



2023

MEDIA PLANNER

Our customized media solutions are empowered by the connections made possible by SME

Manufacturing
ENGINEERING

SMART
manufacturing



SME BY THE NUMBERS

210

SME CHAPTERS
IN THE USA

75K+

MONTHLY MANUFACTURING
ENGINEERING SUBSCRIBERS

83K+

TOTAL PARTICIPANTS
AT LIVE EVENTS

95K+

SOCIAL MEDIA
FOLLOWERS

125K+

WEBSITE VISITORS
PER MONTH

\$9M

SCHOLARSHIPS AWARDED TO
STUDENTS SINCE 2005



SME is a nonprofit association of professionals, educators and students committed to promoting manufacturing technology, developing a skilled workforce and connecting the industry.

What we do

SME connects the most prestigious, experienced and innovative professionals in the business. We understand the problems you face, and we'll help you find solutions for your manufacturing needs through our:

- Certification programs
- Education
- Events and trade shows
- Manufacturing news
- Membership activities and networking
- Workforce training



SME INTEGRATED SOLUTIONS

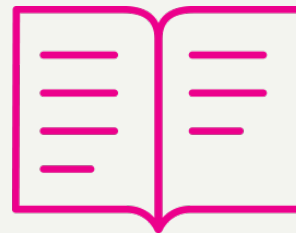
By using a blended approach to our solutions, we bring you the best results. Our digital and print publications and newsletters, combined with live events and podcasts, deliver integrated ways to improve your:

- Brand awareness
- Latest news
- Lead generation
- Professional development
- Social engagement
- Web content

OUR MEDIA OFFERINGS

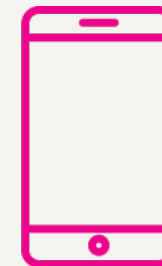
CONTENT

- Industry reports
- *Manufacturing Engineering* magazine
- *Smart Manufacturing* magazine



DIGITAL

- eNewsletters
- Lead generation
- List rental
- Podcasts
- Webinars
- Website advertising



EXPERIENCES

- Event sponsorship
- Live events
- Virtual events



Manufacturing ENGINEERING®

Reach the buyers you're after in our flagship magazine

For decades, *Manufacturing Engineering* magazine has offered engineers and manufacturing professionals a highly respected source for news and information on the technologies and processes that help them succeed and thrive.

Our practical and relevant coverage encompasses a wide range of industries. While our roots lie in traditional metalworking and shop operations, we are committed to keeping our readers informed of the latest innovations in all areas of manufacturing.

DIGITAL EDITIONS

Just as digital technologies are unlocking new opportunities for manufacturing, SME's digital editions are offering technological enhancements that enable readers to engage with our news and information in new ways.

Access *Manufacturing Engineering* and *Smart Manufacturing* magazines from anywhere, anytime, on any device.



67,000+

MONTHLY PRINT EDITIONS
DISTRIBUTED

8,000+

MONTHLY DIGITAL EDITIONS
DISTRIBUTED

49K+

AVERAGE MONTHLY DIGITAL
EDITIONS PAGE VIEWS

Publisher's data

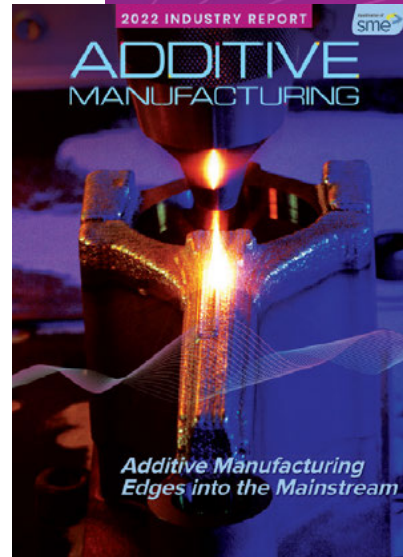
INDUSTRY REPORTS

Published yearly, *Manufacturing Engineering's* industry reports take a deep dive into key manufacturing industries and initiatives.

Each industry report provides authoritative insights from industry leaders and subject matter experts who chronicle the trends, processes and technologies that drive innovation and influence workforce development.

