

www.assemblymag.com

ASSEMBLY

Serving the Multibillion Dollar Assembly Market

2013 INTEGRATED MEDIA PLANNER

ASSEMBLY is Everywhere Assembly Operations Are Taking Place!



Aerospace



Appliance



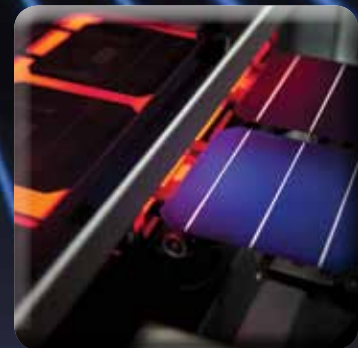
Automotive



Electronics



Medical



New Energy

Print • Online • Digital Edition
Custom • Trade Shows
Special Issues

NEW! October 2013
THE
ASSEMBLY
SHOW

Message from the Publisher

Last year, we predicted that 2012 would be a breakout year for manufacturing and assembly, and it most certainly was. We're anticipating continued expansion in the assembly sector in 2013, and with it, big opportunities for assembly marketers.

Assembly line decision makers are being challenged to meet increasing demand for their products and are looking for suppliers to help them meet today's need for adaptability, flexibility and innovation.

As the journal of record in the assembly market, assembly professionals rely on us to keep them up to date and informed. Our goal is to turn our subscribers into your customers and prospects. We do this by providing them superior content across multiple platforms including print and a wide range of e-media options that enable our subscribers to access our content wherever and whenever they choose to.

ASSEMBLY has 56,010 audited subscribers,* and an average of 13,796 unique browsers* who visit our expanded website monthly. ASSEMBLY also offers a comprehensive menu of e-media products including eNewsletters, blogs, podcasts, videos, white papers, webinars, custom publishing services and now the industry's first virtual trade show: Tech ManufactureXPO. In addition, we are introducing The ASSEMBLY Show, which will be held in Rosemont, IL, at the Donald E. Stephens Convention Center on October 28-30, 2013. The industry demanded a dedicated assembly trade show and we have responded. Ask your representative for The ASSEMBLY Show information packet.

I do hope you find this media kit useful. It is designed to showcase all of our products as well as provide relevant market information and statistics. Your regional ASSEMBLY business manager will be most happy to review the information presented here and assist you in planning your custom marketing and communication efforts.

In fact, the entire staff at ASSEMBLY stands ready to help you connect with your customers, both old and new, to ensure that your company and the products you bring to market gain the recognition and share of market they deserve during this upcoming period of opportunity.

Please call me directly at 610-436-4220 ext 8530. I look forward to helping you succeed in meeting your business growth goals and objectives using the power of the ASSEMBLY brand.

Cordially,



Tom Esposito
ASSEMBLY
Publisher



Message from the Editor

As the U.S. economic recovery continues, the outlook for manufacturing is rosy.

Many economic indicators that directly reflect the state of U.S. manufacturing are up. Retail sales, industrial production and corporate profits are higher. Automakers are on pace to sell 14 million light vehicles in the United States. Through the first four months of 2012, orders for durable goods topped \$876.1 billion. That's 9 percent higher than the same period in 2011 and a whopping 40 percent higher than the first four months of 2009. The Purchasing Managers Index, published by the Institute for Supply Chain Management, is at its highest level since June 2011. U.S. manufacturers have created 489,000 jobs since early 2010 and are struggling to fill nearly a quarter million more. Their output last year topped \$1.84 trillion, 8 percent higher than the pre-recession peak.

With business booming, manufacturers in every sector—medical, aerospace, appliance, machinery and automotive—are pouring money into their U.S. assembly operations. Arthrex, a manufacturer of orthopedic surgery devices, is building a new, \$33 million assembly plant in southeastern Florida that will employ 500 people by 2016. Spirit AeroSystems opened a new assembly plant Chanute, KS, that could employ 150. Whirlpool Corp. dedicated a new, \$120 million assembly plant in Cleveland, TN. Caterpillar Inc. is spending \$20 million to triple the size of its assembly plant in Sumter, SC. Subaru is investing \$75 million to expand its assembly plant in Lafayette, IN, and plans to hire 100 additional staff.

