



Industrial Media, LLC

Marketing Deck

IEN
INDUSTRIAL EQUIPMENT NEWS

**MANUFACTURING
NET**

INDUSTRIAL DISTRIBUTION

FOOD
Manufacturing

IMPO

**Manufacturing
Business Technology**

**DESIGN AND
DEVELOPMENT TODAY**

FINISHINGWORLD

UNIT 202





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.

www.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.

www.manufacturing.net



est. 1911

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

www.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.

www.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.

www.impomag.com



est. 1984

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

www.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.

www.designdevelopmenttoday.com



AUDIENCE 96% US/CAN

60,451 **DESIGN AND DEVELOPMENT TODAY**

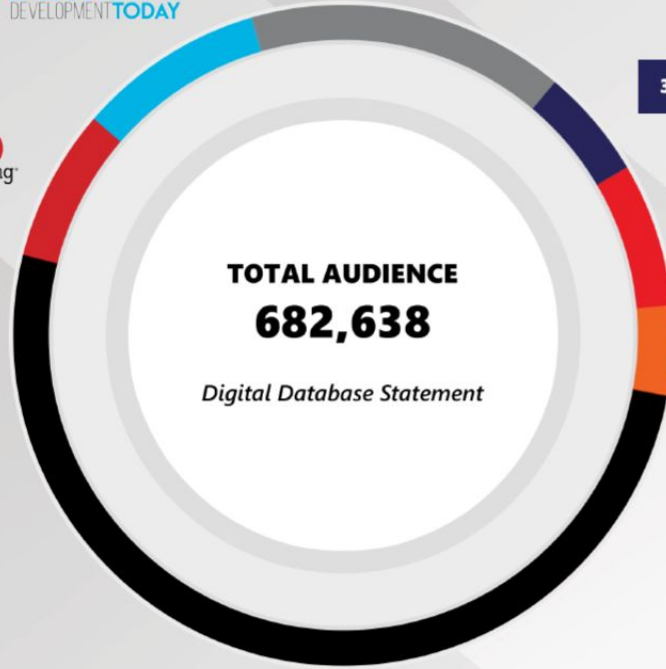
112,628

MANUFACTURING NET

46,740 **FOOD Manufacturing**

33,800 **Manufacturing Business Technology**

48,285 **IMPO**



TOTAL AUDIENCE
682,638

Digital Database Statement

348,062 **IEN**
INDUSTRIAL EQUIPMENT NEWS

EMAIL SUBSCRIBERS FOR EACH PUBLICATION

IEN
INDUSTRIAL EQUIPMENT NEWS IEN MADE IN AMERICA

FOOD
Manufacturing

Manufacturing Business Technology

IMPO

INDUSTRIAL DISTRIBUTION

MANUFACTURING NET

DESIGN AND DEVELOPMENT TODAY

FINISHING WORLD

UNIT 202
PRODUCTS

INDUSTRIAL EQUIPMENT NEWS PRINT

A DYNAMIC OPPORTUNITY TO REACH OUR COLLECTION OF QUALIFIED BUYERS & SPECIFIERS

- ✔ IEN REACHES KEY DECISION MAKERS IN MANUFACTURING, AUTOMATION, DESIGN, MRO, PROCESSING, SAFETY, & PACKAGING
- ✔ LARGEST PRINT CIRCULATION SERVING THE INDUSTRIAL MARKET.
- ✔ ONLY TABLOID: UNIQUE DESIGN & LAYOUT PROVIDES MORE EXPOSURE/BIGGER IMPACT FOR YOUR MARKETING MESSAGE.
- ✔ EACH ISSUE FEATURES 75+ NEW PRODUCTS IN PROVIDING THE LATEST TOOLS AND SOLUTIONS FOCUSED ON EFFICIENCY AND COST-SAVINGS

IN ADDITION SPECIAL FEATURES INCLUDE:

- ✔ FOCUSED NEW PRODUCT SECTIONS
- ✔ PROBLEM SOLVERS/CASE STUDY FEATURES
- ✔ FOOD MANUFACTURING INSERT

Industrial Equipment News (IEN) reaches the industrial marketplace and has engaged the readership with strategies and innovative marketing solutions since 1933.



185,710 Subscribers

C-Suite/Admin



62,757

Operations



49,819

Engineering



65,947

Purchasing



2,642

[Click HERE For Circulation Statement](#)

IEN 2026 EDITORIAL CALENDAR

Edition	Focus	Special Focus	Ad Close
January/ February	Material Handling, Compressors, Building & Facility, Safety	Automation	Ad Close: 12/20/25 Materials: 12/27/25
March/April	Machining, Adhesives & Sealants, Pipes, Valves & Fittings, Energy Efficiency	Motion Controls	Ad Close: 02/20/26 Materials: 02/27/26
May/June	Sensing Devices, Material Handling, Fastening & Assembly, Hydraulics & Pneumatics, Cybersecurity	Material Handling	Ad Close: 04/20/26 Materials: 04/27/26
July/ August	Safety, Electrical & Electronics, Controls, Lubricants	IoT or Industry 5.0	Ad Close: 06/20/26 Materials: 06/27/26
September/ October	AI-Enabled Tools, Safety, Material Handling, Capital Equipment	3D Printing	Ad Close: 08/20/26 Materials: 08/27/26
November/ December	Motors & Power Transmission, Flooring, Hydraulics & Pneumatics, Inventory Management	Safety	Ad Close: 10/20/26 Materials: 10/27/26

73% will go to an advertiser's website after seeing their ad in print.

53% say a print magazine is one of the sources they rely on for industry/product information.

91% learn about new suppliers by looking at IEN.

97% depend on IEN for information on new products.

33% of readers will follow up on at least one ad in each issue; that number jumps to **75%** for every two issues.

38 minutes spent reading each issue

63% share each issue with at least one coworker

[Click HERE For 2026 IEN Editorial Calendar](#)

INDUSTRIAL DISTRIBUTION PRINT

A DYNAMIC OPPORTUNITY TO REACH AN ENGAGED AUDIENCE OF INFLUENTIAL DISTRIBUTION SALES & MANAGEMENT PROFESSIONALS ACROSS KEY MARKET SECTORS

✔ **LEGACY GROUP OF 32,000-PLUS SUBSCRIBERS REACHING 20,000-PLUS DISTRIBUTOR COMPANIES OF ALL SIZES**

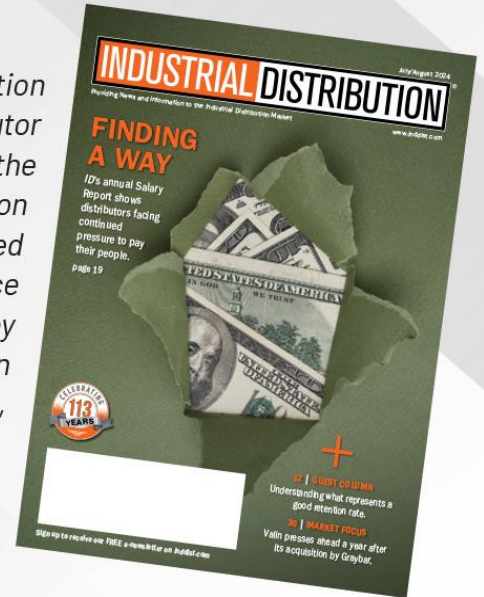
IN ADDITION TO THE LATEST NEWS, INFO & ANALYSIS SPECIAL FEATURES INCLUDE:

- ✔ **2025 SURVEY OF DISTRIBUTOR OPERATIONS**
- ✔ **THE SALES REPORT**
- ✔ **THE SALARY REPORT**
- ✔ **SEPT/OCT - BIG50 ISSUE - MOST READ ISSUE OF THE YEAR**

2025 1X RATES

- ✔ **FULL PAGE: \$5,000**
- ✔ **1/2 PAGE: \$2,800**
- ✔ **1/3 PAGE: \$2,400**

Industrial Distribution covers the distributor market with the information distributors need to succeed since 1911. ID reaches key decision makers in upper management, purchasing, and sales.



