2021 MEDIA GUIDE
SME Media spends time with us learning about our goals for the year and the messaging we are looking to get out there and they help us craft the best yearly programs to hit those goals. COVID-19 made the partnership with them especially important as the industry scrambled to adjust with the times...We look forward to a long partnership with SME and can't wait to see where the future takes us.

MATTHEW MYERS
Methods Machine Tools, Inc.
DIGITAL MEDIA OFFERINGS

LEAD GENERATION
Custom Lead Generation
Digital Resource Showcase
Webinars

BRAND VISIBILITY
Native Advertising
Custom Email Blast (eNotifier)
Manufacturing Weekly eNewsletter
Search/Site Retargeting
List Rentals
Podcasts

HUMANS OF MANUFACTURING

SME MEDIA WEBSITE ADVERTISING

VIRTUAL MARKETING
Live Streaming
Virtual Tours
CUSTOM LEAD GENERATION

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 that 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

- CRM integration

SME Media has been a key component of lead generation efforts for Universal Robots over the past two years. We have been able to effectively reach high quality, engaged manufacturing engineers through many digital offerings including webinars, eNotifiers, and even a custom solution that SME built for us. We appreciate SME’s responsiveness and partnership to help us reach our marketing goals.

KIM VAN KIRK
Universal Robots
OUR FULLY MANAGED SERVICE ENABLES YOU TO DELIVER A POWERFUL AND PROFITABLE EXPERIENCE WITHOUT EXHAUSTING INTERNAL RESOURCES.

CONTENT EXAMPLES

We promote educational, solutions-oriented content to your target audience. This content includes, but is not limited to, white papers, eBooks, case studies, long-form reports and on-demand webinars.

RESOURCES & SEARCHABLE ARCHIVED TOPICS

Within the Resource Center, users can conduct searches based on specific keywords or company names. They can also sort the content by topic, type or event.

SMART FORMS

Landing page forms for content are designed using a headline, hero image, body copy and form fields chosen by the sponsoring company.

CUSTOM DASHBOARD

The custom dashboard allows sponsors to view all of their leads easily in one place. The dashboard shows the timing of the lead, the asset that was downloaded and the preselected form field information.
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, your company can 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 and can be used to schedule demonstrations, 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.
WHAT’S INCLUDED:

• Live webinar hosted by an SME Media Editor
• Company name, logo and URL/link prominently displayed in attendee promotions
• Promotional emails sent to a target audience
• Inclusion in the Advanced Manufacturing Now eNewsletter
• Participation in live Q&A session
• Post-webinar leads
• Completed webinar is archived for additional viewing on SME Media’s Resource Center for 12 months

LIVE WEBINARS

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
BRAND VISIBILITY

Increase brand awareness, highlight your industry expertise and drive relevant traffic through our unique brand visibility offerings.

NATIVE ADVERTISING

Unlike traditional ads, native ads are designed to match the look and feel of a regular editorial piece. Your content will appear on the SME Media website alongside our regular articles.

WHAT’S INCLUDED:

• Displayed in one of the top four spots on the SME Media home page for one week, available afterwards in the technology categories/topic pages you chose

• Featured posting in our Advanced Manufacturing Now weekly eNewsletter, delivered to 30,000 opt-in subscribers

• One-time eNotifier deployed to 10,000 target subscribers

• Sponsored post on SME Media’s social channels, including Twitter, Facebook and LinkedIn

SME Media’s lead generation program really surprised us with top-notch results. We’re finishing up a second flight for a digital plan in 2020 and will be proposing similar programs to all of our metalworking clients in tooling & work holding, finishing, laser systems and machining.

CHRISTOPHER MADISON
Anderson Madison Advertising
Everyone at SME Media has been truly great to work with! Every year when we sit down to do our budget, SME Media is great at listening to our goals and supplying solutions to support our efforts. The products they offer are top notch which aligns perfectly with our company morals. We can’t wait to continue working with them in the future!

