



# 2023 Media Kit

THE LEADING MAINTENANCE AND OPERATIONS RESOURCE

***IMPO***

[impomag.com](http://impomag.com)

**M** INDUSTRIAL  
MEDIA

# Overview

IMPO magazine has served as a leading resource to manufacturers for more than 82 years. Its long standing readership makes IMPO a trusted voice in the industry.

Our mission is to provide a loyal readership base with valuable news and information to help them work smarter, not harder. From the latest product technology innovations, process improvement strategies, and best practices-to manufacturing news and market reports-IMPO's consistent voice serves as a "how to" guide for tackling the increasingly competitive manufacturing landscape.

IMPO's editorial is designed to help our readers navigate the multitude of issues they face in a given day. We find the best way to deliver this information is in a variety of formats (both online and in print) in short, readable doses.

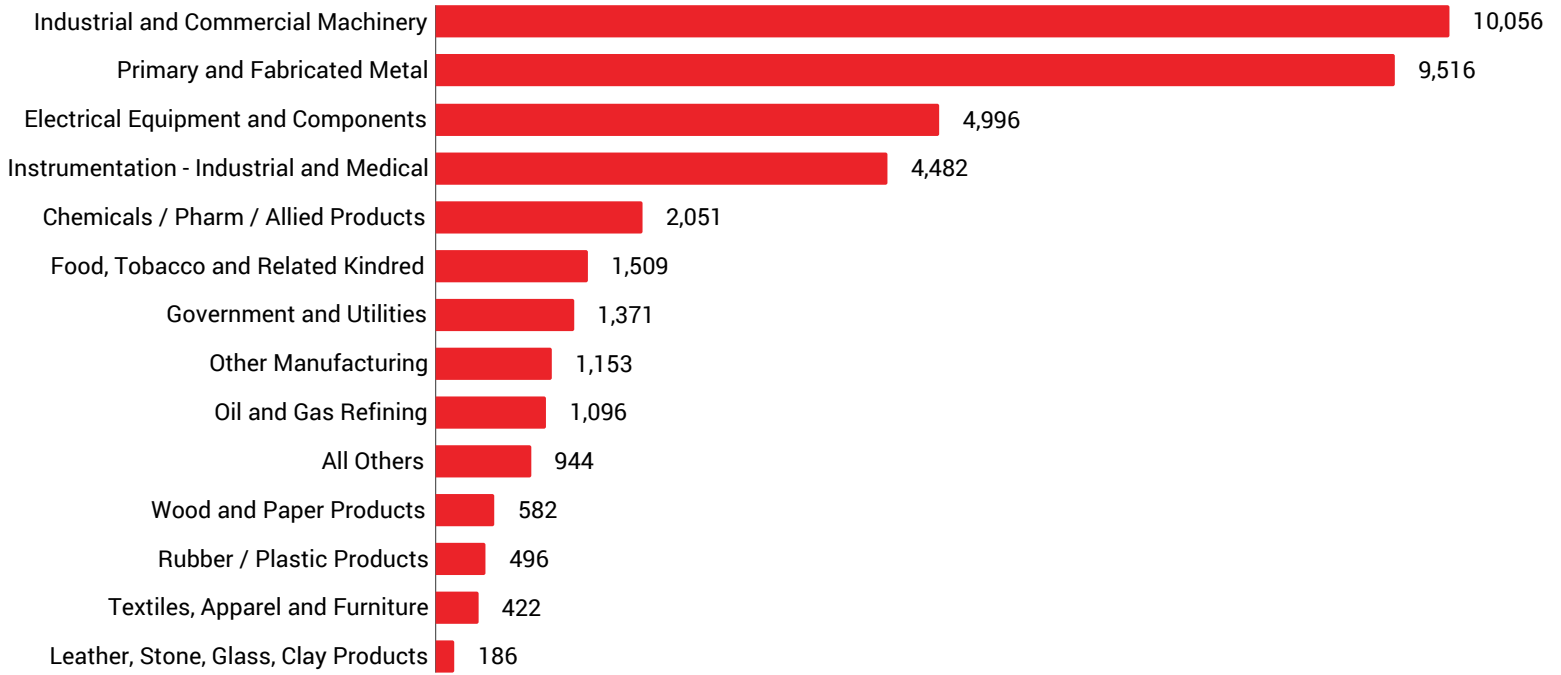
As the "new normal" begins to take shape, many IMPO readers will go forth with more responsibilities, smaller staff, and a host of Lean, cost-cutting measures that complicate their everyday tasks. It's our goal to provide the type of unbiased resources that these individuals need to keep up with these changes.

