

# Thermal processing



MEDIA GUIDE //

# 2020

Technologies  
and Processes  
for the  
Advancement  
of Materials

## LETTER FROM THE EDITOR ///

We had great success in 2019 when we expanded *Thermal Processing* to 12 issues of extensive coverage of the heat-treat industry. We're proud of what we accomplished, and we expect even greater things as we venture into 2020.

We constantly strive 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.

And with the world of ceramics being an integral part of so much of the heat-treating process, this year, *Thermal Processing* plans to offer two issues (April and September) with bonus content that focuses on this essential topic.

As always, 2020 will 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 and stand by to share your story with our readers.

Thanks for taking the time to explore our Media Guide for *Thermal Processing* magazine and for sharing our excitement in the continued 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 2020.



**Kenneth Carter, editor**  
kenneth@thermalprocessing.com  
800-366-2185, ext. 204



## EDITORIAL CALENDAR ///

### 2020

#### JANUARY

**FOCUS:** Vacuum Heating, Cryogenics

*Editorial Deadline*

1/29/2019

*Advertising Deadline*

12/6/2019

#### FEBRUARY

**FOCUS:** Insulating Materials, Burners & Combustion

*Editorial Deadline*

12/23/2019

*Advertising Deadline*

1/10/2019

#### MARCH

**FOCUS:** Process Control, Pyrometry

*Editorial Deadline*

1/27/2020

*Advertising Deadline*

2/7/2020

#### APRIL

**FOCUS:** Industrial Gases

*Editorial Deadline*

2/25/2020

*Advertising Deadline*

3/6/2020

BONUS CONTENT  
Ceramics

**BONUS DISTRIBUTION**

Ceramics Expo USA

#### MAY

**FOCUS:** Medical Applications, Thermocouples

*Editorial Deadline*

3/25/2020

*Advertising Deadline*

4/3/2020

#### JUNE

**FOCUS:** Powdermet Preview, Sintering

*Editorial Deadline*

4/27/2020

*Advertising Deadline*

5/1/2020

**BONUS DISTRIBUTION**

PowderMet 2020 Show

#### JULY

**FOCUS:** Induction Heating, Quenching

*Editorial Deadline*

5/26/2020

*Advertising Deadline*

6/5/2020

#### AUGUST

**FOCUS:** FNA Preview

*Editorial Deadline*

6/24/2020

*Advertising Deadline*

7/6/2020

**BONUS DISTRIBUTION**  
IMTS 2020, IMAT 2020

#### SEPTEMBER

**FOCUS:** FNA Issue

*Editorial Deadline*

7/27/2020

*Advertising Deadline*

8/3/2020

#### OCTOBER

**FOCUS:** Aerospace Applications, Certifications

*Editorial Deadline*

8/31/2020

*Advertising Deadline*

9/4/2020

BONUS CONTENT  
Ceramics

#### NOVEMBER

**FOCUS:** Annual Buyer's Guide

*Editorial Deadline*

9/28/2020

*Advertising Deadline*

10/2/2020

#### DECEMBER

**FOCUS:** Gear Applications, Inspection & Metrology

*Editorial Deadline*

10/28/2020

*Advertising Deadline*

11/6/2020

# 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, three columns (Metal Urgency, Quality Counts, and Hot Seat), 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

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.

## HOT SEAT

A deep dive into the advantages of strength and durability as they pertain to the heat-treating process.

## 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 at [kenneth@thermalprocessing.com](mailto:kenneth@thermalprocessing.com).

## PRESS RELEASES

Send news and product releases to [editor@thermalprocessing.com](mailto:editor@thermalprocessing.com).

## SALES CONTACTS

- › Chad Morrison at 800-366-2185, ext. 202 or [chad@thermalprocessing.com](mailto:chad@thermalprocessing.com)
- › Dave Gomez at 800-366-2185, ext. 207 or [dave@thermalprocessing.com](mailto:dave@thermalprocessing.com).

