

2018

# FOUNDRY

Management  
& Technology®

Industry Overview

ADVERTISING

LEAD GENERATION & NURTURING

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RESEARCH

EVENTS

[manufacturing.penton.com](http://manufacturing.penton.com)

# Foundry Management & Technology Is An Independent Source Of Information For The Foundry & Diecasting Industries

## Since 1892, We've Focused Exclusively On The Information Needs Of Metal Casters & Their Suppliers

For more than 120 years, Foundry Management & Technology has provided executives, production management, purchasing, and process control personnel with information that focuses exclusively on their needs and the needs of their suppliers, and provides a comprehensive directory to the metalcasting market.

### TOP 4 Reasons Why Our Subscribers Read

- 1** Follow developments at metalcasting operations worldwide.
- 2** Learn how metalcasters address new and recurring production problems.
- 3** Discover new capabilities and functions available for molding, melting, pouring, and finishing.
- 4** Collect ideas, insights on manufacturing and management trends shaping metalcasting.

### Advertising With Foundry Helps You:

- Think big by sharing your brand messaging with the top Foundry leaders in the country.
- Earn and maintain customer trust through appropriate messaging.
- Successfully launch new products and build brand awareness with the help of our team of marketing, sales and research professionals.
- Do more with less. We will help you find innovative and creative ways to market your products to our targeted audience in a way that makes sense for your business and your budget.

Reach Foundry Management & Technology Decision Makers With Your Message

FOUNDRY TOTAL MONTHLY AUDIENCE\*

**59,193**

**21k**

MAGAZINE



**23k**

DESKTOP VISITORS



**4k**

MOBILE VISITORS



**9k**

ENEWSLETTER



**2k**

SOCIAL



\*Monthly Audience includes desktop & mobile visitors, total eNewsletter recipients, and social networking followers, as noted is publisher's own data for the 6 month period January through June 2016. Magazine circulation quantity includes print and digital edition and is provided by Publisher's Sworn Statement, June 2016.

# Our Audience

**Total Average Circulation: 18,012\***

**Executive Management & Purchasing Personnel**

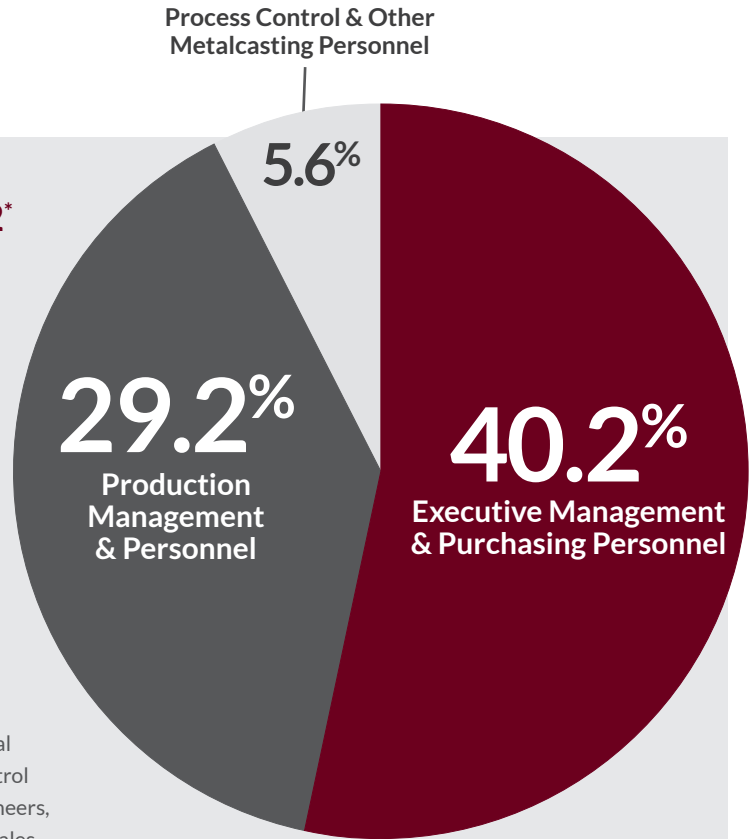
presidents, vice presidents, owners, general managers, corporate execs, and purchasing personnel

