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# 2026 MEDIA KIT

THE LEADER IN MANUFACTURING NEWS SINCE 1998



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# ABOUT US

## 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

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# EDITORIAL

## 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
- Cyber Security
- Predictive & Preventative Maintenance

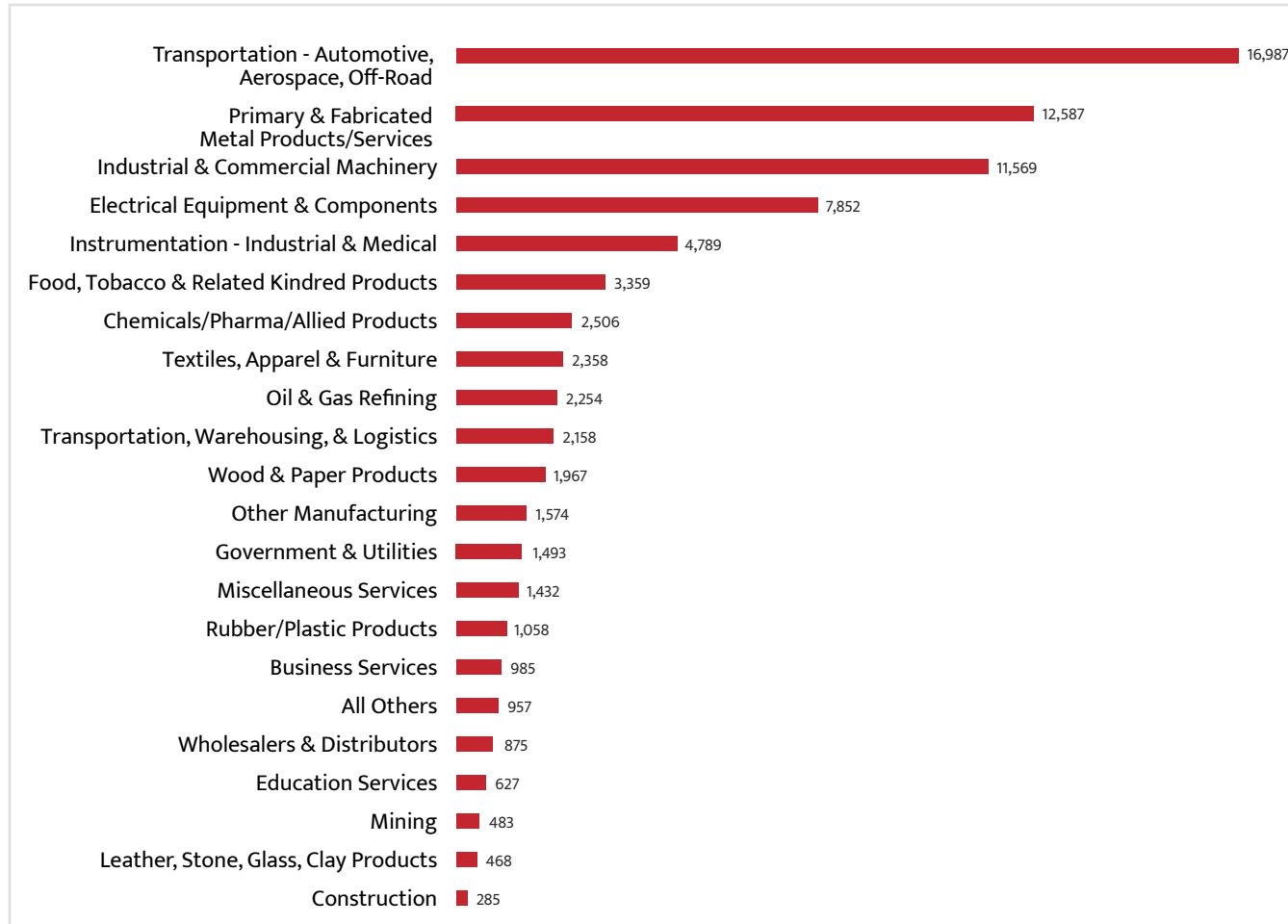
### ADDITIONAL KEY AREAS OF COVERAGE:

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

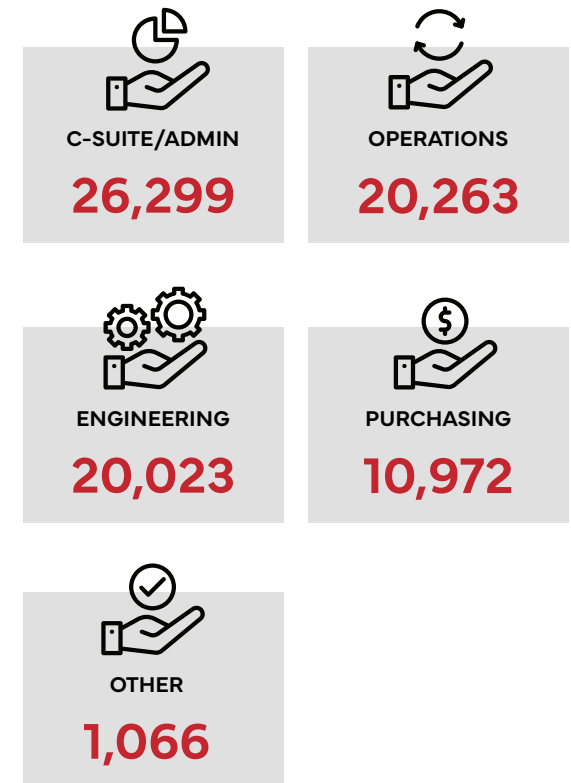
# REACH & AUDIENCE

## 2026 DAILY NEWSLETTER SPECS & RATES

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



## JOB FUNCTIONS



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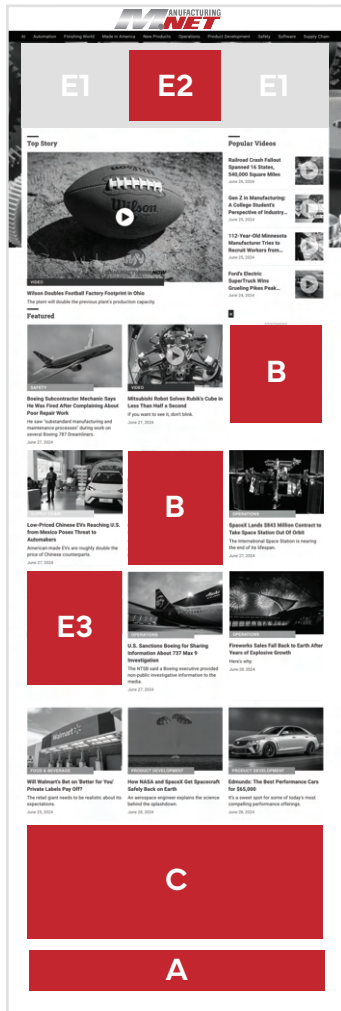
# TOP COMPANY ENGAGEMENT

Top decision makers from companies of all sizes turn to Manufacturing.net 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.

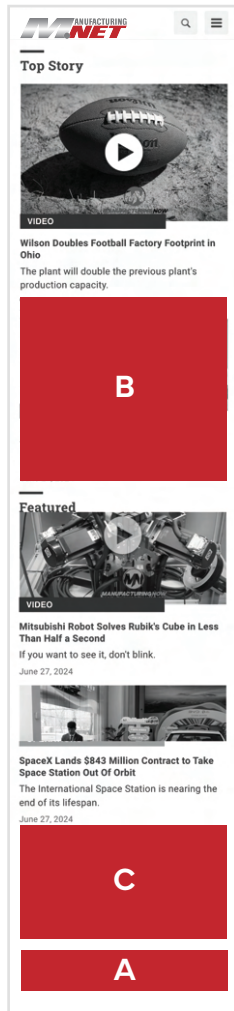
- **NORTHROP GRUMMAN**
- **GENERAL ELECTRIC**
- **FERROMEX**
- **ANALOG DEVICES**
- **INTERNATIONAL PAPER**
- **PEPSI**
- **CARGILL**
- **BOSCH REXROTH**
- **CATERPILLAR**
- **3M**
- **INTEL**
- **SIEMENS**
- **BASF**
- **LOCKHEED-MARTIN**
- **HONEYWELL**
- **CISCO**
- **NAVISTAR**
- **DOW CORNING**
- **BAE SYSTEMS**
- **PIONEER BRANDS**
- **GENERAL MOTORS**
- **TEXAS INSTRUMENTS**
- **AEROJET**
- **ROCKETDYNE**
- **SPECTRUM BRANDS**
- **AIR PRODUCTS**
- **GENERAC**
- **PRAXAIR**

