

Thermal processing

MEDIA GUIDE ///

2019

Technologies and Processes
for the Advancement
of Materials

LETTER FROM THE EDITOR ///

When *Thermal Processing* began publishing in 2012, we knew that it was only a matter of time before we grew along with the heat-treating industry and the information we so proudly published.

Two issues a year increased to six issues annually in 2017, and still we realized that wasn't enough.

That's why we are excited to bring you 12 issues a year starting in January 2019.

We want to continue to make this magazine an essential source of technical and educational information presented for and by experts and insiders within the heat-treat industry. *Thermal Processing* is also here to help key decision makers find the products and services they need.

Since we've done from the beginning, for each issue, we've selected focus topics that make a significant impact on the industry – whether you're a commercial or captive heat treater or an outsourcing OEM. We work closely with industry and academic experts who discuss the latest developments in process control and technology.

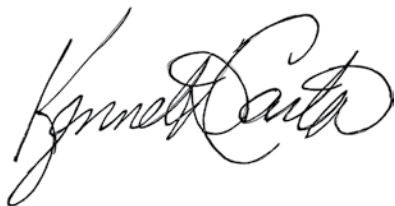
Experienced metallurgists discuss metals and alloys, while engineers describe cutting-edge furnace designs and other technological advances that lead to greater productivity.

Along with technical articles and case studies, we also bring you monthly columns – Hot Seat, Metal Urgency, and Quality Counts – plus a company profile and a Q&A discussion with an industry expert or insider.

The year's issues also include our end-of-the-year Buyer's Guide 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. Make sure to keep the Buyer's Guide on hand throughout the year as your go-to source for industry suppliers.

If your company is interested in submitting an article or paper for publication, or being the subject of a profile or 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 working with you in a prosperous and innovative 2019.



Kenneth Carter, editor

Thermal Processing

kenneth@thermalprocessing.com

800-366-2185, ext. 204



EDITORIAL CALENDAR ///

2019

JANUARY

FOCUS: Vacuum Heating, Cryogenics

Editorial Deadline

11/28/2018

Advertising Deadline

12/7/2018

FEBRUARY

FOCUS: Insulating Materials, Burners & Combustion

Editorial Deadline

12/21/2018

Advertising Deadline

1/11/2019

MARCH

FOCUS: Industrial Gases, Thermocouples

Editorial Deadline

1/25/2019

Advertising Deadline

2/8/2019

APRIL

FOCUS: Process Control, Pyrometry, AISTech Preview

Editorial Deadline

2/24/2019

Advertising Deadline

3/8/2019

MAY

FOCUS: Composites, Fixtures, Powdermet Preview

Editorial Deadline

3/24/2019

Advertising Deadline

4/5/2019

JUNE

FOCUS: Powder Metallurgy, Sintering

Editorial Deadline

4/24/2019

Advertising Deadline

5/3/2019

BONUS DISTRIBUTION
AIS Tech 2019 Show

BONUS DISTRIBUTION
PowderMet 2019 Show

JULY

FOCUS: Induction Heating, Quenching

Editorial Deadline

5/24/2019

Advertising Deadline

6/7/2019

AUGUST

FOCUS: Non-Ferrous Heating, Cooling Towers, Certifications

Editorial Deadline 6/23/2019

Advertising Deadline

7/5/2019

SEPTEMBER

FOCUS: Heat Treat Expo Preview Issue

Editorial Deadline

7/26/2019

Advertising Deadline

8/2/2019

OCTOBER

FOCUS: Heat Treat Expo Issue

Editorial Deadline

8/28/2019

Advertising Deadline

9/6/2019

BONUS DISTRIBUTION
Heat Treat Expo 2019

NOVEMBER

FOCUS: 2020 Annual Buyer's Guide

Editorial Deadline

9/22/2019

Advertising Deadline

10/4/2019

DECEMBER

FOCUS: Gear Applications, Inspection & Metrology

Editorial Deadline

10/27/2019

Advertising Deadline

11/1/2019

PHILOSOPHY ///

Thermal Processing is designed to spotlight the many areas of the heat-treating industry. Through editorial contributions from industry experts, we explore topics of the heat-treating process, including materials, equipment design, costs, quality control, machinery, and more. *Thermal Processing* offers its readers timely and valuable content from companies, large and small, as well as critical thoughts on what this information means for the future of the heat-treating industry.

