



IMPO

impomag.com

THE LEADING MAINTENANCE AND OPERATIONS RESOURCE



2024
MEDIA
KIT

About Us/Reach

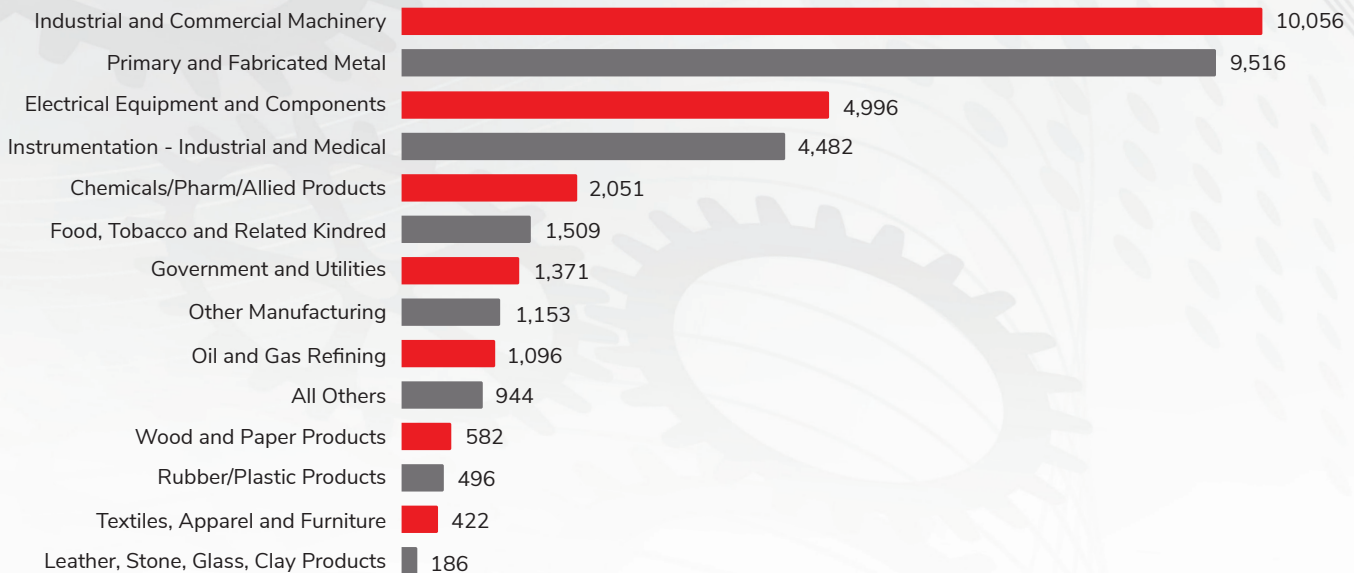
Empowering Our Readers With Valuable News & Information

With over 82 years of industry expertise, IMPO magazine has been a trusted resource for manufacturers. Our mission is to empower our loyal readers with valuable news and information, helping them work smarter in the competitive manufacturing landscape.

Trust IMPO to be your guide, delivering valuable insights and resources needed to stay ahead in the ever-evolving manufacturing industry.

Additionally, our extensive reach within Maintenance, Repair, and Operations (MRO) positions us as a key player in serving your needs across various facets of the industrial sector. Our commitment to empowering professionals remains unwavering as we broaden our impact within the manufacturing landscape.

Digital Audience



Job Functions

C-Suite/Admin



6,573

Operations



34,309

Engineering



7,508

Purchasing



3,275

Other
351

Website Advertising Options and Rates

Monthly Page Views - 85,000
 Monthly Unique Visitors - 42,000

The desktop layout features the IMPO logo at the top left. Below it are three navigation tabs: E1, E2 (highlighted in red), and E1. The main content area includes a 'Top Story' section with a large image of a car, followed by 'Popular Videos' with three video thumbnails. Below these are several article teasers with images and text, including 'Electric Boat Shatters Speed Record', '5G Private Network to Power Live Industrial Applications at IMTS 2022', 'Robot Problem Delays Fuel Removal from Fukushima Nuclear Plant', 'Portable Rigging Kit Moves 34,000-lb Machinery', 'ANCA to Launch MK7 ULTRA at IMTS 2022', 'WaveCel Hard Hat Better Protects Against Traumatic Brain Injury', and 'Kraft Heinz to Sell Powdered Cheese Business'. At the bottom of the page are three large red rectangular ad spots labeled C, A, and A.