There's no doubt about it: Assemblers are ready to buy and they have money to spend. If you aren't advertising in ASSEMBLY...if you're not contributing case histories or technical articles...if you're not part of our webcasts or virtual trade show...if you aren't exhibiting at The ASSEMBLY Show...you're missing sales. What's more, you're missing an opportunity to educate and inform 56,010 engineering, purchasing and management subscribers* responsible for designing and assembling products.**

Whatever's going on in assembly, engineers count on us to keep them ahead of the curve. If that's your mission, too, you need to be part of ASSEMBLY magazine: in print, on-line and in person. I look forward to working with you to serve the manufacturing community.

Sincerely,



John Sprovieri
ASSEMBLY Editor in Chief

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ASSEMBLY EDITORS

WEBER

Austin



webera@bnpmedia.com

Austin Weber has been Senior Editor for ASSEMBLY Magazine since September 1999. He has more than 21 years of b-to-b publishing experience and has written about a wide variety of manufacturing and engineering topics. Austin is a graduate of the University of Michigan.

SPROVIERI

John



sprovierij@bnpmedia.com

John Sprovieri, Editor in Chief, has been with ASSEMBLY magazine since February 1997. John was formerly with a national medical news magazine, and has written for *Pathology Today* and the *Green Bay Press-Gazette*. John holds a B.A. in journalism from Northwestern University, Medill School of Journalism.

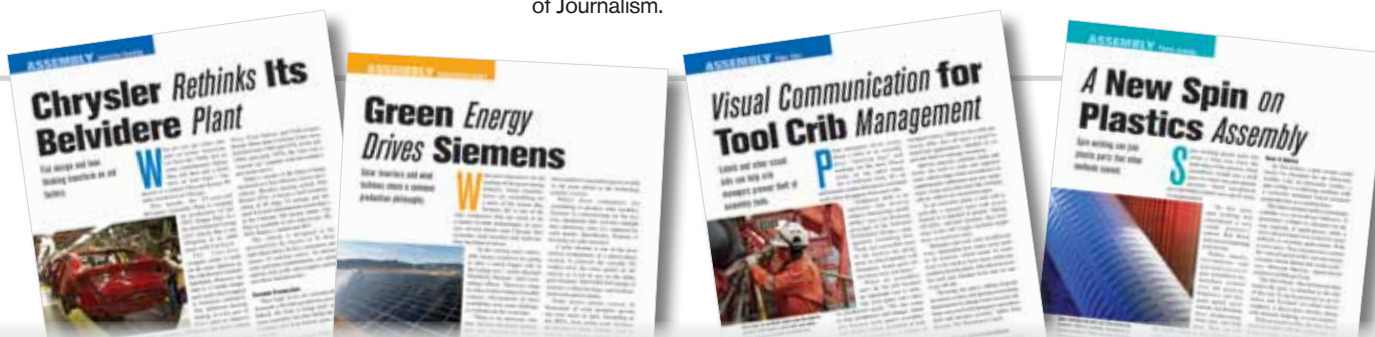
CAMILLO

Jim



camilloj@bnpmedia.com

Jim Camillo is Senior Editor of ASSEMBLY and has nearly 25 years of editorial experience. Before joining ASSEMBLY, Camillo was the editor of *PM Engineer* and *Milling Journal*. Jim has an English degree from DePaul University.



ASSEMBLY Editorial Opportunities

Feature articles. Staff-written and contributed pieces on assembly technology, industry trends and manufacturing strategies.

Assembly in Action. Case histories explaining how specific manufacturers are using assembly technology to solve problems or improve processes.

