
2027 MEDIA KIT

THE INFORMATION & TECHNOLOGY LEADERS FOR FOOD & BEVERAGE PROFESSIONALS SINCE 1987

EST. 1987

FOOD
Manufacturing®

FOODMANUFACTURING.COM

INDUSTRIAL
MEDIA

INDUSTRIALMEDIALLC.COM

ABOUT US

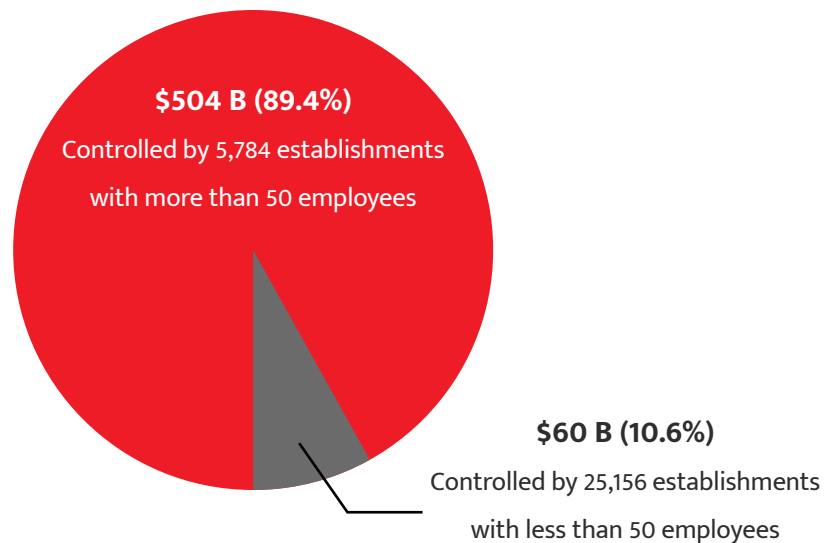
THE LEADING SOURCE OF NEWS & PRODUCT INFORMATION

With an engaged audience of nearly 47,000, Food Manufacturing is the foremost authority in providing information and technology solutions for the food and beverage manufacturing marketplace.

Regulatory compliance, labor shortages, evolving consumer preferences, process efficiency, and safety are among the crucial challenges that necessitate staying informed.

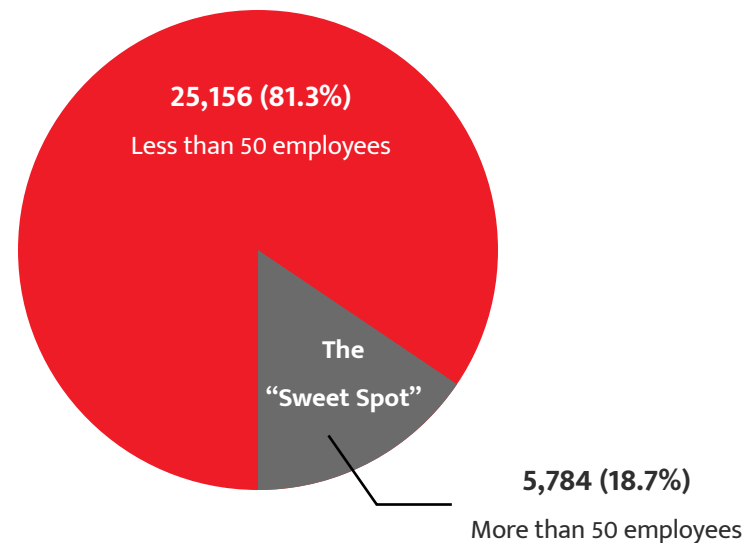
Our audience comprises influential buyers and decision-makers who rely on Food Manufacturing to access the latest technologies, enabling them to maintain competitiveness and expand their market share.

