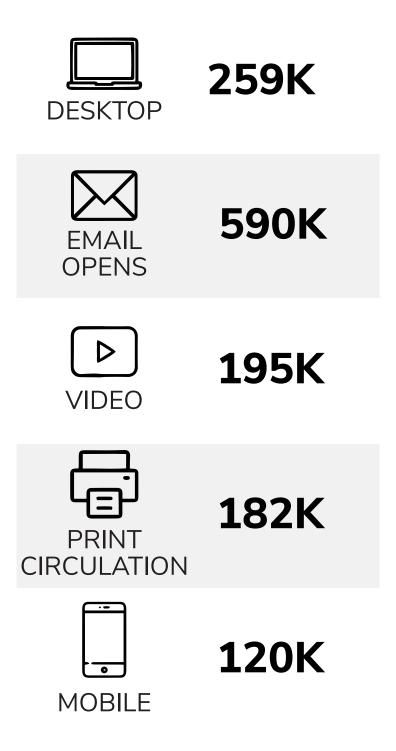
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REACHING OVER 1.3 MILLION MONTHLY







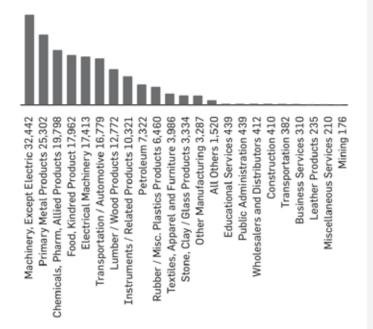
IEN reaches audiences in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum.

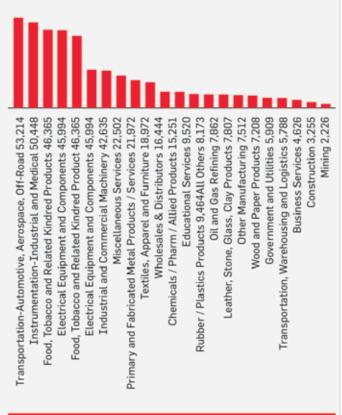
Midwest 178,563 East Coast 57.921 Northeast 78.369 South Central 35.389 Mountain 15.933 West Cost 43,218

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

PRINT AUDIENCE





JOB FUNCTION-DIGITAL

139.516







Operations Engineering Purchasing 150.371

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67.331







C-Suite

















65.947









49,819

MEDIA





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2,642

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52.178

DIGITAL AUDIENCE

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 buisiness-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

91%

learn about new suppliers by looking at IEN

63%

share each issue with at least one coworker

UCT SPOTLIGHTS

PRODUCTS

USTRIAL EQUIPMENT NEWS

Youth STEM programs

play the long game on

skill development

Panto

53%

say a print magazine is one of the sources they rely on for industry/ product information

97%

depend on IEN for information on new products

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: TEN Readership Study



www.ien.com

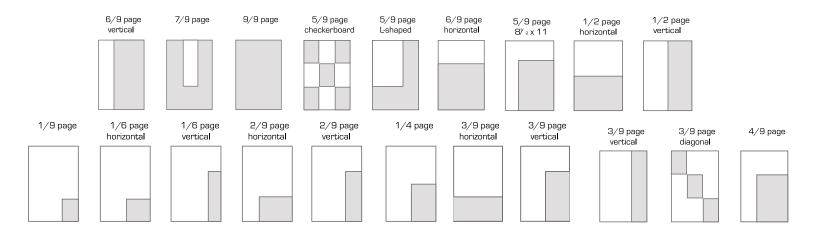
Editorial Calendar

	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	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	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		loT 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	Focology 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	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