AD UNIT	GROSS RATES	NET RATES
FULL PAGE	\$5,000	\$4,250
1/2 PAGE (H or V)	\$3,000	\$2,550
1/4 PAGE	\$2,000	\$1,700

30K PRINT DISTRIBUTION	30K DIGITAL DISTRIBUTION	60K TOTAL DISTRIBUTION
Publisher's data		



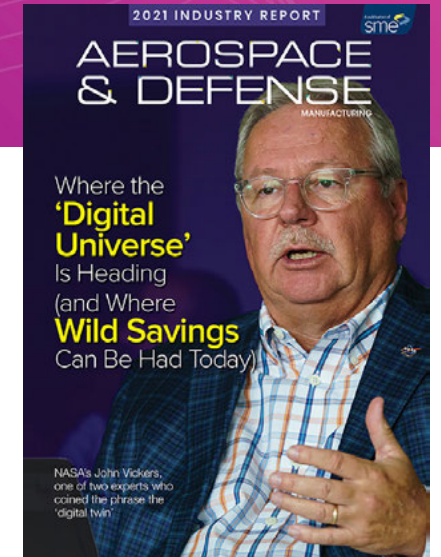
ADDITIVE MANUFACTURING

A comprehensive, in-depth look at how AM—including revolutionary materials, dynamic innovators and advanced 3D printers—is transforming next-generation products and processes across the aerospace, automotive, medical and consumer industries.



30 UNDER 30

Manufacturing Engineering recognizes 30 individuals under the age of 30 who are making a difference in manufacturing and STEM fields.



AEROSPACE & DEFENSE MANUFACTURING

Covers the A&D industry from additive manufacturing and automation to tooling, welding and workforce development.

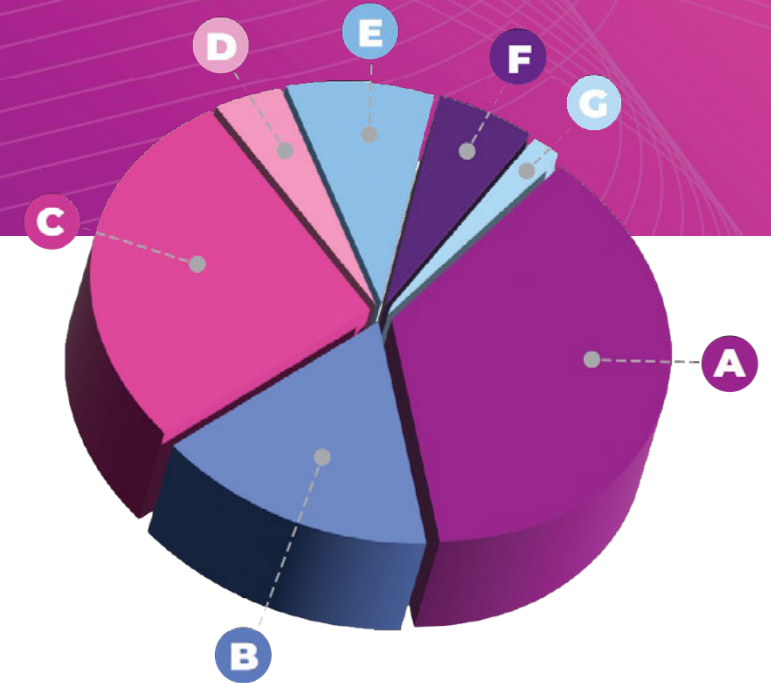
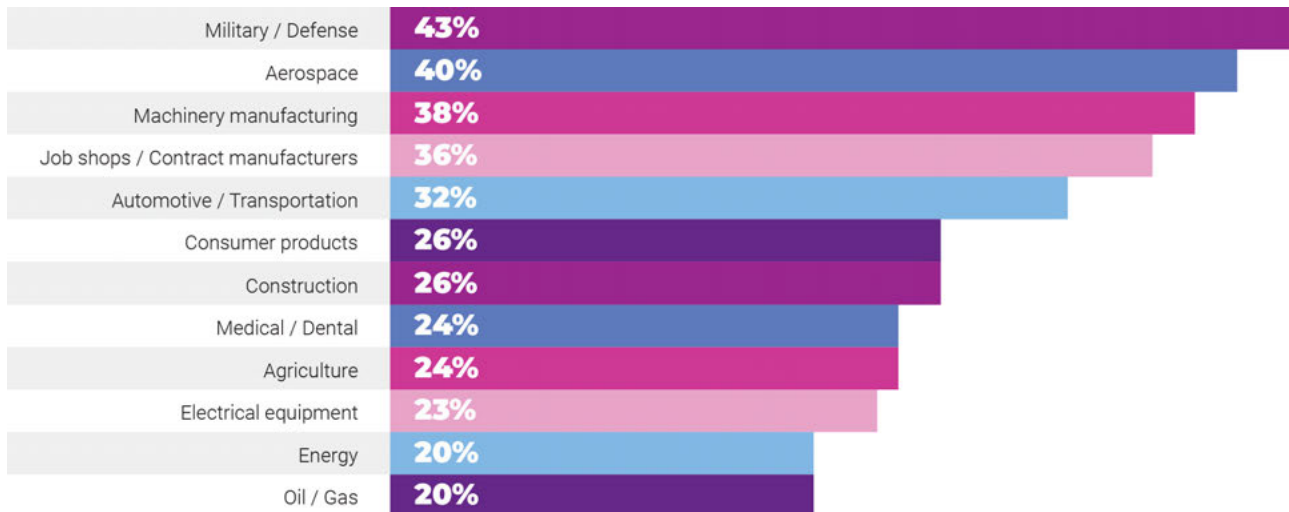


