



# 2023 Media Kit

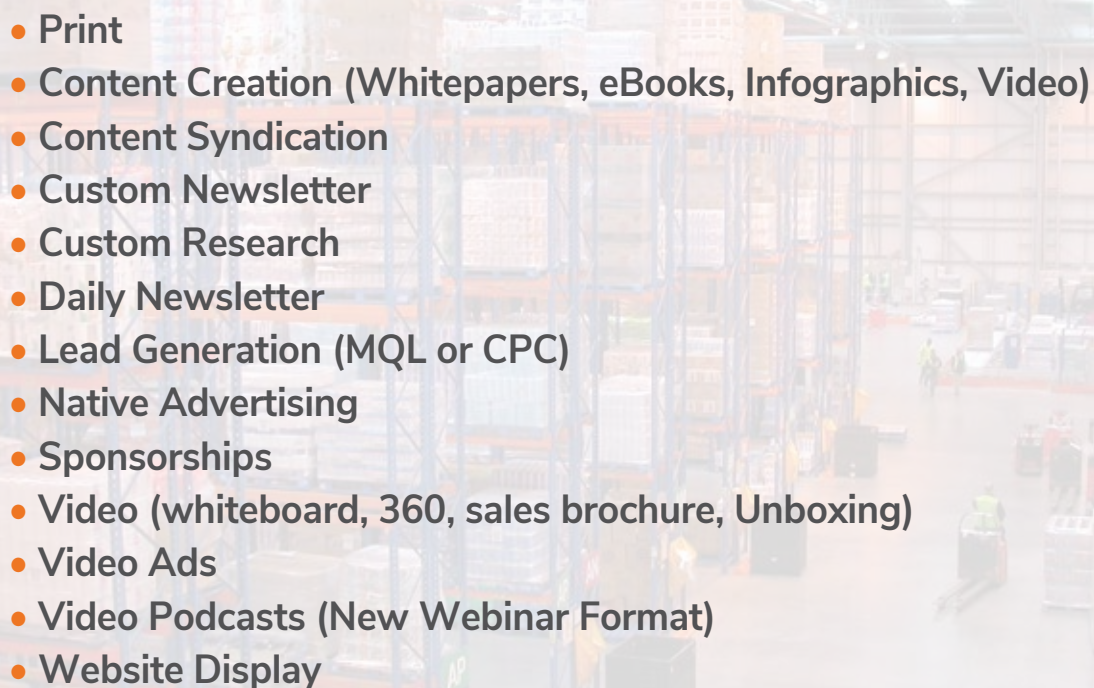
Delivering the Information Distributors Need to Succeed Since 1911

# The Most Trusted Name in the Business

Industrial Distribution connects you to distributors-the critical link in your company's sales success. The more distributors know your brand, the more likely they will recommend it to end users. That's where we come in. Through our newsletters, online products, magazine, and special reports, including the Big 50 List, Survey of Distribution Operations, and annual Salary Report, Industrial Distribution has been delivering the information distributors need to succeed since 1911.

Industrial Distribution provides a complete portfolio of integrated marketing solutions with print and online products, digital and print magazine delivery, single and multi-sponsored newsletters, a daily newsletter, resource guides, and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.

Our full-time editors are dedicated to reporting information that is valuable to industrial distributors and providing marketers with a trusted platform for reaching key customers. When you market with Industrial Distribution and its online products, your message is aligned with the strongest and most trusted names in the business.

- 
- 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

# Reach

Industrial Distribution's 30,000-plus subscribers comprise management titles: CEO, owner, chairman, president, vice president, treasurer, general manager, operations manager, branch manager, purchasing manager/buyer and key sales personnel, located at more than 20,000 distributor companies of all sizes. Industrial Distribution's circulation is strictly controlled, providing a superior audience with authority and buying power. Our website, [www.inddist.com](http://www.inddist.com), also reaches additional distributors worldwide with in-depth editorial and daily news.

