
2026 MEDIA KIT

THE LEADING MAINTENANCE AND OPERATIONS RESOURCE

IMPO®

IMPOMAG.COM

IM INDUSTRIAL
MEDIA

ABOUT US / REACH

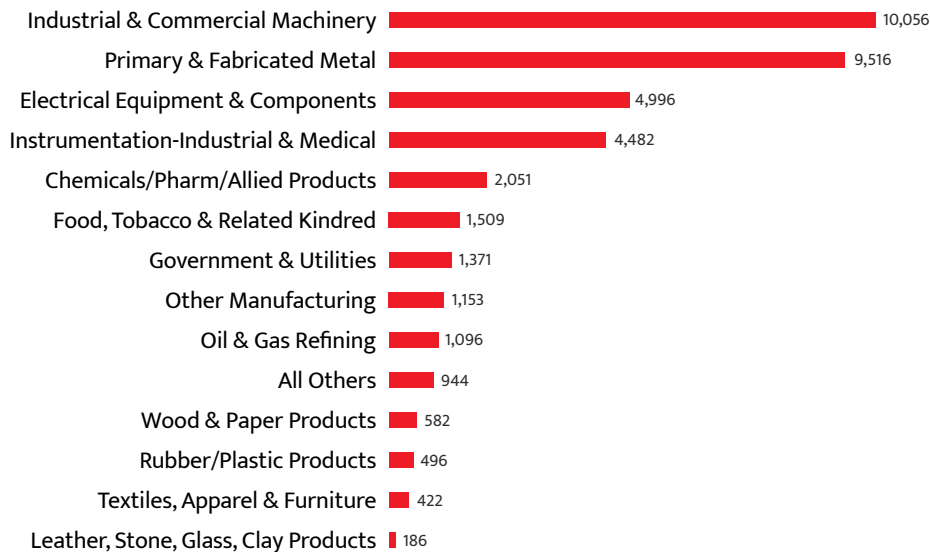
EMPOWERING OUR READERS WITH VALUABLE NEWS & INFORMATION

With over 87 years of industry expertise, IMPO magazine has been a trusted resource for manufacturers since 1939. Our mission is to empower our loyal readers with valuable news and information, helping them work smarter in the competitive manufacturing landscape,

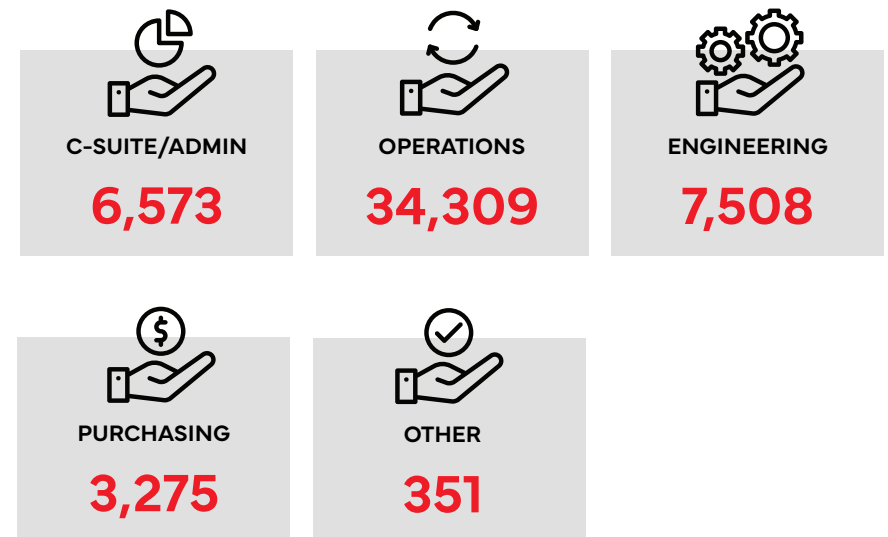
Trust IMPO to be your guide, delivering valuable insights and resources needed to stay ahead in the ever-evolving manufacturing industry,

