

LEADERS

FROM **M** INDUSTRIAL
MEDIA

MARKETING DECK

IEN
INDUSTRIAL EQUIPMENT NEWS

DESIGN AND
DEVELOPMENT TODAY

FOOD
Manufacturing®

INDUSTRIAL DISTRIBUTION

IMPO

Manufacturing
Business Technology

MANUFACTURING
NET

INDUSTRIAL MEDIA BRANDS



est. 1933

IEN is the largest marketing platform that serves the industrial marketplace and appeals to a wide scope of influencers including hands-on manufacturing engineers and a full range of operational stakeholders.

ien.com



est. 1998

Manufacturing.net delivers a global community of key manufacturing executives and other industry managers, the most up-to-date news, trends and opinions shaping the manufacturing landscape.

manufacturing.net



est. 1911

Industrial Distribution reaches an engaged audience of influential distribution sales and management professionals across key market sectors.

inddist.com



est. 1987

Food Manufacturing gives you greater access to your most important customers and prospects by reaching the key decision-makers in the top food and beverage manufacturing companies.

foodmanufacturing.com



est. 1939

IMPO (Industrial Maintenance & Plant Operation) has been providing targeted MRO content to plant operators and maintenance managers since 1933. A trusted platform for reaching key customers.

impomag.com



est. 1984

Manufacturing Business Technology is a prime information source for decision makers in operations, IT, automation and supply chain.

mbtmag.com



est. 2018

Design & Development Today is a new resource serving design engineering professionals. Focusing on seven primary industries: aerospace, automotive, energy, IoT, manufacturing, medical, and military.

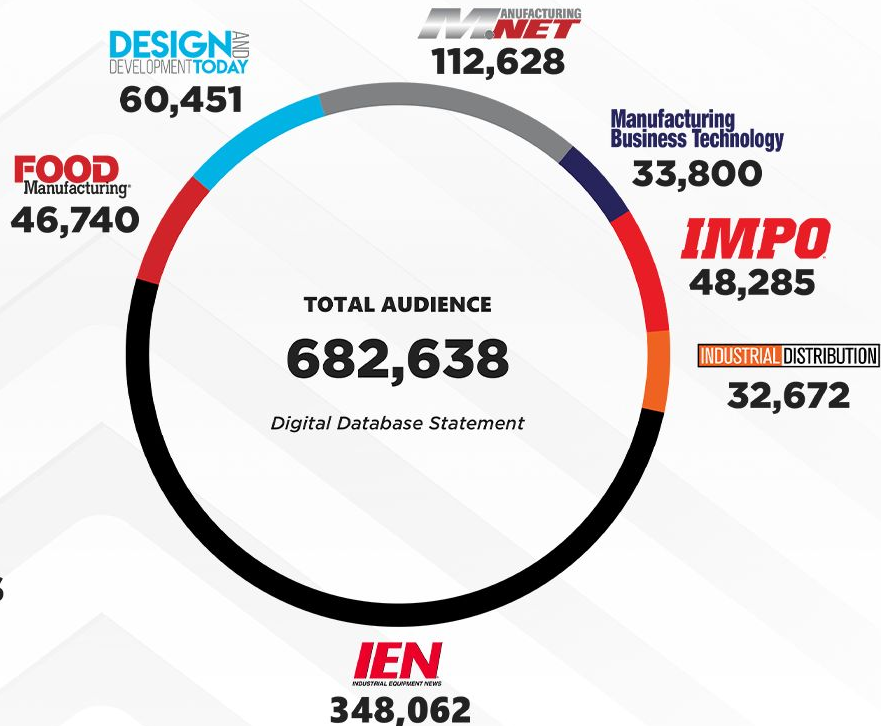
designdevelopmenttoday

INDUSTRIAL MEDIA AUDIENCE

EMAIL SUBSCRIBERS
FOR EACH
PUBLICATION

PUBLISHERS' DATA

96% United States
or Canada



LEADERS IN MANUFACTURING

LEADERS

List your company in LEADERS, a smart, category-driven directory that features your company alongside relevant editorial content throughout Industrial Media's digital network.

Stand out from the competition and connect directly with decision-makers eager to partner with companies like yours in the perfect environment.

WHY PARTICIPATE?

