
2026 MEDIA KIT

A SUPPLEMENT OF INDUSTRIAL EQUIPMENT NEWS

FINISHINGWORLD

WWW.IEN.COM/FINISHING-WORLD

**INDUSTRIAL
MEDIA**

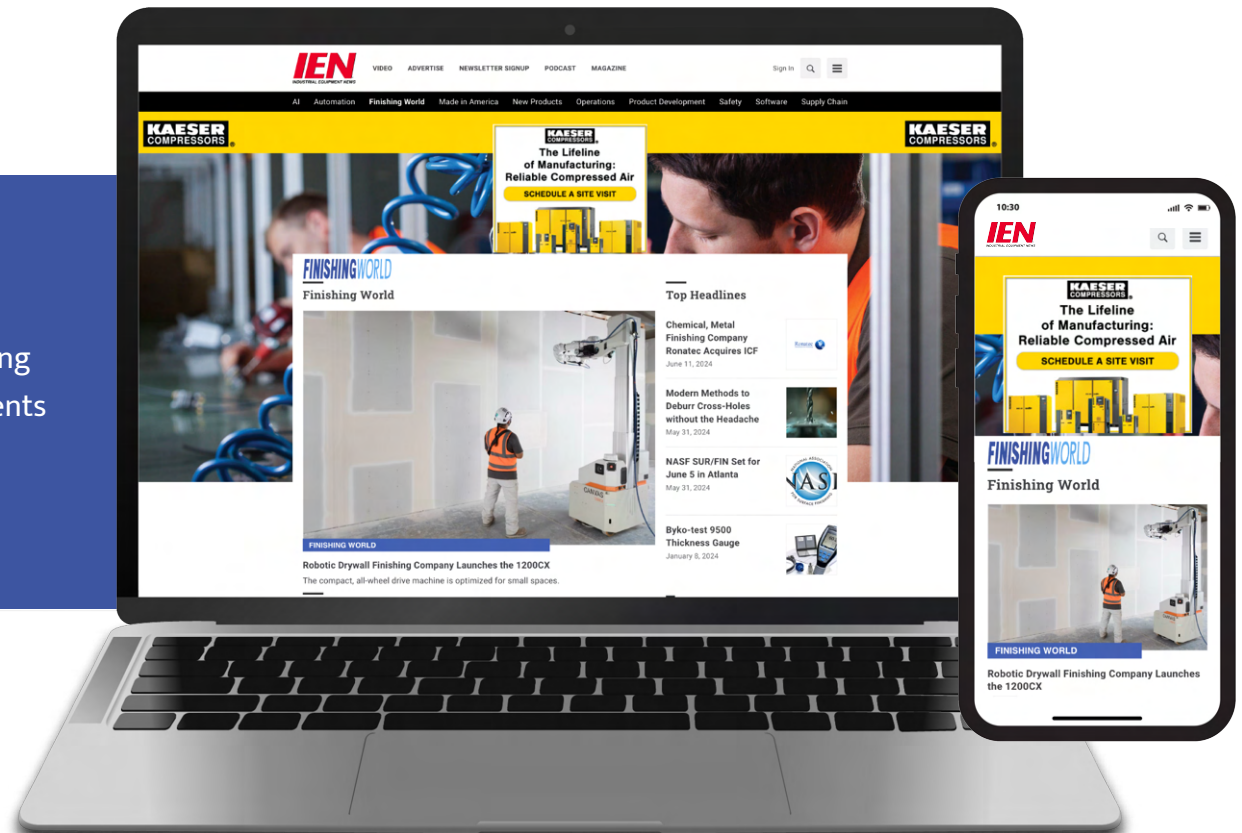
IEN
INDUSTRIAL EQUIPMENT NEWS

ABOUT US

NEWS & TECH INFO FOR FINISHING PROFESSIONALS

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.