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



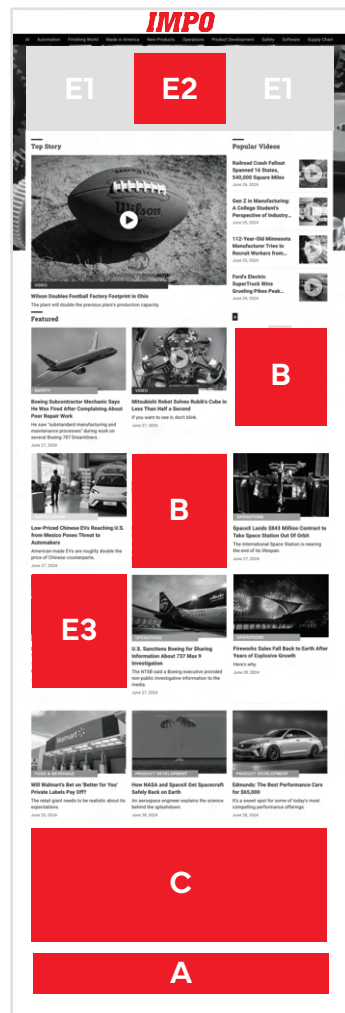
TOP COMPANY ENGAGEMENT

Top decision makers from companies of all sizes turn to IMPO to stay up to date on the latest industry trends, new products and technology. Our content is updated daily, creating a highly engaged user and offering the perfect environment for your marketing message.

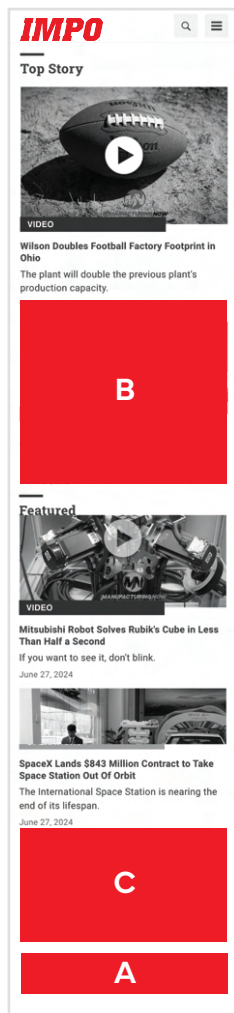
- AIRBUS
- STRATOINC.COM
- NORTHROP GRUMMAN
- LUTRON
- NICE-PAK
- NEXAIR
- LOCKHEED MARTIN
- MONSANTO
- WEST FRASER
- BAE SYSTEMS
- PACCAR
- DOW CORNING
- DOW CORNING
- CNH INDUSTRIES
- NYX, INC.
- CISCO
- 3M
- NATIONAL GYPSUM
- LENOVO
- HONEYWELL
- KASAI NORTH AMERICA
- PRATT & WHITNEY
- YARA
- AMCOR
- CREE
- DYMAX
- LEDVANCE
- CORDEN PHARMA
- VELCRO BRAND
- SUMITOMO
- GENERAL MOTORS
- KYOCERA
- COMPOSITES ONE
- LEPRINO FOODS

IMPOMAG.COM

WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

MONTHLY PAGE VIEWS - 85,000 | MONTHLY UNIQUE VISITORS - 42,000

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

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

DAILY NEWSLETTER

2026 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.

