SME Media keeps industry professionals up to date on the innovations that are driving today’s manufacturing environment. As the foremost source for news and in-depth technical information about advanced manufacturing in North America, we are committed to keeping our audiences informed about relevant news, technology and advances that improve their ability to make decisions in an intensely competitive global environment. SME Media has a full range of marketing vehicles that can help you reach qualified leads and grow your sales.

### AT A GLANCE

<table>
<thead>
<tr>
<th>Product</th>
<th>Distribution</th>
<th>Users</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing Engineering</td>
<td>89,000+</td>
<td>90,600</td>
<td>186,889</td>
</tr>
<tr>
<td>Print and Digital Magazine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>eNewsletter</td>
<td>30,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SME.org Website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Influence</td>
<td>22,000+</td>
<td>1,000+</td>
<td></td>
</tr>
<tr>
<td>Twitter Followers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Likes</td>
<td>7,400+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn Group Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube Subscribers</td>
<td>2,000+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: BPA June 2021 Brand Report, January-June 2021)

### ADDITIONAL SME MEDIA PRODUCTS

- Smart Manufacturing
  - Industry Reports
  - Podcasts
- Webinars
- Lead Generation Programs
# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>SME Media&lt;br&gt;Brand Overview</td>
</tr>
<tr>
<td>3</td>
<td>Table of Contents&lt;br&gt;Publish With Us&lt;br&gt;Editorial Contacts</td>
</tr>
<tr>
<td>4-8</td>
<td>Audience&lt;br&gt;Reach&lt;br&gt;Reader Engagement</td>
</tr>
<tr>
<td>9-10</td>
<td>Manufacturing Engineering&lt;br&gt;Editorial Calendar&lt;br&gt;Rates</td>
</tr>
<tr>
<td>11-12</td>
<td>IMTS Coverage &amp; Industry Reports&lt;br&gt;Additive Manufacturing&lt;br&gt;Motorized Vehicle&lt;br&gt;Aerospace &amp; Defense&lt;br&gt;Tooling &amp; Workholding&lt;br&gt;Manufacturing Technology&lt;br&gt;IMTS Coverage&lt;br&gt;Laser Special Section</td>
</tr>
<tr>
<td>13</td>
<td>Smart Manufacturing&lt;br&gt;Editorial Calendar&lt;br&gt;Rates</td>
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<tr>
<td>14-15</td>
<td>Lead Generation&lt;br&gt;Digital Resource Showcase&lt;br&gt;Custom Lead Generation&lt;br&gt;Webinars and Panel Discussions</td>
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<td>16-17</td>
<td>Brand Visibility&lt;br&gt;Manufacturing Weekly eNewsletter&lt;br&gt;eNotifier: Custom enewsletter&lt;br&gt;List Rentals &amp; eMail Marketing&lt;br&gt;Podcasts</td>
</tr>
<tr>
<td>18</td>
<td>Website Advertising</td>
</tr>
<tr>
<td>19</td>
<td>Special Programs&lt;br&gt;Website Retargeting&lt;br&gt;Lookalike Retargeting&lt;br&gt;Email Retargeting&lt;br&gt;Search Retargeting&lt;br&gt;Market Research</td>
</tr>
<tr>
<td>20</td>
<td>Sales &amp; Business Contacts</td>
</tr>
</tbody>
</table>

### Publish With Us
SME Media welcomes your story ideas, product releases, case histories and other editorial contributions for consideration.

### For Submission Guidelines, Click Here

### Click Here to View Editorial Contacts
MANUFACTURING ENGINEERING

Manufacturing Engineering is the flagship publication of SME Media, providing authoritative content on key manufacturing technologies and specific industry segments, as well as unprecedented access to the influential minds shaping manufacturing's strategic initiatives. Manufacturing Engineering offers engineers and manufacturing leaders a highly respected source of news and information on the technologies and processes that help them succeed and thrive.

79,004
MONTHLY PRINT EDITIONS DISTRIBUTED

10,759
MONTHLY DIGITAL EDITIONS DISTRIBUTED

(Source: BPA June 2021 Brand Report, January-June 2021)

DIGITAL EDITIONS

Just as digital technologies are unlocking new opportunities for manufacturing, SME Media’s digital editions offer the same trusted coverage and information as the print editions, with added enhancements that enable readers to engage in new ways. Access Manufacturing Engineering from anywhere, anytime, on any device.