MANUFACTURING ENGINEERING BY THE NUMBERS

Deep Reach in Key Industry Categories (Source: Publisher's data)



Readership Segments (Publisher's data, multiple responses permitted)



Breakout of Qualified Circulation by Functions
(Publisher's data)

Functions	Percent of Total
A Company Management, Corporate Execs and Purchasing	37.5
B Manufacturing Production: Management & Dept.	16.5
C Manufacturing Engineering: Management & Dept.	27.2
D Quality Assurance Control	3.9
E Product Design, Research and Development	8.8
F Marketing/Sales	5.4
G Other Qualified Personnel	0.7

MANUFACTURING ENGINEERING DISPLAY AD RATES

MANUFACTURING ENGINEERING DISPLAY AD RATES

DISPLAY AD	1x	3x	6x	12x	24x
FULL PAGE	\$10,600	\$10,350	\$10,100	\$8,600	\$8,100
1/2 PAGE (ISLAND)	\$7,400	\$7,250	\$7,050	\$6,050	\$5,700
1/2 PAGE	\$6,570	\$6,420	\$6,300	\$5,400	\$5,100
1/3 PAGE	\$5,060	\$4,980	\$4,870	\$4,280	\$4,040

COVERS AND SPECIAL POSITIONS

All covers and special positions are sold on a non-cancelable 6x (every other month) and 12x basis.

COVERS & SPECIAL POSITIONS	6x	12x
COVER 2	\$10,140	\$8,670
COVER 3	\$9,690	\$8,230
COVER 4	\$10,610	\$9,030

Materials for *Manufacturing Engineering* and all SME publications are delivered via the SME Ad Portal.

Contact SME Production at 313-425-3160 or admedia@sme.org.

CLASSIFIED ADVERTISING

1. Classified display section

Ads occupy individual space within border rules. Nine lines to an inch (7/8"). Maximum size 2"; minimum size 1".

CLASSIFIED DISPLAY	1x	6x	12x
	\$200/in.	\$180/in.	\$840/in.

2. Classified non-display section

Set in want-ad style. One paragraph. No display. Seven words/line average. Five line minimum. Rate per line (per insertion): \$35 (non-commissionable).

3. Classified advertising section rates

- Units restricted to maximum mechanical sizes listed.
- Units of varying sizes can earn frequency rates.
- Advertising in the classified advertising section cannot be applied to regular R.O.P. (Run of Press) display contracts or used as "rate-holders."

CLASSIFIED AD SECTION	1x	6x	12x
1/9 UNIT (2-3/16" x 3-3/8")	\$900	\$880	\$840
1/8 UNIT (3-3/8" x 2-1/4")	\$1,020	\$990	\$970
1/6 UNIT (2-3/16" x 4-7/8")	\$1,345	\$1,330	\$1,290
2/9 UNIT (4-1/2" x 3-3/8")	\$1,370	\$1,770	\$1,700



FREQUENCY DISCOUNTS

The rate earned is determined by the number of insertions or different advertisements contracted for and used in any one or more issues within any 12-month period. Spreads count as two single-page insertions. No space under one-quarter page may be included as a "rate-holder" to earn frequency discounts on larger space.

COMBINATION DISCOUNTS

Insertions in Smart Manufacturing, Special Sections and Industry Reports apply toward total earned frequency in *Manufacturing Engineering*.



MANUFACTURING ENGINEERING EDITORIAL CALENDAR

IN EVERY ISSUE:

- **Up Front:** A letter from the editor
- **SME Speaks:** Showcasing SME activities and impact on manufacturing
- **Advanced Manufacturing Now:** Insights into innovation in manufacturing processes
- **News Desk:** Trends and ideas in manufacturing
- **Shop Solutions:** Problem-solving on the shop floor