AUDREY THOMAS
Haimer USA
Our eNewsletter, Manufacturing Weekly, offers a mixture of the latest manufacturing news and information, as well as featured articles from each of our publications.

**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

30,000+
OPT-IN SUBSCRIBERS
SME is a leading provider of news, events, training, professional development and more to the manufacturing industry. Benefit from our reach, find new customers and build your business with an SME Media list rental.

**SME’S MASTERFILE CONNECTS YOU WITH DECISION MAKERS AND INCLUDES:**

- 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, DVD’s and training programs
- Mail-order buyers
- Customers who fund and support engineering educational programs

**IDEAL FOR:**

- Manufacturing equipment
- Products/services
- Trade-shows/conferences
- Technical books/directories
- Computer software/hardware
- Publication subscriptions

SME offers a nice variety of lead generation options to meet your budget and goals. The team is excellent to work with and offers sound advice and support.

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

Rex-Cut Abrasives was looking to increase our brand awareness by sponsoring a podcast and Advanced Manufacturing Now seemed to be a great match due to their topics and listener base. After meeting with SME Media, we quickly realized that we were not just a great match, but a perfect match. We were able to work seamlessly in putting together not only the ad, but also pairing the ad with an episode that made the most sense. The partnership with SME Media exceeded all my expectations and I would 100% recommend Advanced Manufacturing Now if you are looking to reach the manufacturing audience.

MATTHEW DESROSIERS
Rex-Cut Abrasives
Manufacturing often conjures up images of complex machinery and soul-numbing assembly lines. The emphasis has been on products and companies, not on the everyday people who make manufacturing happen. SME’s Humans of Manufacturing series celebrates the often-overlooked side by showing that today’s manufacturing is an advanced, highly valued industry that combines innovation and technology with the all-important human element.

To understand manufacturing, you must know not only what companies and products are accomplishing technologically, but also who is making it all happen.

Humans of Manufacturing captures the stories of people who have had an impact on, or have been impacted by, manufacturing — both the creative people who work in the industry, and the people whose lives have been changed by the products manufacturers create.

Check out our HoM teaser video

Watch at sme.org/HoM
SME.org features our brand as 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 yearbooks and other special sections
- Live reporting from trade shows and other events
- Advanced Manufacturing Now Podcasts
- Webinars, white papers, reports and other unique, educational content
- Impactful website placements (Interstitial Pushdown, Website Skins, Homepage Takeover, High Impact Leaderboard)

DCM recently partnered with SME and created our first ever live webinar. The team was extremely helpful with everything from generating topic ideas to providing a walk-through of the webinar program before the event. The event generated a large amount solid leads for our sales team.

ASHLEY JOHNSON
DCM Tech, Inc.
WEBSITE PLACEMENTS

A variety of advertising sizes, styles and options are available to showcase your company’s message. From static ads to videos and animations, SME Media’s website advertising offers the flexibility and visibility you’re looking for.

- **Website Skin**
  - Size: 320x950 pixels

- **Interstitial Pushdown**
  - Size: 1280x600 pixels

- **Leaderboard**
  - Size: 970x250 pixels

- **Half Page**
  - Size: 300x600 pixels

- **Medium Rectangle**
  - Size: 300x250 pixels

- **Small Rectangle**
  - Size: 300x100 pixels

- **Video Player Advertising**

HOMEPAGE TAKEOVER

Special announcement? New product launch? Make a statement with a homepage takeover. For 24 hours, your company will be the exclusive advertiser on the SME Media homepage with a collection of ad placements across the page.
VIRTUAL EXPERIENCES

STREAMING TO YOUR AUDIENCE
Virtual events are a unique way to provide factory tours, product demonstrations, presentations and panel discussions. Position yourself as a leader in your market, grow your audience, build relationships with potential new leads and more through custom virtual marketing opportunities.

WHAT ARE THE BENEFITS?
Create virtual experiences that are bespoke to your organization with a custom look and feel. These streaming events can be, based on your goals, watched live or at the participants’ convenience from any device, anywhere.