# MANUFACTURING.NET

## WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

MONTHLY PAGE VIEWS - 228,000 | MONTHLY UNIQUE VISITORS - 132,000

**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.

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

*\*Omeda Benchmark Study*

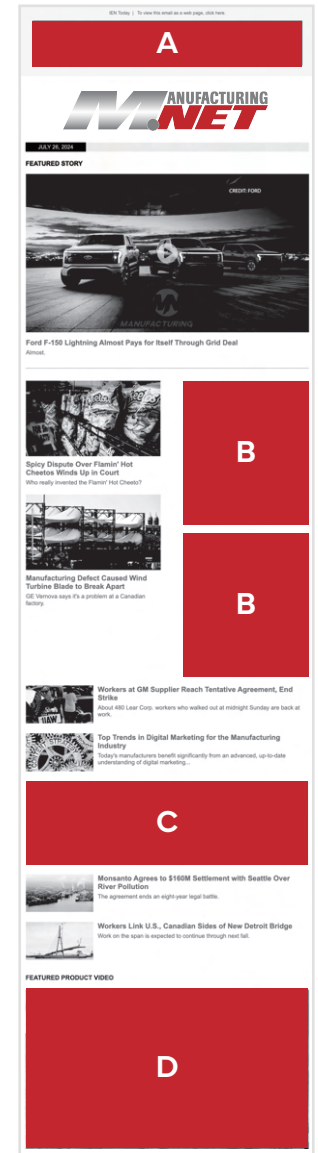
#### PRICING:

Today in Manufacturing.net Daily: Monday-Friday  
Manufacturing.net Weekly

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



# OT SECURITY

## OT SECURITY WEEKLY UPDATE NEWSLETTER

Delivered weekly, this newsletter provides insights and coverage of the increasing threat from hackers and bad actors with a focus on the most vulnerable sector, manufacturing.

### CIRCULATION:

13,000 weekly subscribers

### TITLES:

OT & Automation Management	27%
Executive Management, Supply Chain	17%
Product Development	8%
IT/Network Management	47%

### INDUSTRIES:

Industrial Machinery & Controls	31%
Transportation	13%
Food & Chemical Processing	24%
Electrical/Electronic	12%
Critical Infrastructure	11%
Supply Chain & Logistics	7%
Software & Tech	2%

### PRICING:

(includes five weeks / deployments)

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

### AD SPECS:

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# 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 data from multiple channels providing a 360-degree view of the customer.

## IMPROVED DATA ACCURACY:

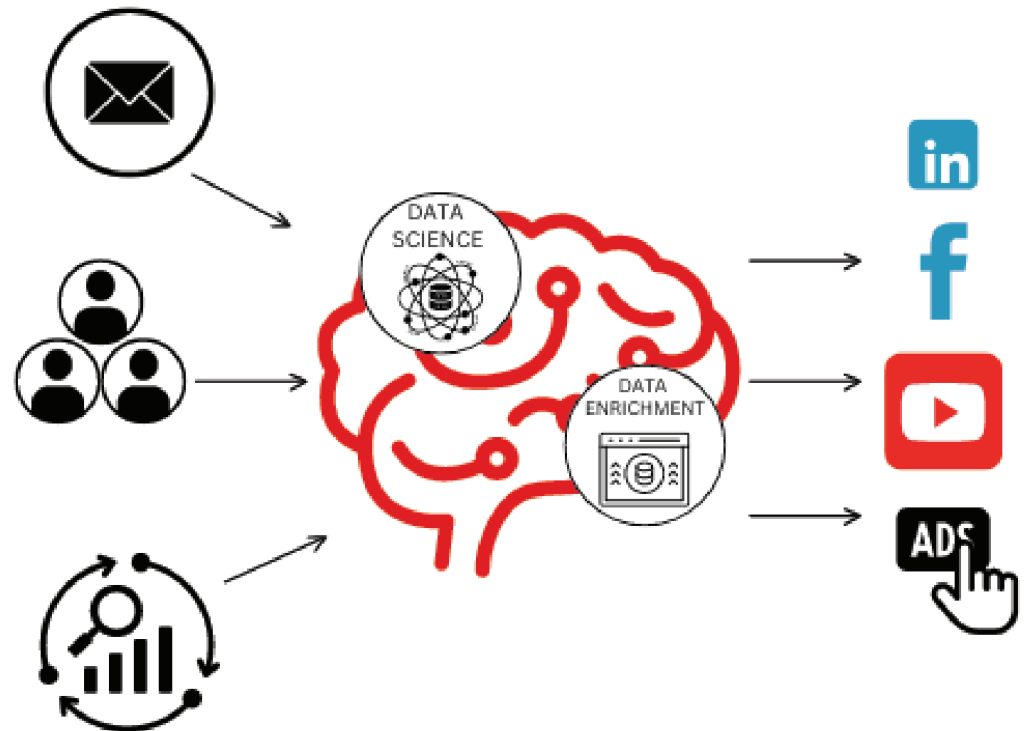
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