32,672 Subscribers

INDUSTRIAL DISTRIBUTION 2026 EDITORIAL CALENDAR

Edition	Special Feature	Product Focus	Tech Talk	Ad Close
January/ February	The 2026 Watch List	Safety	Pricing Preview	Ad Close: 12/20/25 Materials: 12/27/25
March/April	The Guide to the Modern Sales Organization	Specialty Tools	Artificial Intelligence	Ad Close: 02/20/26 Materials: 02/27/26
May/June	The 2026 Survey of Distributor Operations	Machining	Software Developments	Ad Close: 04/20/26 Materials: 04/27/26
July/ August	The Salary Report	Chemicals	e-Commerce	Ad Close: 06/20/26 Materials: 06/27/26
September/ October	The Big 50 List	Tools & Apparel	Artificial Intelligence	Ad Close: 08/20/26 Materials: 08/27/26
November/ December	The ID 2027 Industry e-Commerce Forecast	MRO		Ad Close: 10/20/26 Materials: 10/27/26

DEPARTMENTS:

ID In-Depth: Distributor Profile - The cover story for each issue, this exclusive feature is based on interviews with executives at leading-edge distribution companies. We talk about their business model, market pressures and what makes them stand out.

ID Today - This segment covers the latest updates in the industry, including news, awards and mergers & acquisitions.

Sales Pitch - Paul Reilly is the President of Tom Reilly Training and has been selling since the age of 16. He has an MBA from Webster University, and uses his regular column to provide insights into how distributors can improve value-added selling techniques

Manufacturer's View - This column allows manufacturer-suppliers to weigh in on channel issues. It has a rotating author. Topics might include ways manufacturers and distributors can improve the joint sales process, or major updates on a specific product segment.

Legal Watch - In this regular column, Fred Mendelsohn, partner with law firm Burke, Warren, MacKay & Serritella, PC, takes a look at the operational issues that often land small businesses in hot water, offering tips for readers to avoid legal problems

Contact Your Rep to Inquire About Topic Sponsorship!

INDUSTRIAL DISTRIBUTION

DAILY NEWSLETTERS

- ✓ FRESH CONTENT DAILY.
- ✓ NEWSLETTERS ARE SENT TO AN AVERAGE OF 14,000 DAILY WITH 33% OPEN RATES
- ✓ CLICK LEAD GENERATION OF OUR READERS WHO CLICK ON YOUR AD - EMAIL, NAME, COMPANY, TITLE, INDUSTRY, JOB FUNCTION, STATE - ALL FIRST PARTY DATA
- ✓ SOLD WEEKLY M-F. PRICES ARE FOR ALL 5 DEPLOYMENTS
- ✓ LEADERBOARD (A)
- ✓ TOC (B)
- ✓ INLINE (C)

The screenshot shows a newsletter layout for IEN Today. At the top is a red bar with a white letter 'A'. Below it is the IEN Today logo and a featured story with a large image of a red and blue motorcycle. Below the featured story are three smaller article thumbnails. To the right of the first two thumbnails are red boxes with white letters 'B'. At the bottom of the newsletter is a red bar with a white letter 'C'.

CLICK LOGO FOR EXAMPLE

IMPO

**MANUFACTURING
NET**

**FOOD
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IEN
INDUSTRIAL EQUIPMENT NEWS

**Manufacturing
Business Technology**

INDUSTRIAL DISTRIBUTION

**DESIGN AND
DEVELOPMENT TODAY**

CLICK LOGOS
FOR EXAMPLE

DAILY NEWSLETTER METRICS - ONE WEEK

Category	# Sent M-F	Total Sent	Avg. Sent	Avg. Delivery Rate	Total Unique Opens	Avg. Unq Open Rate	Avg. Unq CTR
Today in Food Manufacturing	5	85,038	17,008	99.20%	33,780	40.00%	9.90%
Today in Manufacturing Business Today	5	110,785	22,157	99.70%	20,643	40.80%	8.70%
Today in Industrial Distribution	5	86,826	17,365	99.50%	31,283	36.20%	5.90%
Design and Development Today	5	113,165	22,633	99.60%	14,867	31.80%	6.90%
IEN Today	5	77,176	15,435	99.60%	27,289	35.50%	10.00%
Today in Manufacturing.net	5	128,100	25,620	99.40%	22,284	29.70%	7.00%
Industrial Management Today	5	74,607	14,921	99.40%	25,542	34.40%	9.80%
IEN Update	5	84,001	16,800	99.60%	29,701	35.50%	7.40%
IMPO Insider	5	64,488	12,898	99.30%	19,980	31.20%	7.50%
Engineering News Today	5	94,855	18,971	99.70%	21,777	32.30%	9.40%
Industrial Technology Today	5	65,221	13,044	99.50%	18,716	28.80%	7.00%
Totals:	65	914,376	14,067	99.51%	304,605	33.32%	7.84%

SAMPLE CLICK LEAD DASHBOARD-NEWSLETTERS & EBLASTS

Excel spreadsheet sent weekly with deployment metrics, links to sends, and click leads of all opted-in subscribers who engaged with your eblast and newsletter ads.

METRICS

1	Name	Date	Delivered	Unique Opens	Open Rate
2	Today in Manufacturing.net_05122025	May 12th, 2025 @ 10:30am	17,992	7,376	41.00%
3	Today in Manufacturing.net_05132025	May 13th, 2025 @ 11:20am	18,032	7,391	41.00%
4	Today in Manufacturing.net_05142025	May 14th, 2025 @ 11:10am	17,966	7,232	40.30%
5	Today in Manufacturing.net_05152025	May 15th, 2025 @ 11:30am	18,008	7,380	41.00%
6	Today in Manufacturing.net_05162025	May 16th, 2025 @ 12:30pm	17,993	7,618	42.30%
7					
8	IEN Industrial Management Today_05122025	May 12th, 2025 @ 11:00am	10,718	3,531	32.90%
9	IEN Industrial Management Today_05132025	May 13th, 2025 @ 10:40am	10,702	3,448	32.20%
10	IEN Industrial Management Today_05142025	May 14th, 2025 @ 12:10pm	10,728	3,855	34.10%
11	IEN Industrial Management Today_05152025	May 15th, 2025 @ 10:40am	10,665	3,710	34.80%
12	IEN Industrial Management Today_05162025	May 16th, 2025 @ 12:10pm	10,705	3,640	34.00%
13					
14	Food Manufacturing Weekly_11032025	Nov 3rd, 2025 @ 10:30am	9,697	2,364	24.40%