- ✓ Fabricated Metal Product Manufacturing
- ✓ Machinery Manufacturing
- ✓ Computer & Electronic Product Manufacturing
- ✓ Electrical Equipment, Appliances & Components
- ✓ Transportation Equipment Manufacturing
- ✓ Furniture & Related Product Manufacturing

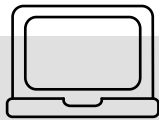


REACH

NEWS & TECH INFO FOR FINISHING PROFESSIONALS

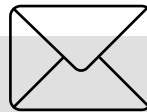
IEN is the largest marketing platform serving the industrial marketplace. Our combined reach in print, daily newsletters, IEN.com and social media is unmatched.

REACHING OVER 1.1 MILLION EVERY MONTH



DESKTOP

350K



EMAIL OPENS

378K



MOBILE

71K



PRINT CIRCULATION

182K



VIDEO

150K



SOCIAL

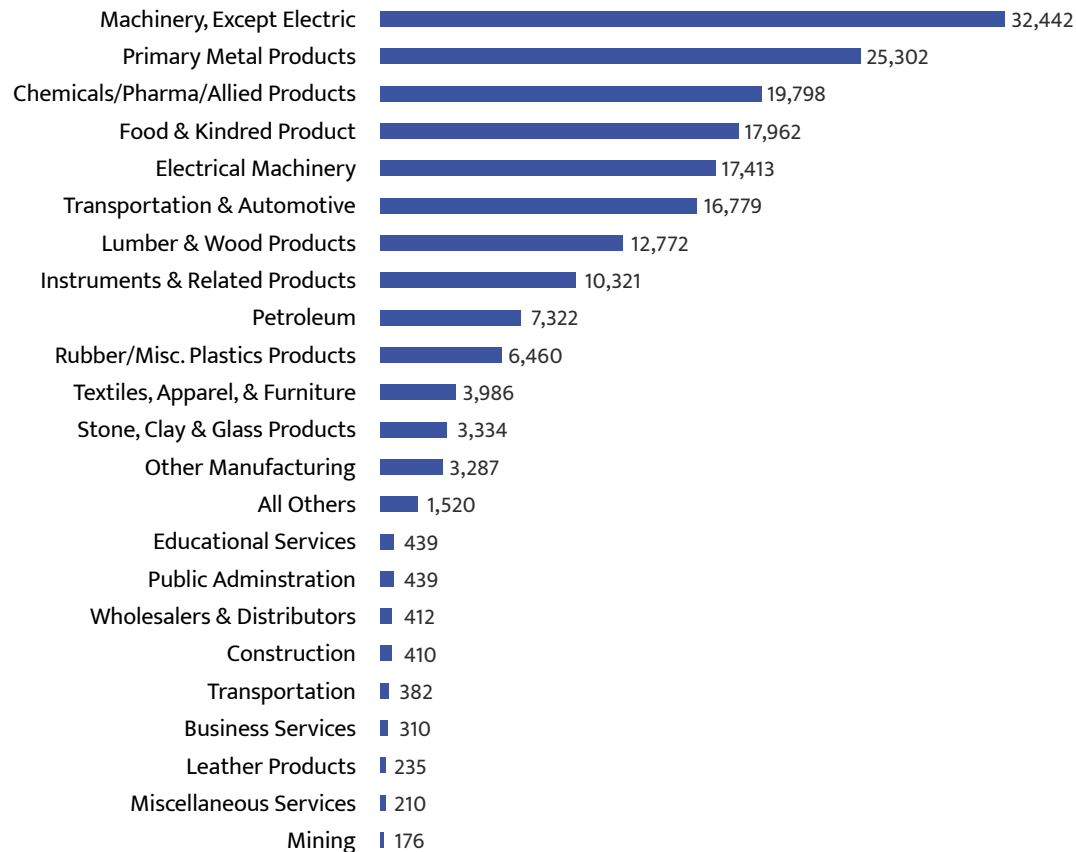
29K

WHO WE ARE

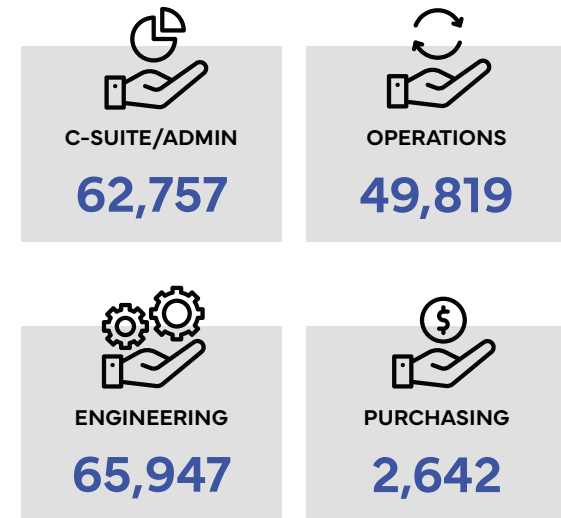
PRINT

IEN reaches audiences in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Chemicals, Pharmaceuticals & Petroleum.