## Marketing Opportunities

- 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

# Reach

## Digital Audience



### C-Suite/Admin



6,573

### Operations



34,309

### Engineering



7,508

### Purchasing



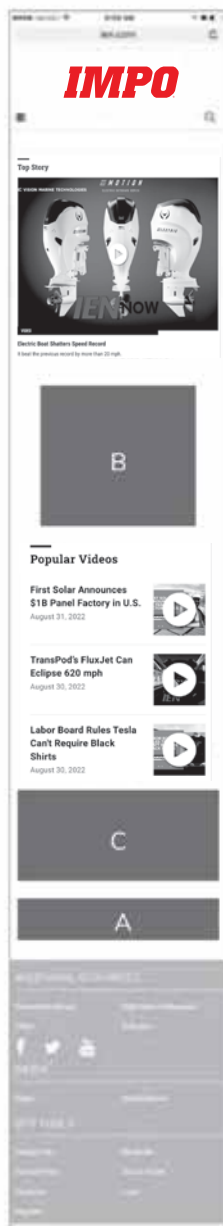
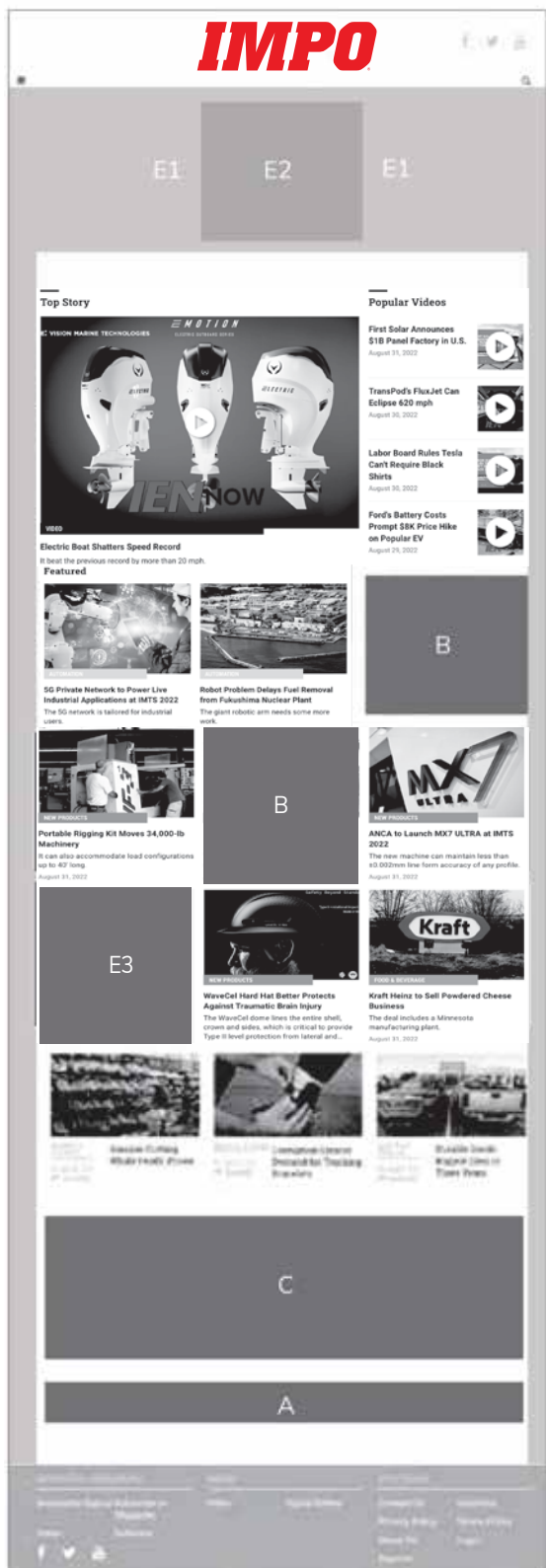
3,275