52,949
MONTHLY DIGITAL EDITION PAGE VIEWS (JANUARY - OCTOBER 2021)

(Source: Publisher’s Own Data)
### Reach

**Deep Reach in Key Industry Categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabricated Metal Product Manufacturing</td>
<td>27,436</td>
</tr>
<tr>
<td>Transportation Equipment Manufacturing</td>
<td>18,787</td>
</tr>
<tr>
<td>Machinery Manufacturing</td>
<td>15,407</td>
</tr>
<tr>
<td>Miscellaneous Manufacturing (including Medical / Surgical / Dental)</td>
<td>9,102</td>
</tr>
<tr>
<td>Computer and Electronic Product, Electrical Equipment, Appliance and Component Manufacturing</td>
<td>8,204</td>
</tr>
<tr>
<td>All Other Manufacturing and Non-Manufacturing Categories</td>
<td>10,704</td>
</tr>
</tbody>
</table>

**Total Qualified:** 89,640

(Source: BPA June 2021 Brand Report, January-June 2021)

**Breakout of Qualified Circulation by Job Function**

<table>
<thead>
<tr>
<th>Functions</th>
<th>Total Qualified</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Company Management, Corporate Executives and Purchasing</td>
<td>35,221</td>
<td>39.3</td>
</tr>
<tr>
<td>B Manufacturing Production: Management &amp; Department</td>
<td>13,533</td>
<td>15.1</td>
</tr>
<tr>
<td>C Manufacturing Engineering: Management &amp; Department</td>
<td>24,568</td>
<td>27.4</td>
</tr>
<tr>
<td>D Quality Assurance/Control</td>
<td>3,696</td>
<td>4.1</td>
</tr>
<tr>
<td>E Product Design Research and Development</td>
<td>8,089</td>
<td>9.0</td>
</tr>
<tr>
<td>F Marketing/Sales</td>
<td>4,003</td>
<td>4.5</td>
</tr>
<tr>
<td>G Other Qualified Personnel</td>
<td>530</td>
<td>0.6</td>
</tr>
</tbody>
</table>

**Total Qualified:** 89,640

SME proudly invests in a BPA Brand Report audit statement in order to assure our customers and supporters that we are reaching the most qualified audience of manufacturing industry professionals. Check out our Audit Statement for detailed information about our audience.
Q: Tell us how useful *Manufacturing Engineering* is to you and how you use it in your job:

“It exposes and brings to attention new, innovative products that may become the next solution to a manufacturing challenge.”

“I read each book cover to cover and look forward to its interesting content.”

(Source: Signet AdBrand Report, August 2021 Manufacturing Engineering Reader Profile)

Q: Who are our readers?

85% indicate that they are involved, either as individuals or as part of a group or committee, in the initiation, recommendation, specification, approval or purchase of one or more manufacturing products or services

71% have taken one or more actions as a result of advertisements and/or articles in *Manufacturing Engineering*

89% agree that advertising in *Manufacturing Engineering* educates, and is an important part of the publication

82% say that their respect for *Manufacturing Engineering* could positively influence their opinion of advertisements appearing within

69% agree that companies that advertise build trust and are seen as a reliable source

(Source: Signet AdBrand Report, August 2021 Manufacturing Engineering Reader Profile)
**PURCHASE ACTIVITIES**
Please indicate if you are involved, either as an individual or as part of a group or committee, in the initiation, recommendation, specification, approval or purchase of any of the following products or services. Results=percent of responses.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving performance of existing manufacturing processes/systems</td>
<td>58</td>
</tr>
<tr>
<td>Design of special tooling (gages, molds, dies, fixtures) for equipment</td>
<td>42</td>
</tr>
<tr>
<td>Designing new manufacturing processes/systems</td>
<td>39</td>
</tr>
<tr>
<td>Quality assurance</td>
<td>28</td>
</tr>
<tr>
<td>Supervising production workers/operations</td>
<td>21</td>
</tr>
<tr>
<td>Production/Operations management</td>
<td>28</td>
</tr>
<tr>
<td>Product design</td>
<td>33</td>
</tr>
<tr>
<td>Engineering management</td>
<td>29</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
</tbody>
</table>

**INVOLVED IN ONE OR MORE: 85%**
Multiple responses permitted
(Source: Signet AdBrand Report, August 2021 Manufacturing Engineering Reader Profile)

**OUR READERS TAKE ACTION**
What action(s) have you taken during the past year as a result of advertisements and/or articles in *Manufacturing Engineering*? Results=percent of responses.