Desktop

The mobile layout shows the IMPO logo at the top. Below it is a 'Top Story' section with a car image. This is followed by 'Popular Videos' with three video thumbnails. Below these are several article teasers with images and text, including 'Electric Boat Shatters Speed Record', '5G Private Network to Power Live Industrial Applications at IMTS 2022', 'Robot Problem Delays Fuel Removal from Fukushima Nuclear Plant', 'Portable Rigging Kit Moves 34,000-lb Machinery', 'ANCA to Launch MK7 ULTRA at IMTS 2022', 'WaveCel Hard Hat Better Protects Against Traumatic Brain Injury', and 'Kraft Heinz to Sell Powdered Cheese Business'. At the bottom of the page are three large red rectangular ad spots labeled B, C, and A.

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

Our e-newsletters offer a unique combination of industry news, original editorial, and new technology updates. Each deployment features fresh content, giving subscribers a compelling reason to open and engage with them.

Circulation: 15,000 daily average

Frequency: Daily

Focus:

Daily Industry News, New Products, and Industry Trends

Titles:

Maintenance	40%
Plant Management/Operations	36%
Purchasing	16%
C-Level	8%

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

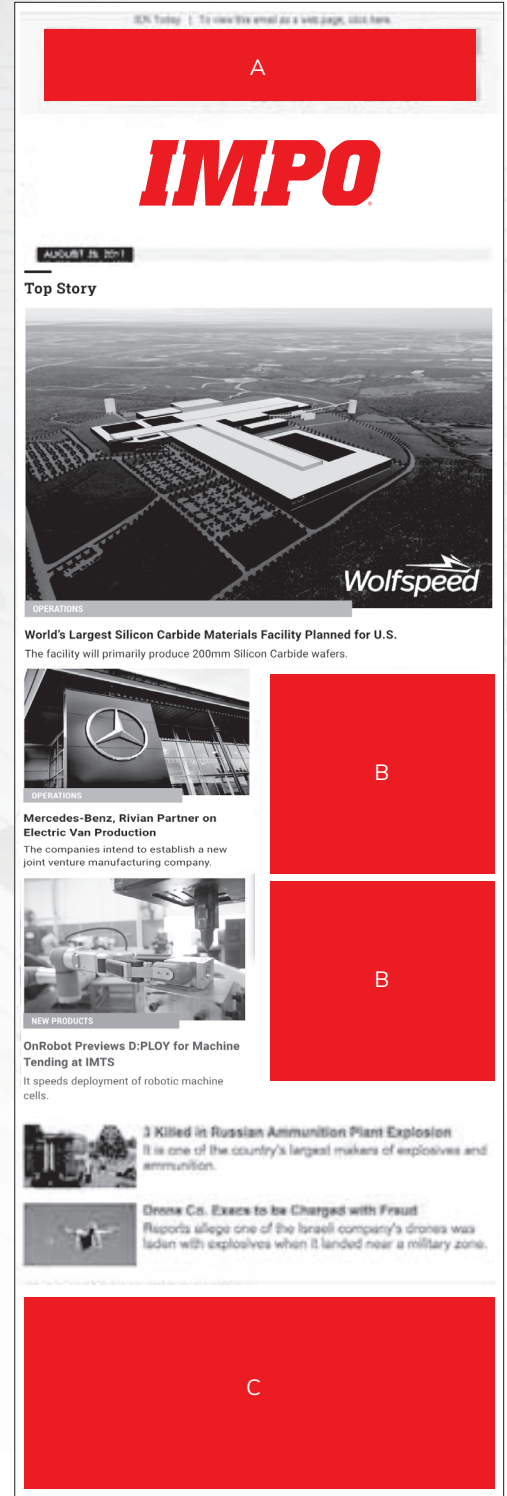
Pricing:

IMPO Insider Daily: Monday - Friday

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

AD SPECS

- **Leaderboard:** 600x100 pixels and 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



Lead Generation

High Level MQL Lead Generation Program

Effortlessly extend your reach across Industrial Media's 7 brands while generating high-quality registration leads through our Market Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

What we need from you:

Simply provide us with three or more of the following:

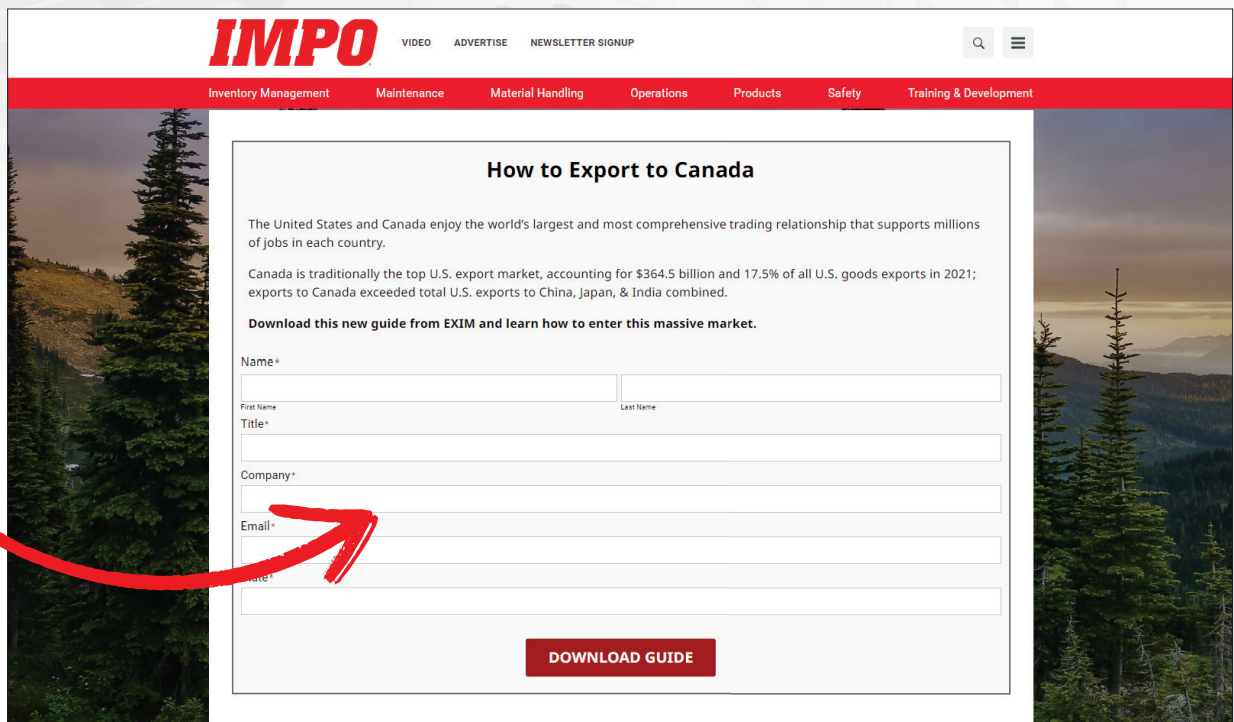
- Whitepapers
- E-books
- Videos
- Infographics
- Research studies
- Webinars

[Be sure to include a high resolution logo, and that is it.]

What happens next:

Our production team will create a custom landing page and all promotional materials. We employ various channels, such as e-newsletters, custom deployments, and social media to optimize your campaign in delivering the best return on your marketing investment.

LANDING
PAGE
EXAMPLE



The screenshot shows a landing page for IMPO. The header includes the IMPO logo, navigation links (VIDEO, ADVERTISE, NEWSLETTER SIGNUP), and a search icon. A red navigation bar contains links for Inventory Management, Maintenance, Material Handling, Operations, Products, Safety, and Training & Development. The main content area features a title 'How to Export to Canada', introductory text about the U.S.-Canada trading relationship, and a call to action: 'Download this new guide from EXIM and learn how to enter this massive market.' Below this is a contact form with fields for Name (First Name, Last Name), Title, Company, Email, and Phone. A red arrow points from the 'LANDING PAGE EXAMPLE' text to the form. A 'DOWNLOAD GUIDE' button is at the bottom of the form.

Video Promotion and Video Creation

Video is a powerful medium for connecting with customers and prospects. B2B video marketing is highly effective, with 92% of B2B prospects consuming online videos.