WHAT’S INCLUDED:
• Powerful management tool with end–to–end functionality to help successfully set up, manage and deliver your event on message and brand
• Custom registration page and interface
• Custom engagement/content hub
• Event dashboard with attendee metrics
• Engagement tools that allow for running pools, Q&As, surveys, chats and more
• Marketing components to drive registration for the live event

“HP is pleased to work with a thought leading partner such as SME. One example of our partnership during these unprecedented times was to collaborate to quickly pivot to conduct a virtual event that provided us the opportunity to continue to share our milestones with a highly targeted and engaged industry audience. We look forward to collaborating with SME in future initiatives as appropriate.

SONITA LONTOH
HP 3D Printing and Digital Manufacturing"
Don’t isolate your businesses from the rest of the world. Let SME Media help open your doors to manufacturing and technology businesses virtually.

Showcase your business and space to your selective audience like never before. The 360 and 3D modeling virtual tours allow you to create an immersive and compelling virtual experience using photography, videography and Google technology to enhance your presence and highlight your unique story online.

WHAT ARE VIRTUAL TOURS AND 3D MODELING?

This innovative technology allows you to showcase the most unique aspects of your business. Tours include a sequence of videos or still images, which allows people to view an entire area from their mobile/desktop devices without having to be physically present.

An interactive 3D modeling tour features immersive 3D models of properties. These tours provide a realistic way to experience a business online and enable viewers to feel like they’re really there.
WEBSITE RETARGETING
Deliver digital display ads to people on desktop/mobile platforms across the Internet who have previously visited a website.

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 379,000+ email addresses)

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 that includes impressions served, clicks, websites the ads are served on and more.

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

*Opportunity to customize the key word list to target a specific area and competitors’ keywords
MANUFACTURING ENGINEERING

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 manufacturing industries. While our roots lie in traditional metalworking and shop operations, we remain committed to keeping our readers informed of the latest developments and innovations.

Digital editions are available.

*78,248 MONTHLY PRINT EDITIONS DISTRIBUTED
*11,699 MONTHLY DIGITAL EDITIONS DISTRIBUTED
49K+ AVERAGE MONTHLY DIGITAL EDITIONS PAGE VIEWS

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<td>EDMs</td>
<td>Diamond/CBN Cutting Tools</td>
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<td>Marking Systems</td>
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<td>FABTECH</td>
<td>RAPID + TCT</td>
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<td>PREVIEW</td>
<td>FABTECH</td>
<td>Sept. 13-15</td>
<td>Chicago, IL</td>
<td>EASTEC</td>
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<td>West Springfield, MA</td>
<td>WESTEC</td>
<td>Aerospace &amp; Defense Yearbook</td>
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<td>DISTRIBUTION</td>
<td>CMTS</td>
<td>Oct. 6-7</td>
<td>Toronto, ON</td>
<td>CMTS</td>
<td>Oct. 26-28</td>
<td>Greenville, SC</td>
<td>WESTEC</td>
<td>AEROSPACE Webinar</td>
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**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
**DISPLAY ADVERTISING RATES**