	JAN/FEB	MAR	APR	MAY	JUN/JUL	AUG	SEP	OCT	NOV	DEC/JAN
EDITORIAL LEAD	Advanced Manufacturing	Continuous Improvement	Additive Manufacturing	Automation	Machining Centers	FABTECH Show Issue	Manufacturing Software	Manufacturing Management	Aerospace and Defense	Next-Generation Systems
	2023 Outlook & Trends - Automation, Digitalization and EVs	Die/Mold Machining	Wohlers & Associates AM Outlook	Automation Today and Beyond	Flexible Workcells	Casting & Forging	ERP/MES/PLM Software	Supply Chain/Logistics	Aerospace Machining	Energy Parts Manufacturing
	Materials Revolution: Impact on Manufacturing, Machines, Tooling & Workholding	Holemaking	AM in Medical Applications	Advanced Sensors & Machine Controls	Swiss-Style Machining	Milling	CAD/CAM	Succession Planning	Quality Control	Assembly Systems
	Multi-Axis Machining	Tool Balancing	Recruiting, Training, and Retention	Ceramic Cutting Tools	Big Data, Big Results	Laser Welding & Cutting	Turning Machines & Tooling	Marketing Strategies	Cutting Fluids	Recycling/Sustainability
	Cutting Tool Coatings	Design for Six Sigma	Medical Machining	Improving Productivity & Profitability	Grinding	Modular Workholding	Machine Learning	Machine Tool Maintenance	AGVs & Material Handling	Coordinate Measuring Machines
	Safety	—	—	—	Gaging	Welding Automation	—	—	—	—
	—	—	—	—	Vertical Integration	—	—	—	—	—
RECURRING COLUMNS	Inclusive Insights	Software Update	Inclusive Insights	Software Update	Inclusive Insights	Software Update	Inclusive Insights	Software Update	Inclusive Insights	Software Update
INDUSTRY REPORTS & SPECIAL COVERAGE	—	—	Additive Manufacturing Industry Report	Tooling & Workholding Special Supplement	—	Motorized Vehicle Manufacturing Special Section	—	Aerospace & Defense Manufacturing Industry Report	—	—
SHOW PREVIEW & BONUS DISTRIBUTION	HOUSTEX	—	RAPID + TCT	EASTECH	—	FABTECH	CMTS SOUTHTEC	WESTEC AeroDef Manufacturing	—	—
ADVERTISER BONUS	Tech Sheets (w/full-page ad or equivalent) Show Exhibitors Receive Same Size Ad in Related 2023 Event Directory	Half-Page Case Study or Company Profile (w/half-page ad or larger)	Industry Report Advertisers Receive Leads from Additive Webinar	Show Exhibitors Receive Same Size Ad in Related 2023 Event Directory T&W Advertisers: Free Ad in Special T&W eNewsletter	Website Profiles (w/half-page ad or larger)	Signet AdBrand Advertising Study (w/half-page ad or larger)	Show Exhibitors Receive Same Size Ad in Related 2023 Event Directory	Show Exhibitors Receive Same Size Ad in Related 2023 Event Directory Industry Report Advertisers Receive Leads from Aerospace Webinar	Half-Page Case Study or Company Profile (w/half-page ad or larger)	Website Profiles (w/half-page ad or larger)
AD CLOSING DATES										
RESERVATIONS	1/2/2023	1/20/23	2/22/23	3/22/23	4/26/23	6/14/23	7/21/23	8/25/23	9/22/23	10/25/23
MATERIALS	1/4/23	1/25/2023	2/27/23	3/27/23	5/1/23	6/19/23	7/26/23	8/30/23	9/27/23	10/30/23

SMART manufacturing

Get SMART about reaching your target audience

Smart Manufacturing makes advanced technologies approachable with engaging coverage of the industry's future.

Smart Manufacturing reaches over 60,000 qualified manufacturing professionals and leaders across a wide range of industries — including more than 50,000 targeted print subscribers who receive Smart Manufacturing packaged with Manufacturing Engineering.

“ This type of magazine helps get the message out that manufacturing is a good career. Manufacturing needs to compete with the likes of Google and Amazon for talent, and we really need this caliber of coverage – a magazine that doesn't look like a machine catalog.

CONRAD LEIVA
CESMII – The Smart
Manufacturing Institute



54,276
BI-MONTHLY PRINT EDITIONS
DISTRIBUTED

18,333
MONTHLY DIGITAL EDITIONS
DISTRIBUTED

28K+
AVERAGE MONTHLY DIGITAL
EDITIONS PAGE VIEWS

Publisher's data (February – August 2022)

