



manufacturing.net

THE LEADER IN MANUFACTURING NEWS

2024 MEDIA KIT

The Leader In Manufacturing News

Manufacturing.net is the premier digital resource in the manufacturing world. Our dedicated audience consists of influential buyers actively seeking the latest news, products, and valuable information. With a range of media formats, engaging content, and flexible marketing options, your brand can seamlessly align with the sought-after content your target market desires. Join forces with us at MNET to effectively connect with industry leaders and unlock exceptional opportunities for your business.

Leverage Manufacturing.net's integrated marketing solutions to reach and sell to buyers across manufacturing industries. Our portfolio includes online products, e-newsletters, daily newsletters, resource guides, and sponsored webcasts. Expand your reach and connect with your target audience effectively. Partner with us now.

Industries & Markets:

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

Valuable Information For Manufacturing Professionals

Our dedicated editors provide valuable information for manufacturing professionals while offering marketers a trusted platform to reach key customers.

Manufacturing.net produces daily content covering a wide variety of topics that are important to our readers. Each month, you'll find coverage in the following key areas:

Top Ten Editorial Content Topics:

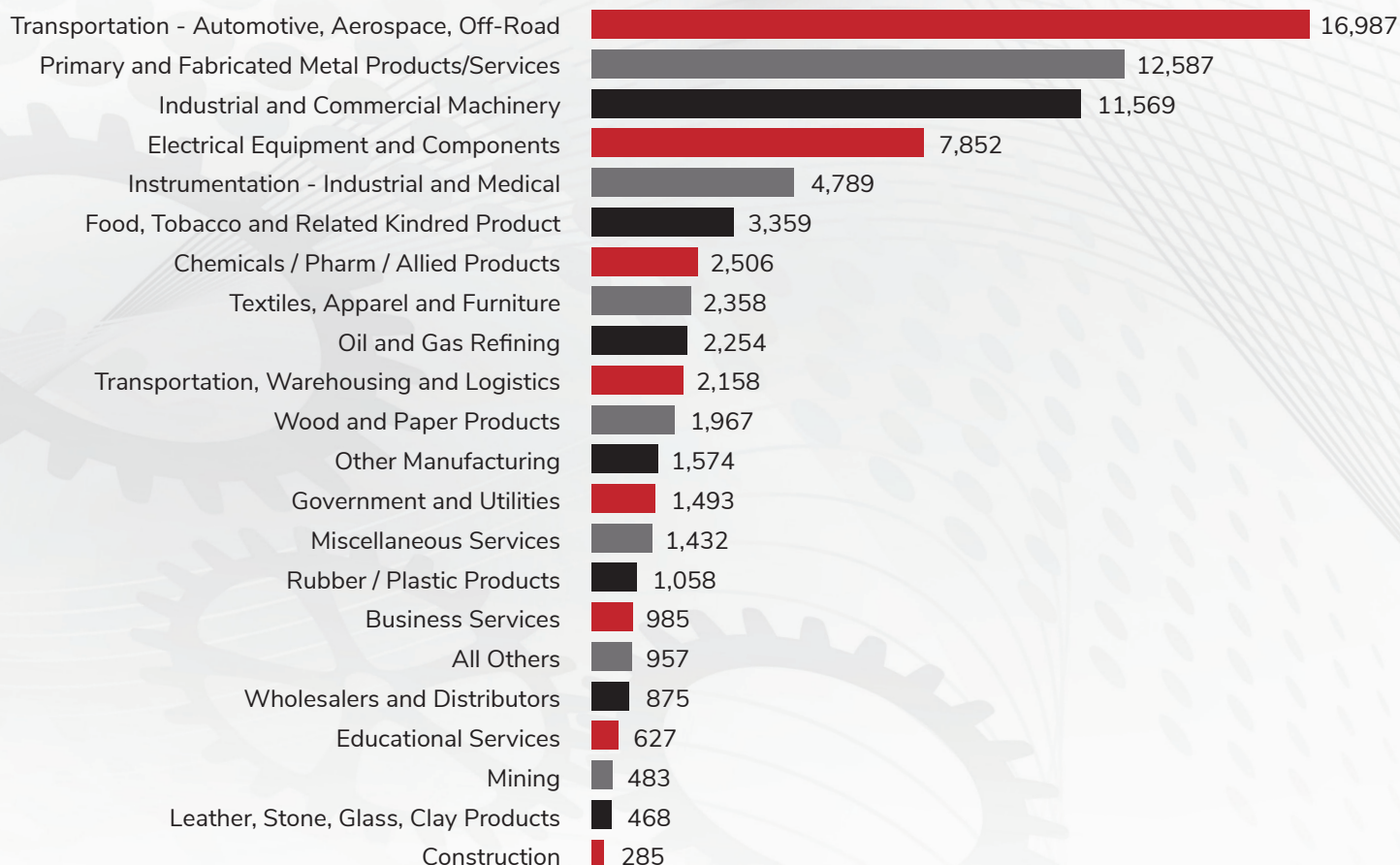
- Automation
- Supply Chain
- Safety
- Material Handling
- Energy
- Software
- MRO
- Industry 4.0
- Cybersecurity
- Predictive & Preventive Maintenance

