2026 MEDIA KIT

CYBERSECURITY SOLUTIONS FOR THE INDUSTRIAL OT LANDSCAPE

SECURITY BREACH
.NET

OT SECURITY UPDATE

MANUFACTURING.NET/CYBERSECURITY

MBTMAG.COM/CYBERSECURITY

INDUSTRIAL MEDIA

ABOUT US

BRINGING YOU THE AUDIENCE THAT KNOWS IT'S NOT IF, BUT WHEN THEY GET HACKED

Numerous reports indicate that the industrial sector has surpassed healthcare, finance and insurance as the favorite targets of ransomware groups, phishing schemes and the hacker community as a whole. In response, Industrial Media has leveraged our presence within the manufacturing and critical infrastructure sector to develop key media properties that examine how threat actors are continuing to evolve, and how the industrial sector can upgrade their strategies, toolboxes and personnel to match these increasingly complex adversaries.

Building off of legacy brands such as Industrial Equipment News, Manufacturing.net and Manufacturing Business Technology, we utilize our expansive reach into the community of industrial OT security decision makers to promote the suppliers and solutions that keep operations protected from bad actors looking to take advantage of legacy systems and an ever-expanding attack surface.

OUR AUDIENCE BREAKS DOWN IN THE FOLLOWING MANNER:

- OT Infrastructure Cybersecurity - 37%
- Automation / Industry 4.0 - 12%
- IT - 24%
- Executive Management - 23%
- Purchasing - 4%

TOPICS COVERED INCLUDE:

- Ransomware
- Cloud Security
- Response Planning
- ICS Vulnerabilities
- Segmentation
- API Security
- Artificial Intelligence
- Secure by Design
- Supply Chain Hacks
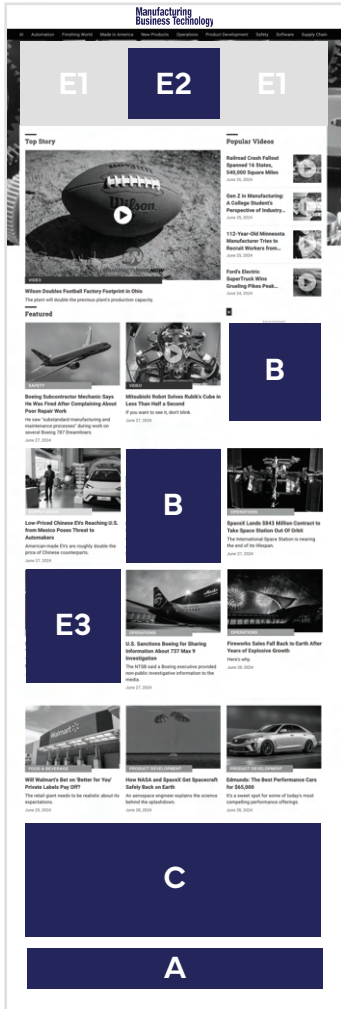- Phishing
- Security Tools
- And more

MARKETS COVERED:

- Aerospace
- Automotive
- Military/Defense
- Chemical Processing
- Computers and Consumer Electronics
- Supply Chain and Logistics
- Food & Beverage
- Industrial Machinery and Controls
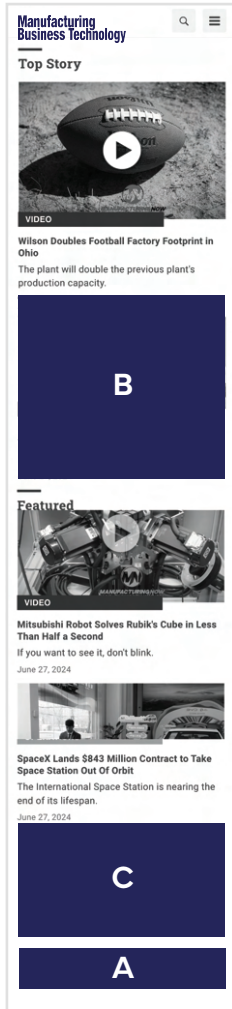- Medical & Pharma
- MRO

/CYBERSECURITY

OWN THIS SECTION OF MANUFACTURING.NET & MBTMAG.COM

WEBSITE ADVERTISING OPTIONS & RATES

DESKTOP

MOBILE

MONTHLY PAGE VIEWS - 100,000 | MONTHLY UNIQUE VISITORS - 55,000

A **Leaderboard:**
$85 CPM | 970x90 Desktop, 728x90 Tablet, 300x50 Mobile

B **Boombox:**
$85 CPM | 300x250

C **Billboard:**
$85 CPM | 970x250 Desktop, 300x250 Mobile

E **Reveal Ad:**
$225 CPM | Requires 3 independent creatives as outlined in E1, E2, and E3 below.

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.

Native Ad Specs -20-75 Character headline-40-120 character body-600X400 pixel image (.jpg or .png ONLY with no text on image. -Logo 300pixel wide max., centered on top of image for best display options - URL

Integration: Seamless self managing campaigns using our Native Advertising Dashboards.