SMART MANUFACTURING EDITORIAL CALENDAR



	FEB	APR	JUN	AUG	OCT	DEC
EDITORIAL LEAD	Cybersecurity	Smart Small Shop	Data & Decision Making	Robotics	Diversity, Equity, and Inclusion	The Case Study Issue
	Chief Information Security Officers Speak - Best Practices from the Experts	Getting Started on Digital Transformation - a Playbook for Small- & Medium-Sized Manufacturers	Emerging Data Analytics Tools	Robots, Cobots, and Humanoids (oh, my)	Neurodivergent Hiring Programs	Demonstrating ROI through Additive Manufacturing
	Navigating Cybersecurity Maturity Model Certification (CMMC)	Smart Software for SMMs	Shifting from Big Data to Big Insights	Human - Robot Collaboration and the Future of Manufacturing	Women Leading the Way in AM	ROI of Sustainable Manufacturing
	Cybersecurity in Smart Factories	Attracting Top Talent	Data's Impact on Sustainable Manufacturing	5 Ways Robotics Has Changed Manufacturing	The Importance of Role Models and Mentors	Software that Solves Problems
	Preparing for the CHIPS Act	Networking & Connectivity for Your Shop	–	Advanced Measurement & Metrology	–	–
RECURRING COLUMNS	Workforce Development Manufacturing USA Update	Workforce Development Manufacturing USA Update	Workforce Development Manufacturing USA Update	Workforce Development Manufacturing USA Update	Workforce Development Manufacturing USA Update	Workforce Development Manufacturing USA Update
BONUS DISTRIBUTION	HOUSTEX	RAPID + TCT EASTEC	–	FABTECH CMTS	SOUTHTEC WESTEC, AeroDef Manufacturing	–
AD CLOSING DATES						
RESERVATIONS	1/3/23	3/3/23	5/3/23	6/20/23	9/6/23	11/1/23
MATERIALS	1/6/23	3/6/23	5/8/23	6/23/23	9/11/23	11/6/23

AD RATES	1x	3x	6x
FULL PAGE	\$5,440	\$5,270	\$5,100
1/2 PAGE (ISLAND)	\$3,680	\$3,570	\$3,440
1/2 PAGE	\$3,130	\$3,020	\$2,940
1/3 PAGE	\$2,160	\$2,100	\$2,040

SME's MANUFACTURING TECH HUB LEAD GENERATION

Engage with prospective customers, generate leads, and forge new relationships!

SME's NEW Manufacturing Tech Hub provides a world-class, digital-enterprise platform that delivers thought leadership content and resources to your target audience!

Reach new prospects and potential customers, and receive warm, **intent-based leads** in real-time – with a low-risk, cost-per-lead (CPL) model.

WHAT'S INCLUDED:

- A branded 'storefront' with relevant company information, content and resources
- Marketing tactics including online, email and social to drive traffic to your content and **generate leads**
- 24x7 access to online dashboard to track performance



GATED CONTENT

Content is available to viewers after submitting a simple form.



CUSTOM DASHBOARD

Access your leads and metrics in real time.

LIVE WEBINARS

Stand out as an industry leader and generate high-quality leads

Present your own customized, solutions-oriented message to your target audience, work in conjunction with your industry partners or have your brand associated with a webinar that has been developed by SME's editorial team.

WHAT'S INCLUDED:

- Live webinar hosted by an SME editor
- Prominent display of company name, logo and URL/link in attendee promotions
- Promotional emails sent to a target audience
- Inclusion in the **Manufacturing Weekly** eNewsletter
- Participation in live Q&A session
- Post-webinar leads
- Archival of completed webinar for additional viewing on SME's Resource Center for 12 months



LIVE Q&A WITH MARKET EXPERTS

Following the sponsoring company's presentation, an editor from SME will ask the presenter(s) questions from the audience.



ENGAGING CONTENT – LEADS

When a user registers for a webinar, the sponsoring company is provided complete contact information based on the form fields.



2022 ANNUAL DATA

35

COMPLETED
WEBINARS

140

AVERAGE
REGISTRANTS

40%

CONVERSION
RATE

LIST RENTALS

Connect with manufacturers with a proven buying history

The SME database is 100% response generated and continuously updated, and has more than **631,000 postal records, 453,000 phone records and 179,000 email addresses** of corporate executives, managers, engineers and technical professionals looking for innovative products and services.

You'll be able to completely customize your target list down to the company size, job titles, industries (NAICS codes) and more.

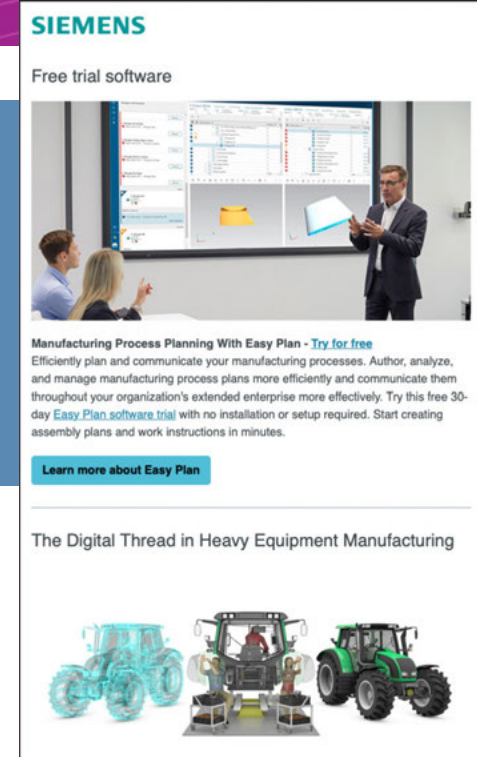
SOURCES:

- Magazine and eNewsletter subscribers
- Paid attendees of expositions, conferences and in-plant courses
- Buyers of and inquirers about manufacturing-related books, novels, DVDs and training programs
- And more!