Additional Key Areas of Coverage:

- Tools
- 3D Printing
- IoT
- e-Commerce
- Buildings & Construction
- Lighting
- Adhesives & Sealants
- Electronics
- Motion Control
- Lean Manufacturing
- Finishing
- Machine Tools
- Pumps & Compressors
- Chemicals
- PPE
- Sensors

2024 Daily Newsletter Specs & Rates

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



Job Functions

C-Suite/Admin



26,299

Operations



20,263

Engineering



20,023

Purchasing



10,972

Other
1,066

Website Advertising Options and Rates

Monthly Page Views - 228,000
Monthly Unique Visitors - 132,000

The desktop layout features the Manufacturing.net logo at the top. Below it, there are three red boxes labeled E1, E2, and E1. The main content area includes a 'Top Story' section with a large image of a car and a 'Popular Videos' section with several video thumbnails. There are also several smaller article thumbnails with images and text. Ad placements are indicated by red boxes with labels: B (a large box on the right side of the main content), C (a box below the B box), A (a box at the bottom right), E3 (a box on the left side of the main content), and another C and A box at the bottom of the page.

Desktop

The mobile layout shows the Manufacturing.net logo at the top. Below it, there is a 'Top Story' section with a car image. The 'Popular Videos' section is visible. Ad placements are indicated by red boxes with labels: B (a large box on the right side of the main content), C (a box below the B box), and A (a box at the bottom right).

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

2024 Daily Newsletter Specs & Rates

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.

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:

Today in Manufacturing.net 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

SEN Today | To view this email as a web page, click here.

A

MANUFACTURING.NET

AUGUST 26, 2021

Top Story


Wolfspeed

World's Largest Silicon Carbide Materials Facility Planned for U.S.
The facility will primarily produce 200mm Silicon Carbide wafers.

OPERATIONS


Mercedes-Benz, Rivian Partner on Electric Van Production
The companies intend to establish a new joint venture manufacturing company.

NEW PRODUCTS


OnRobot Previews D:PLOY for Machine Tending at IMTS
It speeds deployment of robotic machine cells.


3 Killed in Russian Ammunition Plant Explosion
It is one of the country's largest makers of explosives and ammunition.


Drone Co. Execs to be Charged with Fraud
Reports allege one of the Israeli company's drones was laden with explosives when it landed near a military zone.

B

B

C

Weekly Newsletter

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: (includes 5 weeks/deployments)

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

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

A



MANUFACTURING
SAFETY WEEKLY

March 15, 2021

Featured Story



MANUFACTURING MINUTE

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.



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



Bridgestone Offers Employees \$100 to Vaccinate
The tire maker hopes to make it easier for employees to get vaccinated, but it is 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.



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

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

**MANUFACTURING
NET** VIDEO ADVERTISE NEWSLETTER SIGNUP PODCAST

Aerospace Automotive Cybersecurity Energy Industry 4.0 Operations Software Supply Chain

How to Export to Canada

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.

Name*
First Name* Last Name*
Title*
Company*
Email*
Phone*

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 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	
Boombbox	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 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.



manufacturing.net

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