



2023 Media Kit

TECHNOLOGY SOLUTIONS FOR THE MANUFACTURING PROFESSIONAL

The Manufacturing & Supply Chain Resource

Manufacturing Business Technology has served as a leading resource for manufacturers for the past 30 years, and its longstanding readership in the manufacturing marketplace makes it a respected source on the latest technologies these businesses need to improve. Our engaged audiences are comprised of influential buyers and decision makers seeking the latest news, products, and information available. Varied media formats, engaging content, and assorted marketing options ensure that no matter what your target market is seeking, they can find a Manufacturing Business Technology-with your name beside it.

Manufacturing business Technology provides a complete portfolio of integrated digital marketing solutions. MBT offers single and multi-sponsored, daily newsletters, resource guides, sponsored video webinars, custom video, social media, website display, single sponsored eblast, and guaranteed performance marketing with lead generation.

Our full-time editors are dedicated to reporting information that is valuable to manufacturing professionals and providing marketers with a trusted platform for reaching key customers. When you market with Manufacturing Business Technology and its online products, your message is aligned with the strongest and most trusted name in the business.

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

The Market

Keeping Pace to Remain Competitive on a Global Scale

A global industrial revolution means scores of countries have joined the manufacturing playing field, competing for the ability to produce goods at the most competitive rate. The U.S.-based manufacturing enterprise has changed dramatically over the past few decades in order to adapt to this global competition. While U.S. manufacturers cannot compete with the lower global labor rates, they can compete by leveraging available technology to produce the highest quality goods the fastest. Because of this, many manufacturers view investments in technology as a way to produce the efficiencies that allow them to compete with lower cost countries.

Besides implementing foundational improvement initiatives-such as lean manufacturing or other best practices surrounding continuous improvement-high tech manufacturers look to:

- **Software and Related IT Resources:** in order to standardize and document processes, remain in compliance with regulatory agencies, and access the necessary data to identify areas for improvement.
- **Automation:** as a way to improve consistency, quality, and speed of production.
- **High Tech Machinery/Capital Equipment:** as a competitive advantage to more manual processes that slow down production or rely on skill sets that are difficult to staff.

Overview

Manufacturing Business Technology Reaches Key Influencers Across the Industry

Manufacturing business Technology has served as a leading resource for manufacturers for the past 30 years, and its long standing readership in the manufacturing marketplace makes it a respected source on the latest technologies these businesses need to improve.

Manufacturing Business Technology is a prime information source for decision-makers in operation, information technology, automation, and the supply chain. This group of professionals is responsible for the purchase of software, IT infrastructure, automation platforms, mobile technology, and other high-tech equipment for manufacturing enterprises.

Our readership works in key manufacturing industries where the right technology decisions translate to success on the plant floor and beyond. Some of the mission-critical issues Manufacturing Business Technology covers via its website and e-newsletters with in-depth articles, blogs, and product updates include hardware and networking, ERP platforms, control systems integration, plant and network security, and software implementation.

In addition, Manufacturing Business Technology covers the basics that any manufacturer needs to operate better, like safety, compliance, labor, training, and continuous improvement. Manufacturing Business Technology mission is to provide its loyal readership with valuable news and information to help them work smarter, not harder. For many, success means keeping pace with manufacturing as it adapts to its surroundings-whether that's through better access to information around training, regulations, quality, and labor issues, or a keen understanding of product technology and market trends.

Job Function:

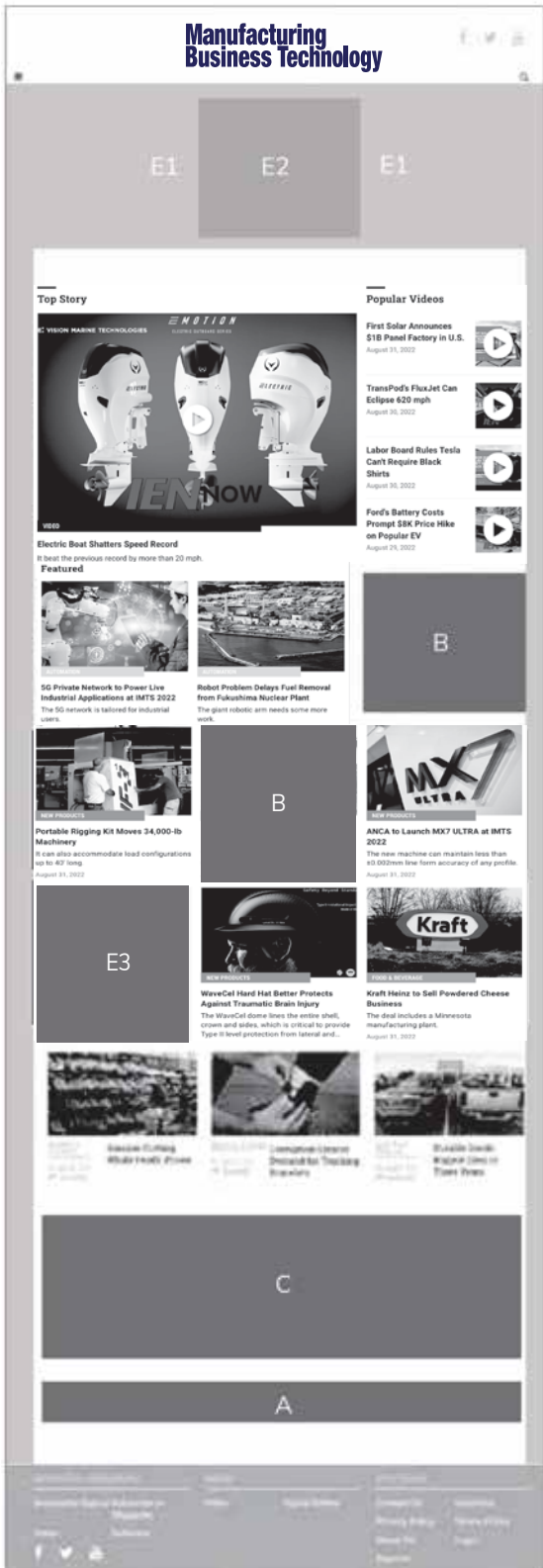
Manufacturing/Production/ Operations Management-	44.2%
IT/Networking Management-	10.9%
Consultant/Systems Integrator/VAR-	12.6%
Company/Corporate/Financial Management-	19.2%
Other-	13.1%