## Reaches Distributor Personnel with Decision-making Authority

Management	66%	Sales/Sales Management	34%
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## Product Lines Stocked (% of Respondents)

Adhesives & Sealants	42.2%	Hydraulics	35.0%	Plant Operations	19.8%
Automation & Instrumentation	27.3%	Lighting	23.5%	Pneumatics	36.4%
Chemicals	34.5%	Lubricants	42.0%	Power Tools	43.0%
Cutting Tools	37.4%	Material Handling	38.8%	Preventive Maintenance	34.0%
Electrical	37.2%	Mobile Devices	6.7%	Pumps	33.2%
Grinding & Finishing	32.6%	Motors, Controls & Drives	39.3%	Safety	47.6%
Hand Tools	47.1%	MRO supplies	48.9%	Sanitation	18.7%
Hoses, Reels & Cords	39.0%	Personal Equipment	29.4%	Software	8.3%
HVAC	17.4%	Pipes & Tubing	28.6%	Sprockets & Gears	

## Sectors in Which Industrial Distributors Sell (% of Respondents)

Aerospace	43.6%	Hospitality	27.8%	Mining	42.0%
Automotive	49.6%	Institutional	41.5%	OEM	62.5%
Construction	62.7%	Machine Shops	58.0%	Other	6.3%
Energy	49.6%	Manufacturing/Processing	83.5%	Utilities	53.3%
Government	55.6%	Military	37.5%		

# Audience

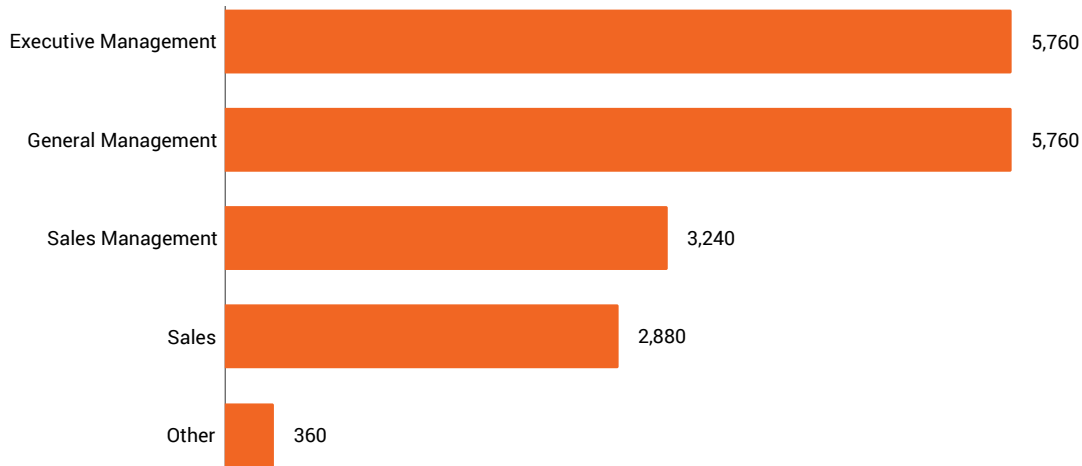
Industrial Distribution subscribers represent an engaged audience of influential distribution sales and management professionals across key market sectors.