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	6%

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

**Omeda Benchmark Study*

PRICING:

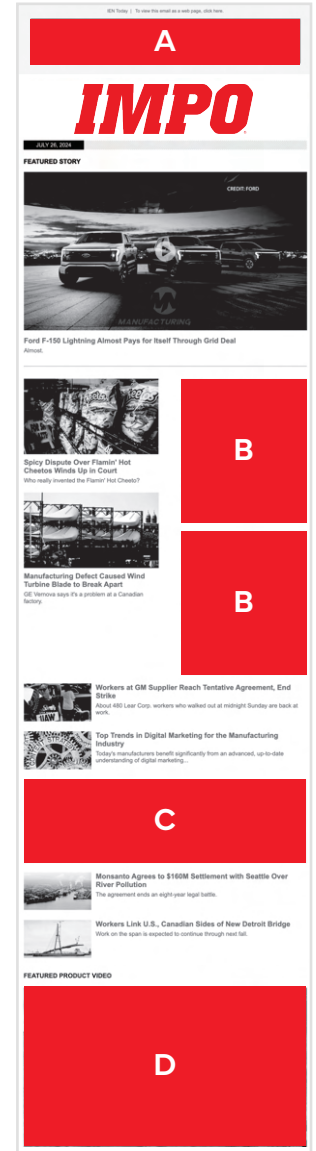
IMPO Insider Daily: Monday - Friday

IMPO Weekly

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

AD SPECS:

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



SMART ENGAGEMENT

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

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:

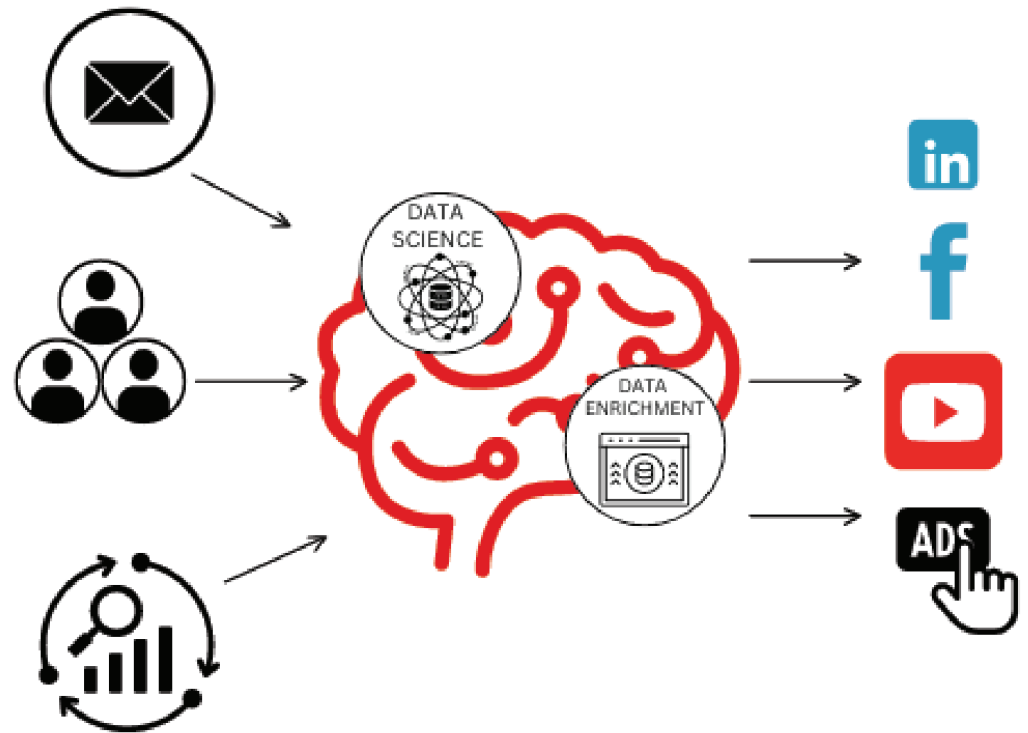
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