More than 88% of our audience is making decisions in the following industries:

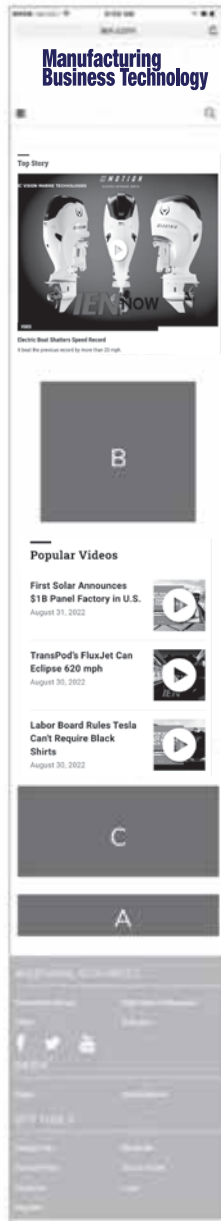
- Aircraft/Aerospace/Defense
- Chemicals
- Computers/Communications Systems & Equipment
- Consumer Electronics/Appliances
- Electrical Components/Sub-Assemblies
- Food/Beverage/Tobacco
- Government/Military
- Industrial Controls/Test/Medical Equipment
- Industrial Machinery
- Motor Vehicles/Components
- Paper/Printing/Sawmills/Wood
- Petroleum/Refining
- Pharmaceuticals
- Plastics/Rubber
- Primary/Fabricated Metals
- Semiconductors/Other Electrical Components
- Textiles/Apparel
- Transportation/Warehousing
- Utilities/Telecommunications
- Wood/Paper/Printing
- Other Manufacturing
- Other Services/Non-Manufacturing

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

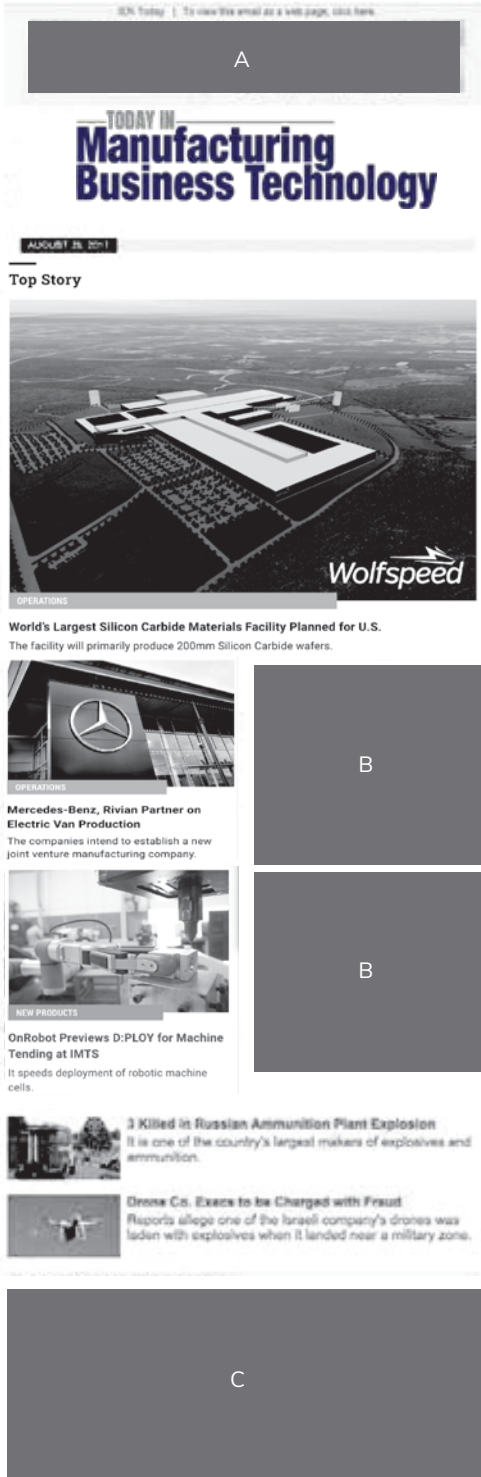
Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

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



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 Manufacturing Business Technology'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 Manufacturing Business Technology to develop custom content:

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

STEP 3

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

STEP 4

Manufacturing Business Technology 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 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.

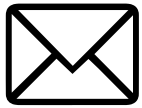
The Manufacturing Minute is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

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
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-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	
WEBSITE				
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	
DAILY NEWSLETTERS				
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	
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 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.

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