\$564 BILLION MARKET*



30,940 ESTABLISHMENTS*

**U.S. Census Bureau*

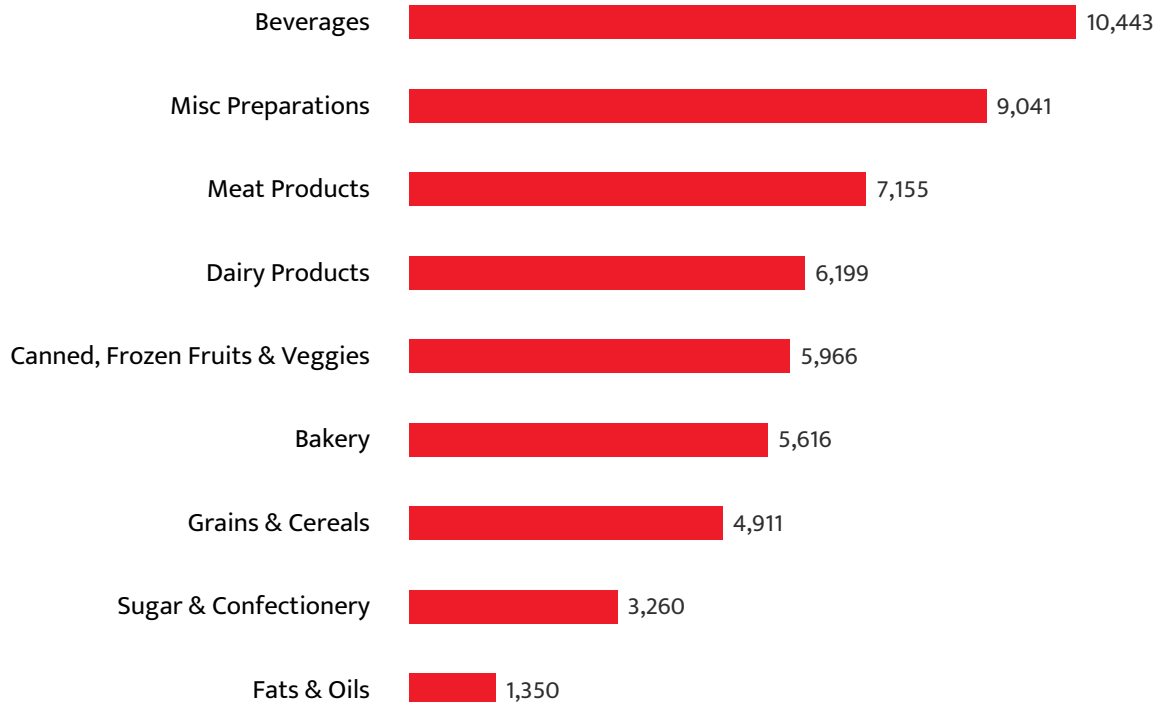


REACH

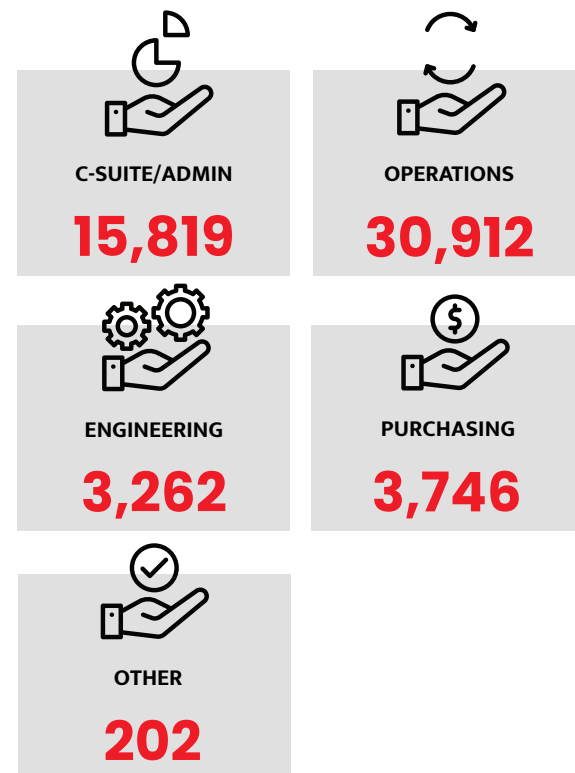
FOOD MANUFACTURING REACH

Food Manufacturing provides unparalleled access to your most valuable customers and prospects by connecting you with the pivotal decision-makers within the leading food and beverage manufacturing companies.

DIGITAL AUDIENCE



JOB FUNCTIONS



TOP COMPANY ENGAGEMENT

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

- TYSON
- PEPSI
- JS FOODS
- PALM BAY SPIRITS
- CARGILL
- TRIUMPH FOODS
- MARS
- WEST LIBERTY FOODS
- FRESHMARK
- GENERAL MILLS
- AGROPUR DAIRY
- SANDERSON FARMS
- HOOD MILK
- PICTSWEET
- WAYNE FARMS
- ROYAL CANIN DOG FOOD
- TRIDENT SEAFOODS
- SYNGENTA
- BAMA COMPANIES
- CITI FOODS
- BG FOODS
- MCCORMICK
- CAMPBELL SOUP
- JOHNSONVILLE
- PILGRIMS PLUS
- ADM (ARCHER-DANIELS)
- SAPUTO
- PERDUE
- COCA-COLA
- CONAGRA
- SMITHFIELD FARMS
- OCEAN SPRAY
- AMERICAN FOODS GROUP
- MONDELEZ
- DARLING INGREDIENTS
- RICH PRODUCTS
- OSI GROUP
- JBS
- KOCH FOODS
- NATIONAL BEEF
- SEABOARD FOODS
- LEPRINO FOODS

FOOD MANUFACTURING DIGITAL MAGAZINE

REACH OUR COLLECTION OF QUALIFIED BUYERS & SPECIFIERS

This custom digital flipbook brings an expanded look at the food industry, delivering Food Manufacturing's strongest content in a standalone online magazine. In an industry that's racing toward innovation, while still maintaining compliance and efficiency, Food Manufacturing digital magazine delivers the intelligence professionals need to stay ahead. As the trusted digital resource for food and beverage processing professionals since 1997, Food Manufacturing's digital magazine is your essential connection to the buyers you want to reach.

EACH ISSUE WILL COVER:

- New production and technology shaping the US food manufacturing industry
- Strategic analysis on the trends reshaping the \$564 billion food manufacturing landscape
- Deep insights into regulatory compliance, food safety, labor solutions, supply chain resilience, energy management, and evolving consumer demands
- In depth coverage of capital investments, packaging breakthroughs, facility operations, ingredients innovation, and new product technologies
- Expert perspectives from plant managers, engineers, R&D leaders, procurement pros, and C-suite executives at powerhouse brands like Tyson Foods, PepsiCo, General Mills, Cargill, Conagra, Kraft Heinz, Nestlé, Smithfield, ADM, and Coca-Cola

DIGITAL MAGAZINE DELIVERY

- Deployed twice to our Food Manufacturing readership: 24,000+
- Deployed in our Food Manufacturing daily newsletter for 3 weeks (15 deployments/12,000 each)

ISSUE ARCHIVE

- www.foodmanufacturing.com/magazine



CALENDAR

2027 PRINT & DIGITAL CALENDAR

PRINT EDITION

JANUARY / FEBRUARY	Loading Dock, Recalls, AI	International Production & Processing Expo
MARCH / APRIL	Pest Control, Traceability, Sanitation	Snaxpo, Food Safety Summit
MAY / JUNE	Material Handling, Indoor Air Quality, Software	
JULY / AUGUST	Inspection, Automation, Consumer Trends	
SEPTEMBER / OCTOBER	Packaging, Safety, Automation	
NOVEMBER / DECEMBER	Software, Conveying, Electrical Safety	

SHOW COVERAGE

DIGITAL

JANUARY	Pest Management, Software, Worker Training, Material Handling	MAY	Indoor Air Quality, Bottling, IIoT, Software	SEPTEMBER	Material Handling, Cold Storage, Traceability, Compliance
FEBRUARY	Blending, Sanitation, Recalls, Machine Vision	JUNE	Rotating Equipment, Dock Safety, Recalls, Energy Management	OCTOBER	AI, Sterilization, Traceability, Inspections
MARCH	Heating, Recruitment, Slicing, Sorting	JULY	Checkweighing, Automation, Lubricants, Consumer Trends	NOVEMBER	Dust Control, Energy Loss, Machine Vision, Conveyors
APRIL	Wastewater, Consumer Trends, Metal Detection, Packaging	AUGUST	Filling Equipment, Quality Control, Staffing, Intelligent Factory	DECEMBER	Material Handling, Sensors, Recalls, Compliance

MECHANICALS

2027 PRINT RATES & SPECS

AD SIZE	RATE	TRIM SIZE	BLEED
7/9 U-Shape on Tab	\$16,115	Vertical 3.25x4.25	N/A
9/9 Full Tab	\$14,950	10.4375x13.75	10.6875x14
6/9 2/3 Tab	\$14,160	Horizontal & Vertical 10x8.75 or 6.625x13.25	N/A
5/9 L-Shape/Checkerboard	\$12,205	3.25x4.25	N/A
5/9 (Jr. Tab)	\$11,830	Vertical 8.5x11 8.75x11.25	8.75x11.25
1/2 Half Tab	\$11,400	Horizontal & Vertical 10x6.5 or 4.875x13.25	N/A
4/9 STD	\$10,630	Vertical 6.625x8.75	N/A
3/9 (1/3 Tab PG)	\$8,690	Horizontal & Vertical 10x4.25 or 4.875x8.75, 3.25x13.25 or 3.25x4.25	N/A
1/4 (STD Isl. Half PG)	\$7,380	Vertical 4.875x6.5	N/A
2/9 (STD Half PG)	\$6,950	Horizontal & Vertical 6.625x5.25 or 3.25x8.75	N/A
1/6 (STD 1/3 PG)	\$4,255	Horizontal & Vertical 4.875x4.25 or 2.1875x8.75	N/A
Cover Snipe	\$3,995	2.377x2.383	N/A
Stip Ad (For 3)	\$3,995	Horizontal 3.1028x0.6802	N/A
1/9 (STD 1/4 PG)	\$3,995	Vertical 3.25x4.25	N/A
Literature Review	\$3,180	5"x2.25"	N/A