IDEAL FOR:

- Webinars, seminars and training programs
- Business-to-business offers
- Catalog, magazine, newsletter and online products & services

For counts and selection options, contact your SME regional sales representative or Mary Venianakis, Audience Manager, at mvenianakis@sme.org.



Corrosion Resistance
 polishing to enhance the corrosion
 also includes microfinish improvement, generic surface and elimination of other try operations.
Corrosion Resistance vs. on
 preferred metal finishing process, providing using the risks of corrosion and part of the electropolishing process, as well as ice.
polishing Experts
 ing intricate metal parts for a variety of
 ch & Learn session to learn more about polishing expert.
 paper

<h1>631,000</h1> <p>POSTAL ADDRESSES</p>	<h1>453,000</h1> <p>PHONE NUMBERS</p>	<h1>179,000</h1> <p>EMAIL ADDRESSES</p>
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WEEKLY eNewsletter

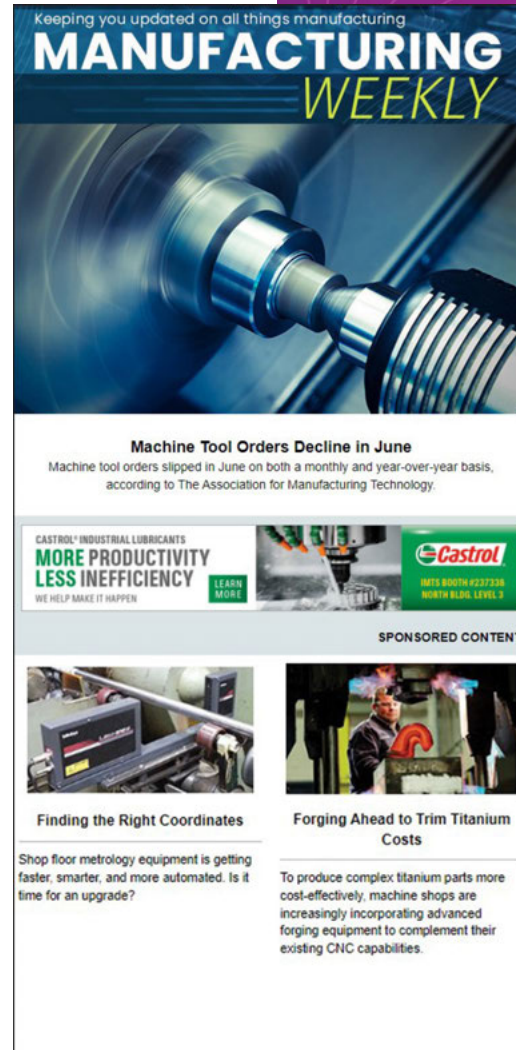
Your ads will go straight to your prospects' inboxes

Our weekly eNewsletter, **Manufacturing Weekly**, is distributed to 30,000+ subscribers. Each issue offers a mixture of the latest manufacturing news and information, as well as featured articles from each of our publications.

AD SIZES:

- Medium rectangle (300x250)
- Small rectangle (300x100)
- Interstitial pushdown (1280x600)
- High-impact leaderboard (970x250)
- Half-page banner ad (300x600)

<h1>30,416</h1> <p>AVERAGE MONTHLY DELIVERED EMAILS</p>	<h1>29%</h1> <p>AVERAGE MONTHLY OPEN RATE</p>
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Keeping you updated on all things manufacturing

MANUFACTURING WEEKLY

Machine Tool Orders Decline in June
Machine tool orders slipped in June on both a monthly and year-over-year basis, according to The Association for Manufacturing Technology.

CASTROL INDUSTRIAL LUBRICANTS
MORE PRODUCTIVITY LESS INEFFICIENCY LEARN MORE
WE HELP MAKE IT HAPPEN

CASTROL
HATS BOOTH #227338
NORTH BLDG. LEVEL 3

SPONSORED CONTENT

Finding the Right Coordinates
Shop floor metrology equipment is getting faster, smarter, and more automated. Is it time for an upgrade?

Forging Ahead to Trim Titanium Costs
To produce complex titanium parts more cost-effectively, machine shops are increasingly incorporating advanced forging equipment to complement their existing CNC capabilities.