## Top Influential Subscriber Companies

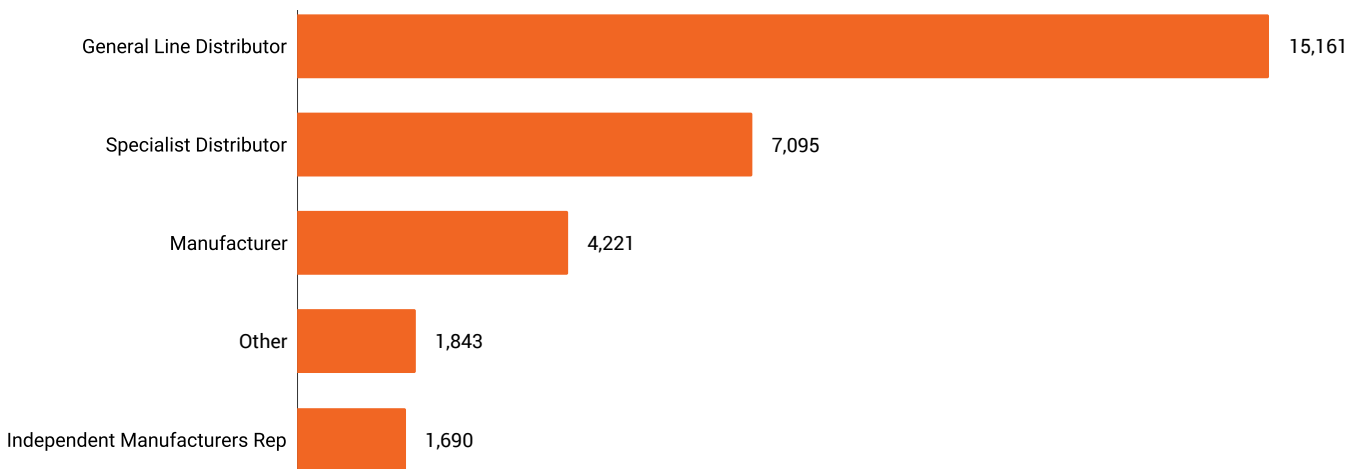
3M Company	DXP Enterprises	Indoff	Precision Industries
Airgas	Eaton	Industrial Distribution Group	Production Tool Supply
Alamolron Works	Emerson Motor Company	Industrial Supply Solutions	Purvis Industries
Allied Electronics	Endries International	Ingersoll Rand	Rexel
American Electric	Fairmont Supply Company	Interline Brands	Schneider Electric
Anixter	Fastenal	Johnstone Supply	Staples
Applied Industrial Tech	Ferguson Enterprises	Kaman Industrial Technologies	Stellar Industrial Supply
Arrow Electronics	FW Webb Company	Kimball Midwest	Sunsource
Barnes Distribution	GatesCorporation	Laird Plastics	The Hite Company
BDI	Gexpro	Lawson Products	The Home Depot
Bearing Distributors	Grainger	LPS Laboratories	ULINE
Bearing Headquarters	Graybar Electric	McJunkin Red Man Corporation	Unisource
Black & Decker	GT Midwest	McMaster-Carr Supply	US Bearings & Drives
Carlisle Power Transmission	Hagemeyer North America	Miller Bearings	VED
Champion Charter	HD Supply	Motion Industries	Wesco Distribution
Crown Lift Trucks	Hisco	MSCIndustrial Supply	White Cap Construction Supply
Dakota Supply Group	Honeywell	Newark	Wilson Supply
Dillon Supply	IBM	Omni Services	Womack Machine Supply
Drago Supply Company	IBT	ORS Nasco	Wurth Service Supply
Duncan Industrial Solutions	IDG	Parker Hannifin	xpedx

# Digital & Print Audience

## Digital Audience



## Print Audience



### Executive Management



4,202

### General Management



5,207

### Sales Management



2,478

### Sales

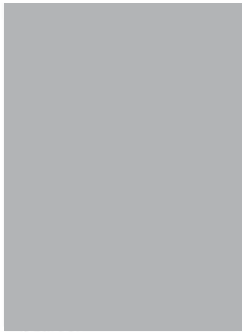


2,478

Other - 76

# Print Rates

DISPLAY AD	RATE	LIVE	TRIM	BLEED
Full Page Spread	\$14,415	14 3/4 x 10 1/4	15 3/4 x 10 3/4	16 1/4 x 11
Full Page	\$8,498	7 3/8 x 10 1/4	7 7/8 x 10 3/4	8 1/8 x 11
2/3 Page Vertical	\$5,608	4 9/16 x 10	N/A	N/A
1/2 Page Vertical	\$4,249	3 3/8 x 10	N/A	N/A
1/2 Page STD	\$4,249	4 9/16 x 7 3/8	N/A	N/A
1/2 Page Horizontal	\$4,249	7 x 4 7/8	N/A	N/A
1/3 Page Vertical	\$2,833	2 3/16 x 10	N/A	N/A
1/3 Page STD	\$2,833	4 9/16 x 4 7/8	N/A	N/A
1/4 Page	\$2,261	3 3/8 x 4 7/8	N/A	N/A
Classified Advertising	\$350	Column size: 2 1/2" wide	N/A	N/A