DIGITAL AUDIENCE



JOB FUNCTIONS

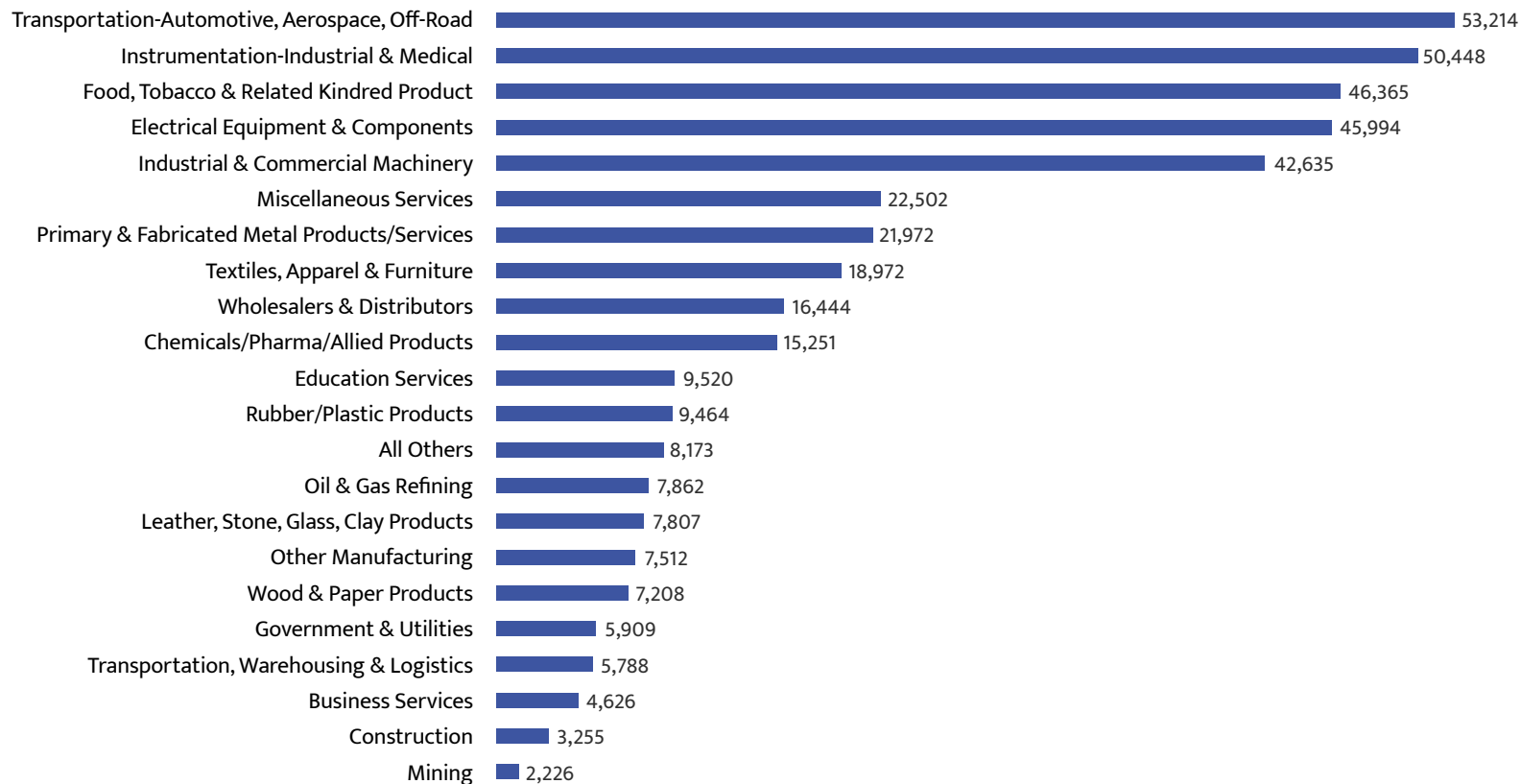


WHO WE ARE

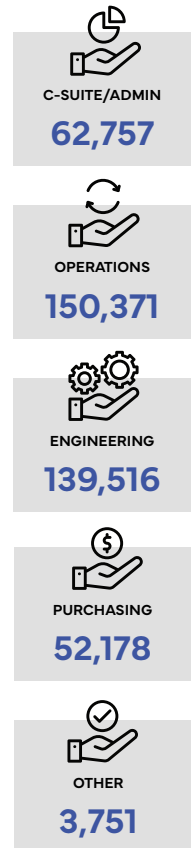
DIGITAL

IEN reaches audiences in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Chemicals, Pharmaceuticals & Petroleum.

INDUSTRIES



JOB FUNCTIONS



PRINT

REACH OUR COLLECTION OF QUALIFIED BUYERS & 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: 182,000

97%

depend on *IEN* for information on new products.

73%

will go to an advertiser's website after seeing their ad in print.

38 MINUTES SPENT READING EACH ISSUE

91%

learn about new suppliers by looking at *IEN*.

33%

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

63%

share each issue with at least one coworker.

53%

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



Source: *IEN* Readership study

“

“ONE OF THE FEW PUBLICATIONS I TAKE THE TIME TO READ REGULARLY.”

“SHOWS RENEWED STRENGTH, VIABILITY OF PRODUCT TABLOID.”

“I LIKE THE DIVERSITY OF THE PUBLICATION.”

“FUN TO READ AND SEE NEW AND IMPROVED PRODUCTS.”

“IT HAS GUIDED US TO NEW SOURCES(S) OF PRODUCTS WE USE.”

EDITORIAL