5/9 Page
Vertical



7/9 Page



9/9 Page



5/9 Page
Checkerboard



5/9 Page
L-Shaped



6/9 Page
Horizontal



5/9 Page
8 1/2 x 11



1/2 Page
Horizontal



1/2 Page
Vertical



1/9 Page



1/6 Page
Horizontal



1/6 Page
Vertical



2/9 Page
Horizontal



2/9 Page
Vertical



1/4 Page



3/9 Page
Horizontal



3/9 Page
Vertical



3/9 Page
Vertical



3/9 Page
Diagonal

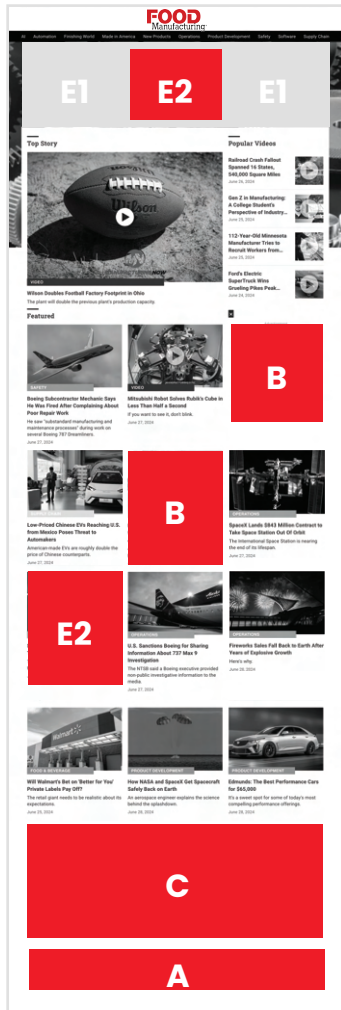


4/9 Page

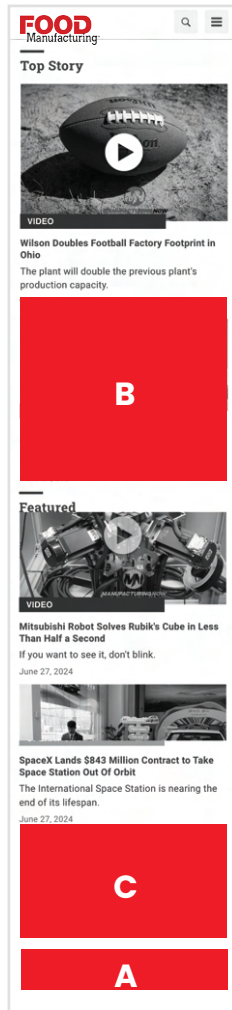


FOODMANUFACTURING.COM

WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

MONTHLY PAGE VIEWS - 77,500 | MONTHLY UNIQUE VISITORS - 54,500

A Leaderboard:
\$95 CPM | 970x90 Desktop, 728x90 Tablet, 300x50 Mobile

B Boombox:
\$95 CPM | 300x250

C Billboard:
\$95 CPM | 970x250 Desktop, 300x250 Mobile

E Reveal Ad:
\$275 CPM | Requires 2 independent creatives as outlined in E1 and E2 (.jpg and/or .png only) Third party tags not accepted

E1 2500x1450 background image

E2 300x250 transparent .png or .jpg (messaging/call-to-action should go here)

Native Ads \$109 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 - 1 MB
- .jpg, .png, .gif, HTML5 zip file, and custom thirdparty code
- Include linking URL for ad units

DAILY NEWSLETTER

2027 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 DailyAverage

FREQUENCY:

Daily

FOCUS:

DailyFood IndustryNews, New Products,and IndustryTrends

TITLES:

Plant Operations	36%
Plant Management	28%
Purchasing	12%
IT & Software	10%
R&D	9%
C-Level	5%

INDUSTRIAL MEDIA LEADS THE MARKET WITH THE

HIGHEST OPEN RATE AND CTOR IN THE INDUSTRY*

**Omeda Benchmark Study*

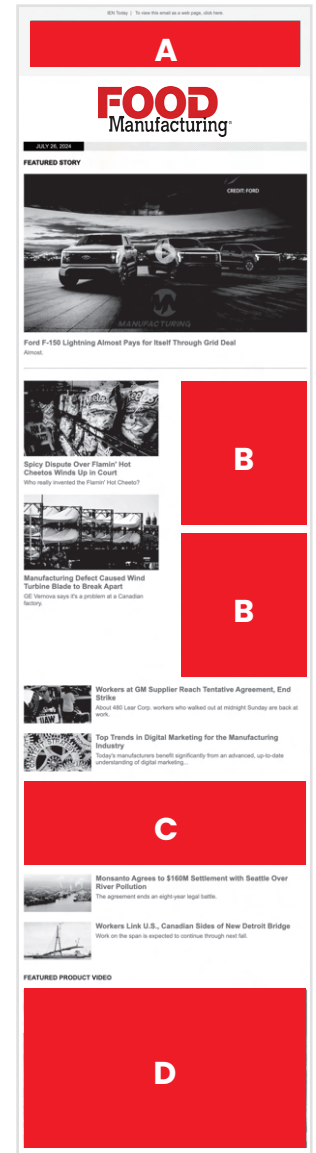
FOOD MANUFACTURING'S NEWSLETTERS

Unique circulation for each newsletterAll campaigns include lead generation.

- Today in Food Manufacturing
- Food Manufacturing Weekly

PRICING

	TODAY IN FM Mon-Fri	FM WEEKLY 5 Consecutive Weeks
A - LEADERBOARD	\$3,145	\$3,880
B - TOC TEXT & IMAGE	\$3,145	\$3,880
C - INLINE	\$2,620	\$3,145
D - FEATURED VIDEO	\$3,295	\$3,995



INDUSTRIAL AUTOMATION TODAY

INDUSTRIAL AUTOMATION INSIGHTS FOR U.S. MANUFACTURING

Our newest daily newsletter, Industrial Automation Today, covers the industry's legacy technology as well as the migration to edge computing and AI-powered intelligence.

DAILY NEWS, TECHNOLOGY AND PRACTICAL INTELLIGENCE FOR THE PLANT MANAGERS, CONTROLS ENGINEERS, AND OPERATIONS LEADERS WHO ARE SPECIFYING AND BUYING THE PLCS, ROBOTICS, SENSORS, AND SOFTWARE DRIVING THE AUTOMATION WAVE IN AMERICAN MANUFACTURING.