**Full Page**  
Live: 7 3/8" x 10 1/4"  
Trim: 7 7/8" x 10 3/4"  
Bleed: 8 1/8" x 11"



**Two-Page Spread**  
Live: 14 3/4" x 10 1/4"  
Trim: 15 3/4" x 10 3/4"  
Bleed: 16 1/4" x 11"



**Two-thirds Page Vertical**  
4 9/16" x 10"



**One-half Page Vertical**  
3 3/8" x 10"



**One-half Page Standard**  
4 9/16" x 7 3/8"



**One-half Page Horizontal**  
7" x 4 7/8"



**One-third Page Standard**  
4 9/16" x 4 7/8"



**One-third Page Vertical**  
2 3/16" x 10"



**One-fourth Page**  
3 3/8" x 4 7/8"

# 2023 Editorial Calendar

Edition	Close Dates	Special Feature	Product Focus	Tech Talk
February	Ad Close: 12/27/22 Materials: 1/3/23	The Watch List	PPE	Modern Warehouse Technologies
April	Ad Close: 2/23/23 Materials: 3/2/23	The Sales Report	Cutting Tools	e-Commerce
June	Ad Close: 4/25/23 Materials: 5/2/23	The 2023 Survey of Distributor Operations	Apparel	ERP
August	Ad Close: 6/26/23 Materials: 7/3/23	The Salary Report	Motors & Bearings	CRM
October	Ad Close: 8/25/23 Materials: 9/1/23	The Big 50 List	Fastening & Assembly	Pricing Optimization Tools STAFDA SHOW ISSUE
December	Ad Close: 10/24/23 Materials: 10/31/23	The ID 2024 Industry Forecast	Tools	e-Commerce

**Contact Your Rep to Inquire About Topic Sponsorship**

## Departments

**ID In-Depth: Distributor Profile-** The cover story for each issue, this exclusive feature is based on interviews with executives at leading-edge distribution companies. We talk about their business model, market pressures and what makes them stand out.

**ID Today-** This segment covers the latest updates in the industry, including news, awards and mergers & acquisitions.

**Strictly Sales-** Paul Reilly is the President of Tom Reilly Training and has been selling since the age of 16. He has an MBA from Webster University, and uses his regular column to provide insights into how distributors can improve value-added selling techniques.

**Manufacturer's View-** This column allows manufacturer-suppliers to weigh in on channel issues. It has a rotating author. Topics might include ways manufacturers and distributors can improve the joint sales process, or major updates on a specific product segment.

**Legal Watch-** In this regular column, Fred Mendelsohn, partner with law firm Burke, Warren, MacKay & Serritella, PC, takes a look at the operational issues that often land small businesses in hot water, offering tips for readers to avoid legal problems.

**A Closer Look, with Jack Keough-** Jack Keough spent 32 years with Industrial Distribution, serving as editor and, later, publisher. He currently works as a distribution industry consultant and writes a regular print column where he takes a deeper dive into the latest industry trends, market updates, and mergers & acquisitions.



# Special Reports



## February: The Watch List

In this segment, we highlight the companies to watch in the coming year – specifically those smaller companies that might not receive the kind of recognition provided by the Big 50 List. These short profiles will highlight business improvement strategies, as well as the ways in which these companies embody progressive values and proper growth trajectory to improve their market position in the coming years.



## April: The Guide to the Modern Sales Organization

Our readership comprised of sales managers and salespeople are always looking for any edge they can find in this industry of razor-thin margins while competing against fellow distributors selling many of the same products. Our annual 'Guide to the Modern Sales Organization,' consists of a series of sales thought leadership articles aimed at giving your sales team(s) something to think about.



## June: The Survey of Distributor Operations

Embarking on its 75th year, the annual Survey of Distributor Operations will focus on the results and analysis of our reader surveys in the following areas: Reader Profile/ Demographics; Issues, Challenges & Trends; The Balance Sheet; Tech Usage & Investment; Best Practices; The Value of the Distributor; and Employment.



## August: The Salary Report

The *Industrial Distribution* Salary Report will showcase the results and analysis of our readership survey on average industry salaries, broken out by job category. Follow-up data will discuss whether industrial distribution professionals feel well compensated for the work they perform, how much said workload has increased over the years, and whether they expect raises or cuts.



## October: The Big 50 List Video Countdown

*Industrial Distribution's* Big 50 Countdown of the biggest industrial suppliers by revenue is brought to you in a unique video format. The editorial team puts a microscope on the industry, including discussion and expert commentary as they run down the year's list of the industrial market's 50 largest MRO distributors.



## October: The Big 50 List

The *Industrial Distribution* Big 50 List has been a cornerstone of the magazine's editorial for decades. Based on total yearly revenues, the list highlights the 50 largest businesses in our segment who continue to serve as market leaders in the area of industrial supply.





## THE BIG 50 SPONSORSHIP OPPORTUNITY

Industrial Distribution's September/October print issue will feature our annual Big 50 list. The Big 50 List recognizes North America's 50 largest distributors of industrial products and ranks them in order of revenue. Honorees are recognized for their commitment to excellence year after year. We will also publish a Top 10 Global list of distributors based on their global revenue.