- » **Maximize Visibility:** Your company profile will appear next to editorial content that aligns with your expertise and offerings.
- » **Centralized Content Hub:** All published content across our websites will be directly linked to your company profile.
- » **Enhanced Profile Options:** Enrich your listing with product releases, YouTube videos, case studies, and more.
- » **Print Exposure:** Your category and company logo will be featured once in print during 2026.
- » **Sustained Presence:** Your category remains live through the end of 2026.
- » **Monthly Exposure:** A dedicated newsletter each month highlights your chosen category.

LEADERS CATEGORIES



- » Additive Manufacturing
- » Advanced Manufacturing
- » Artificial Intelligence
- » Automation
- » CRM
- » Cybersecurity
- » E-Commerce
- » ERP
- » Finishing World
- » Food & Beverage
- » Operations
- » Product Development
- » Regulation
- » Safety
- » Software
- » Supply Chain



- » Additive Manufacturing
- » Aerospace
- » Artificial Intelligence
- » Automation
- » Automotive
- » Chemical Processing
- » CRM
- » Cybersecurity
- » E-Commerce
- » Energy
- » ERP
- » Gen Z
- » Industry 4.0/IoT
- » Labor
- » Operations
- » Safety
- » Software
- » Supply Chain
- » Technology
- » Trade



- » Artificial Intelligence
- » Automation
- » Big 50
- » Business Technology
- » CRM
- » Cybersecurity
- » E-Commerce
- » Earnings
- » Economy
- » ERP
- » Logistics
- » Mergers & Acquisitions
- » Operations
- » Sales
- » Software
- » Staffing Changes
- » Supply Chain
- » Technology & Software
- » Workforce

LEADERS CATEGORIES

FOOD Manufacturing

- » Artificial Intelligence
- » Automation
- » Capital Investment
- » Consumer Trends
- » CRM
- » Cybersecurity
- » E-Commerce
- » ERP
- » Facility
- » Ingredients
- » Labeling
- » Labor
- » Operations
- » Packaging
- » Recalls
- » Safety
- » Software
- » Supply Chain

IMPO

- » Artificial Intelligence
- » Automation
- » CRM
- » Cybersecurity
- » E-Commerce
- » ERP
- » Inventory Management
- » Maintenance
- » Material Handling
- » Operations
- » Safety
- » Software
- » Supply Chain
- » Training & Development

Manufacturing Business Technology

- » Artificial Intelligence
- » Automation
- » Cloud Computing
- » CRM
- » Cybersecurity
- » E-Commerce
- » ERP
- » Global
- » Industry 4.0
- » Operations
- » Quality Control
- » Software
- » Supply Chain

DESIGN AND DEVELOPMENT TODAY

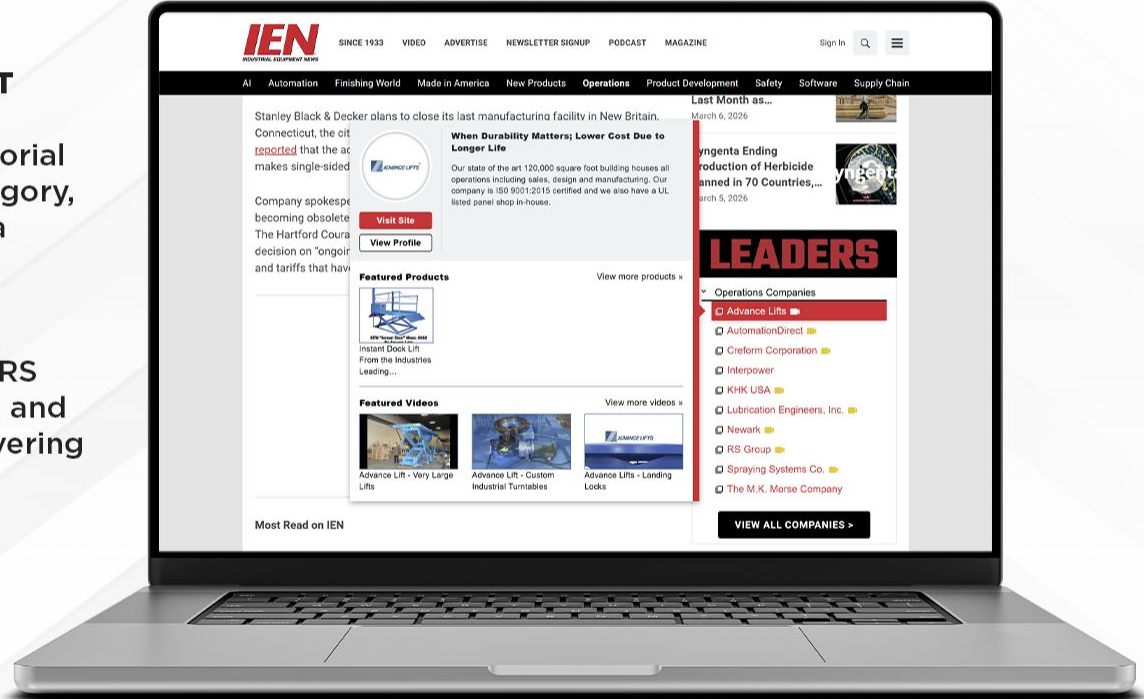
- » Additive Manufacturing
- » Aerospace
- » Artificial Intelligence
- » Automation
- » Automotive
- » CRM
- » Cybersecurity
- » Design Software
- » E-Commerce
- » Electronic Components
- » ERP
- » Fastening & Assembly
- » Industrial Automaton
- » Manufacturing
- » Materials
- » Medical
- » Military
- » Motion Control
- » Operations
- » Sensors
- » Software