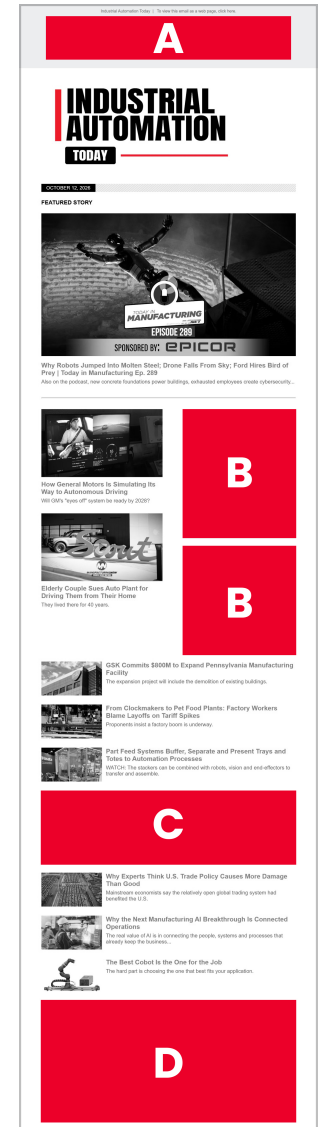
PRICING:

Industrial Automation Today Daily:
Monday - Friday

A - LEADERBOARD	\$3,145
B - TOC TEXT & IMAGE	\$3,145
C - INLINE	\$2,620
D - FEATURED VIDEO POSITON	\$3,295

AD SPECS:

- Leaderboard: 600x100 pixels & link
- TOC Text & image ad: 50 character headline, 250 characters of text, 300x250 pixel (displays 150x125) image and link
- Inline text & image ad: 50 character headline, 250 characters of text, 300x250 pixel image (displays 150x125) and link
- Maximum File Size: 1MB
- File Type: .jpg
- Featured Video Position: .jpg, headline, 60 characters of text, description of the video



NEWSLETTER & EMAIL BLAST PROPOSAL

FLEXIBLE 5-WEEK NEWSLETTER & EBLAST CAMPAIGN WITH GUARANTEED LEADS

Combine newsletter deployments and single sponsored eblasts into one flexible campaign, spread across any timeframe that works for your business — a month, a quarter, or the full year.

EXAMPLE CAMPAIGN SCHEDULE

Placement
Today in Food Manufacturing
eblast to 8,000
Today in Food Manufacturing
eblast to 8,000
Today in Food Manufacturing

DEPLOYMENT FLEXIBILITY:

5 weeks (17 deployments) in newsletters of your choice, or mixed with single sponsored eblasts.

GUARANTEED LEADS:

300 click leads guaranteed — additional weeks are added at no cost if needed to surpass the goal.

CAMPAIGN OPTIMIZATION:

No additional cost. Our editorial team advises on copy and images, and adjusts creative mid-campaign to increase CTR.

PACKAGE COST

\$12,595

over \$3,000 off rate card

GUARANTEED LEADS

300

Billed evenly across active campaign months.

NEWSLETTER & EMAIL BLAST PROPOSAL

EXTENDED 10-WEEK NEWSLETTER & EBLAST CAMPAIGN WITH GUARANTEED LEADS

A larger-scale version of our newsletter and eblast proposal, combining more deployments and a higher guaranteed lead count — spread across any timeframe that works for your business.

EXAMPLE CAMPAIGN SCHEDULE

Placement
Today in Food Manufacturing
eblast to 8,000
Today in Food Manufacturing
eblast to 8,000
eblast to 8,000
Today in Food Manufacturing
eblast to 8,000
eblast to 8,000
Today in Food Manufacturing
Today in Food Manufacturing

DEPLOYMENT FLEXIBILITY:

10 weeks (30 deployments) in newsletters of your choice, or mixed with single sponsored eblasts.

GUARANTEED LEADS:

600 click leads guaranteed — additional weeks are added at no cost if needed to surpass the goal.

CAMPAIGN OPTIMIZATION:

No additional cost. Our editorial team advises on copy and images, and adjusts creative mid-campaign to increase CTR.

PACKAGE COST

\$22,995

over \$8,000 off rate card

3 equal payments across the first 3 months of deployment; remaining campaign months are \$0.

GUARANTEED LEADS

600

LEADERS

INTRODUCING LEADERS IN MANUFACTURING BY INDUSTRIAL MEDIA

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 2027.

Performance Insights: Receive a year-end engagement report detailing how audiences interacted with your profile.

Sustained Presence: Your category remains live through the end of 2027.

Monthly Exposure: A dedicated newsletter each month highlights your chosen category.

CATEGORIES:

- Capital Investment
- Consumer Trends
- Facility
- Labeling
- Labor
- Packaging
- Recalls
- Safety
- Supply Chain

PRICING:

- 1 Category: \$4,995 (25,000 impressions guaranteed)
- 2 Category Package: \$8,991 (50,000 impressions guaranteed)
- 3 Category Package: \$13,186.80 (75,000 impressions guaranteed)
 - Packages available for 3+ categories

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:

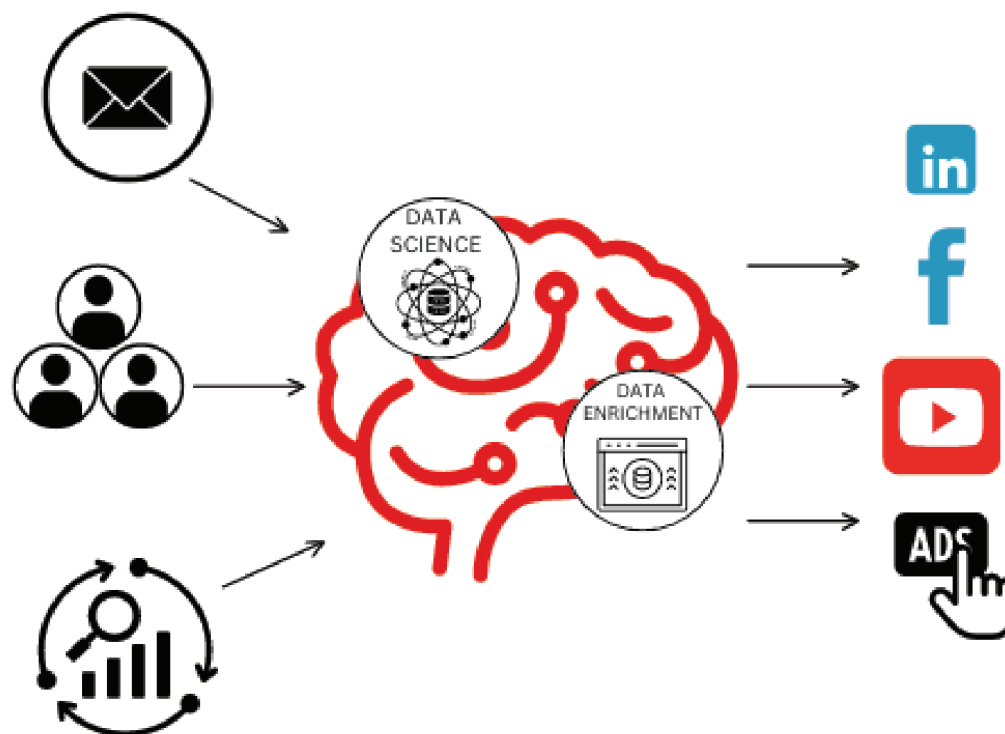
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

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.



PRE-TARGETING & SOCIAL OPTIMIZATION

\$3,150/month

CONTENT OPTIMIZATION

\$12,995/month

CONTENT OPTIMIZATION WITH LEADS

\$21,995/month

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.)