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

HIGH LEVEL MQL LEAD GENERATION PROGRAM

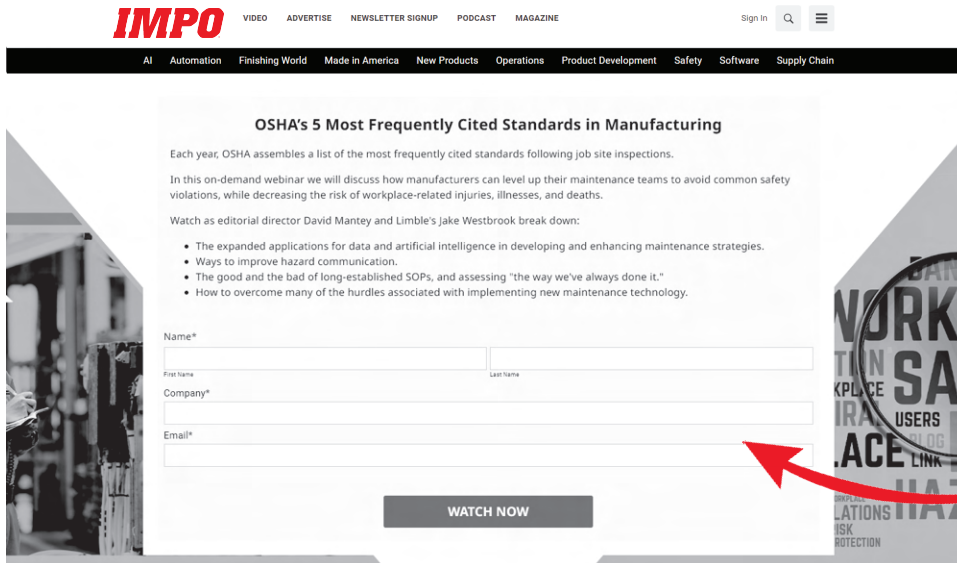
Effortlessly extend your reach across Industrial Media's seven brands while generating high-quality registration leads through our Marketing Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

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.)



The screenshot shows a landing page for IMPO magazine. The header includes the IMPO logo and navigation links: VIDEO, ADVERTISE, NEWSLETTER SIGNUP, PODCAST, MAGAZINE. A search bar and a menu icon are also present. The main content area features a webinar titled "OSHA's 5 Most Frequently Cited Standards in Manufacturing". The text describes the webinar and lists topics to be discussed. Below the text is a registration form with fields for Name (First and Last), Company, and Email. A red arrow points to the "WATCH NOW" button at the bottom of the form.

IMPO VIDEO ADVERTISE NEWSLETTER SIGNUP PODCAST MAGAZINE Sign In Q ☰

AI Automation Finishing World Made in America New Products Operations Product Development Safety Software Supply Chain

OSHA's 5 Most Frequently Cited Standards in Manufacturing

Each year, OSHA assembles a list of the most frequently cited standards following job site inspections.

In this on-demand webinar we will discuss how manufacturers can level up their maintenance teams to avoid common safety violations, while decreasing the risk of workplace-related injuries, illnesses, and deaths.

Watch as editorial director David Mantey and Limble's Jake Westbrook break down:

- The expanded applications for data and artificial intelligence in developing and enhancing maintenance strategies.
- Ways to improve hazard communication.
- The good and the bad of long-established SOPs, and assessing "the way we've always done it."
- How to overcome many of the hurdles associated with implementing new maintenance technology.

Name*
First Name Last Name
Company*
Email*
WATCH NOW

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

VIDEO PODCAST / WEBINAR

WEBINAR FORMAT THAT USES VIDEO TO ENGAGE YOUR TARGET AUDIENCE

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.

Traditional webinars are time consuming and require company resources at a time where marketers are stretched thin and don't have several hours to create powerpoint presentations. Video Podcasts require a fraction of the time while the end result is a better quality product that can be used to generate qualified leads across all marketing channels.

Video Podcasts are pre-recorded, edited and approved by sponsors before the canned video podcast is presented "live".

STEP 1:

Work with our content sales representative to identify your topic & target audience.

STEP 2:

Schedule a 30 minute call with our sales representative, video director & editor to discuss video podcast talking points.

STEP 3:

Live video recording (60 minutes).

STEP 4:

In 7 business days or less, sponsor receives the 1st draft of the video podcast for review & modifications. New drafts will be returned within 2 days for approval.