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

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.

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.

HOT SEAT

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

Q&A

Thermal Processing talks with an industry expert for a discussion of their experiences in the industry, their company's offerings, and advice on navigating the heat-treating industry.

EDITORIAL SUBMISSIONS

Thermal Processing turns to experts and companies within the industry to write original articles for publication. 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 editor Kenneth Carter at 800.366.2185 ext. 204, or email kenneth@thermalprocessing.com.

PRESS RELEASES

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

SALES CONTACTS

For sales, contact:

- Chad Morrison at 800-366-2185, ext. 202 or chad@thermalprocessing.com
- Dave Gomez at 800-366-2185, ext. 207 or dave@thermalprocessing.com
- Jim Faulkner at 800-366-2185, ext. 209 or jim@thermalprocessing.com

COMPANIES & AGENCIES

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

*Excellent exposure is guaranteed for all contributors and advertisers — with **10,192** print copies and an additional **5,882** digital versions of each issue distributed around the country and the world.*



PRINT CIRCULATION

DIGITAL CIRCULATION













122 countries served

10,192
5,882

CIRCULATION BY COMPANY FUNCTION ///

OEMs	42.47%	Commercial Provider in Brazing, Forging, Casting, Sintering and other Heat Treating	39.02%
Captive Heat Treating	33.56%	Research/Development, Education, and Testing/Consulting	21.99%
Captive Forging, Castings, Sintering	9.98%	Manufacturer of Furnaces, Ovens, Induction, and Other Heat Treating Equipment	13.15%
Captive Manufacturer of Alloys, Ferrous/non-Ferrous Metals (Melting, Refining, Casting)	9.52%		

CIRCULATION BY JOB FUNCTION ///

 Executive/Corporate Management 19.91%	 Manufacturing Production 8.05%	 Ceramics/Refractories Engineering 0.60%	 Manufacturing Engineering 11.86%	 Metallurgical Engineering 10.07%	 Process Engineering 3.13%
 Design/Research/Development 21.70%	 Quality Control/Inspection 3.13%	 Maintenance/Automation/Technical 3.36%	 Purchasing 2.46%	 Sales/Marketing 12.38%	 Other Qualified Personnel 3.35%

PUBLISHER'S SUBSCRIPTION DATA ///

 Our readers are key decision makers at companies large and small

RECOMMEND/BUY/APPROVE

Industrial Heat-Treating Equipment	45.33%
Machine Components	56.00%
Machine/Shop Supplies	39.33%
Heat-Treating Services	58.67%
Other	7.33%
None of Above	8.67%

NUMBER OF EMPLOYEES

1 to 49	37.54%
50 to 99	20.08%
100 to 499	28.14%
500 to 999	4.55%
1000+	9.69%

MAGAZINE AD RATES & SIZES ///

PRICING

	12X	6X	3X	1X
FULL PAGE	\$3150	\$3915	\$4382	\$4694
1/2 PAGE ISLAND	2175	2780	3137	3375
1/2 PAGE	1975	2250	2435	2713
1/3 PAGE	1762	1845	2082	2239
1/4 PAGE	1205	1425	1609	1731
1/9 PAGE	439	965	1096	1184
2-PAGE SPREAD	5850	6185	7011	7651
PRIORITY (PAGES 1-5)	3800	4125	4624	4957
INSIDE FRONT COVER	4300	4500	5055	5425
INSIDE BACK COVER	4050	4250	4768	5112
BACK COVER	4550	5155	5809	6244