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought products or services advertised</td>
<td>19</td>
</tr>
<tr>
<td>Recommended/specified products</td>
<td>24</td>
</tr>
<tr>
<td>Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue</td>
<td>19</td>
</tr>
<tr>
<td>Discussed an ad/article with someone else in the company</td>
<td>30</td>
</tr>
<tr>
<td>Requested additional information from a company, sales representative or distributor</td>
<td>25</td>
</tr>
<tr>
<td>Visited an advertiser’s website</td>
<td>41</td>
</tr>
<tr>
<td>Other action</td>
<td>5</td>
</tr>
</tbody>
</table>

**TOOK ONE OR MORE ACTIONS: 71%**
Multiple responses permitted
(Source: Signet AdBrand Report, August 2021 Manufacturing Engineering Reader Profile)
### Reader Engagement

**INDUSTRY**
What industries does your company do business with? (Please select all that apply.)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military/Defense</td>
<td>43%</td>
</tr>
<tr>
<td>Aerospace</td>
<td>40%</td>
</tr>
<tr>
<td>Machinery manufacturing</td>
<td>38%</td>
</tr>
<tr>
<td>Job shops/Contract manufacturers</td>
<td>36%</td>
</tr>
<tr>
<td>Automotive/Transportation</td>
<td>32%</td>
</tr>
<tr>
<td>Consumer products</td>
<td>26%</td>
</tr>
<tr>
<td>Construction</td>
<td>26%</td>
</tr>
<tr>
<td>Medical/Dental</td>
<td>24%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>24%</td>
</tr>
<tr>
<td>Electrical equipment</td>
<td>23%</td>
</tr>
<tr>
<td>Energy</td>
<td>22%</td>
</tr>
<tr>
<td>Oil/Gas</td>
<td>20%</td>
</tr>
</tbody>
</table>

Multiple responses permitted

(Source: Publisher's Own Data 2020 Manufacturing Engineering Readership Study)

