

IEN

INDUSTRIAL EQUIPMENT NEWS

www.ien.com

THE LARGEST ENGAGED AUDIENCE SERVING THE U.S. MANUFACTURING PROFESSIONAL

2024 MEDIA KIT

INDUSTRIAL
90
YEARS

About Us/Reach

Leader In Technology & Product Information For The Industrial Sector






Established in 1933, Industrial Equipment News (IEN) pioneered the product news tabloid format, becoming the leader in technology and product information for the industrial sector.

With a legacy of marketing innovation that dates back to the creation of the reader service card, IEN continues to offer unique campaign opportunities that can generate leads, build brand awareness, and provide thought leadership, enabling clients to effectively measure and maximize their ROI.

Experience the power of IEN's expertise in driving measurable results for your marketing initiatives.

- 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, 5 Minutes With, Sales Brochure, Unboxing)
- Video Ads
- Video Podcasts (New Webinar Format)
- Website Display

Reaching
Over 1.3
Million
Monthly

 DESKTOP	259K
 EMAIL OPENS	590K
 VIDEO	195K
 PRINT CIRCULATION	185K
 MOBILE	120K



IEN Print & Digital Audience

Over 80% of IEN users have direct input on purchasing decisions.
Over 90% use IEN print and our digital properties to make product purchasing decisions.

INDUSTRIES

IEN Print Audience

- Machinery, Except Electric - 32,442
- Primary Metal Products - 25,302
- Chemicals, Pharma, Allied Products - 19,798
- Food, Kindred Products - 17,962
- Electrical Machinery - 17,413
- Transportation, inc. Automotive - 16,779
- Lumber/Wood Products - 12,772
- Instrumentation - 10,321
- Petroleum - 7,322
- Rubber & Plastic Products - 6,460
- Textiles, Apparel and Furniture - 3,986
- Stone, Clay, Glass Products - 3,334
- Other Manufacturing - 4,797
- Business Services - 902
- Educational Services - 439
- Public Administration - 429
- Wholesalers and Distributors - 412
- Construction - 410
- Leather Products - 235
- Mining - 176

IEN Digital Audience

- Transportation, inc Auto, Aero, Off-Road - 53,214
- Instrumentation - 50,448
- Food, Tobacco and Related Products - 46,365
- Electrical Equipment & Components - 45,994
- Industrial & Commercial Machinery - 42,635
- Miscellaneous Services - 27,502
- Metal Fabrication - 21,972
- Textiles, Apparel and Furniture - 18,972
- Wholesalers & Distributors - 16,444
- Chemicals, Pharma and Allied Products - 15,251
- Supply Chain & Logistics - 12,788
- Educational/Training Services - 9,520
- Rubber & Plastic Products - 8,173
- Oil & Gas - 7,862
- Leather, Stone, Glass, Clay Products - 7,807
- Other Manufacturing - 7,512
- Wood and Paper Products - 7,208
- Government & Utilities - 5,909
- Construction - 3,255
- Mining - 2,226

JOB FUNCTIONS

IEN Print Audience

- C-Suite - 62,757
- Operations - 49,819
- Engineering - 65,947
- Purchasing - 2,642

IEN Digital Audience

- C-Suite - 67,331
- Operations - 150,371
- Engineering - 139,516
- Purchasing - 52,178

REGIONS

East Coast 57,921
Northeast 78,369

Midwest 178,563
South Central 35,389

Mountain 15,933
West Coast 43,218

Reach Our Collection Of Qualified Buyers And Specifiers

Each issue of IEN offers a dynamic opportunity to reach our collection of qualified buyers and specifiers. The unique design and layout of IEN enables readers to fulfill their number one need when opening the pages of a business-to-business publication — seeing what’s new. Each issue features more than 75 new products in providing the latest tools and solutions focused on efficiency and cost savings.



Circulation: 185,000

73% will go to an advertiser’s website after seeing their ad in print.

53% say a print magazine is one of the sources they rely on for industry/product information.

91% learn about new suppliers by looking at IEN.

97% depend on IEN for information on new products.

33% of readers will follow up on at least one ad in each issue; that number jumps to **75%** for every two issues.

38 MINUTES Spent reading each issue

63% Share each issue with at least one coworker

READERS' COMMENTS

“Shows renewed strength, viability of product tabloid.”

“One of the few publications I take the time to read regularly.”

“I like the diversity of the publication.”

“It has guided us to new source(s) of products we use.”

“Fun to read and see new and improved products.”