## 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 Manufacturing.net. At the top is a navigation bar with links: VIDEO, ADVERTISE, NEWSLETTER SIGNUP, PODCAST, MAGAZINE, and a Sign In button. Below this is a secondary navigation bar with links: AI, Automation, Finishing World, Made in America, New Products, Operations, Product Development, Safety, Software, and Supply Chain. The main content area features a webinar titled "OSHA's 5 Most Frequently Cited Standards in Manufacturing". The text describes the webinar and lists four topics. Below the text is a registration form with fields for Name\* (First Name, Last Name), Company\*, and Email\*. A "WATCH NOW" button is at the bottom. A red arrow points from the "LANDING PAGE EXAMPLE" text to the "WATCH NOW" button.

### 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

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# VIDEO PODCAST

## 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 1<sup>st</sup> 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

## 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*

## EMAIL DEPLOYMENT CRITERIA

- Materials Due: Minimum of seven (7) business days prior to email deployment date
- 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)

## BEST PRACTICE INSTRUCTIONS FOR IOS

- An enticing Subject Line, more than one word, do not use all caps
- Links to PDF, Word Documents or other non-traditional “webpage” links within an e-mail should be clearly identified
- Clear Call-to-Action (above the scroll, 400-pixel height)
- HTML for email should be a combination of text and images with a Call-to-Action within the text component
- CSS Coded inline
- Subject Line character/word SPAM traps include: !, \$, %, Adv., Apply Now, Consolidate Debt, Fast Cash, Free, Mortgage Rate, New, Offer, Gift, Please Read, Save, Urgent, Win

# RATES

## DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
<b>DAILY NEWSLETTERS</b>			
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
<b>WEEKLY NEWSLETTERS</b>			
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
<b>MONTHLY NEWSLETTERS</b>			
Video Showcase	Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link		\$1,050
<b>SMART ENGAGEMENT</b>			
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
<b>EBLASTS</b>			
eBlast Rates	See eBlast Specs Page		\$350/m
eBlast Rates	Includes a second send to opens		\$450/m
<b>WEBSITE</b>			
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
<b>CONTENT</b>			
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.



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 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. 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.



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.





## CONTACTS & SALES TERRITORIES

**THOMAS LYNCH | PRESIDENT / PUBLISHER**

[tom@ien.com](mailto:tom@ien.com) 608-628-8718

**CHUCK MARIN | SENIOR SALES DIRECTOR**

[chuck@ien.com](mailto:chuck@ien.com) 973-800-6191

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

**ERIC WIXOM | SENIOR SALES DIRECTOR**

[ericw@ien.com](mailto:ericw@ien.com) 920-691-6587

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

**NICK PINTO | SENIOR SALES DIRECTOR**

[nick@ien.com](mailto:nick@ien.com) 608-608-0020

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

**FRANK PROKOS | SENIOR SALES DIRECTOR**

[frank@ien.com](mailto:frank@ien.com) 608-608-0945

Territories: MI

**DAVID GELTMAN | SALES MANAGER**

[gelt18@optonline.net](mailto:gelt18@optonline.net) 516-510-6514

**BOB DUMAS | SALES MANAGER**

[dumabob57@gmail.com](mailto:dumabob57@gmail.com) 516-978-7230

**MIKE PETERSON | ADVERTISING SERVICE REPRESENTATIVE**

[mikep@ien.com](mailto:mikep@ien.com) 608-692-2304