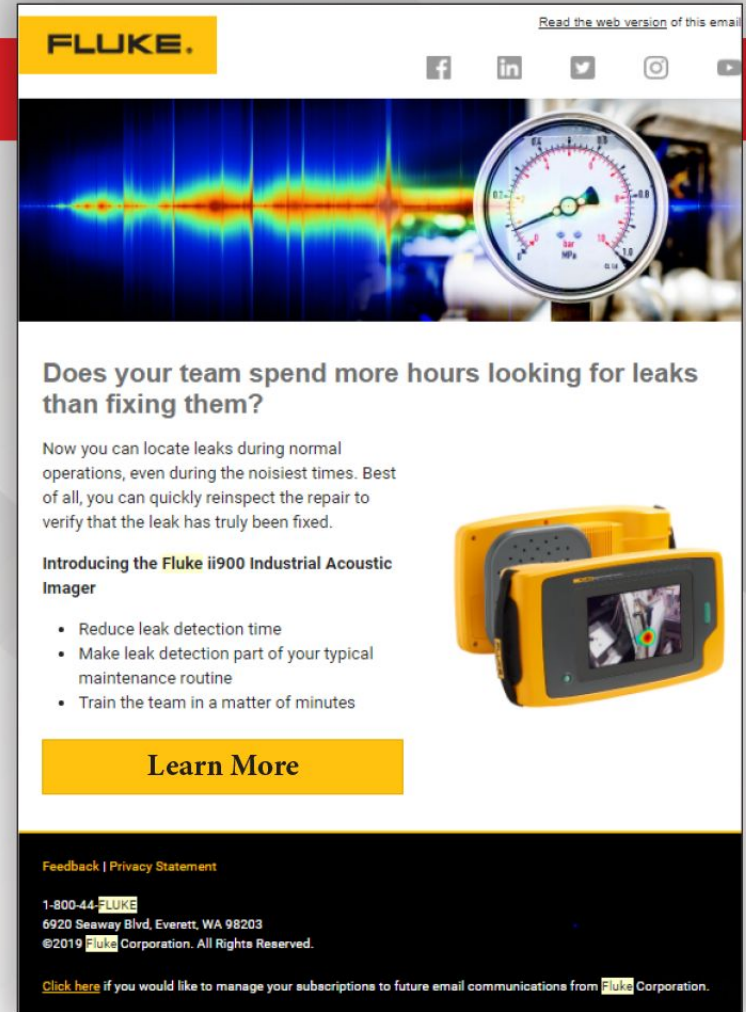
LEADS

1	Email	First Name	Last Name	Title	Company Name	Address	City	State	Postal Code	Country	Industry	Job Function
2				Senior Rf Physic Analog Devices						USA	Electrical & ElectIT	
3				President	United Hoisting S					USA	Contract Manufa Executive Management	
4					Chicago Bridge I					USA	Energy & Power	
5				Chief Operating	MSI Mold Builde					USA	Metal Fabricator Executive Management	
6				Employee Health	Twin City Fan Co					USA	Instrumentation	Safety
7				Manager Land A	Tellurian					USA	Supply Chain	Maintenance, Operations, Management
8				Manager Facility	Transcendia Inc					USA	Packaging	Maintenance, Operations, Management
9				Production Man	Hydraulic Supply					USA	Industrial & Com	Maintenance, Operations, Management
10				Operations Man	Haworth Inc					USA	Industrial & Com	Maintenance, Operations, Management
11				Quality Assuran	America II Electr					USA	Electrical & Elect	Maintenance, Operations, Management
12				Operations	Hitachi Rail STS					USA	Off Road	Maintenance, Operations, Management
13				Plant Manager	Armstrong Worl					USA	Electrical & Elect	Maintenance, Operations, Management
14				Manager Engine	Triad Technologi					USA	Industrial & Com	Maintenance, Operations, Management
15				Manager Field S	Manitowoc Cran					USA	Industrial & Com	Maintenance, Operations, Management

SINGLE SPONSORED EBLASTS

TARGETED HTML OR TEXT EBLASTS

- ✔ 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
- ✔ HIGHLY ENGAGED DATABASE - OUR DATABASE MAINTAINS A HIGH LEVEL OF ENGAGEMENT BY RETAINING ONLY ACTIVE SUBSCRIBERS WHO CONSISTENTLY INTERACT WITH NEWSLETTER AND EBLAST CAMPAIGNS
- ✔ CLICK LEAD GENERATION OF OUR READERS WHO CLICK ON YOUR AD: EMAIL, NAME, COMPANY, TITLE, JOB FUNCTION, STATE - ALL FIRST PARTY DATA



The screenshot shows an email blast from Fluke. At the top left is the Fluke logo. To the right are social media icons for Facebook, LinkedIn, Twitter, and Instagram, along with a link to read the web version of the email. The main image features a colorful acoustic leak detection visualization and a pressure gauge. The headline asks, "Does your team spend more hours looking for leaks than fixing them?". The body text explains that the device allows for leak detection during normal operations. A list of benefits includes reducing detection time, integrating with maintenance routines, and quick team training. A "Learn More" button is prominently displayed. The footer contains contact information and a privacy statement.

FLUKE.

Read the web version of this email

f in t i

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

[Learn More](#)

Feedback | Privacy Statement

1-800-44-FLUKE
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[Click here](#) if you would like to manage your subscriptions to future email communications from Fluke Corporation.

NEWSLETTER & EMAIL BLAST PROPOSAL

- ✓ **5 weeks (17 deployments) in newsletters of your choice or mix in single sponsored eblasts -**
(campaign can be spread out over any timeframe - month, quarter, year)

- *Example -*

- | | |
|-------------------------|---------------------------------|
| • January 8-12 | IEN Today |
| • February 19-23 | eblast to 8,000 |
| • March 11-15 | Manufacturing.net Today |
| • April 1-5 | eblast to 8,000 |
| • May 20-24 | Food Manufacturing Today |

- ✓ **Guaranteed 300 click leads** (readers who clicked on your ad in the newsletter)

- *We will do additional weeks in the newsletters or single sponsored eblasts to the newsletters audience to surpass the lead goal*

- ✓ **Campaign Optimization** - no additional cost

- *Our editorial team will advise you on best practices for copy and images*

- *We will use our editorial expertise and audience knowledge to swap images and tweak copy during the campaign to increase CTR*

NEWSLETTER & EMAIL BLAST PROPOSAL

✔ **10 weeks (30 deployments) in newsletters of your choice or mix in single sponsored eblasts -**

(campaign can be spread out over any timeframe - month, quarter, year)

✔ **Guaranteed 600 click leads** (readers who clicked on your ad in the newsletter or CTA in eblast)

• *We will do additional weeks in the newsletters or single sponsored eblasts to the newsletters audience to surpass the lead goal (if needed)*

✔ **Campaign Optimization** - no additional cost

• *Our editorial team will advise you on best practices for copy and images*

• *We will use our editorial expertise and audience knowledge to swap images and tweak copy during the campaign to increase CTR*

SAMPLE INSERTION TABLE

• January 13-17	IEN Today
• February 12	Targeted eblast to 8,000
• March 25-29	Food Manufacturing Today
• April 13	Targeted eblast to 8,000
• May 8	Targeted eblast to 8,000
• June 3-11	Manufacturing.net Today
• July 23	Targeted eblast to 8,000
• September 10	Targeted eblast to 8,000
• October 6-10	IEN Today
• November 13-17	Food Manufacturing Today

LEAD NURTURING & MARKETING PROGRAM OVERVIEW

- ✔ **Program Goal:** Drive lead generation and nurture warm prospects through integrated email campaigns and social media ad targeting. Emails and social media campaigns target an identical segment of our first party audience.
- ✔ **Duration:** 3-month program with consistent engagement touchpoints.

Key Components:

- ✔ **Targeted Email Blasts:**
 - 5 scheduled eblasts targeting 8,000 subscribers each, sent every 2-3 weeks.
 - Guaranteed 300 click leads (if not met, additional placements included at no extra cost).
- ✔ **Web Ads and Social Media Targeting:**
 - 75,000 ad impressions across 3 months (LinkedIn, Facebook, Instagram, Google).
 - Focused on individuals who interacted with emails and your ideal customer profile
- ✔ **Optimized Content Creation:**
 - Turnkey solution: web ads and HTML email designs created by our team.
 - Editorial advice for optimized copy and visuals to maximize engagement.

Benefits:

- ✔ **Enhanced Reach:** Combine email and ad targeting for a multi-platform approach.
- ✔ **Machine Learning Targeting:** Leverage AI to reach and influence your ideal audience.
- ✔ **Brand Visibility:** Build awareness and influence decision-makers across multiple channels.

NEW PACKAGE!

LEADERS IN MANUFACTURING

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

LEADERS gives companies the high-impact opportunity to showcase your products and services to thousands of manufacturing professionals as they read related content on Industrial Media's sites. By being featured in our **LEADERS**, your business gains unmatched visibility with an audience actively searching for new products, technologies, and solutions.