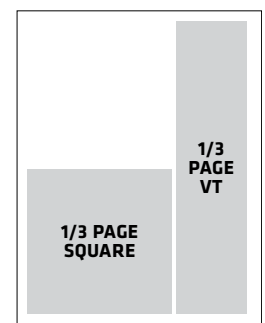
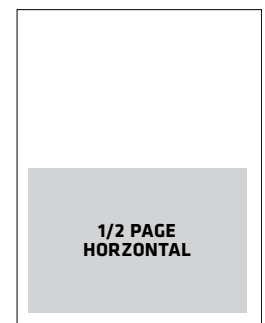
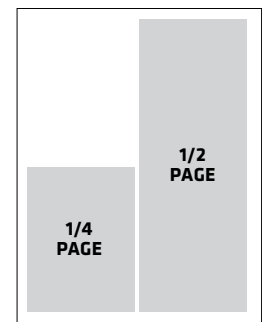
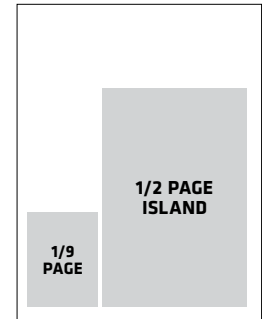
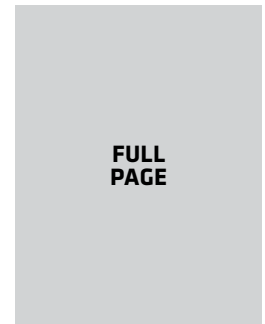
All posted rates non-commissionable.

\$200 charge for bleeds. Ad rates subject to surcharge for ad build.

AD DIMENSIONS

	BLEED	TRIM	LIVE
2-PAGE SPREAD	17.25" x 11.125"	16.75" x 10.875"	16" x 9.975"
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"	4.94" x 7.45"
1/2 PAGE HORIZONTAL	–	7.475" x 4.925"	7.475" x 4.925"
1/2 PAGE VERTICAL	4.175" x 11.125"	3.675" x 9.975"	3.675" x 9.975"
1/3 PAGE SQUARE	–	4.94" x 4.925"	4.94" x 4.925"
1/3 PAGE VERTICAL	2.9" x 11.125"	2.4" x 9.975"	2.4" x 9.975"
1/4 PAGE	–	3.675" x 4.925"	3.675" x 4.925"
1/9 PAGE	–	2.4075" x 3.24"	2.4075" x 3.24"

Gutter size on 2-page spread is 1".



BANNER ADS & MEDIA REQUIREMENTS ///

728X90
LEADERBOARD



250X250
LARGE SQUARE

MEDIA REQUIREMENTS

BINDERY

Each issue of the magazine will be perfect bound.

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 artwork@thermalprocessing.com and **copy your sales representative**.

Or log on to our FTP [msimktg.sharefile.com](ftp://msimktg.sharefile.com)

with email: ftp@msimktg.com password: **msi12345**

Place files in the Gear Solutions 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)

120X240
MINI
SKYSCRAPER

BANNER AD RATES

Banner ads are a great way to get customers directly to your website after reading *Thermal Processing's* exclusive editorial content.

Banner ads can be displayed in multiple locations on each *Thermal Processing* web page.

Leaderboard	Call for pricing
Large Square	\$500/monthly
Mini Skyscraper	\$350/monthly
Button	\$150/monthly
Top Article Leaderboard	Call for pricing
Bottom Article Leaderboard	Call for pricing
Company Profile Keyword	Call for pricing

120X60
BUTTON

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 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 even more attention to your company.

EMAIL OPPORTUNITIES

Email is a vital component to a comprehensive marketing program for reaching customers. It compels immediate action on the part of the reader, leading to high volumes of impressions from subscribers who have chosen to receive third-party offers. *Thermal Processing* provides a variety of email marketing opportunities, including custom options, to help you reach your customers.

Call for pricing

Build Better. Be Better.

Changing the world isn't easy, but you've found a partner that believes in being better. Better manufacturers. Better partners. Better people.

Now let's go change the world, together.

Must-See Events at

DIGITAL MAGAZINE

The *Thermal Processing* digital magazine, at thermalprocessing.com, is a fully interactive digital magazine. Readers can make notations, create bookmarks, share articles on social media, watch videos, click hyperlinked advertisements, even “flip the pages” with the mouse. It's all part of the *Thermal Processing* digital magazine experience.



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.



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