STEP 5:

Custom registration page that includes First name, Last name, Company and email address will be provided.

STEP 6:

Video Podcast live date is set and promotion begins in our daily newsletters, & dedicated text based eblasts.

STEP 7:

Weekly lead delivery begins two weeks after the live date. Leads are sent via .xlsx file.

VIDEO

VIDEO PROMOTION & 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.



VIDEO CREATED FOR YOU BY US:

PRODUCT VIDEOS

- Standard Product Video (20-30 seconds)
- Extended Product Video (1 to 1.5 minutes)
- Whiteboard Videos (up to 3 minutes)
- Social Media (up to 20 seconds)
- 360 Videos (up to 2 minutes)
- Sales Brochure Video (up to 1 minute)
- Unboxing Video (up to 3 minutes)

EDUCATIONAL CONTENT VIDEOS

- 5 minutes with Industrial Media (new short education 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.



CUSTOM EBLASTS



TARGETED HTML OR TEXT BLASTS

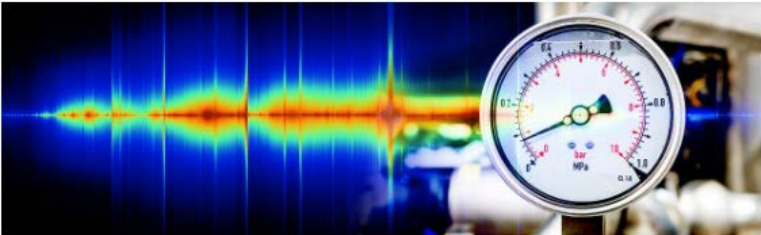
- Subscribers can be targeted by publication or segment our entire database by titles & industries
- All subscribers are first party data that have opted into newsletters and emails
- Generates click leads of readers who engaged with the dedicated email send.
- Great for building your database

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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RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
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 logo at top of newsletters and online ad for four weeks		\$15,995
Campaign Optimization	Optimized campaign with guaranteed leads 240 CPC		\$10,000
WEEKLY NEWSLETTERS			
Leaderboard	Deploys Monday for five consecutive weeks 600x100 + link		\$3,695
TOC Inline Text & Image	Deploys Monday for five consecutive weeks 50 character headline including spaces, 250 character text, 150x125 pixel + link		\$3,695
Inline Text & Image	Deploys Monday for five consecutive weeks 50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,995
MONTHLY NEWSLETTERS			
Video Showcase	Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link		\$1,050
SMART ENGAGEMENT			
Pre-Targeting & Social Optimization	Influence marketing driving clicks & Ad impressions		\$3,000/month
Content Optimization	Engaged users, page/site visits	YES	\$11,995/month
Content Optimization/Leads	Convert page/site visits, Engaged users, MQL leads	YES	\$20,000/month
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 three pieces of gated content)	YES	\$11,995
Whitepaper	100 Registration Leads & includes 1500 Word Whitepaper	YES	\$14,845

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
eBook	100 Registration Leads & includes 2600 Word eBook	YES	\$16,990
eBook Multi-Sponsored	100 Registration Leads & includes 2600 Word eBook	YES	\$8,995
Custom Research	Custom		\$29,995
Content Creation	Custom		\$1.90/word
VIDEO / WEBINARS			
Video Podcast (New Webinar Format)	100 Registration Leads	YES	\$16,990
Traditional Webinar (Slide Presentation)	100 Registration Leads	YES	\$22,995
Video Whitepaper	100 Registration Leads	YES	\$14,995
5 Minutes with Videos			\$4,495
Market Research Video	100 Registration Leads	YES	\$14,995
Video Podcasts Multi-Sponsored	100 Registration Leads	YES	\$9,995
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
Video Ads	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
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	Video Runs on daily editorial videos	Sponsorship	\$260/m
Pop-Out Video Player	Video runs on website home page / Select Secondary Pages	Sponsorship	\$190/m

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.



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