2026 EDITORIAL CALENDAR

EDITIONS	CLOSE DATES	PRODUCT NEWS & INFO FOR METALWORKING CAPTIVE & JOB SHOPS AND MANUFACTURERS	INDUSTRY TRENDS	REGULAR DEPARTMENTS
JANUARY / FEBRUARY	Ad Close: 12/20/25 Materials: 12/27/25	Aerospace/Defense Spraying & Drying Air Pollution Control Tanks & Mixers	Q&A	Hot Products Application Stories
MARCH / APRIL	Ad Close: 02/20/26 Materials: 02/27/26	Automotive Regulatory & Compliance Coatings Chemicals	Case History	News & Views Spotlight
MAY / JUNE	Ad Close: 04/20/26 Materials: 04/27/26	SUR/FIN 2025 Show Issue Aerospace/Defense Cleaning/Pre-treating Test & Measurement	Q&A	Hot Products Problem Solvers
JULY / AUGUST	Ad Close: 06/20/26 Materials: 06/27/26	Automation & Robotics Primary Metals Paints & Powders Pumps & Filtration	Case History	Application Stories Hot Products
SEPTEMBER / OCTOBER	Ad Close: 08/20/26 Materials: 08/27/26	Automotive Electroplating Chemicals Caps, Plugs & Tapes	Q&A	News & Views Spotlight
NOVEMBER / DECEMBER	Ad Close: 10/20/26 Materials: 10/27/26	Energy Efficiency Fabrication Water/Wastewater Regulatory & Compliance	Case History	Problem Solvers Technology