Assembly Blog. Online reports and essays from ASSEMBLY editors and guest experts on robotics, ergonomics, assembly automation, electronics assembly, testing and inspection.

Assembly Innovations. In-depth profiles of truly revolutionary assembly technologies.

Assembly Lines. Breaking news related to manufacturing and product assembly.

Assembly Plant of the Year. Annual award given to an exemplary assembly plant. Nominate one of your customers!

Assembly Products. Short reports on new assembly technologies.

Automation Profiles. Detailed reports from systems integrators on specific multistation automated assembly systems.

Bonding Lines. Quarterly column devoted to adhesive bonding and dispensing.

Down the Line. Periodic reports on future technologies that might some day make an impact on the assembly line.

Fastening Threads. Quarterly column devoted to threaded fasteners and the tools for installing them.

Medical Device Assembly. Quarterly column devoted to trends and technologies related to medical device assembly.

Moving Forward. Short profiles of new or expanding assembly plants.

New & Noteworthy. Short reports on new assembly technologies of particular interest.

On Campus. Bimonthly report on assembly-related research being conducted at the nation's top engineering schools.

Quality in Assembly. Regular column dedicated to technologies and strategies for improving product quality.

Shipulski on Design. Bimonthly essay from a leading authority on lean manufacturing and product design.

Station to Station. Quarterly column devoted to trends in assembly automation.

We Fed It. Detailed reports on parts feeders for specific automated assembly systems.

Welding Beads. Quarterly column devoted to welding technology for plastic and metal parts.

Who Are You Reaching With **ASSEMBLY**?

ASSEMBLY's Qualified Circulation*
56,010 Subscribers – 96.6% by Direct Request

COVERAGE**

Market

ASSEMBLY offers coverage in all of these markets and more.

Automotive – 18,526	Electronics – 16,646
Aerospace – 13,937	Medical – 13,469
Appliance – 11,267	

FUNCTIONS*

Subscriber

Over half of ASSEMBLY subscribers have managerial functions.

Corporate Management – 14,638
Design Management – 3,014
Design Engineering – 9,585
Manufacturing Management – 11,116
Manufacturing Engineering – 15,655
Purchasing – 2,002

SECTORS*

U.S. OEM Manufacturing

ASSEMBLY covers product assembly in all sectors of manufacturing.

Machinery Manufacturing – 9,813
Computer & Electronic Product Manufacturing – 5,840
Fabricated Metal Product Manufacturing – 10,793
Transportation Equipment Manufacturing – 7,465
Electrical Equipment, Appliance & Component Mfg – 5,226
Miscellaneous Manufacturing – 4,173
Plastics & Rubber Products Manufacturing – 3,130
Primary Metal Manufacturing – 1,655
Wood Product & Furniture Related Product Mfg – 689
Contract Manufacturing – 1,370
Engineering and/or Consulting Services – 2,222
Research & Development Services – 1,014
Systems Integration – 363
Energy Industry Manufacturing – 606
Other – 1,651

COMPANIES**

Major Manufacturing

The companies you need to reach in the assembly market.