Other - 351

# Web Specs and Rates

Desktop

Mobile



- 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

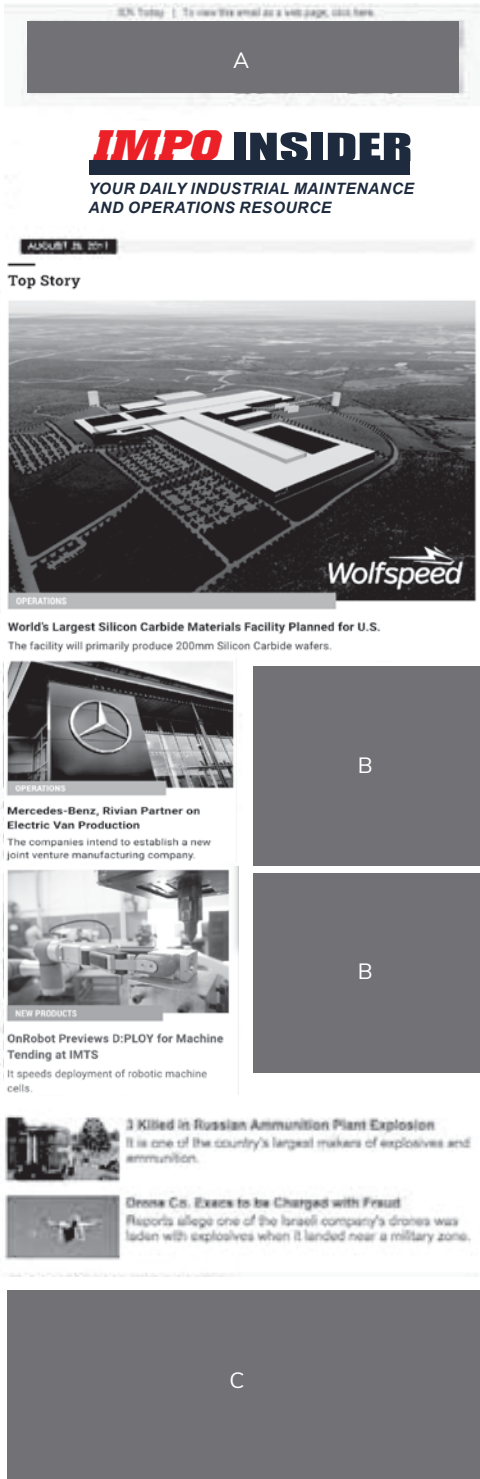
Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

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

**IMPO INSIDER**  
**YOUR DAILY INDUSTRIAL MAINTENANCE AND OPERATIONS RESOURCE**

## AD SPECS

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

# Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching IMPO'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 IMPO to develop custom content:

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

## STEP 3

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

## STEP 4

IMPO 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](mailto: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 and target audience

## 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.

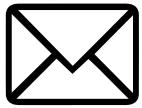
**The Manufacturing Minute** is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

**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
<b>VIDEOS/WEBINARS</b>				
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	
<b>PRODUCT VIDEOS</b>				
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
<b>CORPORATE VIDEOS</b>				
Corporate Video	Custom		-	
Made In America Video	Custom		-	
<b>EDITORIAL PRE-ROLL VIDEOS</b>				
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	
<b>CONTENT</b>				
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-Sponsoed	100 MQL	MQL	\$11,995	
eBlasts				
eBlast Rates	See eBlast Specs Page		\$350/m	
eBlast Rates	Includes a second send to opens		\$450/m	
<b>WEBSITE</b>				
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$85/m	
Billboard	970x250 & 300x250 (Mobile)		\$85/m	
Boombox	300x250		\$85/m	
Reveal Ad	BIG IMPACT POSITION		\$225/m	
Native Ads			\$90/m	
<b>DAILY NEWSLETTERS</b>				
Campaign Optimization	Optimized campiagn 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	
<b>WEEKLY NEWSLETTERS</b>				
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 charactors max, Body 250 charactors, 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

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**Mike Peterson, Sales Director**

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