RATES

FINISHING WORLD RATE CARD

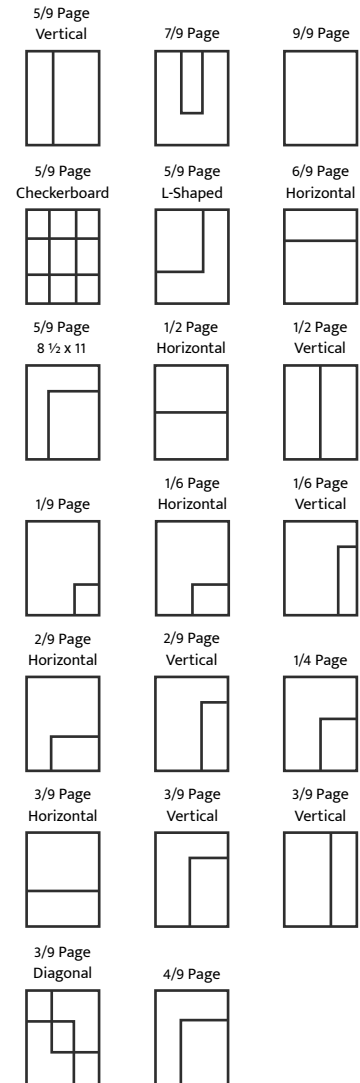
FOUR COLOR			
SIZE	1X	3X	6X
1/9 Page	\$1,900	\$1,850	\$1,800
1/6 Page	\$2,600	\$2,550	\$2,500
2/9 Page	\$4,200	\$4,100	\$4,000
1/4 Page	\$4,400	\$4,300	\$4,200
3/9 Page	\$5,500	\$5,300	\$5,100
4/9 Page	\$6,400	\$6,200	\$6,100
5/9 Page	\$7,100	\$6,900	\$6,700
1/2 Page	\$7,900	\$7,700	\$7,500
Full Page	\$8,900	\$8,600	\$8,400

BLACK & WHITE			
SIZE	1X	3X	6X
1/9 Page	\$1,600	\$1,550	\$1,500
1/6 Page	\$2,250	\$2,200	\$2,100
2/9 Page	\$4,200	\$4,100	\$4,000
1/4 Page	\$4,400	\$4,300	\$4,200
4/9 Page	\$6,400	\$6,200	\$6,100
5/9 Page	\$7,100	\$6,900	\$6,700
Full Page	\$8,900	\$8,600	\$8,400