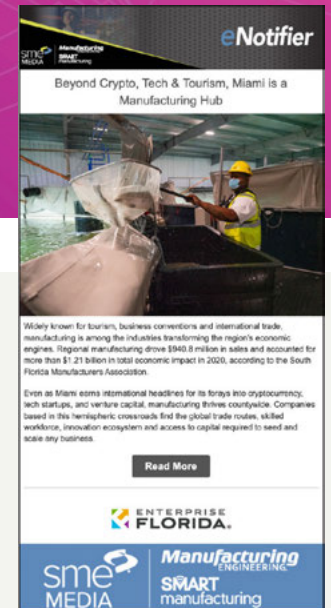


eNotifier: Custom eNewsletter

We can take your educational and solutions-oriented content (e.g., eBook, white paper, case study) and create a custom eNewsletter that is co-branded with SME. The layout appears as a published article with supporting images and graphs. The eNotifier can also include up to three banner-type ads (sponsor's choice), all linking to the supplied URL.

WHAT'S INCLUDED:

- Display of company name, logo and URL in eNotifier email template
- Embedded ads or images
- Deployment to a target audience selection of your choosing (10,000-50,000)
- Post-deployment report with open and click-through data



eNotifier

Beyond Crypto, Tech & Tourism, Miami is a Manufacturing Hub

Widely known for tourism, business conventions and international trade, manufacturing is among the industries transforming the region's economic engine. Regional manufacturing drove \$940.8 million in sales and accounted for more than \$1.21 billion in total economic impact in 2020, according to the South Florida Manufacturers Association.

Even as Miami seeks international headlines for its forays into cryptocurrency, tech startups, and venture capital, manufacturing thrives countywide. Companies based in this hemispheric crossroads find the global trade routes, skilled workforce, innovation ecosystem and access to capital required to seed and scale any business.

Read More

ENTERPRISE FLORIDA

sme MEDIA Manufacturing ENGINEERING SMART manufacturing

SME PODCAST

Advanced Manufacturing Now is the go-to manufacturing podcast

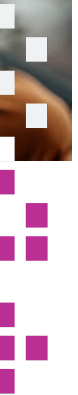
Promote your presence at upcoming events, make product announcements, discuss new trends in the industry and more.

WHAT'S INCLUDED:

- Custom recording and editing (20-30 minutes)
- Post on the SME/Advanced Manufacturing Now podcast page
- Social media posts
- Optional pre-, mid- and post-production commercials in the podcast

AVAILABLE WHEREVER PODCASTS CAN BE FOUND

<https://www.sme.org/smemedia/podcasts/>



2022 DATA

36

PODCAST
IN 2022

1,922

AVERAGE MONTHLY
DOWNLOADS

921

AVERAGE DOWNLOADS
PER EPISODE

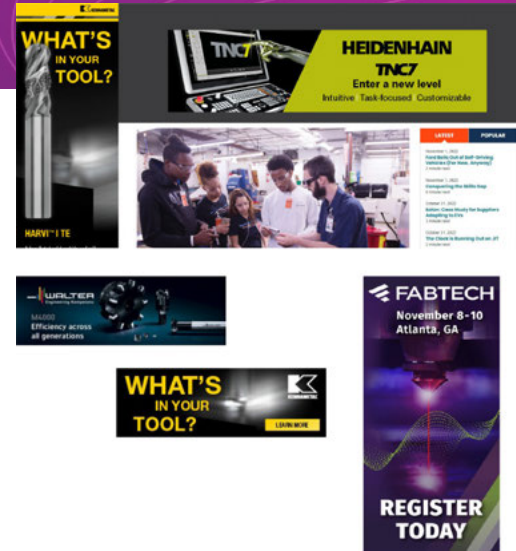
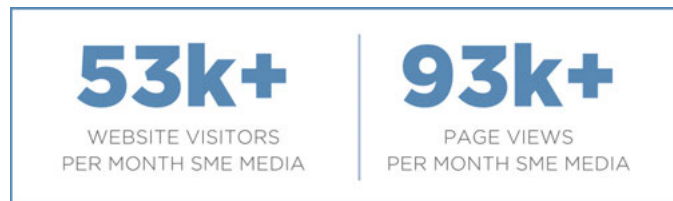
WEBSITE ADVERTISING

Get 93,000 views per month

SME.org promotes our brand as the premier website for manufacturing news and in-depth technical information for manufacturing professionals.

WEBSITE CONTENT INCLUDES:

- Articles from SME’s print publications: **Manufacturing Engineering** and **Smart Manufacturing**
- Articles from industry reports and other special sections
- Press releases
- Live reporting from trade shows and other events
- Podcasts
- Webinars, white papers, reports and other content
- Large and impactful banner placements (pushdown, interstitial, website skin, high-impact leaderboard and half-page banner ad)



WEBSITE RETARGETING :

Deliver digital display ads to people who have previously visited a website on desktop/mobile platforms across the Internet.