**Production Management & Personnel**

production management: plant managers, foundry superintendents, asst. superintendents, other personnel, production engineering: chief engineers, foundry engineers, plant engineers and other engineering personnel, foremen, supervisory and others

**Process Control & Other Metalcasting Personnel**

metallurgical & inspection personnel: metallurgists, technical directors, chemists, inspectors, lab technicians, process control engineers research engineers, sand engineers, process engineers, other foremen and supervisory process control personnel, sales and office personnel



Source: \*Publisher's Sworn Statement, October 2017

## Companies That Read



## Foundry Commands The Full Spectrum Of Manufacturing Industries

- Food, Beverage & Tobacco | Primary Metal & Fabricated Products
- Chemical Manufacturing | Electrical & Computer
- Transportation and Automotive | Furniture & Related Products
- Medical and Health Care | Wholesale Trade/Distribution
- Textile & Textile Product Mills, Apparel, Applied, and Wood Products
- Plastics & Rubber, and Nonmetallic Mineral Products | Construction
- Wholesale Trade/Distribution | Warehousing
- Paper, Printing & Related Support Services

# FoundryMag.com

## Top Articles

- The Five Barriers to Progress
- Fresh Starts for Foundries Supplying Auto Parts
- Molten Metal Splash and Furnace Refractory Safety
- GF Linamar Joint Venture Picks North Carolina Site
- Diecaster KSM Adding CounterPressure Casting
- Superiors Purchase Sets Up a Global Aluminum Wheel Producer
- Construction Starts for Transplant Auto Parts Plant
- Automotive Parts Supplier Expanding its Mexican Iron Foundry
- New Auto Wheel Foundry Picks Melting Systems
- Grede Three Managers Indicted in Asbestos Case
- Linamar Bids for Montupet Aims to be a Global Casting Enterprise



## Top Galleries

- The F35 Lighting II
- John Deere Foundrys Expansion Completed
- Metalcasting Business Outlook Data 2017
- Using Software to Define Fast Accurate Casting Setups
- Mixed-Light Inspection for Inline Casting Assessment
- The Bell Tolls for 450 Year Old Foundry
- A Primer to Ensure Proper Heat Treatment of H13 Tool Die Steel
- New HPDC at Mercury Castings
- Understanding Zinc Penetration on Induction Furnace Linings

**Top Searched Keywords**

- Magnesium
- Aluminum
- 3D
- Investment Casting
- No Bake
- Careers
- Automotive
- Mexico
- Lost Foam Casting
- Diecasting

# eNewsletters



**Metalcasting Weekly**

Frequency: Weekly

Subscribers: 9,200

Open Rate: 37.10%

CTR: 6.66%

**3D Printing 360**

Frequency: Twice Monthly

Subscribers: 21,500

Open Rate: 32.80%

CTR: 7.01%

**Quick Manufacturing News**

Frequency: Weekly

Subscribers: 31,600

Open Rate: 24.50%

CTR: 7.14%

# FOUNDRY

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For more information, please visit [manufacturing.penton.com/foundry](http://manufacturing.penton.com/foundry)

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## ADVERTISING

- Website Advertising
- Email Advertising
- Audience Extension
- Branded Channels
- Print Advertising



## LEAD GENERATION & NURTURING

- eBooks
- Pop Quiz
- Webinars
- Whitepapers
- Lead Lifecycling
- Event Lead Engagement Program



## EVENTS

- Event Lead Engagement Program
- Manufacturing & Technology Conference & Expo
- Safety Leadership Conference



## CONTENT

- Webinars
- Custom Whitepapers
- Custom Infographics
- Custom eNewsletter
- Custom eBook
- Search Press Pro
- FAQs



## RESEARCH

- Strategic Insights Study
- Custom Research
- Online Focus Groups
- Ongoing eListening