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

Why Participate?

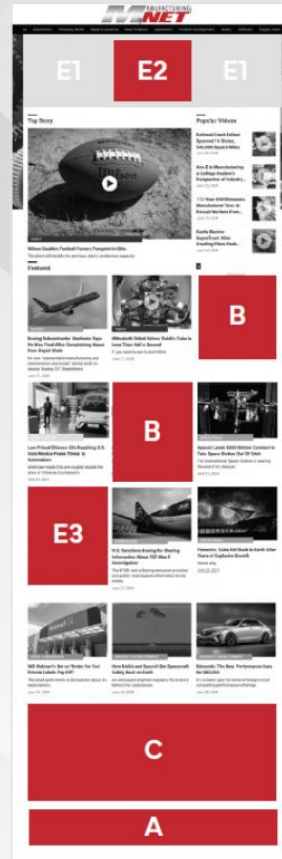
- ✔ **Maximize Visibility:** Your company profile will appear next to editorial content that aligns with your expertise and offerings.
- ✔ **Centralized Content Hub:** All published content across our websites will be directly linked to your company profile.
- ✔ **Enhanced Profile Options:** Enrich your 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

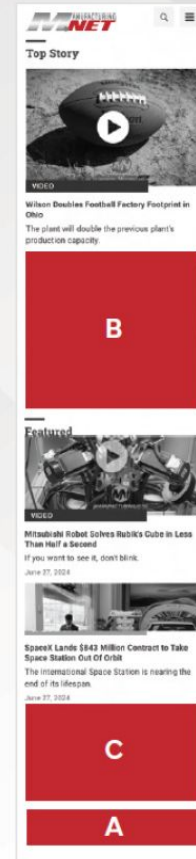
WEBSITE BANNERS

- ✓ **LEADERBOARD (A)**
970x90 desktop, 728x90 tablet, 300x50 mobile
- ✓ **BOOMBOX (B)**
300x250
- ✓ **BILLBOARD (C)**
970x250 desktop, 300x250 mobile
- ✓ **REVEAL AD (E)**
Requires 3 independent creatives:
E1: 2500x1450 background image
E2: 300x250 transparent PNG (messaging/
call-to-action should go here)
E3: 300x250

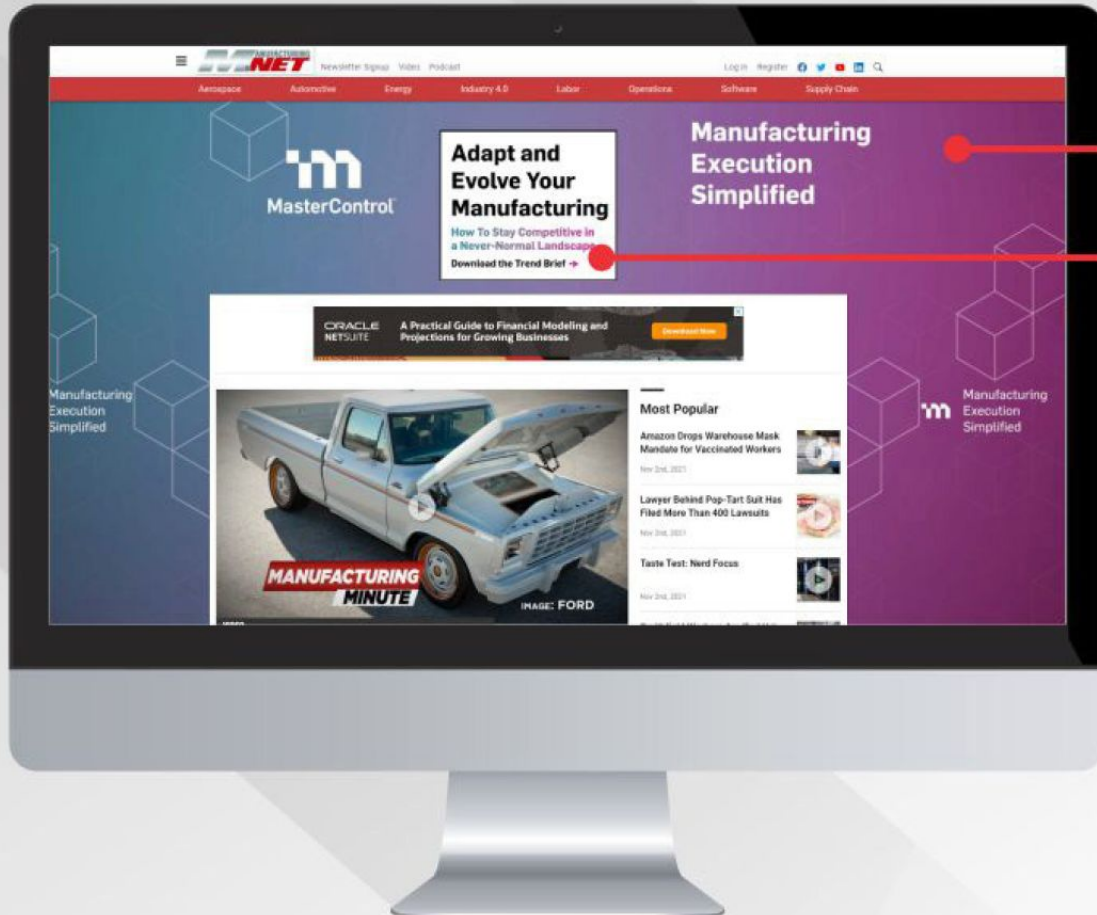
DESKTOP



MOBILE



WEBSITES – REVEAL AD



**BACKGROUND
WALLPAPER**

BOOMBOX

- ✓ **HIGH IMPACT CREATIVE WITH THREE POSITIONS.**
- ✓ **BACKGROUND WALLPAPER TO GRAB ATTENTION AND BOOMBOX FOR YOUR MESSAGE.**
- ✓ **BACKGROUND SCROLLS WITH USER AND BOOMBOX IS ABOVE THE FOLD AND ON PAGE BREAK**

[Click HERE For Example](#)

5 MINUTES WITH MANUFACTURING.NET VIDEO SERIES

- ✔ **GREAT CONTENT FOR NEWSLETTER ADVERTISING, EBLASTS, AND SOCIAL MEDIA**
- ✔ **INCLUDES ONE WEEK IN ONE OF THE DAILY NEWSLETTERS IN LEAD GENERATING POSITION**
- ✔ **3 QUESTIONS TYPICALLY IN PROBLEM/ SOLUTION FORMAT AND 30 MINUTES DAY OF SHOOT FROM SME**
- ✔ **HIGHLY TURNKEY - ALL VIDEO EDITING DONE BY INDUSTRIAL MEDIA VIDEO DEPARTMENT**
- ✔ **INCLUDES TWO ROUNDS OF EDITS AND FINAL APPROVAL FROM CLIENT BEFORE POSTING LIVE**



[Click HERE For Sample Video](#)

CONTENT SYNDICATION

- ✓ **INDUSTRIAL MEDIA'S CONTENT SYNDICATION COMBINES YOUR ASSETS & FRESH CONTENT WITH THE REACH OF INDUSTRIAL MEDIA'S (IM) 8 LEADING BRANDS THAT SERVE THE US MANUFACTURING SECTOR.**
- ✓ **IM WILL PUBLISH UP TO 5 ASSETS ACROSS OUR BRANDS WITH A GOAL OF GENERATING BRAND AWARENESS AND REGISTRATION LEADS.**
- ✓ **UTILIZES NEWSLETTER, EBLAST AND WEBSITE MARKETING CREATED BY INDUSTRIAL MEDIA**
- ✓ **ENGAGEMENT WITH MARKETING MATERIALS LEADS TO REGISTRATION PAGE: EXAMPLE**