**A. BLACK AND WHITE DISPLAY AD RATES**

<table>
<thead>
<tr>
<th>AD RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
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<tr>
<td>FULL PAGE</td>
<td>$8,060</td>
<td>$8,780</td>
<td>$7,580</td>
<td>$7,400</td>
<td>$6,170</td>
<td>$5,900</td>
<td>$5,650</td>
<td>$5,170</td>
<td>$4,830</td>
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<tr>
<td>2/3 PAGE</td>
<td>$6,020</td>
<td>$6,810</td>
<td>$5,650</td>
<td>$5,530</td>
<td>$4,610</td>
<td>$4,390</td>
<td>$4,230</td>
<td>$3,880</td>
<td>$3,630</td>
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<tr>
<td>1/2 PAGE (ISLAND)</td>
<td>$5,440</td>
<td>$5,290</td>
<td>$5,110</td>
<td>$5,000</td>
<td>$4,130</td>
<td>$3,980</td>
<td>$3,840</td>
<td>$3,490</td>
<td>$3,260</td>
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<tr>
<td>1/2 PAGE</td>
<td>$4,650</td>
<td>$4,510</td>
<td>$4,390</td>
<td>$4,250</td>
<td>$3,530</td>
<td>$3,430</td>
<td>$3,250</td>
<td>$3,010</td>
<td>$2,800</td>
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<tr>
<td>1/3 PAGE</td>
<td>$3,210</td>
<td>$3,130</td>
<td>$3,030</td>
<td>$2,960</td>
<td>$2,470</td>
<td>$2,350</td>
<td>$2,240</td>
<td>$2,070</td>
<td>$1,950</td>
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<tr>
<td>1/4 PAGE</td>
<td>$2,470</td>
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<td>$2,320</td>
<td>$2,250</td>
<td>$1,860</td>
<td>$1,800</td>
<td>$1,730</td>
<td>$1,590</td>
<td>$1,500</td>
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</table>

Special Offer: Expand your presence and increase your return on investment with deeply discounted multiple page advertising. After your first full page ad placement all additional full page/4 color ads in a given issue are available at the discounted rate of $2,950 gross. To qualify for the discounted rate you must run a page of advertising in a minimum of six issues.

**B. COLOR R.O.P FULL PAGE RATES**

1. Standard Second Colors: cyan, magenta, yellow, red or green digital. Add $1,120 per page per color.
2. PMS (matched) Second Colors: Add $1,450 per page per color.
3. Four-Color Process: Add $2,050 for the first page.
4. Use of the same color on additional pages in the same issue is discounted 50%. For example, the charge for 4-color on a second ad page in the same issue is $1,025.

**C. COLOR RATES FOR FRACTIONAL ADS (1/2-PAGE OR SMALLER)**

1. Standard Second Colors: cyan, magenta, yellow, red or green digital. Add $910 per page per color.
2. PMS (matched) Second Colors: Add $1,160 per page per color.
3. Four-Color Process: Add $1,610 for the first page.
4. Use of the same color on additional pages in the same issue is discounted 50%. For example, the charge for 4-color on a second ad page in the same issue is $805.

**D. INSERTS AND GATEFOLDS**

(Available on Request) Contact Production Department for rates and mechanical specifications.

**E. 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 twelve-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.

**F. COMBINATION DISCOUNTS**

Insertions in Smart Manufacturing, Special Sections and Yearbooks apply toward total earned frequency in Manufacturing Engineering.

**G. 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.

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<th>COVERS &amp; SPECIAL POSITIONS</th>
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<td>COVER 2</td>
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<td>COVER 3</td>
<td>$9,690</td>
<td>$8,230</td>
</tr>
<tr>
<td>COVER 4</td>
<td>$10,610</td>
<td>$9,030</td>
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</table>

**H. 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”.
   - Note: Fifth color on cover is $1,450 additional.
   - Special positions: Add 10% to space and color charges.

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.”

**I. 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.

**J. 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.

**K. 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.

Send Materials to Manufacturing Engineering via the SME Media Ad Portal
Questions? Contact SME Media Production at 313.425.3160

**ATTENTION NEW ADVERTISERS!**

Special positions: Add 10% to

**LIMITED TIME OFFER:**

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

Digital editions are available.

Just as digital technologies are unlocking new opportunities for manufacturing, SME Media’s digital editions offer the same trusted coverage and information with added enhancements that enable readers to engage in new ways.