**OTHER MENTIONS:**
- Appliances
- Architectural aluminum curtain wall and skylights
- Education
- Firearms
- Higher education
- Mining
- Packaging
- Plastic manufacturing
- Power distribution
- Water conservation
<table>
<thead>
<tr>
<th>FOCUS</th>
<th>ARTICLES</th>
<th>BI-MONTHLY COLUMNS</th>
<th>INDUSTRY REPORTS &amp; SPECIAL SECTIONS</th>
<th>SHOW PREVIEWS</th>
<th>BONUS DISTRIBUTION</th>
<th>ADVERTISER BONUS</th>
<th>CLOSING / DUE DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN Advanced Machining</td>
<td>Multi-Axis Machining: Trends and Predictions • Workholding • Tricks and Tips in Toolpath Development • Presetting • Digital Readout (DRO) Systems</td>
<td>Additive Manufacturing</td>
<td></td>
<td></td>
<td></td>
<td>Tech Sheets (w/full-page ad or larger)</td>
<td>Dec. 3, 2021 Dec. 8, 2021</td>
</tr>
<tr>
<td>FEB Manufacturing Management</td>
<td>Workforce Development • Hybrid Work Place • Horizontal Machine Tools • General Purpose vs. Special Purpose Cutting Tools • Metrology Software</td>
<td>Software Update</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jan. 3, 2022 Jan. 5, 2022</td>
</tr>
<tr>
<td>MAR Machining Centers</td>
<td>Vertical Machine Centers • Machine Calibration • Tricks and Tips in Swiss Machining • Controllers and Software for Machining Centers • Threading Tools</td>
<td>Additive Manufacturing</td>
<td></td>
<td></td>
<td></td>
<td>Half-Page Company Profile (w/half-page ad or larger)</td>
<td>Jan. 28, 2022 Feb. 2, 2022</td>
</tr>
<tr>
<td>MAY Automation</td>
<td>Robots Expanding Roles • Machine Tools in Work Cells • Flexible Manufacturing Systems • Gear Cutting • Servo Presses</td>
<td>Additive Manufacturing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mar. 25, 2022 Mar. 30, 2022</td>
</tr>
<tr>
<td>JUN New Manufacturing Technologies</td>
<td>Artificial Intelligence in Manufacturing • Digital Twins and Manufacturing • Simulation Software • Parting and Grooving Tools • Scanners in Metrology</td>
<td>Software Update</td>
<td></td>
<td>Tooling &amp; Workholding Industry Report</td>
<td></td>
<td></td>
<td>Apr. 22, 2022 Apr. 27, 2022</td>
</tr>
<tr>
<td>JUL IMTS Pre-Show Issue</td>
<td>Tips and Tricks for Low Volume Manufacturing • Cybersecurity • Safety: Best Practices in a Post-COVID world • Advances in Coatings for Cutting Tools IMTS Pavilion Coverage: Quality Assurance; Gear Generation; Machine Components / Cleaning / Environmental; Fabricating &amp; Lasers</td>
<td>Additive Manufacturing</td>
<td></td>
<td></td>
<td></td>
<td>IMTS Sept. 12-17, Chicago</td>
<td>May 27, 2022 Jun 1, 2022</td>
</tr>
<tr>
<td>AUG IMTS Show Issue</td>
<td>Measuring Manufacturing Efficiency • Coordinate Measurement Machines (CMM) • Turning Tools • Gaging IMTS Pavilion Coverage: Metal Hemovals; Tooling and Workholding Systems; Abrasive Machining / Sawing / Finishing; Controls and CAD/CAM; Additive Manufacturing</td>
<td>Software Update</td>
<td></td>
<td>Manufacturing Technology Industry Report</td>
<td></td>
<td>IMTS Sept. 12-17, Chicago</td>
<td>Advertising Study Issue (w/half-page ad or larger) June 17, 2022 June 22, 2022</td>
</tr>
<tr>
<td>OCT FABTECH Technologies</td>
<td>Cutting and Welding Technologies • Waterjets • Abrasive Machining • EDMs (Electrical Discharge Machining)</td>
<td>Software Update</td>
<td></td>
<td>Laser Special Section</td>
<td>FABTECH</td>
<td>FABTECH 2022 Nov. 8-10, Atlanta</td>
<td>Aug. 19, 2022 Aug. 24, 2022</td>
</tr>
<tr>
<td>NOV Aerospace and Defense</td>
<td>Automation for Aerospace Manufacturing • Machining Composites • Technologies for Maintenance, Repair &amp; Operations (MRO) • Large Envelope Machining Centers • Aerospace Metrology</td>
<td>Additive Manufacturing</td>
<td></td>
<td></td>
<td></td>
<td>Half-Page Company Profile (w/half-page ad or larger) Sept. 23, 2022 Sept. 28, 2022</td>
<td></td>
</tr>
</tbody>
</table>

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; Workforce Pipeline: Perspectives on workforce development
A. MANUFACTURING ENGINEERING 4C DISPLAY AD RATES

<table>
<thead>
<tr>
<th>AD RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$10,110</td>
<td>$9,880</td>
<td>$9,630</td>
<td>$8,220</td>
<td>$7,700</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$7,050</td>
<td>$6,900</td>
<td>$6,720</td>
<td>$5,740</td>
<td>$5,450</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$6,260</td>
<td>$6,120</td>
<td>$6,000</td>
<td>$5,140</td>
<td>$4,860</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$4,820</td>
<td>$4,740</td>
<td>$4,640</td>
<td>$4,080</td>
<td>$3,850</td>
</tr>
<tr>
<td></td>
<td>$4,080</td>
<td>$4,000</td>
<td>$3,930</td>
<td>$3,470</td>
<td>$3,340</td>
</tr>
</tbody>
</table>

B. 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.

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

D. COVERS AND SPECIAL POSITIONS
All covers and special positions are sold on a non-cancelable 6x (every other month) and 12x basis. Includes 4-color process.

E. CUSTOM PRINT OPTIONS
(Verified on request.) Contact your sales representative for rates and mechanical specifications.

GATEFOLDS
A custom oversized page with a folded flap.

BELLY BAND
A custom ad wrapped around the publication. Content can appear on the front and back of the belly band.

REMOVABLE COVER BOOKMARK
Removable full-height bookmark affixed to the cover.

STICKY NOTES
A custom note that’s placed on the cover of our publications.

REMOVABLE INSERT
An easily removable page or booklet that enables readers to keep your company’s information front and center after the magazine has been read and filed.