FOOD Manufacturing 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

CONTENT CREATION SERVICES

WHITE PAPERS, EBOOKS, INFOGRAPHICS & VIDEO THAT DRIVE ENGAGEMENT

Every format serves a different stage of the buyer's journey — from technical consideration to deeper engagement and lead generation.

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.

WRITTEN CONTENT

\$3,995

Includes 1,000 words;
\$1.90 per word thereafter

VIDEO

\$4,720



CONTENT SYNDICATION PROPOSAL

COST-EFFECTIVE REACH ACROSS OUR ENTIRE INDUSTRIAL MEDIA AUDIENCE

Content syndication is a highly turnkey way to get in front of our entire relevant industrial media audience — send over your assets, and we handle ad copy, hosting, marketing, and optimization.

MORE EFFICIENT:

A better value than purchasing individual newsletters or eblasts at a la carte rates — clients receive \$20,000–\$30,000 in marketing deployments for the proposal below.

GUARANTEED REGISTRATION LEADS:

100-lead campaign, delivering first name, last name, email, company, and job title.

QUALIFIED AUDIENCE:

Non-manufacturing/distribution companies, students, consultants, competitors, sales reps, and retired professionals are removed.

PRIMARY CHANNELS:

Newsletter deployments and single sponsored eblasts, with website advertising and social media as secondary options.

WHITEPAPER

\$16,745

Includes 100 registration leads — 1,000-word whitepaper.

EBOOK

\$18,645

Includes 100 registration leads — 2,000-word eBook.

Custom research videos also available. Rates include hosting, marketing, content creation, and campaign management.

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."

SPONSORED WEBINAR TOPICS

Position your company as a thought leader and generate leads using our unique video format.

- Artificial Intelligence for Production and Inventory Optimization
- Sustainable Packaging and Waste Reduction Practices
- Regulatory Compliance and Clean Label Reformulations
- Food Safety Innovations, Including Advanced Sanitation and Traceability
- Automation and Robotics in Food Processing
- Energy Efficiency and Carbon Footprint Minimization
- Supply Chain Resilience and Ingredient Sourcing Strategies
- Data-Driven Predictive Maintenance and Equipment Monitoring
- Workforce Challenges and Training for Modernized Operations
- Processing Technology: High-Pressure, Ultra-High-Temperature, and Advanced Techniques



VIDEO PODCAST SPONSORSHIP: \$17,840 — 100 Guaranteed Registration Leads

TIM PODCAST SPONSORSHIP PROGRAM

WEEKLY MANUFACTURING PODCAST SPONSORSHIP WITH GUARANTEED VISIBILITY

Today In Manufacturing covers the top topics impacting U.S. manufacturing, hosted by Anna Wells, David Mantey, and Jeff Reinke — a combined 45+ years of experience serving the U.S. manufacturing professional.



PROVEN REACH:

Over 40,000 monthly views, downloads, or listens, promoted across Food Manufacturing, IMPO, Industrial Distribution, IEN, M.Net, Manufacturing Business Technology, and DDT.

SPONSOR BENEFITS:

Client ad appears in your branded newsletter of choice during the week of podcast promotion; Monday headline position on all websites.

SPONSOR PERKS:

Banner placed below the podcast video with a 100-word callout or video roll up to 45 seconds. Logo receives 150,000–250,000+ views weekly.

SPONSORSHIP

\$10,075

Monthly sponsorship. 40,000 views guaranteed + 150,000 ad impressions

SECURITY BREACH PODCAST PROGRAM

CYBERSECURITY-FOCUSED PODCAST SPONSORSHIP FOR MANUFACTURING BRANDS

“Security Breach,” a podcast series by Manufacturing.net hosted by Jeff Reinke, delves into the critical issue of cybersecurity threats facing the manufacturing industry — a sector particularly susceptible to hackers and malicious actors.

PROVEN REACH:

Over 10,000 monthly views, downloads, or listens, promoted across Food Manufacturing, IMPO, Industrial Distribution, IEN, M.Net, Manufacturing Business Technology, and DDT.

SPONSOR BENEFITS:

Advertisement in the OT Security Update weekly newsletter for 2 weeks; Monday headline position on all websites.

SPONSOR PERKS:

Banner placed below the podcast video with a 100-word callout or video roll up to 45 seconds. Logo receives 50,000+ views weekly.



SPONSORSHIP

\$4,995

Monthly sponsorship. 10,000 views guaranteed + 50,000 ad impressions

GEN Z IN MANUFACTURING PODCAST

EVOLVE YOUR BRAND WITH THE FUTURE OF MANUFACTURING

The Gen Z in Manufacturing podcast is a platform for young workers to discuss their journeys in manufacturing. Each episode, guests share how they intend to influence the industry and what they look for in an employer. This podcast creates a unique opportunity for sponsors to establish their brand amongst the podcast's future-oriented listeners.

GEN Z
IN MANUFACTURING

PROVEN REACH:

10,000 monthly views guaranteed, promoted across Food Manufacturing, IMPO, Industrial Distribution, IEN, M.Net, Manufacturing Business Technology, and DDT.

SPONSOR BENEFITS:

Client ad appears in your branded newsletter of choice during the week of podcast promotion; Monday headline position on all websites.

SPONSOR PERKS:

Banner placed below the podcast video with a 100-word callout or video roll up to 45 seconds. Logo receives 50,000+ ad impressions.

SPONSORSHIP

\$4,995

Monthly sponsorship. 10,000 views guaranteed + 50,000 ad impressions

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.



VIDEO SHOWCASE

MONTHLY VIDEO CONTENT THAT PUTS YOUR PRODUCT IN FRONT OF BUYERS

The IEN Video Showcase spotlights the newest product videos featured on IEN.com, giving advertisers a monthly opportunity to put their technology directly in front of engaged manufacturing decision-makers as they research new tools and solutions.

MAXIMIZE VISIBILITY:

Your video is featured in a dedicated monthly showcase distributed directly to IEN's engaged audience.

PREMIUM PLACEMENT:

Sit alongside curated product videos from other leading manufacturers in the industrial space.

SIMPLE PARTICIPATION:

Just supply your video creative — we handle placement, promotion, and delivery.

CONSISTENT REACH:

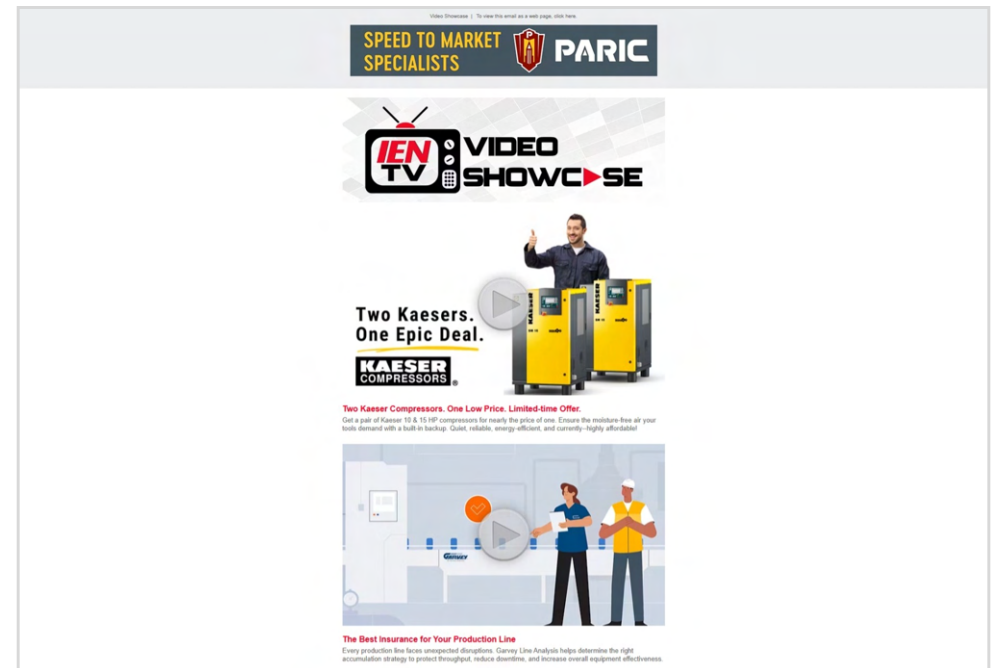
A monthly deployment keeps your product in front of buyers on a recurring basis.

PRICING
\$1,103

per deployment

FREQUENCY
MONTHLY

Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link



5 MINUTES WITH IEN

SHORT-FORM VIDEO INTERVIEWS FOR NEWSLETTERS, EBLASTS & SOCIAL

A quick, turnkey video interview format built for newsletter advertising, eblasts, and social media — produced entirely by our in-house video team.

SIMPLE FORMAT:

Typically 3 questions in a problem/solution format, with just 30 minutes of your SME's time on shoot day.

HIGHLY TURNKEY:

All video editing handled by Industrial Media's video department.

CLIENT APPROVAL:

Includes two rounds of edits and final approval before the video posts live.

MULTI-CHANNEL READY:

One video, reused across newsletter placements, eblasts, and social media for maximum mileage.



VIDEO CREATION COST

\$4,995

Includes one week in the daily newsletter Featured Video position, a \$3,995 value.

360 PRODUCT VIDEOS

FOR CAMPAIGNS AND SOCIAL MEDIA

A turnkey, 360-degree look at your product — great content for newsletter advertising, eblasts, and social media.

HIGHLY TURNKEY:

All video editing done by Industrial Media's video department.

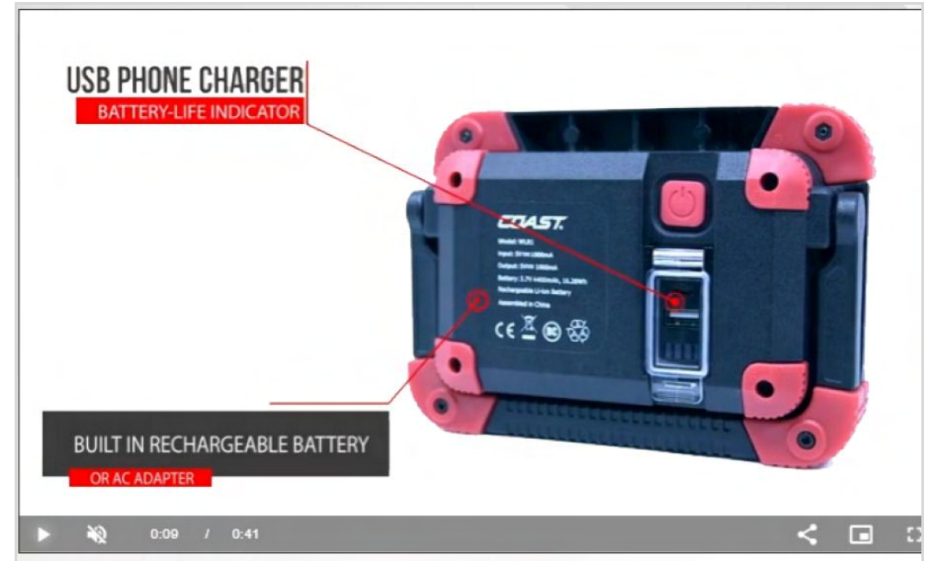
YOURS TO KEEP:

The video is yours after the marketing campaign, to use for your own marketing efforts.

VIDEO CREATION COST

\$4,720

Includes one week in the daily newsletter Featured Video position, a \$3,995 value.



WHITEBOARD VIDEOS

THAT SIMPLIFY YOUR STORY

A friendly, illustrated format that breaks down your product or service — great content for newsletter advertising, eblasts, and social media.

HIGHLY TURNKEY:

All video editing done by Industrial Media's video department.

YOURS TO KEEP:

The video is yours after the marketing campaign, to use for your own marketing efforts.

VIDEO CREATION COST

\$4,720

Includes one week in the daily newsletter Featured Video position, a \$3,995 value.



PRODUCT PR VIDEOS

THAT PUT YOUR BRAND FRONT AND CENTER

A polished, PR-style product video — great content for newsletter advertising, eblasts, and social media.



HIGHLY TURNKEY:

All video editing done by Industrial Media's video department.

YOURS TO KEEP:

The video is yours after the marketing campaign, to use for your own marketing efforts.

VIDEO CREATION COST

\$4,720

Includes one week in the daily newsletter Featured Video position, a \$3,995 value.

VIDEO CREATION AND MARKETING PACKAGE

FULL-SERVICE VIDEO PRODUCTION, NEWSLETTER PLACEMENT & LEAD GENERATION

Video is a powerful medium for connecting with customers and prospects — 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.



VIDEO CREATION:

Filming, production, and editing done by Unit 202, our in-house video production department. Product, 360, and whiteboard video formats available.

MARKETING:

Two weeks in the daily newsletter of your choice (10 deployments, position A or B), dedicated email blast to 5,000 targeted subscribers. Posted on all Industrial Media websites.

VIDEO FILE:

Provided in .MP4 format after the campaign for use on your internal marketing and website.

LEAD GENERATING:

150 leads from the newsletter or dedicated email blast promotions.

PACKAGE COST

\$6,995

25,000 YouTube views targeting your ICL for an additional \$5,000

MADE IN AMERICA / AMERICAN DISTRIBUTORS

LIMITED VIDEO SERIES SPOTLIGHTING U.S. MANUFACTURERS & DISTRIBUTORS

Industrial Media's limited video series tell the story of American industry — from the manufacturers building it to the distributors keeping it running, filmed on location and produced in our state-of-the-art studio.



MADE IN AMERICA SEASON 3

- Highlights U.S. manufacturers who remain committed to manufacturing in the U.S.
- Explores each company's history, products, technology, services, and customer experiences.
- Includes onsite facility tours and exclusive interviews with company executives and local officials.

AMERICAN DISTRIBUTORS SEASON 1

- Goes inside the facilities that keep U.S. manufacturing running.
- Features exclusive interviews, onsite tours, and behind-the-scenes access with U.S. distributors.
- Showcases the history, products, technology, services, and customer experiences of each distributor.