LEADERS PLACEMENT

LEADERS CONTENT PLACEMENT

- » Placed alongside relevant editorial content posted in chosen category, positioning your company as a leader.
- » Displays your company's logo, overview, website link, LEADERS profile link, featured products, and featured videos to readers hovering over your company name.

[SEE EXAMPLE ON IEN.COM](https://www.ien.com)

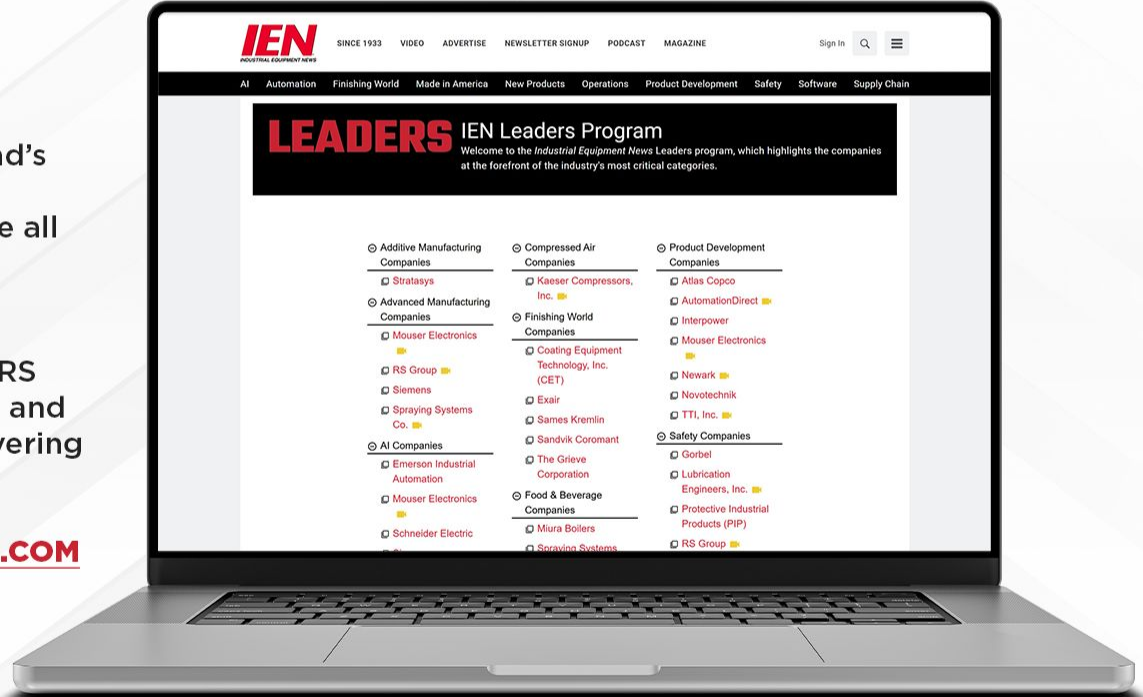


LEADERS PAGE

LEADERS WEBSITE PAGE

- » Designated page on each brand's website where industrial decision-makers go to evaluate all LEADERS companies.
- » Displays your company's logo, overview, website link, LEADERS profile link, featured products, and featured videos to readers hovering over your company name.