Video supplied by you:

Pre-Roll Sponsorship on Manufacturing Now

- As a sponsor, your video ad gains prime placement at the start of our top editorial video, Manufacturing Now. A non-skippable, five-second button guarantees maximum message visibility and ensures 100% share of voice.
- Manufacturing Now is featured on all 8 Industrial Media websites and reaches an average of 150,000 manufacturing professionals via our 13 daily newsletters.
- Detailed metrics will be provided post-campaign for comprehensive impact tracking.

Website Pop Up Video Player:

- Introducing our innovative pop-up video player, designed to enhance user engagement. This dynamic feature appears as a separate window or pop-up, seamlessly immersing site visitors with your video content. The best part? Users can enjoy your content without being redirected or leaving the current page they are browsing.
- With guaranteed impressions and an exclusive 100% share of voice, it presents a unique and effective way to convey your message.

Video created for you by us:

Product Videos

- Standard Product Video (20-30 seconds)
- Extended Product Video (1 to 1.5 mins)
- Whiteboard Videos (up to 3 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 Content Videos:

- 5 Mins with Industrial Media (new short educational format)
- Video Webinar (New webinar format)
- Video White Paper Summary
- Marketing Research Videos
- Made In America/Corporate Videos:

Unit 202 Video Productions, a division of Industrial Media, LLC, specializes in providing professional video services dedicated to the U.S. manufacturing sector.



Digital Rate Card

PRODUCT	TYPE/SPECS/LEADS	LEADS	RATE	MINUTES
DAILY NEWSLETTERS				
Leaderboard	Deploys Monday-Friday 600x100 + Link		\$ 2,995	
TOC Inline Text & Image	Deploys Monday-Friday 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,995	
Inline Text & Image	Deploys Monday-Friday 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,495	
Newsletter Sponsorship	One month sponsorship, sponsors log at top of newsletters and inline ad for 4 weeks		\$ 15,995	
Campaign Optimization	Optimized campaign with guaranteed leads 240 CPC		\$ 10,000	
WEEKLY NEWSLETTERS				
Leaderboard	Deploys Monday for 5 consecutive weeks 600x100 + Link		\$ 2,995	
TOC Inline Text & Image	Deploys Monday for 5 consecutive weeks 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,995	
Inline Text & Image	Deploys Monday for 5 consecutive weeks 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,495	
MONTHLY NEWSLETTERS				
Video Showcase	Specs: Image 640x360 pixels, Headline 80 characters max, Body 250 Character, link		\$ 1,050	
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	Great for content advertising Targeted Campaigns		\$90/m	
CONTENT				
Content Syndication	100 Registration Leads (client provides minimum 3 pieces of gated content)	MQL	\$ 11,995	
Whitepaper	100 Registration Leads and includes 1500 Word Whitepaper	MQL	\$ 14,845	
eBook	100 Registration Leads and includes 2600 Word eBook	MQL	\$ 16,990	
eBook Multi-Sponsored	100 Registration Leads and includes 2600 Word eBook	MQL	\$ 8,995	
Custom Research	Custom		\$ 29,995	
Content Creation	Custom		\$1.90/Word	
VIDEOS/WEBINARS				
Video Podcast (New Webinar Format)	100 Registration Leads	MQL	\$ 16,990	45
Traditional Webinar (Slide Presentation)	100 Registration Leads	MQL	\$ 22,995	45
Video Whitepaper	100 Registration Leads	MQL	\$ 14,995	15
Market Research Video	100 Registration Leads	MQL	\$ 14,995	5
Video Podcasts Multi-Sponsored	100 Registration Leads	MQL	\$ 9,995	45
PODCASTS				
Today In Manufacturing Weekly Podcast	Monthly Sponsorship	Sponsorship	\$ 9,595	
Security Breach Podcast	Monthly Sponsorship	Sponsorship	\$ 9,595	
CUSTOM PRODUCT VIDEOS				
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	30 sec
Video Ads	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	1
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	1
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	3
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	2
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	3
CORPORATE VIDEOS				
Corporate Video	Custom Pricing \$1,500 + expenses per day			
Made In America Video	Custom Pricing \$1,500 + expenses per day			
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	\$190/m	

Industrial Media is a leading B2B 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
INDUSTRIAL EQUIPMENT NEWS

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
PRODUCTIONS

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.

FINISHINGWORLD

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 AND
DEVELOPMENT TODAY**

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

IMPO

Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation and MRO products.

**FOOD
Manufacturing®**

Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.

INDUSTRIAL DISTRIBUTION

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**

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**

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.

IMPO

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