CONTENT SYNDICATION PROPOSAL

CONTENT SYNDICATION ADVANTAGES

- ✔ COST EFFECTIVE WAY TO GET IN FRONT OF ENTIRE RELEVANT INDUSTRIAL MEDIA AUDIENCE
- ✔ INCREDIBLY TURNKEY - SEND OVER ASSETS AND WE CREATE ALL AD COPY, HANDLE HOSTING/MARKETING, AND OPTIMIZE CAMPAIGN
- ✔ MORE EFFICIENT THAN PURCHASING INDIVIDUAL NEWSLETTERS OR EBLASTS AT A LA CARTE RATES

2026 PROPOSAL

- ✔ REGISTRATION LEADS - GUARANTEED 100 LEAD CAMPAIGN
 - First name, last name, email, company, job title
 - All non manufacturing companies or non distribution companies, students, consultants, competitors, sales reps, and retired professionals will be removed
 - Primary marketing vehicles: newsletter deployments & single sponsored eblasts
 - Secondary marketing options: website advertising and social media
- ✔ 100 REGISTRATION LEADS

CONTENT CREATION SERVICES



WHITE PAPERS OFFER TECHNICAL SOLUTIONS FOR CONSIDERATION-STAGE PROSPECTS



EBOOKS PROVIDE DEEPER CONTEXT AND EFFECTIVE LEAD GENERATION



INFOGRAPHICS INCREASE TRAFFIC THROUGH HIGHLY VISUAL, EASY-TO-DIGEST CONTENT



VIDEO CREATES AN AUTHENTIC CONNECTION FOR POTENTIAL CONVERSIONS

CUSTOM RESEARCH

Too often, companies rely on generic, off-the-shelf reports that fail to capture the specific insights they need to grow and compete.

We deliver research that is tailored to your exact business needs, powered by decades of industry expertise and direct access to thousands of manufacturing decision-makers.

Why Partner With Us?

- ✔ **Industry Expertise:** Decades at the center of manufacturing B2B media
- ✔ **Trusted Access:** Exclusive reach into a highly engaged professional audience
- ✔ **Actionable Outputs:** Insights translated into strategies, not just data
- ✔ **Credibility:** Research backed by brands your customers already trust

Example:



B2B Manufacturing Buyer Journey Study

Insights for Marketers in an Evolving Landscape

Findings based on more than 250 manufacturing executives and managers involved in making decisions on offerings with long sales cycles.

In collaboration with:
IEN
INDUSTRIAL EQUIPMENT NEWS

rhblake

VIDEO CONTENT CREATION FOR MQL CAMPAIGNS

TURNKEY VIDEO WHITEPAPER RECAP

- ✔ IN ADDITION TO PROMOTING YOUR WHITEPAPER OR EBOOK, OUR EDITORS & VIDEO TEAM WILL PRODUCE A SHORT FORM SUMMARY VIDEO IN A PODCAST FORMAT TO EDUCATE THE VIEWERS AND PROMPT THEM TO READ YOUR CONTENT.
- ✔ GIVES READERS THE OPPORTUNITY TO WATCH, LISTEN, OR READ YOUR CONTENT AT THEIR LEISURE.
- ✔ SAME PROMOTION AS CONTENT SYNDICATION CAMPAIGNS - DAILY NEWSLETTER, EBLASTS, AND SOCIAL MEDIA (LINKEDIN GROUP HAS 19K)



[Click HERE For Example](#)

VIDEO PODCAST / WEBINARS

- ✔ A NEW 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.
- ✔ CONVERSATION SUPPLEMENTED WITH B-ROLL AND GRAPHICS BY OUR IN-HOUSE VIDEO TEAM
- ✔ 20-30 MINUTES TO KEEP CONTENT FRESH AND ENGAGING
- ✔ SAME PROMOTION AS CONTENT SYNDICATION CAMPAIGNS - DAILY NEWSLETTER, EBLASTS, AND SOCIAL MEDIA (LINKEDIN GROUP HAS 19K)



[Click HERE For Example 1](#)

[Click HERE For Example 2](#)

UNIT 202 VIDEO PRODUCTION - 360 PRODUCT VIDEO

- ✔ GREAT CONTENT FOR NEWSLETTER ADVERTISING, EBLASTS, AND SOCIAL MEDIA
- ✔ INCLUDES ONE WEEK IN ONE OF THE DAILY NEWSLETTERS IN LEAD GENERATING POSITION
- ✔ QUICK HITTING 30 SECOND OR LESS VIDEO
- ✔ HIGHLY TURNKEY - ALL VIDEO EDITING DONE BY INDUSTRIAL MEDIA VIDEO DEPARTMENT
- ✔ VIDEO IS YOURS AFTER MARKETING CAMPAIGN TO BE USED FOR OWN MARKETING EFFORTS



[Click HERE For Sample Video](#)

UNIT 202 VIDEO PRODUCTION - WHITEBOARD VIDEO

- ✔ GREAT CONTENT FOR NEWSLETTER ADVERTISING, EBLASTS, AND SOCIAL MEDIA
- ✔ INCLUDES ONE WEEK IN ONE OF THE DAILY NEWSLETTERS IN LEAD GENERATING POSITION
- ✔ HIGHLY TURNKEY - ALL VIDEO EDITING DONE BY INDUSTRIAL MEDIA VIDEO DEPARTMENT
- ✔ VIDEO IS YOURS AFTER MARKETING CAMPAIGN TO BE USED FOR OWN MARKETING EFFORTS



[Click HERE For Sample Video](#)

UNIT 202 VIDEO PRODUCTION - PRODUCT PR VIDEO

- ✔ GREAT CONTENT FOR NEWSLETTER ADVERTISING, EBLASTS, AND SOCIAL MEDIA
- ✔ INCLUDES ONE WEEK IN ONE OF THE DAILY NEWSLETTERS IN LEAD GENERATING POSITION
- ✔ HIGHLY TURNKEY - ALL VIDEO EDITING DONE BY INDUSTRIAL MEDIA VIDEO DEPARTMENT
- ✔ VIDEO IS YOURS AFTER MARKETING CAMPAIGN TO BE USED FOR OWN MARKETING EFFORTS



[Click HERE For Sample Video](#)

VIDEO CREATION AND MARKETING PACKAGE

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. An Industrial Media video sponsorship is a 100% share of voice and a powerful tool to attract new customers.

Enhance your brand's image with a professionally crafted video that highlights your industry expertise. Showcase your products, services, or promote your company to boost brand awareness and make a lasting impression. See examples of our video work here to get inspired by what we can create for your brand: [Industrial Media Video Gallery](#)

Includes:

- ✔ **Video Creation:** Filming, production and editing done by Unit 202, our in-house video production department. Product, 360, an whiteboard video formats available.
- ✔ **Marketing:** Two weeks in the daily newsletter of your choice (10 deployments M-F in position A or B) or dedicated email blast to 20,000 targeted subscribers of your choice. Posted on all Industrial Media Websites.
- ✔ **Video file:** Provided in an .MP4 format after campaign for use on your internal marketing campaigns and website.
- ✔ **Lead Generating:** 150 leads from the newsletter or dedicated email blast promotions



TIM PODCAST SPONSORSHIP PROGRAM

In recent years, podcasts have become a powerful marketing tool and a great way to engage your target audience. Industrial Media's Today In Manufacturing weekly Podcast covers the top five topics impacting US manufacturing. The Today in Manufacturing Podcast is hosted by Anna Wells, David Mantey and Jeff Reinke with a combined 45+ years of experience serving the US manufacturing professional.



