



# 2023 Media Kit

THE LEADER IN MANUFACTURING NEWS

# About Us

Manufacturing.net has been a trusted resource in the manufacturing world for years. Our engaged audiences are comprised of influential buyers 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 it at MNET-with your name beside it.

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

Our full-time editors are dedicated to reporting information that is valuable to these industry professionals and providing marketers with a trusted platform for reaching key customers. When you market with Manufacturing.net 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

## Primed to Help Marketers Achieve Their Priority Objectives

Manufacturing.net delivers to a global community the most up-to-date news, trends and opinions shaping the manufacturing landscape. Whether it's bringing to light new regulation that might change the way you run your business, detailing broad economic data, or showcasing the latest trends in product development- Manufacturing.net has you covered. Our dedicated editorial staff uses numerous industry resources to keep the site constantly updated with the latest and most relevant content on all the topics, critical issues, and market sectors relevant to the manufacturing and product development marketplace. The most vital and engaging of this information is then deployed to our valued readership via our Today In Manufacturing and Newswire e-newsletters.

## Overview

Manufacturing.net's editors present targeted news and analysis about relevant topics and trends shaping specific manufacturing sectors and topics. This fresh, first-look at need-to-know information has quickly become a daily "must" read for influential manufacturing executives.

Manufacturing.net provides a complete portfolio of integrated marketing solutions with online products, digital magazine delivery, single and multi-sponsored e-newsletters, two daily newsletters, resource guides, and sponsored webcasts that enable you to reach and sell to these buyers across the manufacturing industries.

**More than 90% of our audience has buying authority in the following sectors:**

### Market sector coverage includes:

- Aerospace
- Medical
- Automotive/Transportation
- Metals
- Chemicals/Petroleum
- Pharmaceuticals/Biotech
- Electrical/Electronics
- Plastics/Rubber
- Food/Beverage
- Machinery/Instrumentation/Controls

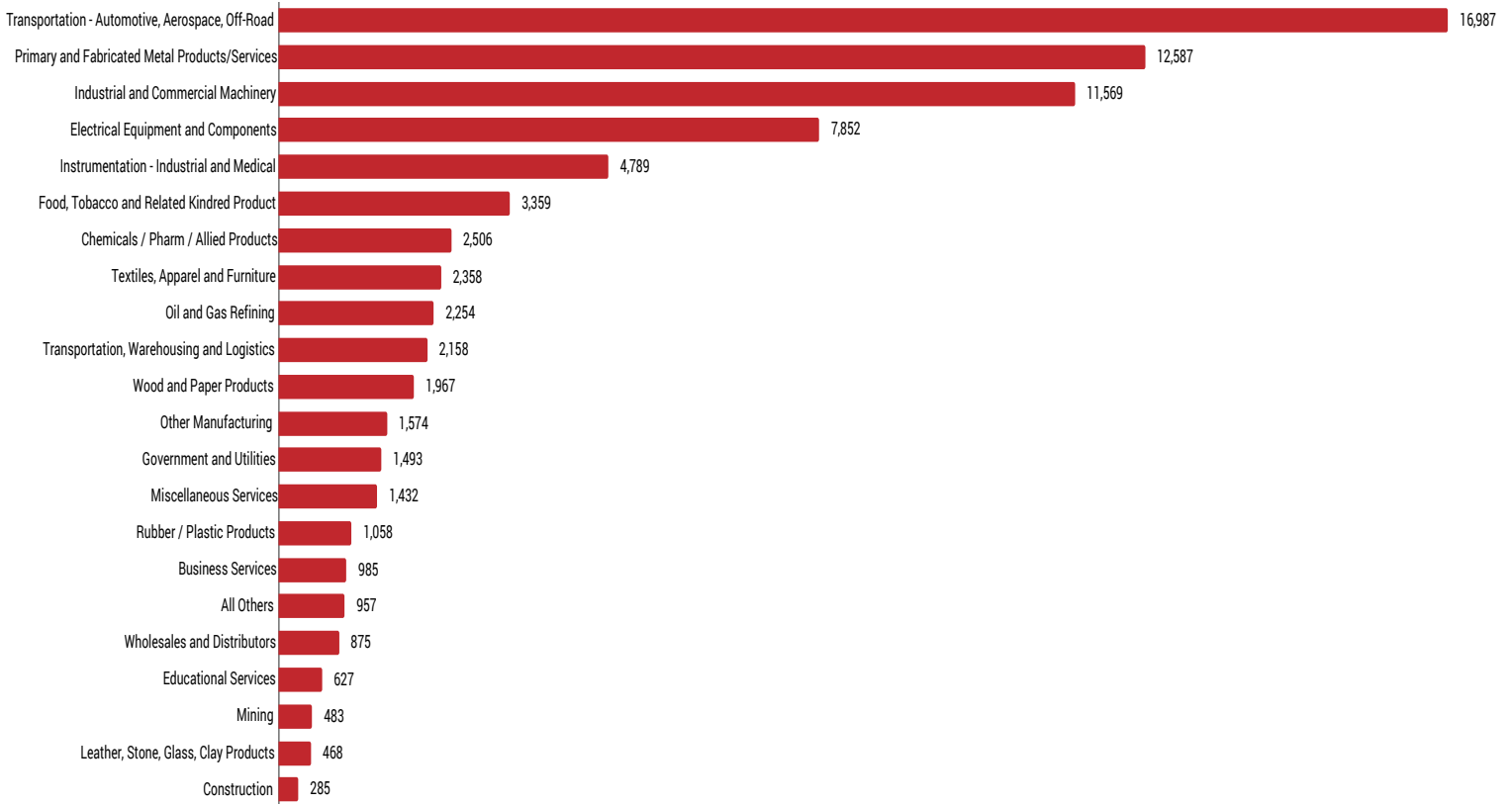
### Editorial topics regularly featured include:

- Design & Development
- Manufacturing Technology
- Energy
- Materials
- Environmental
- Mergers & Acquisitions
- Facilities & Operations
- People in the News
- Financial News
- Product Recalls
- Global Manufacturing
- Quality
- Government News
- Safety
- Labor Relations
- Supply Chain

# Reach

Manufacturing.net has been a trusted resource in the manufacturing world for years. Our engaged audiences are comprised of influential buyers seeking the latest news, products, and information available.

## Industries



## Job Functions

### C-Suite/Admin



**26,299**

### Operations



**20,263**

### Engineering



**20,023**

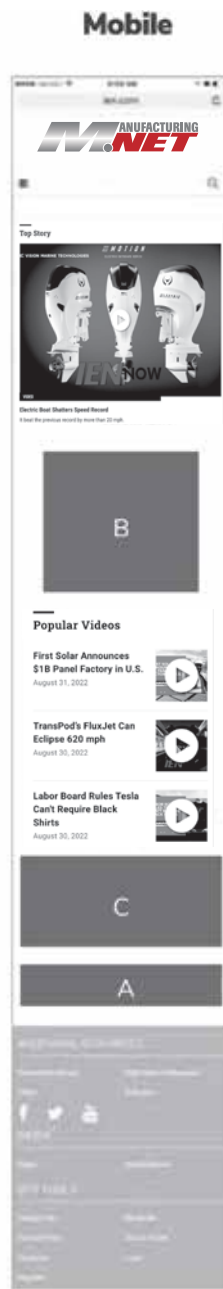
### Purchasing



**10,972**

**Other - 1,066**

# 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

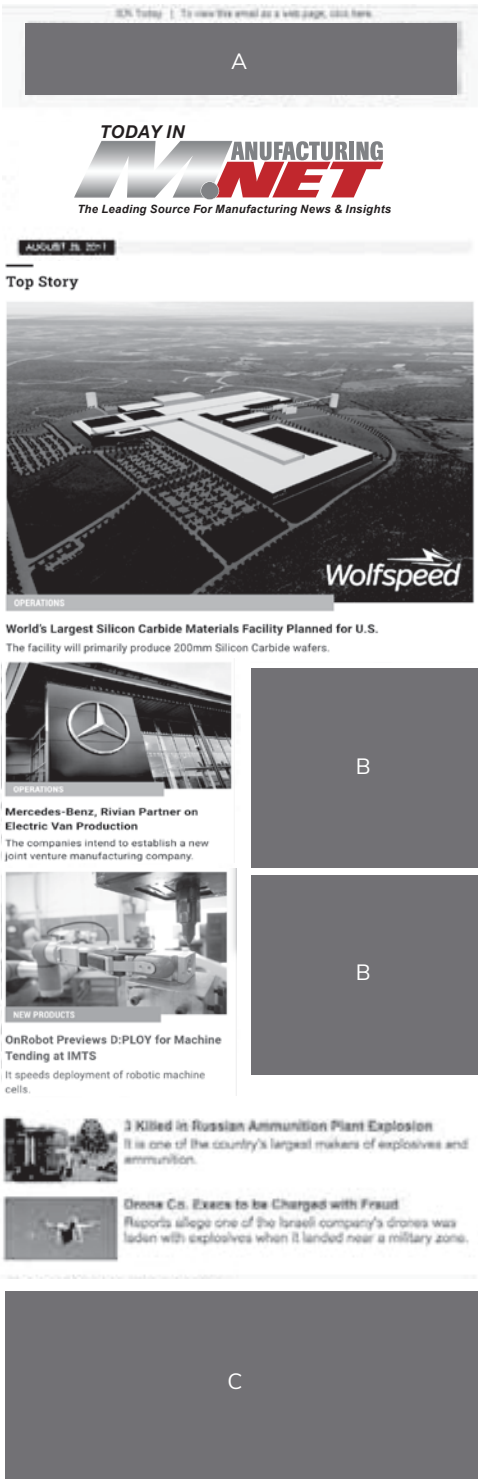
Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

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

# M.NET Safety Weekly Newsletter

Delivered weekly, Manufacturing.net Safety newsletter provides industry news, OSHA compliance, workplace safety and product information that can help safety professionals stay informed.

**Circulation:** 15,000 average

**Frequency:** Weekly

**Titles:**

Operations Management, Focus on Safety	43%
Safety Team Member	31%
EHS/Safety Manager	26%

**Industries:**

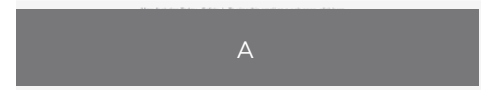
Industrial Machinery and Instrumentation	21%
Food and Beverage	16%
Transportation	16%
Materials and General Processing	11%
Electrical/Electronic	10%
Oil, Gas and Chemicals	8%
Metal Fabrication	8%
Medical	5%
Other Durable Goods Manufacturing	3%
Training	2%

**Pricing:** (deploys 5 consecutive weeks)

A- Leaderboard	\$2,495
B- TOC	\$2,495
C- Inline	\$1,995

## AD SPECS

- **Leaderboard:** 600x100 pixels & link
- **TOC Text & Image Ad:**
  - 50 character headline, 250 character of text, 150x125 pixel image & link
- **Inline Text & Image Ad:**
  - 50 character headline, 250 characters text, 150x125 pixel image & link
- **Maximum file size:** 1MP
- **File type:** .jpg



WEDNESDAY, MARCH 10, 2021

Featured Story



**OSHA's Top 10 Safety Citations**  
Despite the pandemic, the number one OSHA violation has remained the same for 10 years.