MECHANICALS

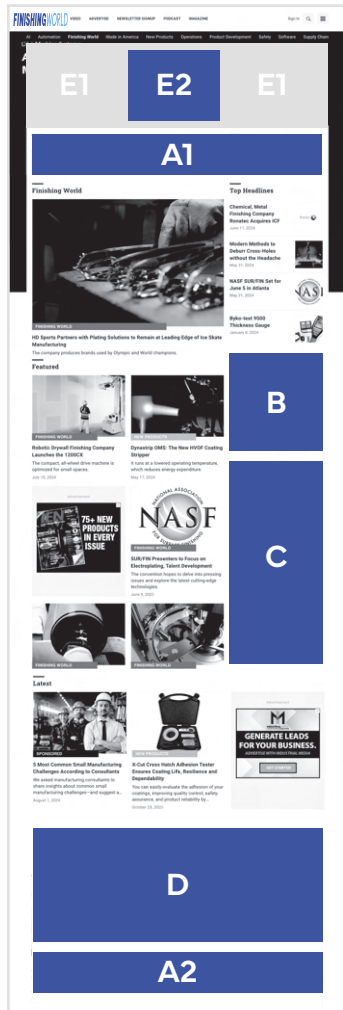
PRINT AD FORMATS

SIZE & DESCRIPTION	SIZES AVAILABLE/SHAPE	TRIM SIZE	BLEED
1/9 Page	Vertical	3.25x4.25	N/A
1/6 Page	Horizontal & Vertical	4.875x4.25 or 2.1875x8.75	N/A
2/9 Page	Horizontal & Vertical	6.625x4.25 or 3.25x8.75	N/A
1/4 Page	Vertical	4.875x6.5	N/A
3/9 Page	Horizontal, 2 Verticals, Diagonal	10x4.25 or 4.875x8.75 or 3.25x13.25 or 3.25x4.25	N/A
4/9 Page	Vertical	6.625x8.75	N/A
5/9 (Jr. Tab)	Vertical	8.5x11	8.75x11.25
1/2 Half Tab	Horizontal & Vertical	10x6.5 or 4.875x13.25	N/A
5/9 L-Shape/Checkerboard	Vertical	3.25x4.25	N/A
6/9 2/3 Tab	Horizontal & Vertical	10x8.75 or 6.625x13.25	N/A
7/9 U-Shape on Tab	Vertical	3.25x4.25	N/A
9/9 Full Tab	Vertical	10.4375x13.75	10.6875x14

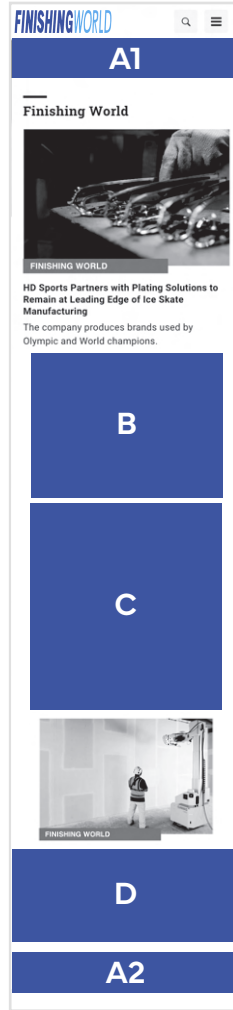


WWW.IEN.COM/FINISHING-WORLD

WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

A **Leaderboard** | \$65 CPM (2 Positions)

A1: Top

A2: Bottom, moves as user scrolls
970x90 Desktop; 728x90 Tablet;
300x50 Mobile

B **Boombox** | \$65 CPM 300x250

C **Tower** | \$65 CPM 300x600

D **Billboard** | \$65 CPM 970x250

E **Reveal Ad** | \$125 CPM Requires 2 independent creatives: E1: 2500x1450 background image E2: 300x250 transparent PNG (messaging/call-to-action should go here)

Reach Finishing World's highly engaged audience by displaying your brand through banner advertising not only within targeted search results, but also next to specific content that matches the interests of high-income visitors. IEN.com editorial appeals to a wide range of influencers - not just the hands-on manufacturing engineers, but also the full range of operational stakeholders within these leading edge companies. That's what we now deliver at IEN.com, which increases the frequency with which visitors return to the site.

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

EXPANDABLE ADS:

- Open and close files are needed
- Maximum file size is 90KB
- .jpg or .swf (.swf action scripting should be minimal)
- Close and click URL redirect tags

DAILY NEWSLETTER

IEN FINISHING WORLD TODAY DAILY NEWSLETTER

A **Leaderboard** | \$2,995 (per week)
600x100 pixels + Desktop Link

B **T.O.C Text & Image** | \$2,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixels + Link

C **Inline Text & Image Ad** | \$2,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixels + Link

D **Featured Video Position** | \$2,995 (per week)
.jpg file & headline + 60 characters of text
Description of the video

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%

INDUSTRIES:

Transportation, Automotive, Aerospace, Machinery Mfg, Fabricated Metals Prod., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum

AD SPECS

- Maximum file size: 1MB
- File Type: .jpg
- Includes: linking URL for ad units



MONTHLY NEWSLETTER

FINISHING WORLD TV VIDEO SHOWCASE

The Finishing World TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content. Featuring a mix of short-form product videos, as well as exclusive live events and interviews, the video showcase highlights the premium, engaging content created by Finishing World's editorial staff.