- ✔ **Over 30,000 monthly views, downloads or listens.**
- ✔ Each Podcast is promoted across our brands of Food Manufacturing, IMPO, Industrial Distribution, IEN, M.Net, Manufacturing Business Technology and DDT
- ✔ Platinum and Gold Sponsorships Available
- ✔ Client ad will appear in branded newsletter of choice during the week of podcast promotion.
- ✔ Platinum sponsor to receive banner placed below Podcast Video along with 100-word callout or video roll up to 45 seconds
- ✔ Monday headline position on all websites
- ✔ **Logo will receive 150,000 - 250,000+ views weekly**

[Click HERE For Sponsorship Details](#)

SECURITY BREACH PODCAST PROGRAM

“Security Breach,” a Podcast Series by Manufacturing.net, Hosted by Jeff Reinke. In this compelling series, we delve into the critical issue of cybersecurity threats, exploring the rising menace posed by hackers and malicious actors. Our focus centers on the manufacturing industry, a sector particularly susceptible to these threats.



- ✓ **Over 30,000 monthly views, downloads or listens.**
- ✓ Each Podcast is promoted across our brands of Food Manufacturing, IMPO, Industrial Distribution, IEN, M.Net, Manufacturing Business Technology and DDT
- ✓ Platinum and Gold Sponsorships Available
- ✓ Advertisement in the **OT Security Update** weekly newsletter for 2 weeks
- ✓ Platinum sponsor to receive banner placed below Podcast Video along with 100-word callout or video roll up to 45 seconds
- ✓ Monday headline position on all websites
- ✓ **Logo will receive 150,000 - 250,000+ views weekly**

PRE-ROLL IN DAILY VIDEOS

↓ CLICK PICTURE FOR EXAMPLE

- ✓ CREATED IN HOUSE DAILY WITH OUR UNIT 202 DEPARTMENT AND EDITORIAL TEAM
- ✓ DISTRIBUTED VIA WEBSITES AND NEWSLETTERS IN IN, DESIGN & DEVELOPMENT TODAY, MANUFACTURING.NET, MBT, AND IMPO
- ✓ VIDEOS RECEIVE AN AVERAGE OF 2,000 VIEWS DAILY
- ✓ PRE-ROLL COMPLETION RATE: 57%
- ✓ VIDEO COMPLETION RATE: 64%
- ✓ 10,000 VIEWS RESULTS IN 13.88 HOURS OF AD EXPOSURE
- ✓ 1 MILLION VIDEO IMPRESSIONS IN 2024



IEN
INDUSTRIAL EQUIPMENT NEWS

**MANUFACTURING
NET**

INDUSTRIAL DISTRIBUTION

FOOD
Manufacturing

IMPO

Manufacturing
Business Technology

**DESIGN AND
DEVELOPMENT TODAY**

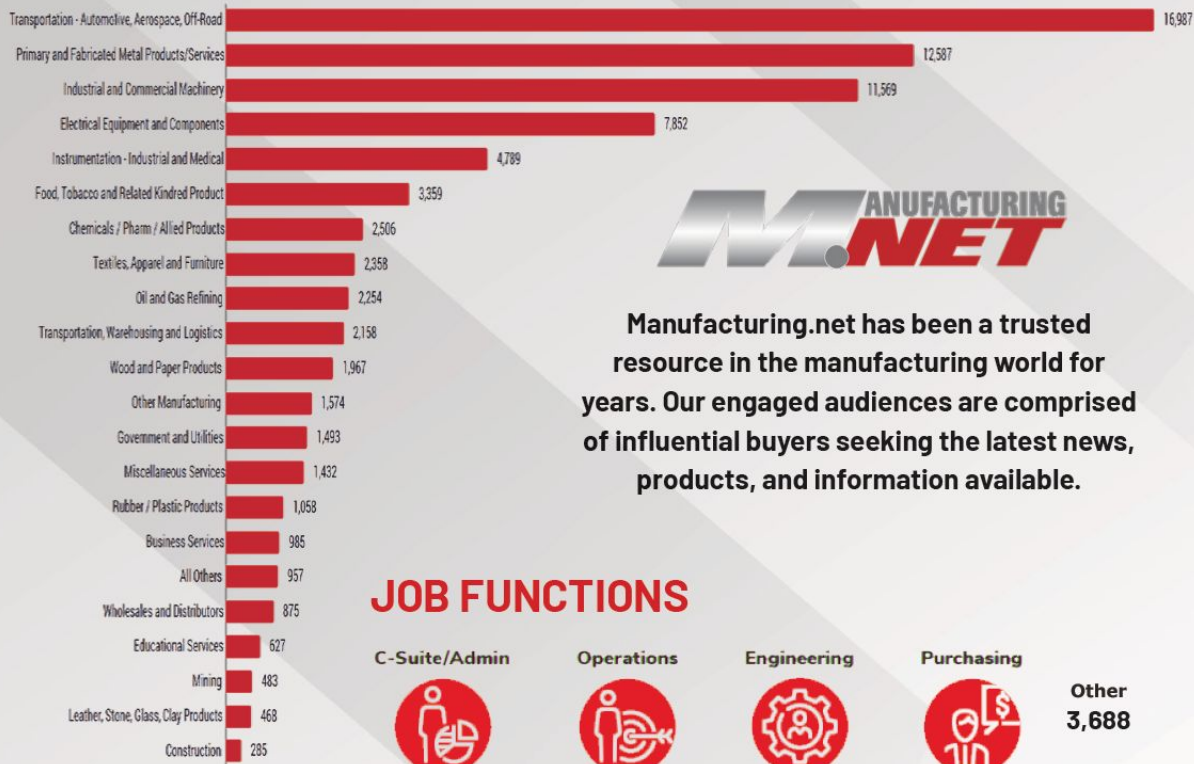
FINISHING WORLD

UNIT 202



MANUFACTURING.NET AUDIENCE

Industries



Manufacturing.net has been a trusted resource in the manufacturing world for years. Our engaged audiences are comprised of influential buyers seeking the latest news, products, and information available.

JOB FUNCTIONS

C-Suite/Admin



16,426

Operations



42,684

Engineering



32,787

Purchasing



17,044

Other
3,688

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

Market sector coverage includes:

- ✓ Aerospace
- ✓ Automotive/Transportation
- ✓ Chemicals/Petroleum
- ✓ Pharmaceuticals/Biotech
- ✓ Electrical/Electronics
- ✓ Machinery/Instrumentation/Controls
- ✓ Medical
- ✓ Metals
- ✓ Food/Beverage
- ✓ Plastics/Rubber

Editorial topics regularly featured include:

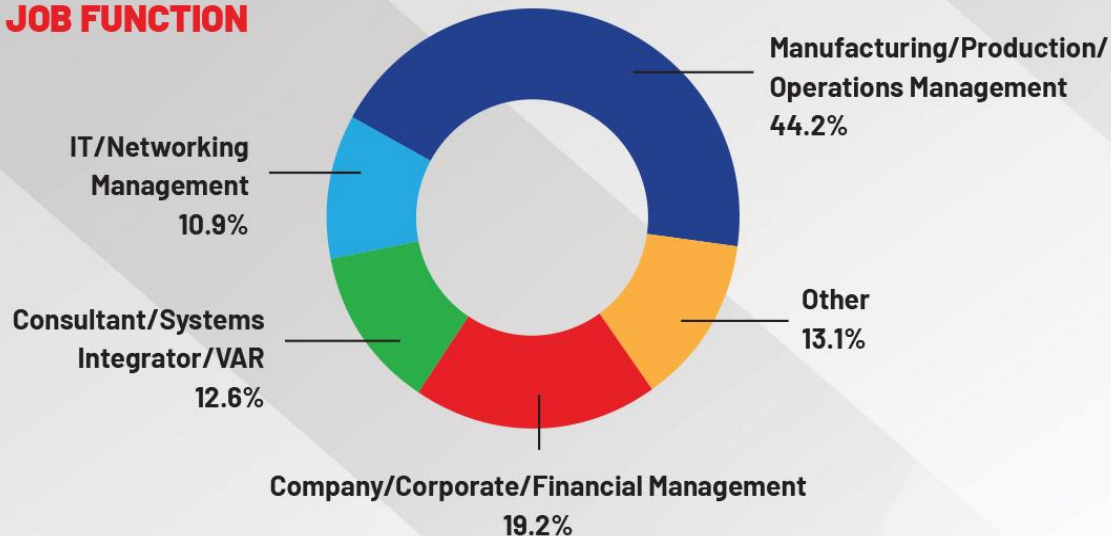
- ✓ Design & Development
- ✓ Manufacturing Technology
- ✓ Environmental
- ✓ Mergers & Acquisitions
- ✓ Facilities & Operations
- ✓ People in the News
- ✓ Global Manufacturing
- ✓ Government News
- ✓ Energy
- ✓ Materials
- ✓ Quality
- ✓ Safety
- ✓ Labor Relations
- ✓ Financial News
- ✓ Product Recalls
- ✓ Supply Chain