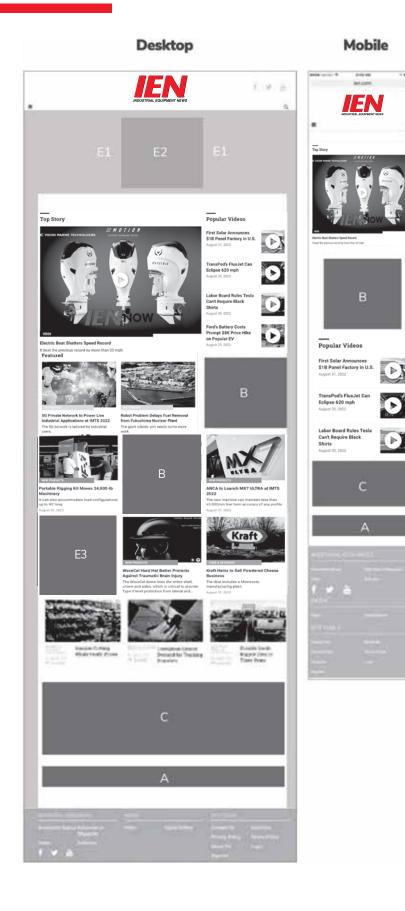


IEN.com Specs and Rates

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A	Leaderboard: \$85 CPM 970x90 Desktop 728x90 Tablet 800x50 Mobile
B	Boombox: \$85 CPM 300x250
C	Billboard: \$85 CPM 970x250 Desktop 800x250 Mobile
E S	Reveal Ad: \$225 CPM Requires three independent creatives
E1 :	2500x1450 background image
E Z (300x250 transparent PNG messaging/call-to-action should go here)
E3 3	300x250
coupled with engagement campaigns p	\$90 CPM - Use high quality content n relevant placement to drive t with your brand. Native provide a seamless environment al to increase meaningful t.
infographics podcasts and used in nativ Integration:	rtising Assets: Articles, , videos, case studies, whitepapers, d ebooks are some of the assets /e ad campaigns. Seamless self managing campaigns ative Advertising Dashboards
AD SP	ECS

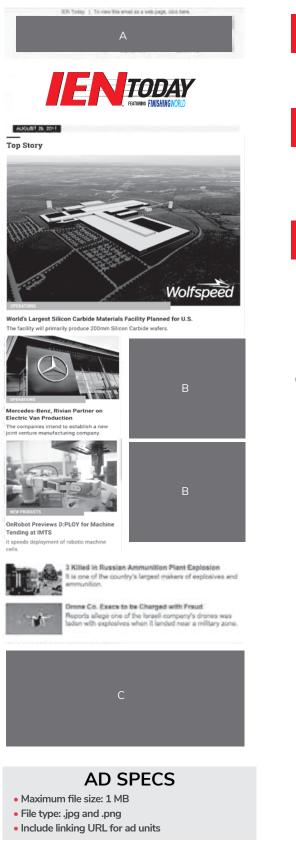
*Maximum file size: 90KB *Rich Media: looping animation and Flash included *Flash, include .fla file (for lead tracking), .swf, and alternate .gif or .jpg *.gif, .jpg, .swf, or redirect tags (.gif can be animated) *include linking URL for ad units



Daily Newsletter Specs & Rates

А

В



- **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
- 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

Daily 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.



Choose your brands.



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



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



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



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

Send materials to digitalmaterials@ien.com



www.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".



Work with our content sales representative to identify your topic.



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



Live video recording (60 minutes).



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.



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



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



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

VIDEOS/VEINARS VIDEOS/VEINARS Vides Podats Multi-Sponsored 100 MQL \$10.095 45 Vides Podats Multi-Sponsored 100 MQL MQL \$10.995 45 Vides Podats Multi-Sponsored 100 MQL MQL \$11.995 45 Vides Podats Multi-Sponsored 100 MQL MQL \$11.995 45 Vides Podats Multi-Sponsored 100 MQL MQL \$12.995 5 Todakinal Webinar 100 MQL MQL \$21.995 5 Todakinal Webinar 100 MQL MQL \$21.995 5 Todakin Munti-Atrining Weekly Podats Morthly Sponsorship Sponsorship \$9.595 PRODUCT Video Ad Includes one weekin daily newsletter \$4.495 3 Video Ad Includes one weekin daily newsletter \$4.495 3 Solad Madia Video Ad Includes one weekin daily newsletter \$4.495 3 Corporate Video Ad Includes one weekin daily newsletter \$4.495 3 Corporate Video Ad Includes one weekin daily newsletter \$4.495 3	PRODUCT	TYPE/SPECS/LEADS	LEADS	RATE	MINUTES
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Custom eBlasts



- 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



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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.



Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.

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