

Thermal processing



*Technologies and Processes
For the Advancement of Materials*

MEDIA GUIDE:
2017

letter from the editor

Thermal Processing magazine has become a well-known and trusted source for the heat treating industry by offering both technical and educational information for gear manufacturers since our first issue in 2012.

As a response to reader and advertiser requests, we are publishing a total of six issues of *Thermal Processing* magazine in 2017, plus a bonus Buyer's Guide issue to help you connect with a network of OEMs and companies that are requiring or providing machines, materials, products, and capabilities for thermal processing applications. We hope that you keep the Buyer's Guide on-hand throughout the year as your go-to source for suppliers within the industry.

To further serve our readers, associations, and organizations in the industry, *Thermal Processing* magazine now covers industrial manufacturing of all heat-treated parts, broadening the range of editorial that we provide to our readers.

For each issue of *Thermal Processing* magazine, we've carefully selected in-focus topics that significantly impact the industry — whether you're a sub-contractor or a manufacturer with in-house capabilities. Techniques and processes covered in *Thermal Processing* include induction heating, sintering, annealing, carbonitriding, quenching, and forging, to name a few. We also cover robotics, quality assurance, and testing. We work closely with industry and academic experts who discuss the latest developments in process control and technology. Experienced metallurgists talk about metals and alloys, while engineers describe cutting-edge furnace designs leading to greater productivity.

Along with a wealth of technical articles and case studies, we also bring you recurring columns — Hot Seat, Metal Urgency, and Quality Counts — plus a company profile and a Q&A discussion with an industry expert. If your company is interested in a profile or if you would like to be the subject of a Q&A, please reach out to us. We would love to hear from you.

Thanks for taking the time to explore our Media Guide for *Thermal Processing* magazine and for sharing our excitement in the growth of our publication as well as the heat treating industry. We look forward to meeting you at industry events and partnering with you in a prosperous 2017.



Molly J. Rogers
Editor

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Cover Image: WICKERT USA

editorial calendar

2016

NOVEMBER/DECEMBER

FOCUS: 2016 Annual Buyer's Guide

BONUS DISTRIBUTION FOR ALL TRADE SHOWS

Editorial Deadline 9/16/2016

Advertising Deadline 10/17/2016

2017

JANUARY/FEBRUARY

FOCUS: Industrial Gases, Cooling, and Quenching

Editorial Deadline 11/15/2016

Advertising Deadline 12/15/2016

MARCH/APRIL

FOCUS: Materials Selection, Surface Treating, and Forging

BONUS DISTRIBUTION

Forge Fair 2017 Show Issue

Editorial Deadline 1/16/2017

Advertising Deadline 2/15/2017

MAY/JUNE

FOCUS: Nonferrous Heating, Powder Metallurgy, and Sintering

BONUS DISTRIBUTION

PowderMet 2017 Show Issue

AIS Tech 2017 Show Issue

Editorial Deadline 3/15/2017

Advertising Deadline 4/17/2017

JULY/AUGUST

FOCUS: Process Control, Technology, and Thermal Processing Equipment

Editorial Deadline 5/15/2017

Advertising Deadline 6/15/2017

SEPTEMBER/OCTOBER

FOCUS: Gear Applications and Heat Treating

BONUS DISTRIBUTION

Heat Treat 2017 Show Issue

Gear Expo 2017 Show Issue

Fabtech 2017 Show Issue

Editorial Deadline 7/17/2017

Advertising Deadline 8/15/2017

NOVEMBER/DECEMBER

FOCUS: 2017 Annual Buyer's Guide

BONUS DISTRIBUTION FOR ALL TRADE SHOWS

Editorial Deadline 9/15/2017

Advertising Deadline 10/16/2017

PHILOSOPHY

Thermal Processing is designed to mirror the multi-faceted nature of the heat treating industry. Through editorial contributions from industry experts, we explore every element of the heat treating process, including materials, equipment design, costs, quality control, machinery, and everything in between. Each issue, *Thermal Processing* offers its readers the latest, most valuable content available from companies, large and small, as well as critical thoughts on what this information means for the future of the heat treating industry.