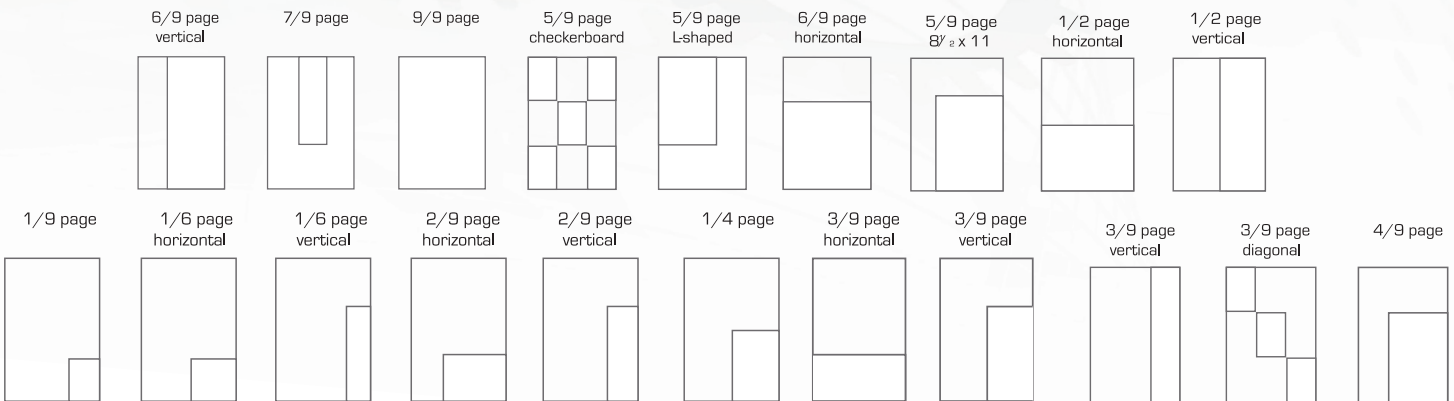
Source: IEN Readership Study

2024 Editorial Calendar

EDITION	AD CLOSE DATES	FOCUS	MONTHLY EXTRAS	BONUS INSERT	SHOW COVERAGE	SPECIAL FOCUS
January/ February	Ad Close: 12/28/23 Materials: 1/5/24	Packaging Material Handling Sensing Devices Hydraulics & Pneumatics	Problem Solvers Finishing World Automation	FOOD Manufacturing® Cold Storage Traceability Compliance		Automation
March/April	Ad Close: 2/20/24 Materials: 2/27/24	Fans & Lighting Safety Predictive Maintenance Tooling	Problem Solvers Finishing World Automation	FOOD Manufacturing® Consumer Trends Automation Packaging	MDM West Promat ISA Pack Expo East	Motion Controls
May/June	Ad Close: 4/23/24 Materials: 4/30/24	Test & Measurement Pumps & Compressors Chemicals Tools	Problem Solvers Finishing World Automation	FOOD Manufacturing® Quality Control Electrical Safety + Lockout/Tagout IIoT	ASSE Safety SUR/FIN	Material Handling
July/August	Ad Close: 6/28/24 Materials: 7/5/24	PPE Electrical & Electronics Predictive Maintenance Adhesives & Sealants	Problem Solvers Finishing World Automation	FOOD Manufacturing® Supply Chain Management Inspection Technology Capital Equipment	Assembly Show NSC Pack Expo	IoT or Industry 5.0
September/ October	Ad Close: 8/29/24 Materials: 9/5/24	Motors & Power Transmission MRO Hydraulics & Pneumatics Lighting	Problem Solvers Finishing World Automation	FOOD Manufacturing® Software Conveyor Technology Staffing/Training Tools	IMTS Fabtech Rapid Sensors Expo	3D Printing
November/ December	Ad Close: 10/25/24 Materials: 11/1/24	Fastening & Assembly Safety Material Handling Pumps & Compressors	Problem Solvers Finishing World Automation	FOOD Manufacturing® Recalls Automation Sterilization	East Pack Process Expo WESTEC	Safety