CUSTOM SUPPLEMENT
Be center stage with a dedicated supplement mailed alongside Manufacturing Engineering magazine, showcasing your company, products, technology, partners or thought leadership. Available in a variety of sizes, a custom supplement will help you tell your story.

F. 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”.

<table>
<thead>
<tr>
<th>CLASSIFIED DISPLAY SECTION</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$200/in.</td>
<td>$180/in.</td>
<td>$170/in.</td>
</tr>
</tbody>
</table>

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. display contracts or used as "rate-holders."

<table>
<thead>
<tr>
<th>CLASSIFIED AD SECTION RATES</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/9 UNIT (2-3/16&quot; X 3-3/8&quot;)</td>
<td>$900</td>
<td>$880</td>
<td>$840</td>
</tr>
<tr>
<td>1/8 UNIT (3-3/8&quot; X 2-1/4&quot;)</td>
<td>$1,020</td>
<td>$990</td>
<td>$970</td>
</tr>
<tr>
<td>1/6 UNIT (2-3/16&quot; X 4-7/8&quot;)</td>
<td>$1,345</td>
<td>$1,330</td>
<td>$1,290</td>
</tr>
<tr>
<td>2/9 UNIT (4-1/2&quot; X 3-3/8&quot;)</td>
<td>$1,370</td>
<td>$1,770</td>
<td>$1,700</td>
</tr>
</tbody>
</table>

4. Color ads
• Standard 2nd color - Inch: $100, Unit: $240
• 4 color - Inch: $120, Unit: $470

G. COMMISSIONS AND TERMS
1. Agency commission: 15% of gross billings allowed to recognized agencies on space, color, and position, provided the account is paid 30 days from date of invoice. Commission not allowed on mechanical or production charges or on charges such as back-up inserts, special binding of inserts, trimming, printing of inserts or reprints, and the like.

2. Terms are net 30 days: Agency commissions will not be allowed on unpaid invoices over 90 days. All unpaid invoices over 120 days are automatically turned over to collection, and further insertions are suspended.

3. Liability for payment: The advertiser is responsible for all payments. In the event an agency was paid, but the agency fails to pay the amount owing (for whatever reason), it will remain the obligation of the advertiser to see the account is paid. Further, for agencies having exhibited a poor financial record, the publisher reserves the right to bill the advertiser direct and remit commissions when paid.

H. CANCELLATIONS
Notification of space cancellations must be received by the advertising sales representative via email or writing by the space closing deadline. If space is canceled after deadline, or material is received late, the advertiser will be charged for the insertion. If an advertiser fails to complete a schedule that earns a discounted rate, a short-rate will be applied.

I. MULTIPLE MEDIA PLATFORMS
All paid ads will be placed in the print, digital and mobile editions of Manufacturing Engineering for a single advertising rate. However, additional charges will apply for digital/mobile features like embedded video, rich media, pulsing links, voiceovers, etc.
Attract new customers by advertising in *Manufacturing Engineering* magazine’s special publications. We can put your sales message in front of highly qualified prospects through print and digital editions focused on targeted industry segments.

40,000 PRINT DISTRIBUTION  
31,000 DIGITAL DISTRIBUTION  
71,000 TOTAL DISTRIBUTION

(Source: Publisher’s Own Data)

**ADDITIVE MANUFACTURING INDUSTRY REPORT (MAY)**

A comprehensive, in-depth look at how the emerging technology of additive manufacturing (AM) is contributing to industries such as medical and pharmaceutical, aerospace, transportation, energy, consumer products and more. SME editors will provide exclusive editorial content and viewpoints from leaders in the additive manufacturing industry, while providing updates on technical advancements and process innovations driving the growth of this important technology.

Mails with the May issue of Manufacturing Engineering.  
Advertising reservations due: Mar. 18, 2022

**MOTORIZED VEHICLE INDUSTRY REPORT (JULY)**

Includes analyses of the latest trends, technologies, processes and disruptions to the motorized vehicle markets—exploring a critical industry in the midst of a major transformation. Executives, advocates and observers offer viewpoint articles, industry analysis and forecasts covering all aspects of the motorized vehicle segment, including automobiles, autonomous vehicles, light vehicles, heavy trucks, off road vehicles, engines, gears and more.

