

Reach Forging Decision Makers With Your Brand

Print Advertising

Forging covers the world of open-and closed-die and ringrolling forge shops by actively reporting on equipment and supplies, new process developments, best practices, and industry news. Forging Commands the Full Spectrum of forging-related companies and departments of forged parts production such as:

- makers of forgings
- users of forged parts
- forging suppliers
- corporate office
- design facility
- research and development

Our Audience*			
35%	Corporate Management	9%	Design Engineering
15%	Plant/Operations Management	6%	Purchasing
8%	Plant Engineering	10%	Sales
4%	Research & Development	13%	Other

*Publisher's Sworn Statement, September 2015.

2017 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 cancelled. 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 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.

Magazine Trim Size: 7.625" x 10.50"

Printing process: Web offset. Keep live matter 3/16" from the trim edge. For bleed ads, keep live matter 5/16" from the bleed edge. Penton reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, to fit the ad dimensions listed.

Print advertising submission: penton.sendmyad.com
General advertising inquiry: manufacturing.penton.com/forging
Online Specifications: forgingmagazine.com/specs
Help: For further technical assistance email pageflow@penton.com

Contact: Forging, 1100 Superior Ave., Cleveland, Ohio 44114 | 216.696.7000

Dimensions	Wide	Deep
Full Page Live	7"	9.75"
Full Page Bleed	7.875"	10.75"
Full Page Trim	7.625"	10.5"
2/3 Page	4.5"	9.75"
1/2 Page, Island	4.5"	7.375"
1/2 Page, Horizontal	6.875"	4.625"
1/2 Page, Vertical	3.25"	9.75"
1/3 Page, Square	4.5"	4.625"
1/3 Page, Vertical	2.125"	9.75"
1/4 Page	3.25"	4.625"
Spread Live	14.75"	9.75"
Spread Trim	15.25"	10.5"

Size	1X	3X	6X
Full Page	\$3,740	\$3,360	\$3,190
2/3 Page	3,270	3,030	2,880
Island	2,970	2,760	2,600
1/2 Page	2,490	2,310	2,190
1/3 Page	2,070	1,990	1,930
1/4 Page	1,580	1,530	1,490
1/6 Page	1,350	1,290	1,240

Reach Qualified Buyers Nationwide

Front Cover Advertising

Take advantage of this unique advertising opportunity to display your brand, event, or message on the front cover of Forging. Grab your customers' attention by placing your ad on the front cover to maximize your advertising spend. Being on the front cover gives you a level of significance, different to ads on the inside pages of the magazine, simply by virtue of its position. Your ad will be located on the bottom right corner. Forging reserves the right to edit content for editorial integrity.

SPECIFICATIONS: 3"X 3" CAN INCLUDE: LOGO, URL, 2-5 WORDS. AD MUST INCLUDE COMPANY'S NAME. INVESTMENT: \$1,700 NET PER ISSUE

Product Express

This special back-of-the-book section provides an opportunity to promote your products, services, and career opportunities to subscribers on a national level. Sold by the inch, the ad is designed to fit your specific marketing needs and budget.

INVESTMENT:
BASIC LISTING (UP TO 6 CATEGORIES) - \$50
ADDITIONAL CATEGORIES - \$25 EACH
ADD LOGO: B/W - \$100 EACH / COLOR - \$250 EACH
CALL ADS: 2" X 1.5" - B/W: \$330 / COLOR: \$480 | 2" X 3" - B/W: \$465 / COLOR: \$615
2-COLOR: ADDITIONAL \$50 PER INCH
4-COLOR: ADDITIONAL \$100 PER INCH

ProductEXPRESS

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VALVES, BUTTERFLY
 Poon-Allen, IL, Peck, WI 631-464-8800

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	1X	3X	6X	12X
1 inch	\$125	\$120	\$115	\$110
2 inches	\$235	\$230	\$225	\$220
3 inches	\$345	\$340	\$335	\$330

2017 Editorial Calendar

In every issue: Industry News | FIA News | Plant Tours | Success Stories | New Products

Only Online: What this means is... Monthly “condenser” of manufacturing hot topics and technology trends — showing how the wider world is influencing the forging/forming business sector.

JANUARY / FEBRUARY - Ad Close: 1/31/17	MARCH / APRIL - Ad Close: 3/29/17
<p>Forging Today Robotics and automation for Forging: Robots are standard issue for forging shops, but the advances in robotics design and control technology are creating new workspaces — more creative, more flexible, and more productive.</p> <p>New Direction Trends in Lubricant Selection: How do materials, temperatures, and production volumes determine the right formulation – one that forgers can rely on to keep their operations safe and efficient?</p> <p>FORGEFAIR 2017 PREVIEW</p>	<p>Forging Today Process Simulation for Forging: Every decision is made before production begins. New software capabilities represent a consolidation of product development and process set-up — which is increasing throughput for forgers.</p> <p>New Direction Trends in Material Handling: Looking closely at the equipment and information that ensures product quality and process efficiency.</p> <p>BONUS DISTRIBUTION: IndustryWeek Manufacturing & Technology Conference & Expo - May 8-10</p>
MAY / JUNE - Ad Close: 5/30/17	JULY / AUGUST - Ad Close: 7/20/17
<p>Forging Today Finish Machining for Forging: Custom machining and finishing grows increasingly important to forgers strategies, and their technology selections create new process necessities and product standards.</p> <p>New Direction Trends in QC/Testing: Beyond product certification, state-of-the-art inspection gives forgers a new level of insight and a promotional edge</p> <p>2017 FORGING SAFETY REVIEW</p>	<p>Forging Today Heating Technology for Forging: Designing the process flow is as important as achieving the thermal set point. Identifying the specific parameters for materials and location at each location will ensure high throughput and maximize productivity</p> <p>New Direction Trends in Material Selection: From forging stock to die materials, metallurgy influences process control, product design and quality.</p>
SEPTEMBER / OCTOBER - Ad Close: 9/28/17	NOVEMBER / DECEMBER - Ad Close: 11/27/17
<p>2018 FORGING Buyers Guide: Forgers’ only directory for capital equipment, software, consumables products, and services for their plants and organizations.</p>	<p>2018 FORGING Executive Outlook Survey: Forging execs and operations managers reveal their capital spending plans... biggest concerns... best opportunities.</p>