In addition to the print coverage, we are also producing a special three-part video presentation where our editorial staff - Anna Wells and Andy Szal will countdown the Big 50 List and offer their own insights. Videos will run in our Today In Distribution daily newsletter on 9/26, 9/27, 9/28 and all three will run in our weekly ID Video Showcase on 9/29.

### PLATINUM SPONSOR

- Recognized as Platinum Sponsor with Logo on all Big 50 video marketing
- 3 Big 50 Video Countdown eBlasts
- 3 Part Video Presentation with recap in Today In Distribution Newsletter (6 deployments total)
- 1 Big 50 Video Showcase Recap
- 1 Big 50 Website Tower ad to run on ID's website
- Recognized as sponsor on ID's Big 50 home page (12 months)
- Full page print ad in ID's Sept/Oct
- Full page corp profile in ID's Sept/Oct
- Full page print ad in ID's Nov/Dec
- Two weeks in Today In Industrial Distribution Daily Newsletter (TOC or Inline Ad)
- Reach: 550,000+ total ad impressions **Rate: \$27,995 net**

### GOLD SPONSOR

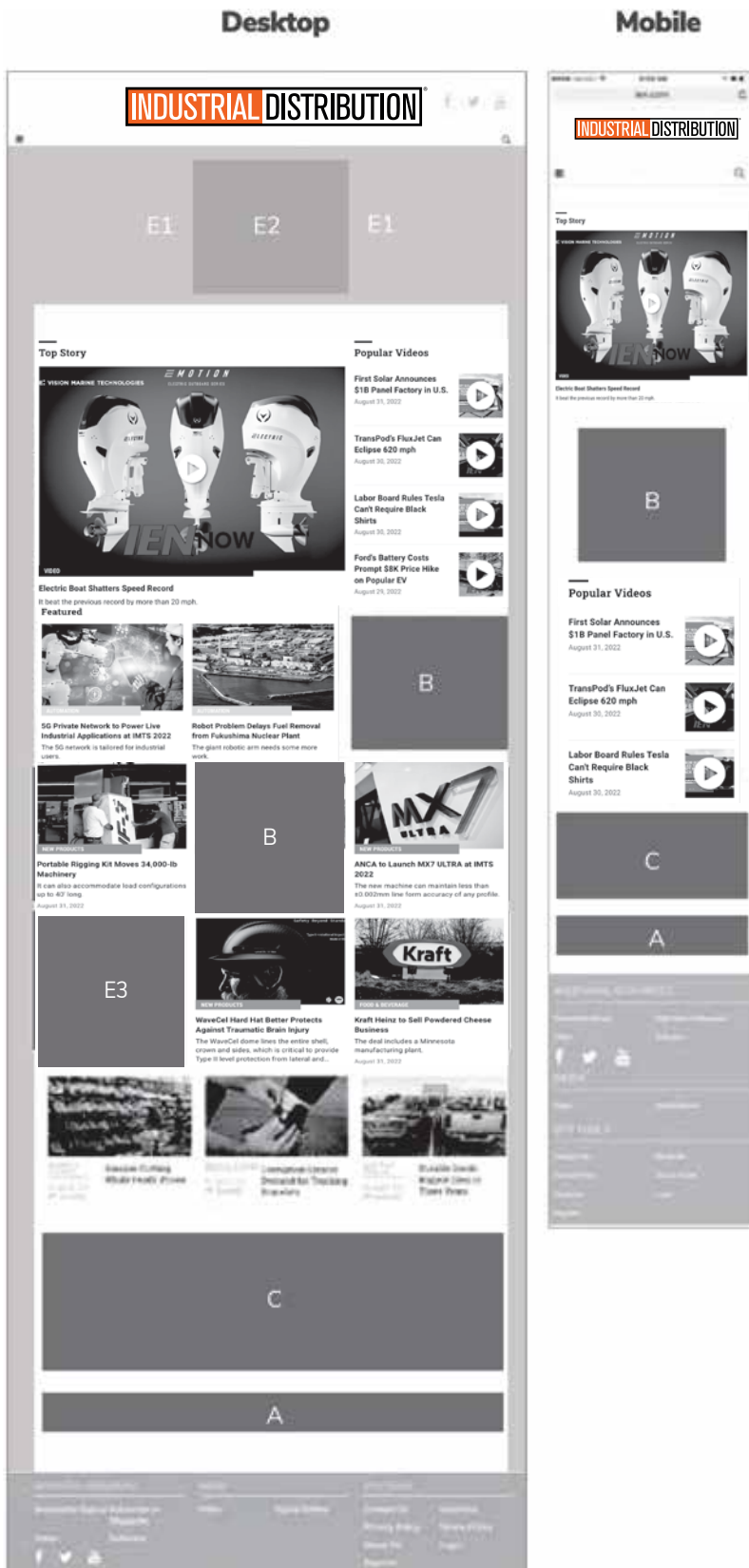
- Recognized as Gold Sponsor with Logo on all Big 50 video marketing
- 3 Big 50 Video Countdown eBlasts
- 3 Part Video Presentation with recap in Today In Distribution Newsletter (6 deployments total)
- 1 Big 50 Video Showcase Recap
- 1 Big 50 Website Tower ad to run on ID's website
- Recognized as sponsor on ID's Big 50 home page (12 months)
- Full page print ad in ID's Sept/Oct
- Full page corp profile in ID's Sept/Oct
- Reach: 390,000+ total ad impressions **Rate: \$15,995 net**

