

# Print Rates & Specifications

## Four Color Gross 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.

## Cancellations

Cancellations must be submitted in writing and will not be accepted after the published ad deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

## 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

## Short Rate Policy

If an advertising program is canceled 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.

## Specifications

Publication Trim Size: 7.5 x 10.5

DIMENSIONS	NON-BLEED	BLEED
Page	7" x 10"	7.75" x 10.75"
Spread	14.5" x 10"	15.25" x 10.75"
2/3 Spread	14.5" x 6"	15" x 6.5"
1/2 Spread	14.5" x 4.625"	15" x 5.125"
1/3 Spread	14.5" x 3.125"	15" x 3.625"
2/3 Page	4.5" x 9.75"	4.75" x 10.5"
1/2 Page Island	4.5" x 7.25"	4.75" x 7.75"
1/2 Page Vertical	3.375" x 9.75"	3.625" x 10.5"
1/2 Page Horizontal	7" x 4.625"	7.5" x 5.125"
1/3 Page Vertical	2.3125" x 9.75"	2.5625" x 10.5"
1/3 Page Square	4.5" x 4.625"	4.75" x 5.125"
1/4 Page Vertical	3.375" x 4.625"	3.625" x 5.125"
1/4 Page Horizontal	7" x 2.25"	7.5" x 2.75"
1/6 Page Vertical	2.3125" x 4.625"	2.5625" x 5.125"
1/6 Page Horizontal	4.5" x 2.25"	

NET RATES	1X	3X	6X	9X	12X
Full Page	\$16,050	\$15,200	\$14,500	\$14,000	\$13,000
2/3 Page	\$10,900	\$10,325	\$10,000	\$9,200	\$9,000
1/2 Page	\$8,800	\$8,400	\$8,000	\$7,500	\$7,000
1/3 Page	\$5,600	\$5,300	\$5,020	\$4,800	\$4,500
1/4 Page	\$4,200	\$4,000	\$3,800	\$3,500	\$3,300
Spread	\$25,000	\$24,000	\$23,000	\$21,000	\$20,000

**Binding method:** Saddle-stitched

**Printing specifications:** Web offset

**Bleed Dimensions:** Keep live matter 3/16" from trim edge. For bleed ads, keep live matter 5/16" from the bleed edge. If a full page ad bleeds, 0.125 must be added on all sides, making it 7.75 x 10.75. Penton reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions listed.

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

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

**Help:** For further technical assistance email [pageflow@penton.com](mailto:pageflow@penton.com)

**Contact:**

IndustryWeek  
 1100 Superior Avenue  
 Cleveland, Ohio 44114  
 216.696.7000

## 2018 Editorial Calendar

### JANUARY / FEBRUARY ISSUE - Ad Close: 1/19/18

**Special Report: State of Manufacturing Survey**

- We ask our manufacturing audience about the issues most affecting them, including talent, technology, operations, competition and government policy.

**Manufacturing for Hire** - Outsourcing takes on a whole new meaning in the digital age as companies increasingly separate design and engineering from physical production. How will this shape the manufacturing ecosystem?

**Blockchain in the Supply Chain** - What's the huge buzz about blockchain? We delve into the technology and how it could revolutionize supply chains in manufacturing.

**Digital Jobs for Aging Workers** - With the labor market tightening, can manufacturers find ways to retrain workers to handle more technically challenging jobs and convince them to stay in the workforce?

### MARCH / APRIL - Ad Close: 3/16/18

**Special Feature: 2017 IW Best Plants Winners** - Profiles of this year's class of manufacturing overachievers in operational excellence.

**Rise of the Machine Learning** - An investigation into how machine learning and artificial intelligence will affect manufacturing in the short- and long-term. Using the book as a starting point, I would also talk with companies that have implemented the tech and share their stories of where they struggled, where they succeeded, and how they might provide a blueprint for others in industry.

**Manufacturing: The Family Business** - Whether the company founder or one of the heirs, family members every day work at manufacturing businesses across the nation. We examine the state of family-run manufacturing companies in the U.S. and share the stories of the people who have made them the family business.