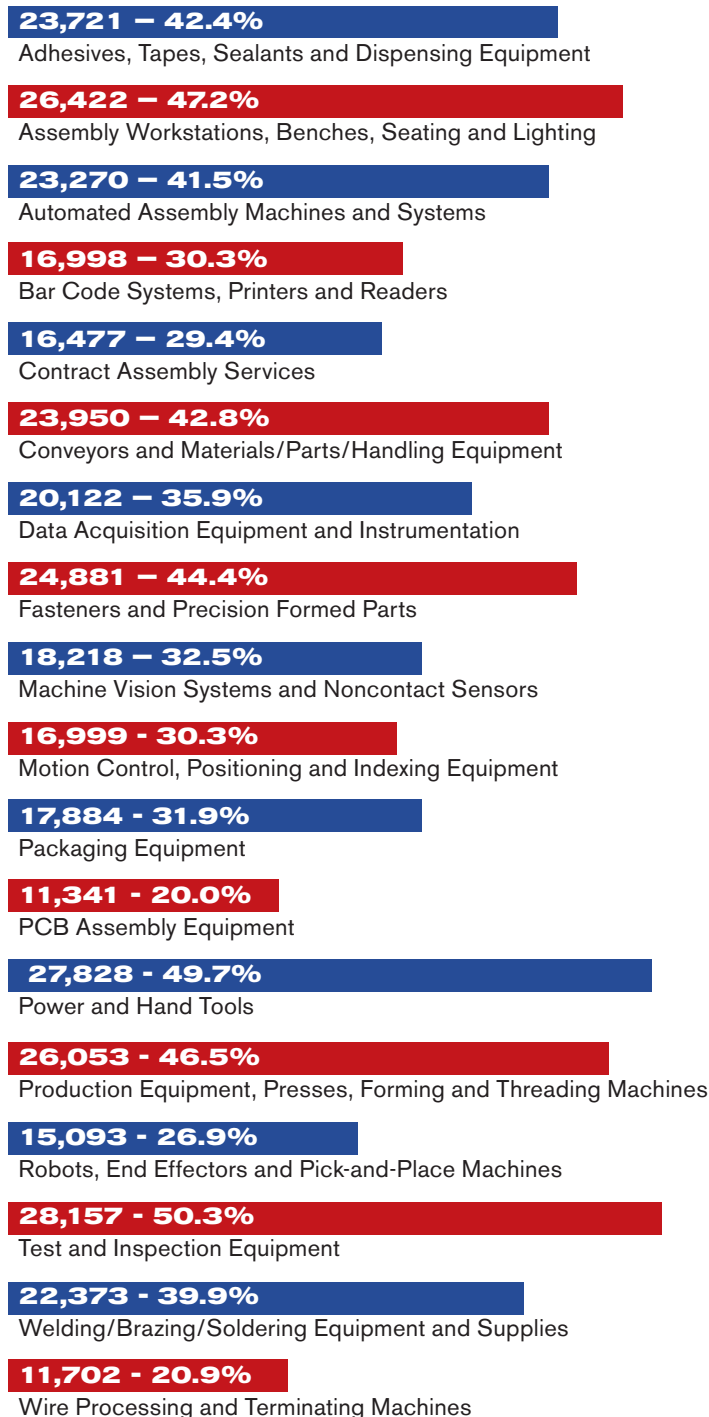
Becton Dickinson	John Deere
Boeing	Johnson Controls
Bose Corp	Kohler Co
Boston Scientific	Lear Corp
Carrier	Lockheed Martin
Caterpillar	Medtronic
Chrysler	Motorola
Eaton	Northrop Grumman
Ford	Raytheon
Freightliner	Rockwell Automation
General Electric	Square D
General Motors	Textron/Bell Helicopter
Harley Davidson	Toyota
Honda	Tyco
Honeywell	3M
IBM	Whirlpool
Intel	Xerox
	And thousands more...

ASSEMBLY Helps You Reach Your Target Audience!

*June 2012 BPA Brand Report. **Publisher's Own Data, June 2012.

The total number of responses exceeds the number of qualified subscribers because respondents may select multiple responses to the industry question.

ASSEMBLY delivers your message to manufacturing engineers, design engineers, purchasing subscribers and manufacturing and corporate managers who recommend, specify and/or buy the products you sell:*



The Multibillion Dollar **ASSEMBLY** Market*:

- 40,686 companies with assembly operations
- Facilities that buy assembly equipment and tools
- Integrators who design and build assembly systems
- 14,324 companies that build in-house assembly machines and systems

A PROFESSIONION IN MOTION



Did you know **ASSEMBLY** consistently has new subscribers?

According to our annual State of the Profession survey, 31% of our subscribers have been at their current job for 5 years or less.