### Video Commercial (Only 1 spot available, Includes Video Production)

- 10 second commercial plays at beginning of three-part video series **Rate: \$9995**

**DEADLINE TO LOCK IN YOUR SPONSORSHIP SEPT 4TH. Contact your sales rep for more details.**

# Web 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

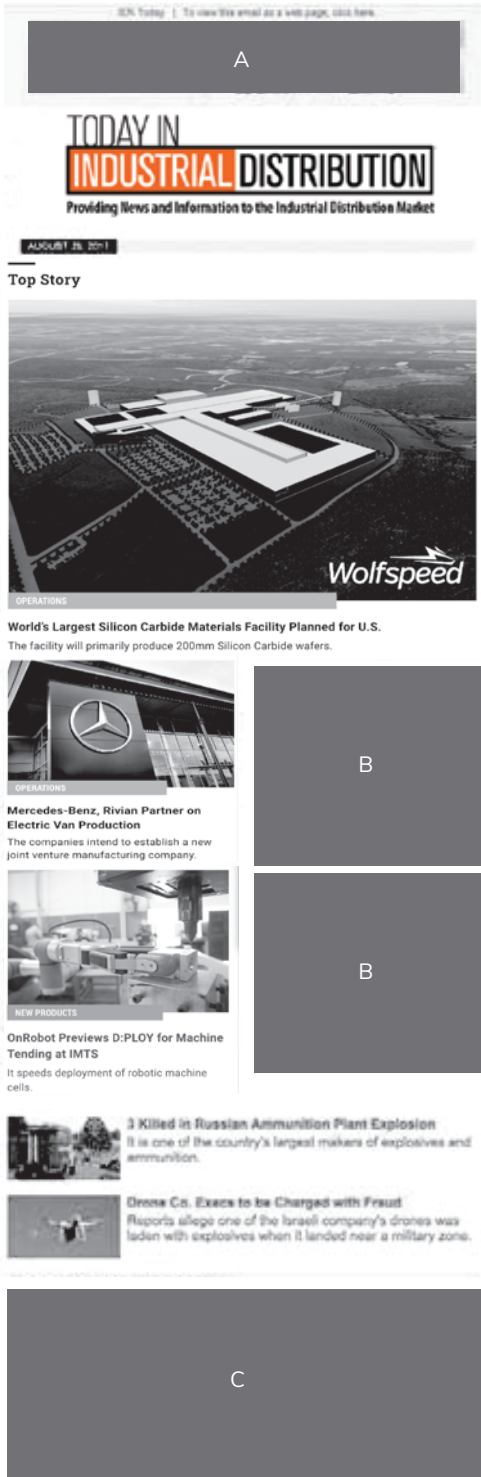
Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

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

# Marketing Qualified Lead Programs | Content Syndication

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

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

## STEP 3

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

## STEP 4

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

## STEP 5

Weekly lead delivery begins. Leads are send 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

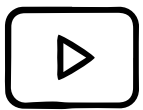
Weekly lead delivery begins two weeks after the live date. Leads are send via .xlsx file.

# 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.

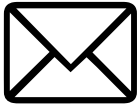
**The Manufacturing Brief** is a daily video series that provides exclusive industry news in a quick, easy-to-digest, text overlay format.



# 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 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

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