VIDEO PACKAGE & TOTAL REACH: 279,000+

- 10–15 minute feature video
- (2) 30-second product videos
- (5) 15-second social media videos
- Posted on all 7 sites for 12 months: 100,000+ ad impressions
- Featured in 7 daily newsletters, 35 total deployments: 157,000+ ad impressions
- Promoted via boombox across all 7 sites: 100,000+ ad impressions
- Promoted in our Video Product Showcase: 22,000 total circulation

MADE IN AMERICA CUSTOM VIDEO

\$27,995

279,000 impressions guaranteed

AMERICAN DISTRIBUTOR CUSTOM VIDEO

\$27,995

279,000 impressions guaranteed

PRE-ROLL IN DAILY VIDEOS

IN-HOUSE PRE-ROLL ADS ACROSS ALL INDUSTRIAL MEDIA DAILY VIDEOS

Created in-house daily with our Unit 202 department and editorial team, and distributed via websites and newsletters across IEN, Design & Development Today, Manufacturing.net, MBT, and IMPO.

STRONG PERFORMANCE:

Videos receive an average of 2,000 views daily, with a 57% pre-roll completion rate and 64% video completion rate.

PROVEN SCALE:

10,000 views results in 13.88 hours of ad exposure — over 1 million video impressions in 2024.

RATE

\$275/m

AVG. DAILY VIEWS

2,000



MANUFACTURING*NOW*



GM Joint Venture Retooling Tennessee Plant for 'World-First' Battery Production

The project is part of a planned \$1B investment in the site.

CUSTOM EBLASTS

TARGETED HTML OR TEXT BLASTS

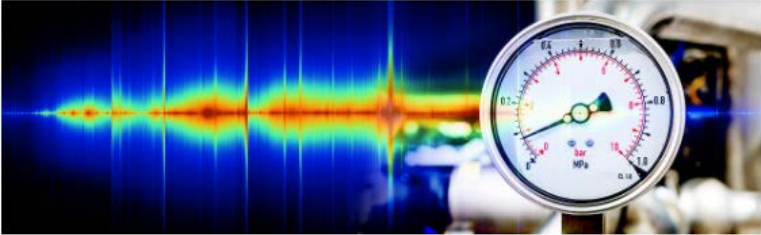
- Subscribers can be targeted by publication or segment our entire database by titles & industries
- All subscribers are first party data that have opted into newsletters and emails
- Generates click leads of readers who engaged with the dedicated email send.
- Great for building your database

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*

**Option!"*

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

EBLAST PRICING: \$400/m | WITH SECOND SEND TO OPENS: \$480/m

CUSTOM RESEARCH FOR MANUFACTURING LEADERS

ACTIONABLE INTELLIGENCE BUILT FOR YOUR BUSINESS

THE CHALLENGE

In today's manufacturing landscape, leaders face:

- Rapidly evolving technologies and supply chains
- Increased global competition and market uncertainty
- Shifting buyer behaviors and decision-making cycles
- Pressure to justify investments with hard data

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

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

The value to your business, by partnering with us, you gain:

- Clarity to make smarter, data-driven decisions
- Confidence to differentiate your brand with proprietary insights
- Tools to optimize your marketing and sales strategies
- A competitive edge in a market where precision matters

OUR SOLUTION

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.

- Buyer Behavior: What drives purchasing decisions in your category
- Market Opportunities: Where new growth can be found
- Brand Perception: How your company is viewed vs. competitors
- Content Alignment: What topics engage your customers most

Example



Don't settle for generic intelligence. With our custom research, you'll understand your customers, your market, and your opportunities better than ever.

CUSTOM RESEARCH PRICING: Starting at \$31,495

SPONSORED ARTICLE POSTINGS FOR SEO

MAXIMIZE YOUR REACH ACROSS 7 LEADING MANUFACTURING WEBSITES

Whether you're launching new products, showcasing innovative solutions, or sharing your industry expertise, our network of 7 highly-trafficked manufacturing websites is your gateway to success!

SEO Benefits Improve your search engine rankings with backlinks from authoritative industry websites.	Targeted Audience Reach professionals in the manufacturing, engineering, and industrial sectors who are actively seeking solutions.	Boost Visibility Increase your brand's visibility across multiple platforms with thousands of daily visitors.	Drive Engagement Engage with a community of decision-makers and influencers in the manufacturing industry.	Multi-Channel Exposure Gain exposure on all 7 platforms, ensuring your content reaches a diverse yet targeted audience.
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PERFECT FOR		PRICING
- Product launches - White papers and case studies - Industry news and updates	- Success stories and testimonials - Technical guides and how-tos	\$6,500 NET - Includes 10 sponsored posts across our sites

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
DAILY NEWSLETTERS			
Leaderboard	Deploys Monday-Friday 600x100 + link		\$3,145
TOC Inline Text & Image	Deploys Monday-Friday 50 character headline incl. spaces, 250 character text, 300x250 pixel (displays 150x125) + link		\$3,145
Inline Text & Image	Deploys Monday-Friday 50 character headline incl. spaces, 250 character text, 300x250 pixel (displays 150x125) + link		\$2,620
Newsletter Sponsorship	One month sponsorship, sponsors logo at top of newsletters and inline ad for 4 weeks		\$16,795
Campaign Optimization	Optimized campaign with guaranteed leads 240 CPC		\$10,500
Featured Video	Deploys Monday-Friday Featured video placement + link		\$3,295
WEEKLY NEWSLETTERS			
Leaderboard	Deploys Monday for 5 consecutive weeks 600x100 + link		\$3,880
TOC Inline Text & Image	Deploys Mon. for 5 consecutive weeks 50 char headline incl. spaces, 250 char text, 300x250 pixel (displays 150x125) + link		\$3,880
Inline Text & Image	Deploys Mon. for 5 consecutive weeks 50 char headline incl. spaces, 250 char text, 300x250 pixel (displays 150x125) + link		\$3,145
Newsletter/eBlast Package	5 Newsletter or eblasts		\$12,595
Newsletter/eBlast Package	10 Newsletter or eblasts		\$22,995
Featured Video	Deploys Monday for 5 consecutive weeks Featured video placement + link		\$3,995
MONTHLY NEWSLETTERS			
Video Showcase	Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link		\$1,103
SMART ENGAGEMENT			
Pre-Targeting & Social Optimization	Influence marketing driving clicks & ad impressions		\$3,150/month
Content Optimization	Engaged users, page/site visits	YES	\$12,995/month
Content Optimization with Leads	Convert page/site visits, Engaged users, MQL leads	YES	\$21,995/month
EBLASTS			
eBlast	See eBlast Specs Page		\$400/m
eBlast	Includes a second send to opens		\$480/m
WEBSITE			
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$95/m
Billboard	970x250 & 300x250 (Mobile)		\$95/m
Boombox	300x250		\$95/m
Reveal Ad	BIG IMPACT POSITION		\$275/m
Native Ads	Great for content advertising Targeted Campaigns		\$109/m