Access Manufacturing Engineering and Smart Manufacturing magazines from anywhere, anytime, on any device.
# SMART MANUFACTURING 2021 EDITORIAL CALENDAR

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<td>Double-Sided Incremental Forming</td>
<td>Faster Training via Smart Technology</td>
<td>Additive Manufacturing Tech for Liquid &amp; Soft Materials</td>
<td>Emerging Data Analytics Tools</td>
<td>Blending Intelligence with Manual Machinery</td>
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<tr>
<td>Manufacturing USA Update</td>
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<td>Additive Manufacturing Update</td>
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<tr>
<td><strong>SPECIALS</strong></td>
<td>Collective Intelligence Roundtable</td>
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<thead>
<tr>
<th>FABTECH</th>
<th>RAPID + TCT</th>
<th>HOUSTEX</th>
<th>EASTEC</th>
<th>SOUTHTEC</th>
<th>WESTEC</th>
<th>AeroDef Manufacturing</th>
<th>FABTECH</th>
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<tbody>
<tr>
<td>September 13-16, Chicago, IL</td>
<td>September 13-15, Chicago, IL</td>
<td>HOUSTEX October 5-7, Houston, TX</td>
<td>EASTEC October 19-21, West Springfield, MA</td>
<td>SOUTHTEC October 26-28, Greenville, SC</td>
<td>WESTEC November 16-18 Long Beach, CA</td>
<td>AeroDef Manufacturing November 16-18, Long Beach, CA</td>
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<tr>
<th><strong>ADVERTISER BONUS</strong></th>
<th>Women in Robotics &amp; Automation Podcast Series Package</th>
<th>Social Media Promotion Package</th>
<th>Top Professors Campaign</th>
<th>Podcast Package</th>
<th>Social Media Promotion Package</th>
<th>Webinar</th>
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<tr>
<th><strong>BONUS DISTRIBUTION</strong></th>
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<tbody>
<tr>
<td><strong>AD CLOSING DATES</strong></td>
<td></td>
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<tr>
<td><strong>MATERIALS</strong></td>
<td>January 6, 2021</td>
</tr>
</tbody>
</table>
**MECHANICAL SPECIFICATION**

**Printing**
- Web offset to SWOP standards
- Color rotation: K-C-M-Y

**Live Area**
- All type, logos, and critical images and material should be at least .25" from finished ad edge on all sides of full page ads.

**STORAGE OF MATERIALS**

All materials will be discarded 12 months after last use by the publisher unless otherwise advised in writing by advertiser or agency.

**SMART MANUFACTURING JUNIOR SPREADS**

**Ad Size:** 15.5" X 5.75"
- Add .125" bleed to Left, Right and Foot
- **Trim Size:** 15.5" X 5.75"

**FURNISHED MATERIALS**

- **Required materials:** All ads must use CMYK color profile. All PMS colors should be converted to their equivalent CMYK process color unless otherwise indicated. PDF/X-1a files are preferred, generated using SME’s Digital PDF Tech Notes. PDF Tech Notes are available at www.sme.org/ad-specs or by contacting SME Production at 313.425.3160.
- **Fonts:** For best results, supplied PDFs should contain embedded fonts in their native vector format. Outlining of fonts is required when font is not embedded. Publisher and printer are not responsible for substitution of non-embedded or outlined fonts.
- **Proofs:** Digital ad proofs are available upon request, print proofs are available for a fee. Contact SME Production at 313.425.3160 for more details.
- **Screen:** 133 lines/inch.
- **Four-color materials:** The density of ink coverage should be no greater than 280% for all 4-color advertisements. Publisher and printer are not responsible for errors in keying.
- **Matched PMS Colors:** Advertisers requiring matched PMS or spot color must specify number on their insertion order. Extra charge for PMS and spot colors. Contact your sales rep for pricing.
- **Advertising insert specs and quotations:** Call SME Advertising & Production at 313.425.3160
- **Submit furnished materials through SME Media Ad Portal.

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**SPECIAL OFFER** Expand your presence and increase your return on investment with deeply discounted multiple page advertising. After your first full page ad placement all additional full page/4 color ads in a given issue are available at the discounted rate of $2,950 gross. To qualify for the discounted rate you must run a page of advertising in a minimum of six issues.

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Extra charge for PMS (matched) and spot colors. Contact your sales rep for pricing.

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**Note:** Ad size change. All SME Media publications now have a common ad size.
SPECIAL PUBLICATIONS

Attract new customer 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.