Mails with the July issue of Manufacturing Engineering.  
Advertising reservations due: May 27, 2022

**AEROSPACE & DEFENSE INDUSTRY REPORT (SEPTEMBER)**

The aerospace and defense industry is responsible for nearly $1 trillion in economic output each year in the United States alone. The Aerospace & Defense Industry Report covers the business improvement practices and advanced technologies in the A&D industry, including workforce development in aerospace, additive manufacturing, automation, tooling, test and measurement, composites, alternative cutting, prototyping and much more. Unique authoritative editorial content focuses on the global trends and viewpoints from respected top industry professionals.

Mails with the September issue of Manufacturing Engineering.  
Advertising reservations due: July 22, 2022
IMTS COVERAGE
Support your investment in IMTS 2022 by including your promotional message next to our premier coverage of one of the largest industrial trade shows in the world. SME Media explores the technologies, trends and applications showcased at IMTS 2022 throughout multiple media channels, including the July and August issues of *Manufacturing Engineering* and *Smart Manufacturing*, as well as IMTS coverage on the SME.org website. The July and August issues of *Manufacturing Engineering* feature IMTS Show Preview sections, highlighting must-see products, technologies and demonstrations.

MANUFACTURING TECHNOLOGY INDUSTRY REPORT (AUGUST)
SME editors will produce a special Manufacturing Technology Industry Report to showcase technologies and innovations on display at IMTS 2022. In a partnership between AMT – The Association for Manufacturing Technology and SME, this special publication will feature:
- Insights on how small and midsize manufacturers can remain competitive, increase revenue and attract and retain team members through digital technology
- Insider expectations for U.S. manufacturers, factories and supply chains on the national and regional scale
- A range of technology and process developments in industries from aerospace and defense to automotive, energy, medical and more

The Manufacturing Technology Industry Report will be produced in both print and digital formats during August, with bonus copies available during IMTS 2022 in Chicago. Advertising in the report provides your brand with exposure to manufacturing professionals across North America, showcasing your leadership position within the industry.

Mailed with the August issue of Manufacturing Engineering. Advertising reservations due: June 17, 2022

TOOLING & WORKHOLDING INDUSTRY REPORT (JUNE)
Focusing on advanced cutting tools and workholding technology, this Industry Report delivers your message to a targeted audience of industry professionals responsible for tooling and workholding purchases that impact productivity and part quality on the shop floor. Focused articles look at advancements and best practices in Indexable Tools, Workholding for Small Parts, In-Machine Tool Probes and Measurement, Holemaking, Tool Data Management & Industry 4.0.

Mailed with the June issue of Manufacturing Engineering. Advertising reservations due: April 22, 2022

LASER SPECIAL SECTION
Lasers are used throughout manufacturing for cutting, marking, quality assurance, and more. The October issue of ME will include a Laser Special Section, looking at laser technologies and how they impact manufacturing efficiencies.

Included in the October issue of Manufacturing Engineering. Advertising reservations due: Aug. 19, 2022

INDUSTRY REPORT AD RATES

<table>
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<th>AD UNIT</th>
<th>GROSS RATES</th>
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Editorial Webinar to be produced after each Industry Report
Full-Page advertisers receive shared Webinar leads
Manufacturing is evolving, and *Smart Manufacturing* makes advanced technologies approachable with engaging coverage of the industry’s future and the tools that are enabling it. Reaching over 60,000 qualified manufacturing professionals and leaders across a wide range of industries, including more than 50,000 packaged with *Manufacturing Engineering* to targeted print subscribers, *Smart Manufacturing* positions your company at the forefront of the industry.

**EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>ARTICLES</th>
<th>BONUS DISTRIBUTION</th>
<th>CLOSING / DUE DATES</th>
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<tr>
<td>FEB</td>
<td>Robotic Systems Interoperability &amp; Integration • Optimizing Factory Floors of All Sizes • Sensor Tech for Biomanufacturing</td>
<td>Jan. 6, 2022 Jan. 11, 2022</td>
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<tr>
<td>JUN</td>
<td>State of Smart Manufacturing: Now and the Future • Industrial Metrology for the Factory of the Future • Operating and Applying Digital Twin Tools</td>
<td>Smart Manufacturing Experience, June 7-9, Pittsburgh May 3, 2022 May 6, 2022</td>
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<tr>
<td>AUG</td>
<td>Intelligent Software for Industry 4.0 • Robots as a Service • Global Convergence for Interoperability</td>
<td>IMTS Sept. 12-17, 2022, Chicago June 30, 2022 July 5, 2022</td>
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<tr>
<td>OCT</td>
<td>Automating the Customization Process • Digital Supply Chains • Conquering the Skills Gap</td>
<td>FABTECH 2022 Nov. 8-10, Atlanta Sept. 2, 2022 Sept. 7, 2022</td>
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<tr>
<td>DEC</td>
<td>Event-based Vision Systems • Artificial Intelligence in Manufacturing • Sustainable Manufacturing and Smart Manufacturing</td>
<td>Oct. 28, 2022 Nov. 2, 2022</td>
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**DISPLAY AD RATES**