EDITORIAL SUBMISSIONS

Thermal Processing often turns to individuals and companies within the industry to write original articles for publication in the magazine. These articles, written with an authoritative voice and a non-commercial tone, serve to educate and inform the industry. For more information on how to submit articles for publication or if your company would like to be considered as a recurring contributor, contact the editor, Molly J. Rogers, at 800.366.2185 ext. 205 or email editor@thermalprocessing.com.

PRESS RELEASES:

News and product releases should be sent to editor@thermalprocessing.com.

SALES CONTACTS:

For sales, contact Chad Morrison at chad@thermalprocessing.com or Dave Gomez at dave@thermalprocessing.com.

COMPANIES & AGENCIES:

Please add editor@thermalprocessing.com to your press release distribution lists.

IN EVERY ISSUE

Thermal Processing magazine includes feature articles along with three columns — Metal Urgency, Quality Counts, and Hot Seat — plus a company profile and a Q&A.

COMPANY PROFILE

Each issue, we select a different company, from international distributors to mom-and-pop shops, for a company profile. With interviews and photography, the profiles are a comprehensive look at thermal processing companies of all sizes at all stages of development, and it's our most-read feature.

Q&A

Thermal Processing sits down with a different industry member for a discussion of their experiences in the industry, their company's offerings, and advice on navigating the heat treating industry.

COLUMNS

Hot Seat

With advantages of strength and durability, the heat treating process is discussed in this popular column.

Metal Urgency

The Metal Urgency column explores the range of steels and alloys used in heat treatment through a discussion from an expert metallurgist.

Quality Counts

Testing, analysis, and quality control of heat treating are covered in the Quality Counts column.



Thermal

processing

Excellent exposure is guaranteed for all contributors and advertisers — with 12,500 print copies and an additional 8,368 digital versions of each issue distributed around the country and the world.

PRINT CIRCULATION

12,500

DIGITAL CIRCULATION

8,368

122 countries served

company functions

| | |
|---|--------|
| OEMs | 40.00% |
| Captive Heat Treating | 43.71% |
| Captive Forging, Castings, Sintering | 13.17% |
| Captive Manufacturer of Alloys, Ferrous/non-Ferrous Metals (Melting, Refining, Casting) | 13.17% |
| Commercial Provider in Brazing, Forging, Casting, Sintering, and other Heat Treating | 41.92% |
| Research/Development, Education, and Testing/Consulting | 22.16% |
| Manufacturer of Furnaces, Ovens, Induction and Other Heat Treating Equipment | 1.60% |

job function

| | |
|------------------------------------|--------|
| Executive/Corporate Management | 28.92% |
| Manufacturing Production | 4.79% |
| Ceramics/Refractories Engineering | 0.60% |
| Manufacturing Engineering | 14.38% |
| Metallurgical Engineering | 11.38% |
| Process Engineering | 3.20% |
| Design/Research/Development | 19.76% |
| Quality Control/Inspection | 4.20% |
| Maintenance/Automation/Technical | 1.80% |
| Purchasing | 2.40% |
| Sales/Marketing | 6.77% |
| Training/Other Qualified Personnel | 1.80% |

recommend/buy/approve

| | |
|------------------------------------|--------|
| Industrial Heat Treating Equipment | 46.71% |
| Machine Components | 49.70% |
| Machine/Shop Supplies | 37.13% |
| Heat Treating Services | 59.88% |
| Other | 8.38% |
| None of Above | 7.78% |

subscribers' number of employees

| | |
|------------|--------|
| 1 to 49 | 42.92% |
| 50 to 99 | 18.76% |
| 100 to 499 | 22.75% |
| 500 to 999 | 4.79% |
| 1000+ | 10.78% |

thermalprocessing.com

On thermalprocessing.com, we have paired our vast technical archives with the latest web technologies to develop the most efficient, streamlined, user-friendly web experience in the heat treating industry. Our user-value method takes a four-part approach: information, usability, community, and mobility.