LASER FOCUS: SPECIAL SECTION

Lasers are not just for cutting and marking anymore. They are core to several additive manufacturing processes. They are critical for micro machining, micro and macro welding, laser drilling and more. In this annual special section, we explore the use of lasers in the marketplace.

MEDICAL MANUFACTURING: SPECIAL SECTION

The competitive medical device industry continues to advance the development of precision manufacturing technologies. In this special section, we uncover changing marketplace trends directly from the experts, and what those changes may portend for the supply chain.

TOOLING & WORKHOLDING: SPECIAL SUPPLEMENT

Focusing on advanced cutting tools and workholding technology, this special supplement delivers your message to a targeted audience of 60,000 industry professionals responsible for tooling and workholding purchases.
Published yearly, Manufacturing Engineering’s Yearbooks cover key manufacturing industries and initiatives.

Each Yearbook takes a deep dive on a specific segment and provides authoritative insights from industry leaders and subject matter experts who chronicle the trends, processes and technologies that drive innovation and influence workforce development.

**AEROSPACE & DEFENSE MANUFACTURING**

The aerospace and defense industry is responsible for nearly $1 trillion in economic output each year in the U.S. alone. Our Aerospace & Defense Manufacturing yearbook covers the A&D industry from additive manufacturing to automation to tooling to welding to workforce development.

**MEDICAL ADDITIVE MANUFACTURING**

A comprehensive, in-depth look at how the emerging technology of additive manufacturing (AM) is contributing to better health care today, and how this emerging technology might grow in the future.

**MOTORIZED VEHICLE MANUFACTURING**

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. Coverage includes light vehicles, heavy trucks, off-road vehicles, engines, gears, industry analysis and forecasts.

*30,619* **PRINT DISTRIBUTION**

*43,771* **DIGITAL DISTRIBUTION**

*74,390* **TOTAL DISTRIBUTION**

*Publisher’s Own Data*
CUSTOM PRINT OPTIONS

**Belly Band**
A custom ad this is 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 centerstage with a dedicated supplement mailed alongside Manufacturing Engineering magazine, showcasing your company, products, technology, partners or thought leadership. Available in a variety of sizes, our design team will help you tell your story.

EDITORIAL OPPORTUNITIES

**ADVERTORIAL**
Educate readers on your company, a specific product or product line, or highlight a customer case study.

**FIELD INTELLIGENCE**
* Smart Manufacturing magazine guest columns, which explore processes, solutions and strategies that can help address vexing issues in the industry.

* Subject to editorial guidelines

**DAY IN THE LIFE OF**
An SME Media journalist, accompanied by a photographer, spends a day with the CEO (or CTO) of your company and writes a multiple-page, company-culture-rich feature.

*May be done virtually based on COVID-19 restrictions

**COLLECTIVE INTELLIGENCE ROUNDTABLES**:
Showcase your organization's commitment to the industry by sponsoring a Collective Intelligence roundtable. Roundtables feature four to six industry leaders and are moderated by an SME Media editor, culminating in a multiple page feature article published in Smart Manufacturing or Manufacturing Engineering magazine.

* For additional custom options, contact your SME Media rep.
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.

TURNKEY SOLUTIONS

SME BRAND RESEARCH

Our SME brand research helps you understand your brand’s position in the market relative to your competitors (up to 3) 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
SME produces premier manufacturing trade shows and conferences across North America to help companies showcase their capabilities and to connect customers with solutions.

SME conferences and expositions feature industry leaders and the latest in advanced manufacturing technology, trends and solutions from all areas of the industry, including:

- Additive Manufacturing
- Aerospace + Defense
- Automotive/Motorized Vehicle
- Energy, Oil + Gas
- Medical
- Smart Manufacturing
- Workforce Development

* Subject to change based on COVID-19 restrictions
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INNOVATIVE
STRATEGIC
RESULTS DRIVEN

sme.org/smemedia/advertise-with-us