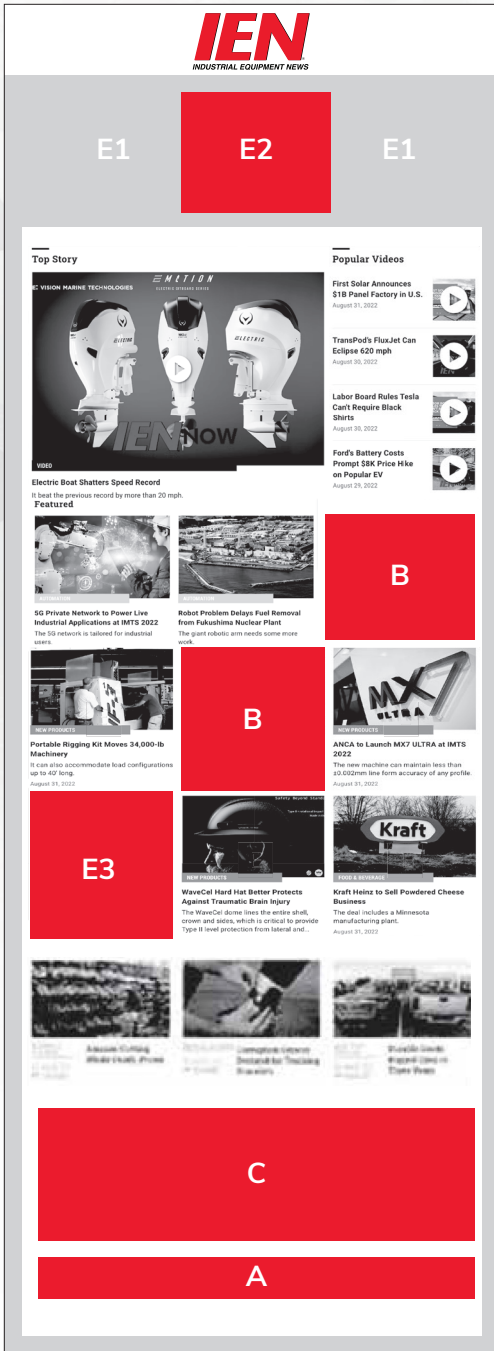
2024 Print Rates & Specs

AD SIZE	RATE	TRIM SIZE	BLEED
1/9 (STD 1/4 PG)	\$3,180	Vertical 3.25 x 4.25	N/A
1/6 (STD 1/3 PG)	\$4,255	Horizontal & Vertical 4.875x4.25 or 2.1875x8.75	N/A
2/9 (STD Half Pg)	\$6,950	Horizontal & Vertical 6.625x4.25 or 3.25x8.75	N/A
1/4 (STD Isl. Half Pg)	\$7,380	Vertical 4.875x6.5	N/A
3/9 (1/3 Tab Pg)	\$8,690	Horizontal & Vertical 10x4.25 or 4.875x8.75, 3.25x13.25 or 3.25x4.25	N/A
4/9 STD	\$10,630	Vertical 6.625x8.75	N/A
5/9 (Jr. Tab)	\$11,830	Vertical 8.5x11 8.75x11.25	8.75x11.25
1/2 Half Tab	\$11,400	Horizontal & Vertical 10x6.5 or 4.875x13.25	N/A
5/9 L-Shape/Checkerboard	\$12,205	3.25x4.25	N/A
6/9 2/3 Tab	\$14,160	Horizontal & Vertical 10x8.75 or 6.625x13.25	N/A
7/9 U-Shape on Tab	\$16,115	Vertical 3.25 x 4.25	N/A
9/9 Full Tab	\$14,950	10.4375x13.75	10.6875x14
Cover Snipe	\$3,995	2.377x2.383	N/A
Strip Ad (For 3)	\$3,995	Horizontal 3.1028x0.6802	N/A
Literature Review	\$1,900	5" x 2.25"	N/A

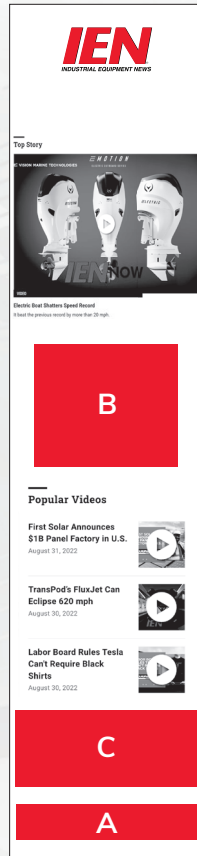


Website Advertising Options and Rates

Monthly Page Views - 208,000
 Monthly Unique Visitors - 71,000



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

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:

Corporate and Executive Management	35%
Operations/Plant/Facility Management	32%
Design Engineering, R&D	27%
Purchasing and Other	6%

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:

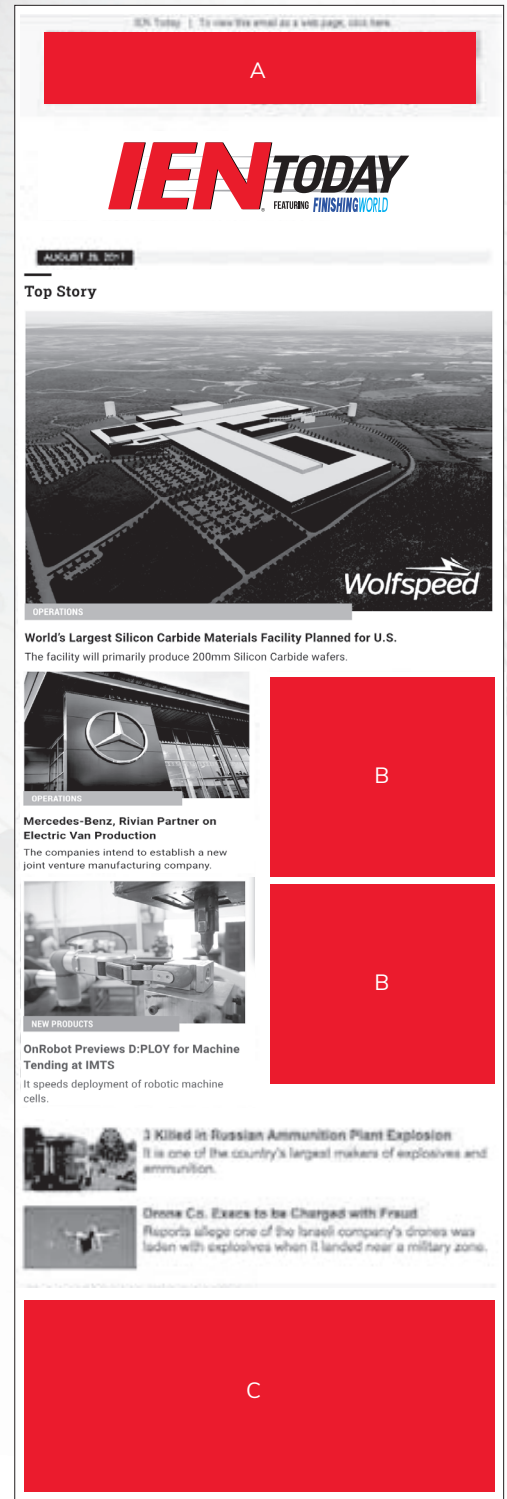
IEN Today Daily: Monday - Friday

IEN Weekly Review: 5 consecutive weeks

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 'How to Export to Canada'. The page features a navigation bar with the IEN logo and links for VIDEO, ADVERTISE, NEWSLETTER SIGNUP, PODCAST, and MAGAZINE. Below the navigation bar is a menu with categories: Automation, Finishing World, Made in America, New Products, Operations, Product Development, Safety, Software, and Supply Chain. The main content area has a title 'How to Export to Canada' and a paragraph: 'The United States and Canada enjoy the world's largest and most comprehensive trading relationship that supports millions of jobs in each country. Canada is traditionally the top U.S. export market, accounting for \$364.5 billion and 17.5% of all U.S. goods exports in 2021; exports to Canada exceeded total U.S. exports to China, Japan, & India combined. Download this new guide from EXIM and learn how to enter this massive market.' Below this text is a registration form with fields for Name* (First Name and Last Name), Title*, Company*, and Email*. A red arrow points from the 'LANDING PAGE EXAMPLE' text to the form. At the bottom of the form is a red button labeled 'DOWNLOAD GUIDE'.

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

- 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.

IEN[®]

INDUSTRIAL EQUIPMENT NEWS

www.ien.com

Contacts & Sales Territories

Thomas Lynch, President/Publisher

tom@ien.com

608-628-8718

Chuck Marin, Senior Sales Director

chuck@ien.com

973-800-6191

Territories: Canada, CT, DE, GA, ME, MD, MA,
NH, NJ, NY, NC, PA, RI, SC, TN, VT, VA, WV

Eric Wixom, Sales Director

ericw@ien.com

920-691-6587

Territories: AL, AR, CO, FL, IL, IA, KS, LA, MN,
MS, MO, MT, NE, ND, OK, SD, TX, WI, WY

Mike Riege, Sales Director

mike@ien.com

608-698-3348

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

Will Koenen, Sales Manager

will@ien.com

608-740-0190

Territories: IN, KY, MI, OH

David Geltman, Sales Manager

gelt18@optionline.com

516-510-6514

Bob Dumas, Sales Manager

dumabob57@gmail.com

516-978-7230

Stan Greenfield

greenco@optonline.net

203-938-2418

Bill Dey, Finishing World Sales

wpdey@comcast.net

732-383-5311

Dave Jones

dmj_jonesmedia@yahoo.com

708-442-5633

Mike Peterson, Advertising Service Representative

mikep@ien.com

608-692-2304