

# Reach Manufacturing Decision Makers With Your Brand

## Print Advertising

As the industry's most preferred new products resource, NED delivers information on innovative products, materials, components, equipment and services to almost 150,000 buyers, engineers, plant managers and purchasing professionals throughout the U.S. From the big audiences of the magazine, website and the comprehensive print and online directories to the more targeted eNewsletters, NED can help you reach the audience you need.

Size	1X	3X	6X	12X
1/4 standard page	\$3,110	\$3,070	\$3,040	\$3,010
1/3 standard page	4,340	4,270	4,210	4,170
1/2 standard page	5,920	5,790	5,730	5,620
1/2 standard page, island	6,400	6,260	6,200	6,140
2/3 standard page	8,330	8,090	8,010	7,930
Standard page	10,150	9,850	9,660	9,470
Exclusive page*	11,660	11,340	11,150	10,960
Exclusive page spread*	18,560	17,190	16,610	15,860
1/3 Tab Page	7,750	7,530	7,390	7,300
1/2 Tab page	10,870	10,560	10,340	10,130
2/3 Tab page	9,940	9,300	8,880	8,470
1/3 Tab page, spread	9,940	9,300	8,880	8,470
1/2 Tab page, spread	16,130	15,300	14,570	13,840
Tab page	15,810	15,040	14,280	13,570
Tab page, spread	25,420	24,210	23,020	21,840

Dimensions	LiveArea/Non Bleed	Trim	Bleed
Tab Page	9.75" wide x 11.5" tall	10.25" wide x 12" tall	0.125" beyond trim
Tab Spread	20" wide x 11.5" tall	20.5" wide x 12" tall	0.125" beyond trim
Tab 1/2 Horizontal Spread	19.75" wide x 5.75" tall	20.5" wide x 6.25" tall	0.125" beyond trim
Tab 1/3 Horizontal Spread	19.75" wide x 3.75" tall	20.5" wide x 4.25" tall	0.125" beyond trim
Tab 2/3 Vertical	6.25" wide x 11" tall	6.625" wide x 12" tall	0.125" beyond trim
Tab 2/3 Horizontal	9.5" wide x 7.25" tall	10.25" wide x 7.75" tall	0.125" beyond trim
Tab 1/2 Vertical	4.6875" wide x 11" tall	5.0625" wide x 12" tall	0.125" beyond trim
Tab 1/2 Horizontal	9.5" wide x 5.75" tall	10.25" wide x 6.25" tall	0.125" beyond trim
Tab 1/3 Vertical	3.0625" wide x 11" tall	3.4375" wide x 12" tall	0.125" beyond trim
Tab 1/3 Horizontal	9.5" wide x 3.75" tall	10.25" wide x 4.25" tall	0.125" beyond trim
Exclusive Page	7.25" wide x 8.75" tall	7.625" wide x 9.25" tall	0.125" beyond trim
Standard/Full Page	7.0625" wide x 8.25" tall	7.4375" wide x 8.75" tall	0.125" beyond trim
Standard 2/3 page	7.0625" wide x 6.125" tall	7.0625" wide x 6.125" tall	No bleed
Standard 1/2 Vertical	3" wide x 6.75" tall	3" wide x 6.75" tall	No bleed
Standard 1/2 Horizontal	7.0625" wide x 4" tall	7.0625" wide x 4" tall	No bleed
Standard 1/2 Island	4.625" wide x 6.125" tall	4.625" wide x 6.125" tall	No bleed
Standard 1/3 Vertical	2.25" wide x 8.25" tall	2.25" wide x 8.25" tall	No bleed
Standard 1/3 Square	4.375" wide x 4.3125" tall	4.375" wide x 4.3125" tall	No bleed
Standard 1/4	3" wide x 4" tall	3" wide x 4" tall	No bleed

\* Exclusive position, no other ad on page.

## Our Audience

**36.4%** - VPs and Directors of Engineering, R&D and Information Technology / Systems, Plant Engineers, Design Engineers, Maintenance Engineers and Production Engineers

**30.1%** - CEO, COO, CFO, CIO, Executive VP and General Manager, Treasurer, Secretary, Owner, VP and Director.

**25.1%** - VPs and Directors of Operations, Quality, Lean/Six Sigma, Production, Maintenance Managers, Plant Managers, Superintendents, Supervisors, Foremen, Master Mechanics, Chief Machinists and Safety Directors.

**3.1%** - VPs and Directors of Purchasing & Sourcing, Buyers and Managers of Procurement

**3.7%** - Distribution, Warehousing & Logistics Management, Sales & Business Development Management and other job titles

## Display Rates & Specifications

**Rates:** Gross rates based on number of insertions within a 12-month period whether units are the same or varying sizes. No additional charge for color.

**Short Rate Policy:** If an advertising program is cancelled short of the minimum number of insertions required to earn the frequency rate it has been billed at, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the program.

### Premium Cover Display Advertising Rates:

Covers are sold for a 6x or 12x use on a non-cancelable basis  
 Outside Back Cover: additional 15% on space  
 Inside Front Cover: additional 15% on space  
 Inside Back Cover: additional 10% on space

**Magazine Trim Size:** 10.25 x 12"

**Printing process:** Web offset

Penton reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, to fit the ad dimensions listed.