FINISHING WORLD TV VIDEO SHOWCASE:

MATERIALS NEEDED:

- 640px x 360px image
- 80 character max headline
- 250 character max of body copy
- Link to landing page

RATES:

- One Deployment | **\$1,495 each**
- Two Deployment | **\$1,346 each**
- Three Deployment | **\$1,211 each**
- Four Deployment | **\$1,029 each**
- Five+ Deployments | **\$950 each**

VIDEO PRODUCTION (20 TO 30 SECONDS):

MATERIALS NEEDED:

- 3-5 high res photos
- High res logo
- 75-150 words that best describes the product

RATES:

- Video Production + 2 IEN TV Deployments | **\$2,295**
- Video Production + 4 IEN TV Deployments | **\$4,995**

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



Is This High-Tech Rearview Mirror Worth the Risks?
Here's why it's being described as "dystopian."



UAW Sues GM Over Temp Workers
The union's suit says jobs being done by temporary workers should go to laid off GM employees.



Engineer's Lawsuit Stops 'Worst Abuses'
Court says engineering board has a 'history of overzealous enforcement actions'.

SMART ENGAGEMENT



UNIFIED SUBSCRIBER DATA:

The Smart Engagement Platform aggregates Industrial Media subscriber and reader data from multiple channels providing a 360-degree view of the customer.

IMPROVED DATA ACCURACY:

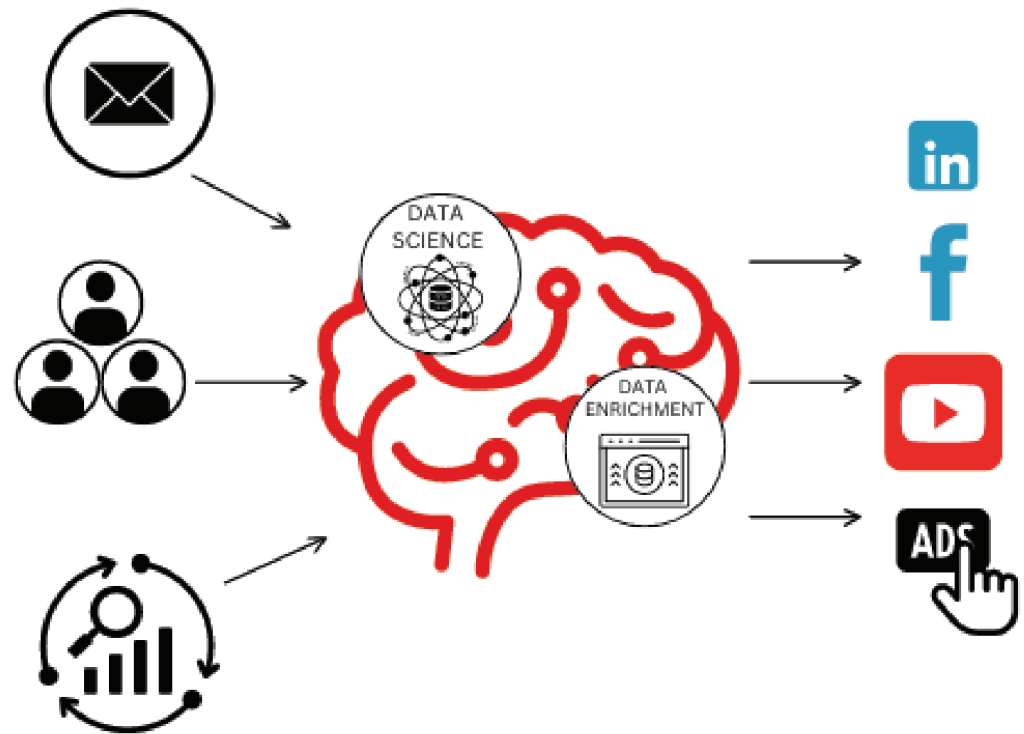
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

DATA-DRIVEN DECISIONS:

The Smart Engagement Platform provides insights and analytics that help in making informed marketing decisions and optimizing strategies.

REAL-TIME MARKETING:

The Smart Engagement Platform enables marketers to react quickly to customer behavior and deliver timely messages.



LEAD GENERATION

MARKETING QUALIFIED LEAD PROGRAMS / CONTENT SYNDICATION

Generate quality sales leads for your organization by reaching Industrial Media's entire network of manufacturing professionals using our content syndication campaigns.