**And Then the Auto Plant Came to Town** - There are few prizes more sought after than a new auto plant. These plants not only bring a temporary construction boost but provide billions of dollars in continuing economic impact from the factory itself and the suppliers that spring up around it. We look at examples of these automotive ecosystems and illustrate their impact on the businesses and communities in which they operate.

## 2018 Editorial Calendar (continued)

**MAY / JUNE** - Ad Close: 5/22/18

**The Birth of a Manufacturing Plant** - We take a look at the launch of a manufacturing plant, from site location to layout of processes to staffing.

**Manufacturing Tech Reboot** - Google Glass received a notable reboot after the tech giant focused them for the industrial space but that really only happened because manufacturers took the tech and twisted it for their own needs. What other consumer tech drones, voice controls, household robots, even the sharing economy has found its way into factories and been put to unconventional use?

**Is US Manufacturing on a Sustainable Path?** - Energy is at the heart of political debates pitting hydrocarbons against renewables. With the Trump Administration's rejection of the Paris Accord, how are manufacturers looking at sustainability and how they will meet the needs for fuel, water and other resources?

**Is the Regulatory Rollback Finally Here?** - For decades, manufacturers have complained that overregulation was forcing companies offshore and harming the profitability and innovation of manufacturers in the U.S.? We examine the efforts of the Trump administration to rein in regulations and provide analysis of the costs and benefits of these actions.

**JULY / AUGUST** - Ad Close: 7/17/18

**The IW US 500: The Biggest US Public Manufacturers** - Our annual coverage of the biggest public manufacturing companies includes insights on major issues affecting industry leaders and trends impacting the sector as a whole.

**IndustryWeek's 50 Best US Manufacturers** - Exclusive coverage of the the 50 best performing U.S. public manufacturing companies.

**The IW Tech Survey** - IW readers provide insights on the technologies being used in today's factories, how investments are being determined and the impact of new technologies on manufacturing products, economics and workforce.

**Supply Chain Risk Management** - Manufacturers are increasingly reliant on complex supply chains where even one supplier or an unanticipated natural or man-made event can bring a company to its knees. We examine some of the key risks to assess and the strategies and technologies being used to keep supply chains operating smoothly.

## 2018 Editorial Calendar (continued)

### SEPTEMBER / OCTOBER - Ad Close: 9/18/18

**Running the Digital Factory** - We interview plant managers who are charged with running high-tech manufacturing operations and find out how the digitization of manufacturing is affecting their jobs.

**Making Lean Work in a High-Mix, Low-Volume Environment** - Lean only works in high-volume, low-mix manufacturing. That's been the charge by low-volume, high-mix manufacturers as they discount the potential benefits lean could deliver to their factory floors. This article will illustrate that such thinking by low-mix manufacturers is wrong, as we highlight several that are reaping benefits with their lean implementations.

**A Materials Difference** - Efforts such as lightweighting and miniaturization are bringing a new emphasis on materials science to automotive, aerospace and other manufacturing sectors. We examine how researchers are stretching the bounds of manufacturing materials and what this means for the factories that must work with these new building blocks of products.

**Union Blues** - We talk to union leaders about the state of organized labor, their perceptions of U.S. manufacturing and what the solutions are to health care and other challenges facing their members.

### NOVEMBER / DECEMBER - Ad Close: 11/15/18

**Let Us Now Praise CNC** - Often lost in the flutter and hype of other newer, shinier, often prettier tech is the computer numerical control machine. An appreciation of the CNC machine and, more important, a look at how it's being used today on the floor by manufacturers small and large.

**Automotive Thought Leaders** - The automotive industry faces unprecedented technological and societal changes as autonomous driving and rapidly expanding urbanization drive the need for new mobility solutions. We talk to some of the leaders driving the industry through this transformation and find out what they think the future holds.

**The Elusive Work-Life Balance** - In a world with 24/7 connectivity, global organizations and nonstop operations, how can manufacturing leaders achieve some balance in their lives between work and personal time? The experts weigh in on this perennial puzzle.

**Six Steps to Better Asset Reliability** - New equipment is growing more complex with every iteration, and in many plants it's coupled with machinery that is decades old. Here's a look at steps manufacturers are taking to assure that all of these high-dollar assets are up and running when they are needed, without fail.