MANUFACTURING BUSINESS TECHNOLOGY AUDIENCE

Manufacturing Business Technology

Manufacturing Business Technology is a prime information source for decision-makers in operations, information technology, automation, and the supply chain. This group of professionals is responsible for the purchase of software, IT infrastructure, automation platforms, mobile technology, and other high-tech equipment for manufacturing enterprises.

JOB FUNCTION



More than 88% of our audience is making decisions in the following industries:

- ✓ Aircraft/Aerospace/Defense
- ✓ Chemicals
- ✓ Computers/Communications Systems & Equipment
- ✓ Consumer Electronics/Appliances
- ✓ Electrical Components/Sub-Assemblies
- ✓ Food/Beverage/Tobacco
- ✓ Government/Military
- ✓ Industrial Controls/Test/Medical Equipment
- ✓ Industrial Machinery
- ✓ Motor Vehicles/Components
- ✓ Paper/Printing/Sawmills/Wood
- ✓ Petroleum/Refining
- ✓ Pharmaceuticals
- ✓ Plastics/Rubber
- ✓ Primary/Fabricated Metals
- ✓ Semiconductors/Other Electrical Components
- ✓ Textiles/Apparel
- ✓ Transportation/Warehousing
- ✓ Utilities/Telecommunications
- ✓ Wood/Paper/Printing
- ✓ Other Manufacturing
- ✓ Other Services/Non-Manufacturing

INDUSTRIAL EQUIPMENT NEWS AUDIENCE



Topics: MRO, automation, processing, safety, packaging, material handling, lighting, adhesives, sealants & lubricants

Focus: Breaking news, products, trends, and opinions in manufacturing

Single Issue Pricing:

Pricing note: STD is standard size pages for ads (8.5" x 11")

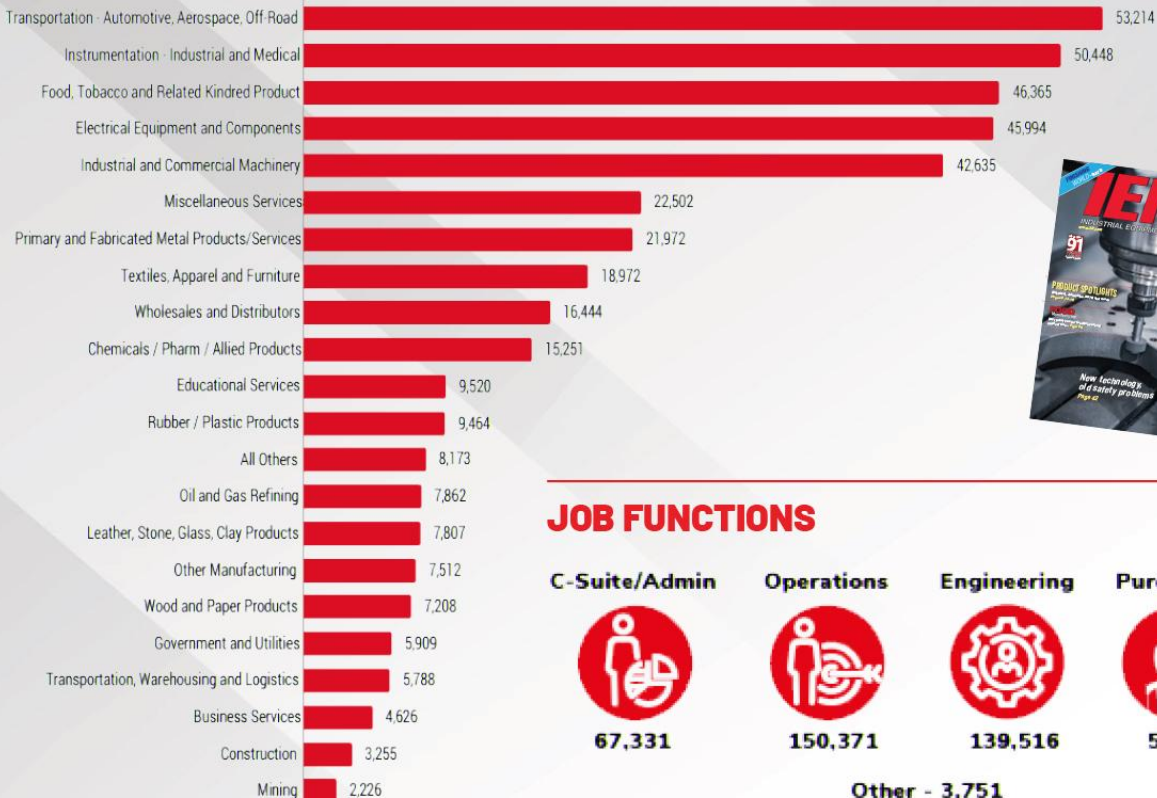
Full Page (TAB) 10.5" x 13.75" – \$14,950

Full Page (STD) 8.5" x 11" – \$11,830

1/2 Page (TAB) 6.5" x 10" – \$11,400

1/2 Page (STD) 4.25" x 6.5" – \$6,950

1/4 Page (STD) 3.25" x 4.25" – \$3,995



JOB FUNCTIONS

C-Suite/Admin



67,331

Operations



150,371

Engineering



139,516

Purchasing



52,178

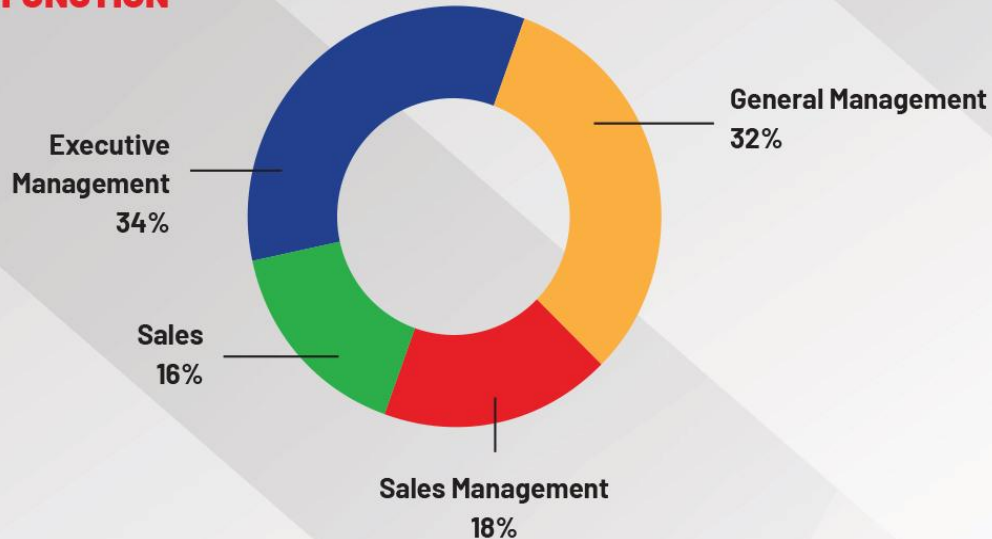
Other - 3,751

INDUSTRIAL DISTRIBUTION AUDIENCE

INDUSTRIAL DISTRIBUTION[®]