AD SPECS:

- Maximum file size: 90KB
- Rich Media: looping animation & 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

OT SECURITY UPDATE

2026 WEEKLY NEWSLETTER SPECS & RATES

Our e-newsletter offers a unique combination of industry news, original editorial, videos, and new cybersecurity tool updates. *OT Security Update* deploys weekly to over 15k subscribers.

INDUSTRIAL MEDIA LEADS THE MARKET WITH THE HIGHEST OPEN RATE AND CTOR IN THE INDUSTRY*

Omeda Benchmark Study

PRICING:

Today in Manufacturing Business Technology Daily:
Monday - Friday

A - LEADERBOARD	$2,995
B - TOC TEXT & IMAGE	$2,995
C - INLINE	$2,495
D - FEATURED VIDEO POSITON	$2,995

AD SPECS:

- Leaderboard: 600x100 pixels & link
- TOC Text & image ad: 50 character headline, 250 characters of text, 150x125 pixel image and link
- Inline text & image ad: 50 character headline, 250 characters of text, 150x125 pixel image and link
- Maximum File Size: 1MB
- File Type: .jpg
- Featured Video Position: .jpg, headline, 60 characters of text, description of the video
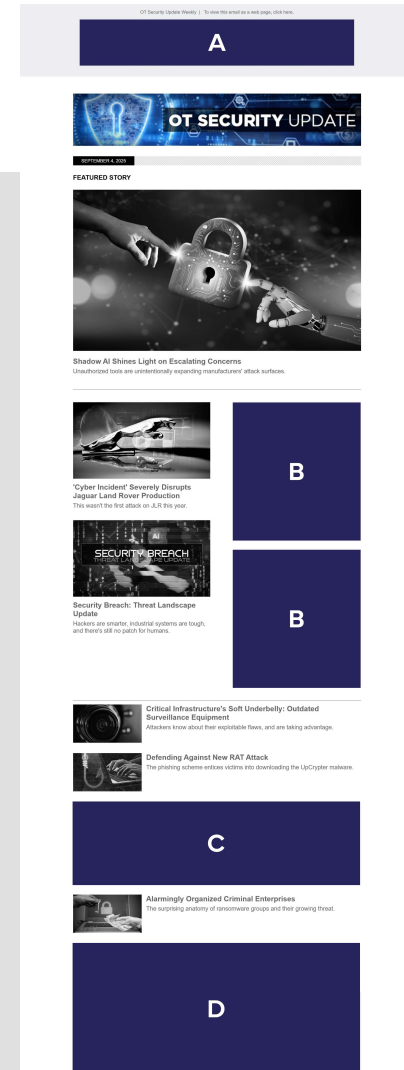
LEAD GENERATION

HIGH LEVEL MQL LEAD GENERATION PROGRAM

Effortlessly extend your reach across Industrial Media's seven brands while generating high-quality registration leads through our Marketing 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

SECURITY BREACH

RANKED #1 OF ALL INDUSTRIAL CYBER PODCASTS BY FEEDSPOT

In recent years, podcasts have become a powerful marketing tool and a great way to engage your target audience. *Security Breach* from Manufacturing.net and Manfacturing Business Technology covers the increasing threats from hackers and bad actors with a focus on the most vulnerable sector: manufacturing.

- 128 episodes to date with 1M+ total views & downloads.
- Ranked First on Top 15 Industrial Security Podcasts by Feedspot.
- Each podcast is promoted across all of our brands. Promotions include:
    - 10 daily newsletters across 7 brands.
    - E-blast sent to 10,000 Industrial Media readers.
    - Logo will receive 150,000-250,000+ views weekly across:

Build trust and awareness with executives and cybersecurity decision makers by sponsoring the *Security Breach* podcast.

MORE MARKETING TOOLS

VIDEO PODCASTS, E-BLASTS, AND SMART ENGAGEMENT

VIDEO PODCASTS

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. Video Podcasts are pre-recorded, edited and approved by sponsors before the canned video podcast is presented "live". These assets can be used to drive awareness, brand recognition, and sales leads.

EBLASTS

- 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)
- $350/m

SMART ENGAGEMENT

Leverage our AI-powered platform to reach your ideal audience with precision. Choose from three tailored programs for impressions, engagement, or qualified leads.

- The Smart Engagement platform aggregates subscriber data from multiple channels.
- The Smart Engagement Platform provides insights and analytics that help in making informed marketing decisions and optimizing strategies in real time.
- The Smart Engagement platform enables marketers to react quickly to customer preferences in tailoring the message and medium used.

SMART
ENGAGEMENT
DRIVEN BY INDUSTRIAL AI

INDUSTRIAL MEDIA

Our seven brands effectively engage a diverse audience that includes manufacturers, engineers, and distributors across various industries. It boasts a substantial total of approximately 635,000 subscribers. 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.

FINISHING WORLD

Finishing World provides product news and technical information for plating, paint and 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.

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.

INDUSTRIAL DISTRIBUTION

Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. The publication serves the highly engaged audience in both print and digital news.

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.

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.

OT SECURITY UPDATE

OT Security Update provides industrial cybersecurity information to to manufacturing decision makers