**Submitting print materials:** Submit ad files at [penton.sendmyad.com](http://penton.sendmyad.com). Please do not send print ads via email.

**File Specifications & Guidelines:** [http://www.penton.com/sma/DASG\\_2014.pdf](http://www.penton.com/sma/DASG_2014.pdf)

### Contact:

New Equipment Digest  
 1100 Superior Avenue  
 Cleveland, Ohio 44114  
 216.696.7000

**Print advertising submission:** [penton.sendmyad.com](http://penton.sendmyad.com)

**General advertising inquiry:** [manufacturing.penton.com/newequipment](http://manufacturing.penton.com/newequipment)

**Online specifications:** [newequipment.com/specs](http://newequipment.com/specs)

## 2017 Editorial Calendar

JANUARY - Ad Close: 12/21/16	FEBRUARY - Ad Close: 1/19/17	MARCH - Ad Close: 2/16/17
<p><b>Special Section:</b> Design &amp; Manufacturing</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Safety</li> <li>Sensors</li> <li>Communication Equipment</li> </ul> <p><b>Special Report:</b> 2017:Predictions</p>	<p><b>Special Section:</b> Industry Wearables</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Energy Savers</li> <li>Instruments &amp; Controls</li> <li>Assembly &amp; Fastening</li> </ul> <p><b>Industrial Products Guide:</b> Ad close: 1/18/17</p> <p><b>Supplement:</b> Literature Digest</p>	<p><b>Special Section:</b> Material Handling</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Hand &amp; Power Tools</li> <li>Electrical &amp; Electronics</li> <li>Packaging</li> </ul> <p><b>Special Report:</b> IoT: State of the Industry</p> <p><b>MARKETING BONUS READERSHIP STUDY BONUS DISTRIBUTION:</b></p> <p>Promat 2017 - April 3-6</p>
APRIL - Ad Close: 3/17/17	MAY - Ad Close: 4/18/17	JUNE - Ad Close: 5/19/17
<p><b>Special Section:</b> Industrial Controls</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Food &amp; Beverage</li> <li>Motors &amp; Drives</li> <li>Safety</li> </ul> <p><b>Supplement:</b> Literature Digest</p> <p><b>BONUS DISTRIBUTION:</b></p> <p>IndustryWeek Manufacturing &amp; Technology Conference &amp; Expo - May 8-13</p>	<p><b>Special Section:</b> 3D Printing</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Testing &amp; Inspection Equip.</li> <li>Motion Control</li> <li>Material Handling</li> </ul> <p><b>Special Report:</b></p> <p>3D Printing: State of the Industry</p> <p><b>Supplement:</b> NED Innovation Awards</p>	<p><b>Special Section:</b> Automation</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Abrasives, Sealants &amp; Lubricants</li> <li>Internet of Things</li> <li>Plant Efficiency</li> </ul> <p><b>BONUS DISTRIBUTION:</b></p> <p>ASSE Safety 2017 - June 19-22</p>
JULY - Ad Close: 6/19/17	AUGUST - Ad Close: 7/19/17	SEPTEMBER - Ad Close: 8/15/17
<p><b>Special Section:</b> Fluid/Hydraulic Power</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Material Handling</li> <li>M2M</li> <li>HVAC</li> </ul> <p><b>Special Report:</b> Aerospace Industry Report</p> <p><b>Supplement:</b> Literature Digest</p>	<p><b>Special Section:</b> Energy Efficiency</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Packaging</li> <li>Manufacturing Intelligence</li> <li>Plant Maintenance</li> </ul>	<p><b>Special Section:</b> Machine Tools</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Safety</li> <li>Motion Control</li> <li>Material Handling</li> </ul> <p><b>Special Report:</b> Machinery Industry Report</p> <p><b>BONUS DISTRIBUTION:</b></p> <p>NSC - September 25-27</p>
OCTOBER - Ad Close: 9/20/17	NOVEMBER - Ad Close: 10/17/17	DECEMBER - Ad Close: 11/16/17
<p><b>Special Section:</b> Safety</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Fluid &amp; Mechanical Power</li> <li>Process Equipment</li> <li>Assembly &amp; Fastening</li> </ul> <p><b>Supplement:</b> Literature Digest</p> <p><b>BONUS DISTRIBUTION:</b></p> <p>IoT Emerge - November 7-10</p>	<p><b>Special Section:</b> Robotics</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Design &amp; Manufacturing</li> <li>Electrical &amp; Electronics</li> <li>Plant Maintenance</li> </ul> <p><b>Special Report:</b> Automotive Industry Report</p>	<p><b>Special Section:</b> Manufacturing Technology</p> <p><b>Spotlights:</b></p> <ul style="list-style-type: none"> <li>Smart Tools</li> <li>Motors &amp; Drives</li> <li>Abrasives, Sealants &amp; Lubricants</li> </ul> <p><b>Special Report:</b> Best of 2017</p> <p><b>HOLIDAY PRODUCT CATALOG</b></p>