**Man Dies After Falling Into Industrial Furnace at Battery Plant**  
The death was determined to be accidental, but OSHA has opened an investigation.

B



**Deadly Pipeline Blast Damaged Homes 1,000 Feet Away**  
Federal investigators released hundreds of files related to the probe of the 2019 explosion.

B



**Bridgestone Offers Employees \$100 to Vaccinate**  
The tire maker hopes to make it easier for employees to get vaccinated, but it's not requiring it.



**Swiss Police Raid Security Camera Hacker**  
The hacker cited an effort to raise awareness about the dangers of mass surveillance.



**Firefighters Called to Poultry Plant Where Prior Ammonia Leak Killed 6**  
Six workers died from liquid nitrogen exposure in late January.



C



**Eye Protection for All-Day Wear**  
The line is focused on combating fogging lenses and an overall lack of comfort - the two main reasons that workers remove their eye protection.



**Report: OSHA Failed to Investigate Worker COVID Deaths**  
The Wall Street Journal says OSHA took little action as infections increased at certain locations.



**New OSHA Program Centers on Protecting High-Risk Workers**  
It also prioritizes employers that retaliate against workers with safety concerns.

# Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching Manufacturing.net'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.net to develop custom content:

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

## STEP 3

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

## STEP 4

Manufacturing.net 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-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	
<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 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	
<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 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**

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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**

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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**

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

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**David Geltmen**

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