[SEE THE LEADERS PAGE ON IEN.COM](#)

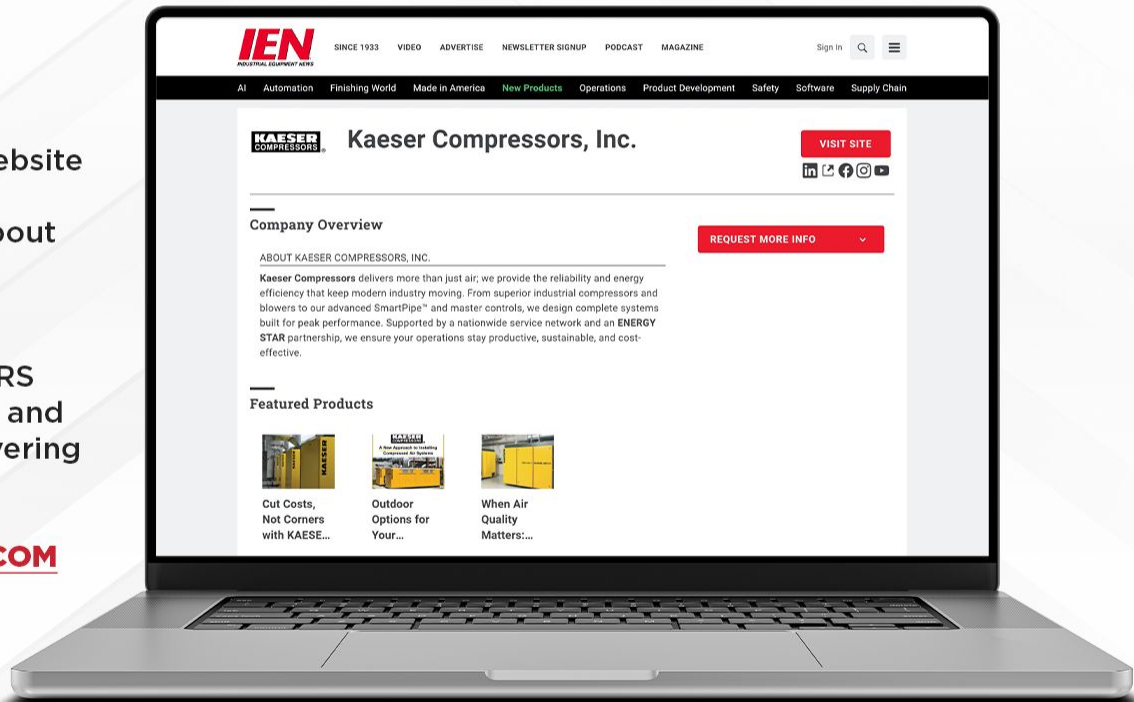


LEADERS PROFILE

LEADERS PROFILE PAGE

- » Your company's designated website page where industrial decision-makers learn more about your company.
- » Displays your company's logo, overview, website link, LEADERS profile link, featured products, and featured videos to readers hovering over your company name.

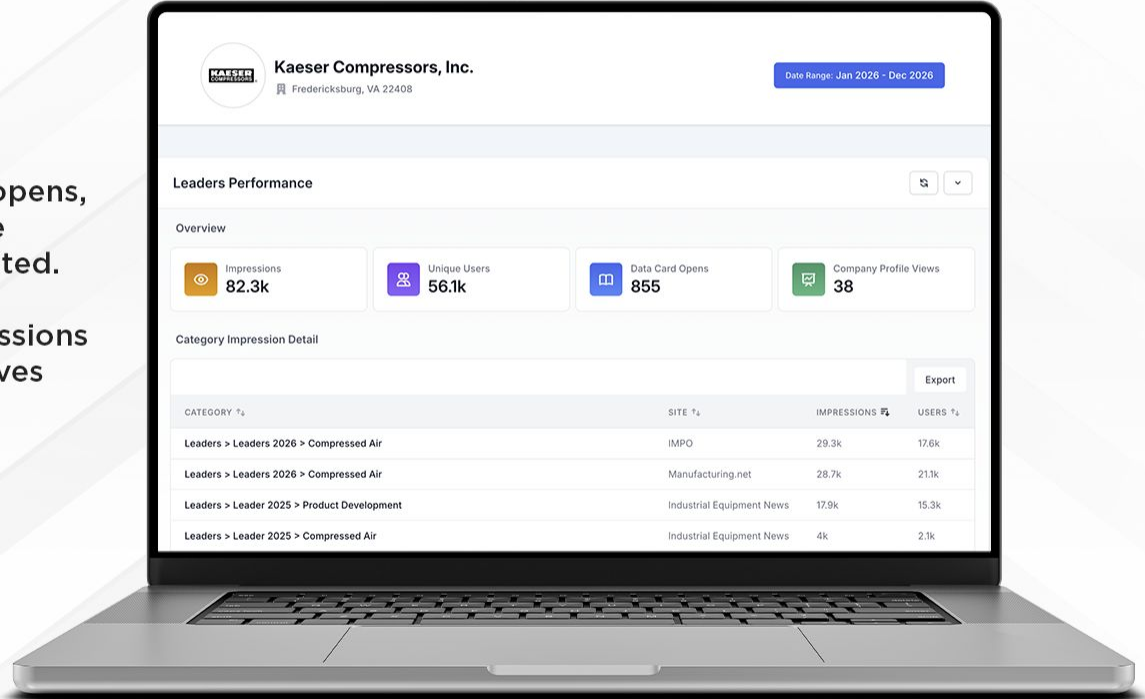
[SEE LEADERS PROFILE ON IEN.COM](#)



