

SMART MANUFACTURING 2024 EDITORIAL CALENDAR

	FEB	APR	JUN	AUG	OCT	DEC
EDITORIAL FOCUS	Smart Manufacturing: Software – Solutions – Technology – Processes – People					
	Breaking it Down - Smart Factory 101	Automated Guided Vehicles (AGVs) - How, When and Where to Invest and Deploy	Advanced Measurement & Metrology	Data & Analytics - How to Get the Best Insights	Pros and Cons of Implementing a Zero Trust Policy	Jobs Created by Artificial Intelligence
	Artificial Intelligence vs. Machine Learning: Differences and Why They Matter	Automation Solutions that Give a Competitive Edge	SMX Preview	Networking & Connectivity for Your Shop	Connected and Wearable Technology Do's and Don'ts	Machine Monitoring
	Women Trailblazers in Smart Manufacturing	Reskilling, Retraining and Retaining Talent	Supply Chain Optimization	Smart Manufacturing at IMTS	Trends in Biomanufacturing	Augmented and Virtual Reality - What's Right for Your Shop
RECURRING "HOW TO" COLUMN	How to: Get Smart Manufacturing Skills to Achieve Industry 4.0	How to: Integrate and Deploy Cobots	How to: Get Smart Manufacturing Certification	How to: Decide if a Social Media Strategy is Right for Your Business	How to: Prepare for a Cybersecurity Assessment	How to: Integrate Multiple Software Systems on the Shop Floor
RECURRING FEATURE	Manufacturing USA	Manufacturing USA	Manufacturing USA	Manufacturing USA	Manufacturing USA	Manufacturing USA
SPECIAL SECTIONS	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook
BONUS DISTRIBUTION		RAPID + TCT	SMX	IMTS	FABTECH	
ADVERTISER BONUS		Tech Sheets (w/ full-page ad or equivalent)	Half-Page Case Study or Company Profile (w/half-page ad or larger)	Advertising Study (w/half-page or larger)		
AD CLOSING DATES						
RESERVATIONS	1/2/24	2/27/24	4/26/24	6/20/24	9/3/24	10/29/24
MATERIALS	1/5/24	3/1/24	5/1/24	6/25/24	9/6/24	11/1/24

SMART MANUFACTURING DISPLAY AD RATES

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
1/4 PAGE	\$1,660	\$1,620	\$1,570