Website Skin
320x950 pixels



Interstitial Pushdown
1280x600 pixels



Leaderboard
970x250 pixels



Half Page
300x600 pixels



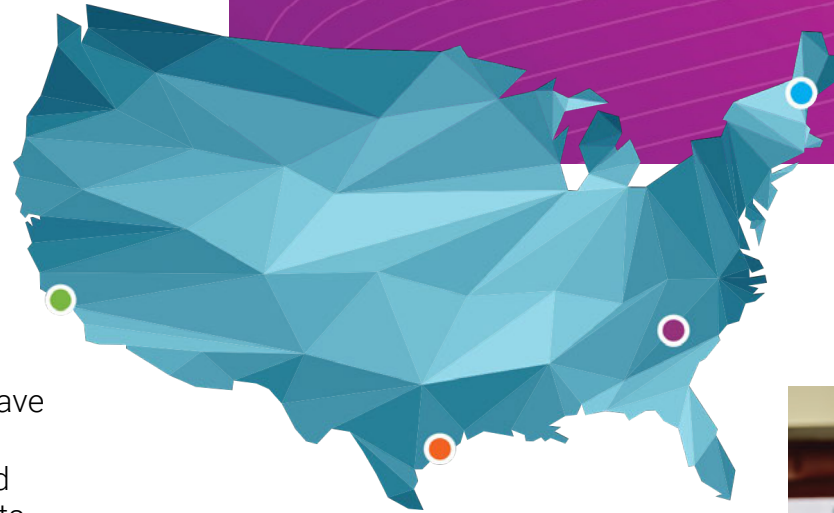
Medium Rectangle
300x250 pixels

LIVE EVENTS

Expand your advertising reach across the country

Since the 1930s, SME and AMT have brought together great technologies, ideas, companies and people for events that have transformed manufacturing – and ultimately the future. By creating opportunities for connection – between makers and users, thinkers and doers, and sellers and buyers – our events have had a role in advancing manufacturing progress.

The Manufacturing Technology Series connects decision-makers from diverse industries with leading suppliers of advanced manufacturing technology, equipment and tooling.



houstex[®]

February 21-23, 2023
George R. Brown Convention Center
Houston, Texas

eastec[®]

May 16-18, 2023
Eastern States Exposition
West Springfield, Massachusetts

southtec[®]

October 24-26, 2023
Greenville Convention Center
Greenville, South Carolina

westec[®]

November 7-9, 2023
Long Beach Convention Center
Long Beach, California

LIVE EVENTS

Your connection to success

An SME event draws out the biggest **thinkers** and **doers** in the industry – from innovators to key decision-makers. The collective brainpower is palpable. The opportunity to grow is unparalleled. Either as an attendee or as an exhibitor, there is no better place to advance your business.



May 2-4, 2023
McCormick Place
Chicago, Illinois



May 30 – June 1, 2023
Edmonton Expo Center
Edmonton, Alberta



September 11-14, 2023
McCormick Place
Chicago, Illinois



Returning Fall 2023
Toronto, Ontario

SME EVENT SPONSORSHIP

Align your business needs with the right solutions

Whatever your goal, we offer a wide range of integrated sponsorship opportunities and media offerings that will maximize your return on investment. Gain high-level exposure to a targeted group of manufacturing professionals and companies ready to buy the products and services you offer.

CUSTOMIZED SPONSORSHIP SOLUTIONS:

- Custom speaking
- Targeted outreach
- Sponsored alignment
- Lead generation
- Branding
- Thought leadership

Our team will listen and then develop an integrated collection of solutions around your unique needs and objectives.



UPG has worked with SME for years and the experience has been fantastic. The team is professional, innovative and always willing to go the extra mile for us. They continually find new and creative ways to showcase our brand and add value to our investment dollars. It's refreshing to have such a collaborative relationship, and a dedicated team that understands what we do and what we need. We hope to continue working with SME and trust they will always guide us in finding the most effective ways to support the manufacturing industry.

MICUELLE CORRY

UPG

CONNECT WITH SME

SME has supported the manufacturing industry for more than 90 years. Working closely with manufacturing professionals, companies, educators, schools and communities, SME shares knowledge and resources that generate solutions to manufacturing industry challenges.



Manufacturing
ENGINEERING

SMART
manufacturing



SALES CONTACTS

David O'Neil

*Strategic Accounts and
Eastern Sales Manager*
Phone: 313-425-3260
doneil@sme.org

Paul Semple

Western Sales Manager
Phone: 916-880-5225
paul@semplemedia.com

Chris Mahar

Operations Manager
Phone: 313-425-3160
cmahar@sme.org

Bill Lepke

Central Sales Manager
Phone: 630-975-0185
lepkeb@sbcglobal.net

Mary Venianakis

Audience Manager
Phone: 905-755-0783
mvenianakis@sme.org

Nicole Soto

Project Manager
Phone: 313-425-3003
nsoto@sme.org

sme.org/smemedial/advertise-with-us