LEADERS DASHBOARD

LEADERS DASHBOARD

- » Includes an overview of total impressions, users, data card opens, and company profile views the LEADERS program has generated.
- » Breaks down how many impressions and users your company receives per category.



LEADERS PRICING

LEADERS PRICING

| # OF CATEGORIES | NON-ADVERTISER RATE | ADVERTISER RATE | MINIMUM AD IMPRESSIONS |
|-----------------|---------------------|-----------------|------------------------|
| 1 | \$3,995 | \$1,998 | 25,000 |
| 2 | \$7,191 | \$3,596 | 50,000 |
| 3 | \$10,547 | \$5,273 | 75,000 |
| 4 | \$13,743 | \$6,871 | 100,000 |
| 5 | \$16,779 | \$8,390 | 150,000 |
| 6 | \$19,655 | \$9,828 | 200,000 |
| 7 | \$22,372 | \$11,186 | 300,000 |
| 8 | \$24,929 | \$12,464 | 500,000 |

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LEADERS & CONTENT SYNDICATION BUNDLE

Maximize your marketing ROI by pairing Sustained Brand Presence with Direct Performance Marketing. This package places your company at the center of industry conversations while delivering a steady stream of qualified prospects directly to your sales team.

WHAT'S INCLUDED IN THE BUNDLE

LEADERS PROGRAM + CONTENT SYNDICATION

- » **Sustained Presence:** Your company remains live in your chosen categories through the end of 2026.
- » **Guaranteed Results:** A 100 Registration lead campaign delivering first name, last name, email, company, and job title.
- » **Turnkey Execution:** Industrial Media creates all ad copy and handles the hosting and marketing deployments.
- » **Strategic Deployment:** Assets are promoted via high-engagement newsletters and dedicated eblasts.
- » **Massive Audience Reach:** Tap into a total network of 682,638 industrial professionals.
- » **Multi-Asset Promotion:** We leverage your whitepapers, case studies, infographics, and videos to drive high-intent registrations.

COMBINED INVESTMENT

- » **LEADERS (3 Categories):** \$10,547 a la carte.
- » **Content Syndication (100 Leads):** \$11,995 a la carte.
- » **Total Package Cost:** **\$19,500**, savings of **over \$3,000** bundled together.
- » **Strategic Dashboard:** Includes full access to track impressions, unique users, and data card opens in real-time.

2026 MEDIA KITS



WHY INDUSTRIAL MEDIA

- » High user engagement on websites and newsletters (newsletters average 33% unique open rate).
- » Industry-leading database management: Opted in users that are removed from the database with three weeks of no engagement.
- » Proprietary bot removal program to ensure all newsletter leads are actual users interested in your message.
- » World class group of editors with extensive experience in the industrial sector creating daily content for newsletters and websites.

INDUSTRIAL MEDIA, LLC. 2026 MEDIA KITS

- » [Industrial Equipment News \(IEN\)](#)
- » [Design & Development Today \(DDT\)](#)
- » [Food Manufacturing \(FM\)](#)
- » [Manufacturing.net \(M.Net\)](#)
- » [Manufacturing Business Technology \(MBT\)](#)
- » [Industrial Distribution \(ID\)](#)
- » [Industrial Maintenance & Plant Operation \(IMPO\)](#)
- » [Cybersecurity](#)