30,000 Distribution professionals
20,000 Distribution companies

JOB FUNCTION



Sectors in Which Industrial Distributors Sell (% of Respondents):

- ✓ Aerospace 43.6%
- ✓ Automotive 49.6%
- ✓ Construction 62.7%
- ✓ Energy 49.6%
- ✓ Government 55.6%
- ✓ Hospitality 27.8%
- ✓ Institutional 41.5%
- ✓ Machine Shops 58.0%
- ✓ Manufacturing/Processing 83.5%
- ✓ Military 37.5%
- ✓ Mining 42.0%
- ✓ OEM 62.5%
- ✓ Other 6.3%
- ✓ Utilities 53.3%

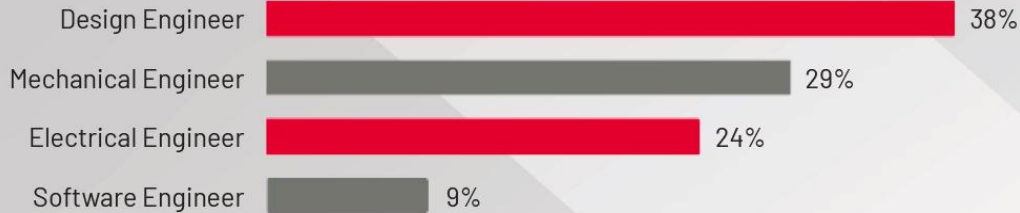
DESIGN AND DEVELOPMENT TODAY AUDIENCE



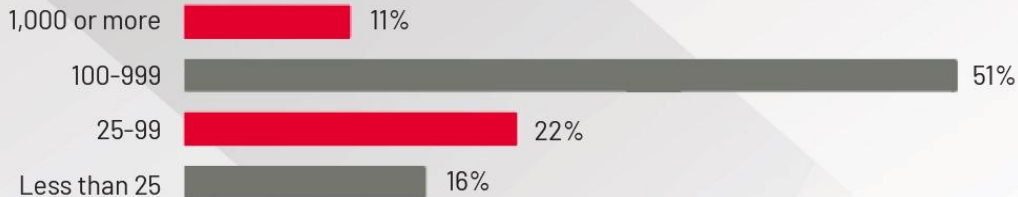
Topics: 3D printing, design software, electronic components, automation, materials, motion control, test and measurement

Focus: Aerospace, automotive, energy, IoT, manufacturing, medical, and military

TITLE



NUMBER OF EMPLOYEES



JOB FUNCTIONS

System Design



32%

Engineering Mgmt



16%

Product Design



30%

R&D



22%

IMPO AUDIENCE

IMPO

YOUR DAILY INDUSTRIAL MAINTENANCE & OPERATIONS RESOURCE

Targeted MRO content to plant operators and maintenance managers since 1933

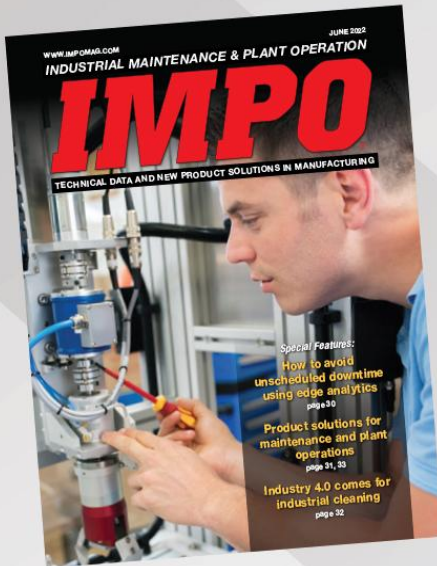
Topics: Improving operating efficiency, job creation and development, purchasing trends, safety & compliance

Focus: Latest in lean processes, automation, and MRO products

Monthly Page Views - 85,000

Monthly Unique Visitors - 42,000

82 Years
of Serving Readers



JOB FUNCTIONS

C-Suite/Admin



6,573

Operations



34,309

Engineering



7,508

Purchasing



3,275

Other
351

TODAY IN FOOD MANUFACTURING AUDIENCE

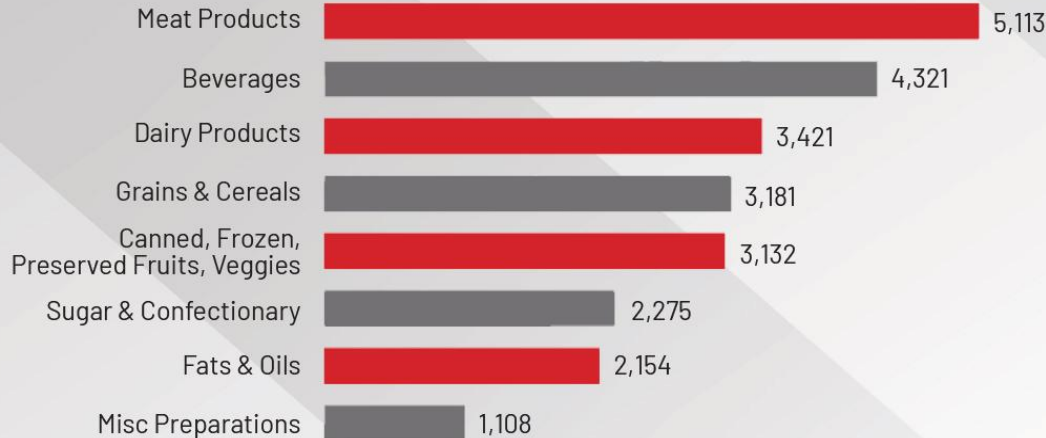


INFORMATION AND TECHNOLOGY AUTHORITY FOR MAKING AND FINISHING OF FOOD AND BEVERAGE PRODUCTS

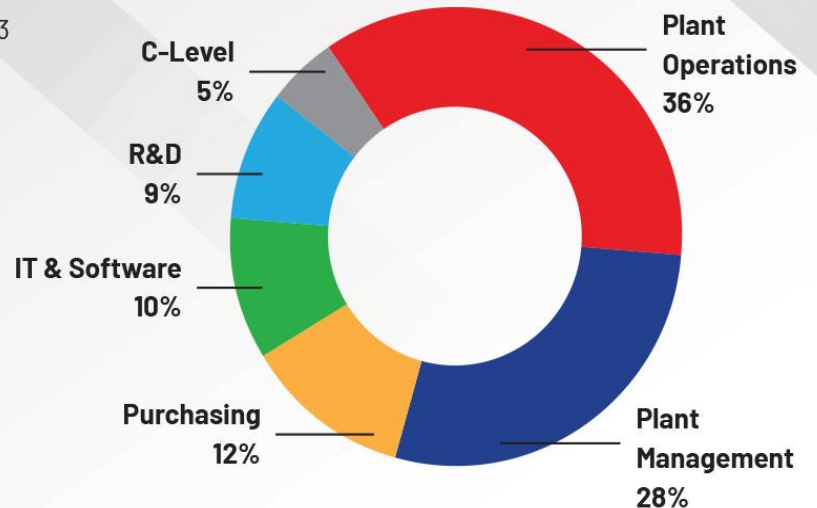
Topics: Regulatory compliance, consumer tastes, processing efficiency, quality & safety

Focus: Daily food industry news, new products, & industry trends

DIGITAL AUDIENCE



AUDIENCE





INDUSTRIALMEDIA

**Industrial
Media LLC
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 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