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
MQL CAMPAIGNS			
Content Syndication	100 Registration Leads (minimum of 3 pieces of content)	YES	\$14,845
Whitepaper	100 Registration Leads and includes 1500 Word Whitepaper	YES	\$16,745
eBook	100 Registration Leads & includes 2600 Word eBook	YES	\$18,645
eBook Multi-Sponsored	100 Registration Leads & includes 2600 Word eBook	YES	\$12,995
Custom Research	Custom	YES	\$31,495
Content Creation	Includes 1,000 words; \$1.90 per word thereafter		\$3,995
VIDEO PODCASTS / WEBINARS			
Video Podcast (New Webinar Format)	100 Registration Leads	YES	\$17,840
Traditional Webinar (Slide Presentation)	100 Registration Leads	YES	\$24,145
Video Whitepaper	100 Registration Leads	YES	\$15,745
5 Minutes with Videos			\$4,995
Market Research Video	100 Registration Leads	YES	\$15,745
Video Podcasts Multi-Sponsored	100 Registration Leads	YES	\$12,995
PODCAST SPONSORSHIP			
Today in Manufacturing Weekly Podcast	Monthly sponsorship. 40,000 views guaranteed + 150,000 ad impression	Sponsorship	\$10,075
Security Breach Podcast	Monthly sponsorship. 10,000 views guaranteed + 50,000 ad impression	Sponsorship	\$4,995
Gen Z Podcast	Monthly sponsorship. 10,000 views guaranteed + 50,000 ad impression	Sponsorship	\$4,995
CUSTOM VIDEOS			
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,720
Video Ads	Includes one week in daily newsletter or 10k pre-roll		\$4,720
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,720
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,720
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,720
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,720
Video Creation & Marketing Package	Includes 3 minute video, two weeks in daily newsletter, 5k eblast and 150 click leads		\$6,995
YouTube Promotion	25,000 YouTube views targeting your ICL		\$5,000

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
Corporate Video	Custom Pricing \$1,500 + expenses per day (B-roll footage \$1,500)		
Made In America Custom Video	279,000 impressions guaranteed		\$27,995
American Distributor Custom Video	279,000 impressions guaranteed		\$27,995
Pre-Roll	Runs on daily editorial videos	Sponsorship	\$275/m
Pop-Out Video Player	Video runs on website home page/Select Secondary Pages	Sponsorship	\$200/m
LEADERS			
One Category	25,000 impressions guaranteed		\$4,995
Two Categories	50,000 impressions guaranteed		\$8,991
Three Categories	75,000 impressions guaranteed		\$13,186.80
Three + Categories	100,000 impressions guaranteed		Call for pricing

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AD SPECIFICATIONS

WEBSITE, E-BLAST, AND E-NEWSLETTER PRODUCTS

WEBSITE AD SPECS

- Maximum file size - 1 MB
- .jpg, .png, .gif, HTML5 zip file, and custom third-party code
- Include linking URL for ad units

LEADERBOARD - 3 SIZES

- 970x90 pixels (Desktop)
- 728x90 pixels (Tablet)
- 300x50 pixels (Mobile)
- Link

BOOMBOX

- 300x250 pixels
- Link

BILLBOARD

- 970x250 pixels
- 300x250 pixels (Mobile)
- Link

REVEAL

- E1: 2500x1450 pixels (background image)
- E2: 300x250 pixels PNG for transparent (messaging/CTA should go here)
- Link
- No third-party tags accepted

NATIVE

- 20-75 character headline
- 40-120 character body
- 600x400 pixel image (.jpg or .png only)
- Logo 300 pixel wide max., centered on top of image for best display options
- Link

E-BLAST SPECS

- File type: pre-formatted HTML
- Max file width: 650 pixels
- Subject line: 50 characters max.
- Teaser line: 100 characters max (optional)
- Advertiser name: as it should appear on the "From" line
- Test list: email address list of recipients for e-Blast test
- Seed list: email address list of recipients for eBlast live/final send

E-NEWSLETTER AD SPECS

LEADERBOARD

- 600x100 pixels
- Link

T.O.C. Text & Image Ad + Inline Text & Image Ad

- 50 character headline (including spaces)
- 250 characters of text (including spaces)
- 300x250 pixel image (will display as 150x125)
- Link

AD SPECIFICATIONS

VIDEO PRODUCTS

VIDEO AD SPECS

PRE-ROLL & POP-UP VID.

- Max file size: 25MB
- Max duration: 15-30 seconds
- File type: .mp4 or .mov
- Linking URL

UNBOXING VIDEO

- Product release with 75--100 word outline that best describes the product
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- Call to Action (CTA) for the end of the video including contact information
- 150 word script if voiceover is requested
- Product and spec sheet to send to Industrial Media

VIDEO SHOWCASE

- Image: 640x360 pixels
- Headline: 80 characters (max.)
- Body copy: 250 characters
- URL link

SOCIAL MEDIA VIDEO

- Product release with 75--100 word outline that best describes the product
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- High resolution company logo
- 150 word script if voiceover is requested

360 PRODUCT VIDEO

- Product release with 75-100 word outline that best describes the product.
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- Call to Action (CTA) for the end of the video including contact information
- 150 word script if voiceover is requested
- Product and spec sheet to send to Industrial Media

VIDEO AD

- Product release with 75-100 word outline that best describes the product.
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features with call to action for the end of the video including contact information
- 150 word script if voiceover is requested

SALES BROCHURE VID.

- Product release with 75-100 word outline that best describes the product.
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- High resolution company logo
- 150 word script if voiceover is requested
- Digital spec sheet (PDF or PSD)

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.



EST. 1933

The largest engaged audience of U.S. manufacturing professionals seeking technology and product information. Covers a broad industrial base (machinery, metals, food, chemicals, transportation, etc.) with strong representation from C-suite, operations, engineering and purchasing decision-makers.



EST. 2016

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.



EST. 2010

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.



EST. 2018

Provides product and solution news for design engineering professionals across transportation, automotive, aerospace, machinery, medical equipment and related industries. Core readers are design, mechanical, electrical and software engineers plus engineering management and R&D roles.



EST. 1984

Targets decision-makers responsible for cybersecurity, IT infrastructure, automation, Industry 4.0 and digital transformation investments. Readers span C-suite/admin, operations and engineering roles across machinery, transportation, electrical, food, chemicals and business-services software segments.



EST. 1911

Serves U.S. industrial distributors with news, operations data and market intelligence since 1911. Readers are primarily management and sales/sales-management personnel at general-line and specialist distributors who sell into manufacturing, construction, OEM, energy and related end markets.



OT Security Update provides industrial cybersecurity information to manufacturing decision makers.



EST. 1939

Focuses on maintenance, repair and operations (MRO) professionals in manufacturing. Digital audience is concentrated in industrial & commercial machinery, metals, electrical equipment and related sectors, with heavy operations and engineering job-function weighting.



EST. 1987

Delivers information and technology solutions to food & beverage manufacturing professionals. Reach focuses on decision-makers at mid-to-large plants (the "sweet spot" of establishments with 50+ employees) in meat, dairy, beverages, confectionery and related categories, spanning C-suite, operations, engineering and purchasing.



EST. 1998

Premier digital manufacturing news destination for influential buyers seeking the latest products, technology and industry developments. Audience has strong buying authority across electrical, machinery, transportation/aerospace, metals, food, chemicals and related manufacturing sectors.



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