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**SMART MANUFACTURING**

(Click here to view mechanical specs and submission guidelines for SME Media products)
DIGITAL RESOURCE SHOWCASE

The SME Digital Resource Showcase serves as an online hub for manufacturing decision makers and professionals to learn about new technologies, companies, their products and more. A digital one-stop shop for engaging with the manufacturing community, the digital resource showcase allows your company to feature videos, catalogs and brochures, case studies, e-Books, webinars, white papers and more.

Engage and Educate. Collect Sales Leads.
The digital resource showcase is an exclusive microsite that highlights many of the elements featured at live events, allows you to schedule demonstrations and book appointments, and can include a “Contact Me Now” button.

“In today’s evolving B2B marketing landscape, having an active online presence is more important than ever. SME Media is on the forefront of these changes, giving us the tools we need to stay visible as the industry shifts from in-person events to virtual experiences. The Digital Resource Showcase is an important part of our marketing strategy. It serves as an extension of our website, allowing us to get the content of our choosing in front of an audience we’ve never reached before all while generating quality leads and increasing our brand presence. Working with SME Media has been a great experience, and we look forward to continuing our successful partnership.”

KAWASAKI ROBOTICS (USA), INC.
SME Media provides a world-class, digital enterprise platform that delivers content to your target audience, engages potential prospects across manufacturing, and generates leads for you.

WHAT’S INCLUDED:

• A custom storefront includes relevant company information and all promotional content
• Content is gated behind custom registration forms
• Potential leads are able to access these assets in exchange for their information
• Content promotions are deployed to a targeted audience in the form of custom emails, eNewsletter ads and social media channels
• Sponsors are provided with lead notifications and a custom dashboard to access their leads in real time

NEW FOR 2022:

• Take advantage of pay-for-performance lead generation campaigns
• Tap into the power of SME’s active and engaged audience of 220,000+ decision makers and manufacturing professionals, who, in turn, become the source of new business leads
• Select from Basic, Standard and Premium lead types, then select the number of leads to reach your campaign goal
• Contact your sales representative for more information and discounted Cost Per Lead (CPL) package options

WEBINARS AND PANEL DISCUSSIONS

Stand out as an industry leader and generate high-quality leads with SME Media’s exclusive webinars and panel discussions. You can participate in three ways. Present your own custom, solutions-oriented message to your target audience, work in conjunction with your industry partners or have your brand associated with a webinar that has already been developed by SME Media’s editorial team.

WHAT’S INCLUDED:

• Live webinar hosted by an SME Media 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
• Archival of completed webinar for additional viewing on SME Media’s Resource Center for 12 months

“...It was great to work with SME Media for a sponsored webinar to reach an audience of manufacturing professionals. We saw 200 responders and $80K in closed won revenue. The recording of this session will serve as always-on content for our organization to drive even more leads and pipeline for Alteryx.”

LAUREN VASU, ALTERYX
Manufacturing Weekly ENewsletter

Published every Wednesday, Manufacturing Weekly covers industry news and advanced manufacturing technology and processes across the entire industry, with a focus on the aerospace, defense, automotive/motorized vehicle, medical and energy manufacturing sectors. With 30,000+ opt-in subscribers, MW offers three ad formats: Banner, Medium Rectangle and Text-With-Image. Metrics reports showing opens and clicks are available.

AD SIZES:

- **Text with image**
  - Headline, 60-75 words of copy, URL and a 140x140 image
- **Leaderboard**
  - 580x100 pixels with URL
- **Medium rectangle**
  - 300x250 pixels with URL

Brand Visibility

30,000+

OPT-IN SUBSCRIBERS

ENotifier: Custom ENewsletter

This exclusive sponsorship includes the sponsor’s content and ads only. We 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. Once approved by the sponsor, we will deploy to the target audience selected from the SME email database.