## COMPANIES & AGENCIES

Please add [editor@thermalprocessing.com](mailto: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 6,305 digital versions of each issue distributed around the country and the world.*



**PRINT CIRCULATION**

**DIGITAL CIRCULATION**

122 countries served

**10,192  
6,305**

### CIRCULATION BY COMPANY FUNCTION ///

OEMs **17.34%**

Captive Heat Treating **51.27%**

Commercial Heat Treaters **9.07%**

Research/Development,  
Education, and Testing/Consulting **6.99%**

Manufacturer of Furnaces, Ovens,  
Induction, and Other Heat Treating Equipment **15.33%**

### CIRCULATION BY JOB FUNCTION ///



Executive/Corporate  
Management

**19.53%**



Manufacturing Production  
& Engineering

**19.17%**



Ceramics/Refractories, Metallurgical  
& Process Engineering

**15.06%**



Design / Research /  
Development

**18.08%**



Quality Control /  
Inspection

**3.62%**



Maintenance / Automation /  
Technical

**3.98%**



Purchasing

**2.17%**



Sales / Other Qualified  
Personnel

**18.99%**

### PUBLISHER'S SUBSCRIPTION DATA ///

Our readers are key decision makers at companies large and small

#### RECOMMEND/BUY/APPROVE

Industrial Heat-Treating Equipment	<b>46.32%</b>
Machine Components	<b>54.56%</b>
Machine/Shop Supplies	<b>38.96%</b>
Heat-Treating Services	<b>59.92%</b>
Other	<b>8.23%</b>
None of Above	<b>6.12%</b>

#### NUMBER OF EMPLOYEES

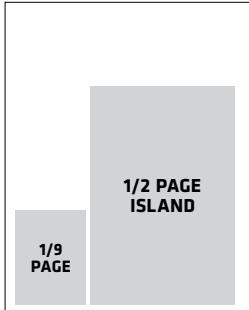
1 to 49	<b>33.14%</b>
50 to 99	<b>17.80%</b>
100 to 499	<b>25.64%</b>
500 to 999	<b>6.32%</b>
1000+	<b>17.10%</b>

# MAGAZINE AD RATES & SIZES ///

## PRICING

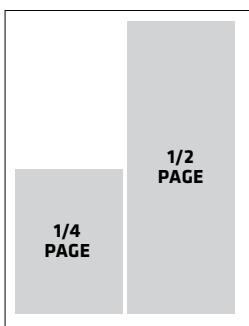
	12X	6X	3X	1X
FULL PAGE	\$3150	\$3915	\$4382	\$4694
1/2 PAGE ISLAND	2175	2780	3137	3375
1/2 PAGE	1975	2250	2435	2713
1/3 PAGE	1762	1845	2082	2239
1/4 PAGE	1205	1425	1609	1731
1/9 PAGE	439	965	1096	1184
2-PAGE SPREAD	5850	6185	7011	7651
PRIORITY (PAGES 1-5)	3800	4125	4624	4957
INSIDE FRONT COVER	4300	4500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

FULL PAGE

1/9 PAGE

1/2 PAGE ISLAND



1/4 PAGE

1/2 PAGE

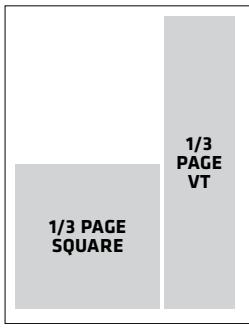
All posted rates non-commissionable.

\$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"

1/2 PAGE HORIZONTAL



1/3 PAGE SQUARE

1/3 PAGE VT

Cutter size on 2-page spread is 1".

# BANNER ADS & MEDIA REQUIREMENTS ///

**728X90**  
LEADERBOARD



**250X250**  
LARGE SQUARE



## 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.

**120X240**  
MINI  
SKYSCRAPER

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

## 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](mailto:artwork@thermalprocessing.com) and **copy your sales representative**.

Or log on to our FTP [msimktg.sharefile.com](http://msimktg.sharefile.com) with email: [ftp@msimktg.com](mailto:ftp@msimktg.com) password: [msi12345](#)  
Place files in the Thermal Processing folder.

### MISCELLANEOUS INFORMATION

Sent artwork must include the following:

- Magazine title                  • Issue date
- Advertiser's name              • List of contents
- Contact Information (name, phone, email, fax if applicable)

# 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.



## 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**



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

## 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.

## 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.



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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