See how you can take advantage of thermalprocessing.com to promote your company.

storefront

Connect your company to the heat treating industry with a storefront in the Thermal Processing Community. Storefronts paint a portrait of your company with a 500-word description and include your logo, website link, phone number, email addresses, and videos. Your social media pages such as Twitter and Facebook are integrated with live updates, which may also be re-posted through our social media feeds.

With a community storefront, your company also receives a premium listing in the annual Buyer's Guide published each November. Premium listings feature graphic treatments to draw more attention to your company.



magazine ad rates & sizes

PRICING

| | 6X | 3X | 1X |
|------------------------|---------|---------|---------|
| FULL PAGE | \$3,115 | \$3,582 | \$3,894 |
| 1/2 PAGE ISLAND | 2,380 | 2,737 | 2,975 |
| 1/2 PAGE | 1,850 | 2,035 | 2,313 |
| 1/3 PAGE | 1,575 | 1,812 | 1,969 |
| 1/4 PAGE | 1,225 | 1,409 | 1,531 |
| 1/9 PAGE | 875 | 1,006 | 1,094 |
| PRIORITY (PAGES 1 - 5) | 3,325 | 3,824 | 4,157 |
| LISTING (Per Line) | 10 | | |
| INSIDE FRONT COVER | 3,700 | 4,255 | 4,625 |
| INSIDE BACK COVER | 3,450 | 3,968 | 4,312 |
| BACK COVER | 4,355 | 5,009 | 5,444 |

All posted rates non-commissionable.
\$800 charge for color on full page. Ad rates subject to surcharge for ad build.

AD DIMENSIONS

| | BLEED | TRIM | LIVE |
|---------------------|------------------|------------------|-----------------|
| FULL PAGE | 8.625" x 11.125" | 8.375" x 10.875" | 7.475" x 9.975" |
| 1/2 PAGE ISLAND | — | 4.94" x 7.45" | — |
| 1/2 PAGE HORIZONTAL | — | 7.475" x 4.925" | — |
| 1/2 PAGE VERTICAL | — | 3.675" x 9.975" | — |
| 1/3 PAGE SQUARE | — | 4.94" x 4.925" | — |
| 1/3 PAGE VERTICAL | — | 2.4" x 9.975" | — |
| 1/4 PAGE | — | 3.675" x 4.925" | — |
| 1/9 PAGE | — | 2.4075" x 3.24" | — |



View featured articles from the magazine chosen especially by the staff, and support the community of heat treating professionals.



Follow us on Twitter to keep up with the latest news, product announcements, and events in the heat treating industry.



Keep up with other professionals discussing the heat treating industry by joining the *Thermal Processing* group on LinkedIn.

online rates & sizes

INDUSTRY ADVANTAGE

\$500
MONTH

175 X 245
PIXELS

MINI \$150 MONTH 175 X 65 PIXELS

MEDIA REQUIREMENTS

Artwork

Proper output of your ad materials can only be ensured if you submit your artwork as a high-resolution PDF.

We accept artwork in the following media types:

- FTP
- CD-ROM/DVD-R
- Electronic Transfer via email

Images

We accept photos/images as follows:

- TIFF, EPS or JPEG
(CMYK format, 266 dpi minimum)

SEND FILES

Email artwork to design@thermalprocessing.com and **copy your sales representative.**

Or log on to our FTP:

msimktg.sharefile.com with
email: ftp@msimktg.com
password: **mediasolutions**

Place files in the Thermal Processing folder.

MISCELLANEOUS INFORMATION

All sent artwork must include the following:

- Magazine Title
- Issue Date
- Advertiser's Name
- List of Contents
- Contact Information
(name, phone, email, fax if applicable)