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

Click here to access past issues
LIST RENTALS & EMAIL MARKETING

SME Lists connect you with manufacturers with a proven buying history who are constantly looking for new products and innovations to stay ahead of their competition. The SME database is 100% response-generated, is continuously updated, and has more than 631,000 postal records, 478,000 phone records and 220,000 email addresses of corporate executives, managers, engineers and technical professionals.

Reach executives, managers, engineers and technical professionals across all facets of manufacturing who are 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.

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

SOURCES:
• Certified manufacturing professionals
• 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
• Mail-order buyers
• Customers who fund and support engineering educational programs

IDEAL FOR:
• Technology, computers, software, telecommunications and Internet services
• Manufacturing hardware and software
• Continuing education programs
• Webinars, seminars and training programs
• Business-to-business offers
• Catalog, magazine, book, newsletter, newspaper and online products and services
• Business-to-consumer offers
• Financial services
• Virtual events

CLICK HERE FOR DETAILS ON LIST RENTALS & EMAIL MARKETING

PODCASTS

Podcasts offer you a way to share product announcements and information, industry trends and other types of thought leadership with manufacturing professionals in an easy-to-digest and engaging format. Your podcast will be professionally edited and hosted by an SME Media editor before being posted to our Advanced Manufacturing Now podcast.

60,889
TOTAL PODCAST DOWNLOADS

1,112
AVERAGE DOWNLOADS PER EPISODE

(Source: Publisher’s Own Data)

AVAILABLE WHEREVER PODCASTS CAN BE FOUND

CLICK HERE TO ACCESS PODCAST SITE
SME.org is the premier website for manufacturing news and in-depth technical information for manufacturing professionals.

THE SME MEDIA SITE FEATURES A VARIETY OF CONTENT, INCLUDING:

- Articles from SME’s print publications, Manufacturing Engineering and Smart Manufacturing
- Articles from Industry Reports and other special sections
- Live reporting from trade shows and other events
- Advanced Manufacturing Now podcasts
- Archived issues of digital publications, plus Manufacturing Weekly eNewsletter.
- Webinars, white papers, reports and other unique educational content
- Impactful website placements (interstitial pushdown, website skins, high impact leaderboard)
- Digital advertisements will appear on the SME Media Group pages within the SME.org website.

92,000+ WEBSITE VISITORS PER MONTH
186,880 PAGE VIEWS PER MONTH

Contact your advertising rep for more details.

(Source: Publisher’s Own Data)
**WEBSITE RETARGETING**
Deliver digital display ads to people on desktop/mobile platforms across the Internet who have previously visited a website.

**LOOKALIKE RETARGETING**
Create a customized “lookalike” audience, based on the advertiser’s needs (geographic and industry interests), that will display digital ads across the Internet on third-party sites (Yahoo, Bing, etc.).

*Custom live report dashboard provided for each campaign. Includes impressions served, clicks, websites the ads are served on and more.*

**EMAIL RETARGETING**
Deliver digital display ads to people on mobile/desktop platforms, across the Internet on third-party websites (Yahoo, Bing, etc.), using their email addresses.

*Opportunity to customize the target audience (geographic and industry interests from the SME Media database of 220,000+ email addresses).*

**SEARCH RETargetING**
Deliver digital display ads based on customers’ keywords associated with searches on Google, Bing and Yahoo.

**MARKET RESEARCH**
The SME Media Market Research group was assembled to focus on delivering research solutions to the manufacturing industry. Through industry studies accessible to all as well as custom, client-based studies, SME Media Market Research is dedicated to delivering high-quality insights by effectively integrating market research and intelligence.

**SME Brand Research**
Our SME brand research helps you understand your brand’s position in the market relative to your competitors (up to three) and how well your brand aligns with a set of pre-determined attributes. This research is useful in understanding if your brand-building activities are effective, while identifying areas of opportunities for improvement.

**SME Concept Research**
Our SME concept research allows your company to capture real-time feedback on your product concept during the development stage by evaluating the strengths and weaknesses of potential ideas.

**Custom Solutions**
SME’s custom research solutions can help address your specific needs and get your questions answered in an organized and timely manner. The custom services we offer are:
- Online Surveys
- Focus Groups
- In-Depth Interviews
Sales & Business Contacts

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