CONTENT SYNDICATION PACKAGE:

Reach multiple audiences and generate leads using your existing assets or work with Industrial Media's content experts to develop customized content for your campaign.

STEP 1:

Choose your brands. Multiple brands provide the best results.

STEP 2:

Supply three or more of the following assets or work with Industrial Media to develop custom:

- Whitepapers
- E-books
- Videos
- Video Podcast
- Webinars
- Custom Research

STEP 3:

Industrial Media to provide a custom registration page that includes First name, Last name, Title, Email, and State.

STEP 4:

Industrial Media begins promoting your assets across our network. Promotions include daily newsletters ads, text based eblasts, website display and print.

STEP 5:

Weekly lead delivery begins. Leads are sent via .xlsx file.

VIDEO PRODUCTION



UNIT202 VIDEO PRODUCTIONS

All videos can be combined with a marketing campaign including daily newsletters, display ads, video showcases, targeted eblasts and social media. Campaigns can be used to generate brand awareness, generate leads or digitize your entire library of product releases.

PRODUCT VIDEOS:

360 VIDEOS

Filmed in a light box turntable, 360 videos gives the user a full 360 degree view allowing you to tell your product story in a unique way.

PRODUCT VIDEOS

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.

- Product Release Video (20-30 seconds)
- Product Video (1-1.5 minutes)
- Social Media (up to 20 seconds)

SALES BROCHURE

These videos can bring your sales brochure to life and create a more engaging experience with your target customer.

UNBOXING VIDEOS

A powerful marketing tool and a great way to engage your target audience by telling your product story. Ideal for promoting new products with cool features.

EDUCATIONAL VIDEOS:

5 MINUTES WITH INDUSTRIAL MEDIA

A new short format that uses video to engage with your target audience.

VIDEO PODCASTS

A new webinar format that uses video to engage with your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.

SALES BROCHURE

These videos can bring your sales brochure to life and create a more engaging experience with your target customer.

WHITEBOARD VIDEOS

An incredibly effective tool that can be an exciting and innovative way to advertise and market your services or products.

MADE IN AMERICA/CORPORATE VIDEOS:

MADE IN AMERICA SERIES

Highlights manufacturers who remain committed to the U.S.-based manufacturing. Each episode included exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site.

DAILY VIDEO

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 1.8 million views in 2020.

DAILY VIDEO DISTRIBUTION:

Our daily videos are posted on all eight 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.

PRE-ROLL EXAMPLES:

COAST Nippon PulseWurth
Alibaba Magnatag

CUSTOM EBLASTS



TARGETED HTML OR TEXT BLASTS

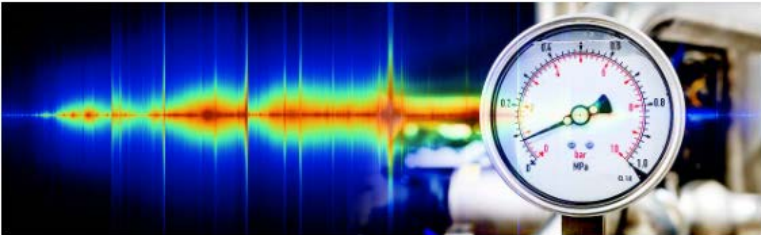
- Subscribers can be targeted by publication or segment our entire database by titles & industries
- All subscribers are first party data that have opted into newsletters and emails
- Generates click leads of readers who engaged with the dedicated email send.
- Great for building your database

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*

[Read the web version of this email](#)



Does your team spend more hours looking for leaks than fixing them?

Now you can locate leaks during normal operations, even during the noisiest times. Best of all, you can quickly reinspect the repair to verify that the leak has truly been fixed.

Introducing the **Fluke ii900 Industrial Acoustic Imager**

- Reduce leak detection time
- Make leak detection part of your typical maintenance routine
- Train the team in a matter of minutes

Get a demo

Feedback | Privacy Statement

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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 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 and 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.



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



OT Security Update provides industrial cybersecurity information to manufacturing decision makers



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.



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.

FINISHINGWORLD

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