Years employed in company

- 13% - 2 years or less
- 18% - 3 to 5 years

Plus, other new subscribers are showing up due to economic conditions:

- Increased work load among present employees
- Lay-offs
- Mergers & acquisitions
- Job changes

The assembly industry is made up of an evolving marketplace. A **consistent advertising presence** ensures that engineers and managers know your brand in every stage of their career!

ASSEMBLY's 56,010 industry professionals are the voice of the assembly market.***

*Publisher's Own Data, June 2012. This is an analysis of 47,732 or 85.2% of respondents who recommend, specify, and/or buy the products indicated. Since any one respondent may have checked more than one response, the totals may exceed the total circulation. **June 2012 BPA Brand Report.

THE ASSEMBLY SHOW

OCTOBER 28–30, 2013
Donald E. Stephens Convention Center
Rosemont, IL
www.TheASSEMBLYShow.com

AN ANNUAL EVENT PREMIERING IN OCTOBER 2013



ASSEMBLY proudly announces the launch of **The ASSEMBLY Show** — a premier event helping suppliers, buyers and users of assembly equipment in manufacturing plants connect, learn, share and explore all things “assembly.”

Why Launch The ASSEMBLY Show?

The answer is simple. ASSEMBLY saw an industry need for an assembly-only focused trade show and we have a vision to fill that need. Through extensive research and industry polling, we have concluded that both suppliers and users of assembly equipment want a space where they can focus solely on assembly, not inter-mixed with other areas in manufacturing. The ASSEMBLY Show will bring back the tradition of past assembly-only events with one main focus on assembly technology, equipment and products.

Sponsorships & Marketing Opportunities

The ASSEMBLY Show has numerous Sponsorship & Marketing Opportunities such as our featured Gold, Silver and Bronze Sponsorships. We also offer additional ways to leverage your brand with the Networking Lounge, Aisle Banners, Pocket Guide, Tote Bags and much more. Ask your sales rep for details.

Exhibitor Opportunities

Advance exhibit space sells for \$32 per net square foot. Minimum space purchase is 10'x10' (100 sq. ft.) or \$3,200. After April 30, 2013, pricing increases to \$34 per net square foot.

The ASSEMBLY Show Triple-Play Package

Qualify for the Triple-Play Show Package by advertising in:

- September (Pre-Show Issue)
- October (Show Issue)
- December (Post-Show Issue)

And receive:

- **FREE** ad in show directory
- **FREE** 100 contact names from show attendee list
- **FREE** product release in September's special show section
- **FREE** logo link on Show website, www.TheAssemblyShow.com
- **FREE** logo mention in each of the special show eNewsletters in September & October

The ASSEMBLY Show Directory

Reach show attendees with an ad in The ASSEMBLY Show Directory. Receive the same size ad as your ad in October for only 20% of your October ad gross cost. Special rate is only available to advertisers in October that are also exhibitors. Includes all fractions of ad pages for the directory.



May 1, 2013

An educational virtual event covering trends in manufacturing from design to delivery.

After two successful years, Tech ManufactureXPO returns for 2013. This virtual event is a valuable opportunity for education, communication and connection within the manufacturing industry – make sure you're a part of it.



93% of attendees are likely to attend Tech ManufactureXPO again.

93% of attendees would recommend Tech ManufactureXPO to others.

NEW TECHNOLOGY that has just become available will make 2013 even bigger and better. Actual LIVE video/face-to-face connection in your booth is now possible, bringing the virtual trade show even closer to the real show floor experience! Don't miss out on these great new features that will sell out fast:

- **Live Webcam Virtual Booth:** Hook up your webcam and allow attendees to SEE and TALK to you in your exhibit space. If attendees have webcams, you'll be able to see them too.
- **Live Webcam Video Webinar:** Attendees can see the speaker during the presentation.
- **Manufacturing Showcase Theatre:** A special theatre only for short video presentations. PLUS, your video will be posted on ASSEMBLY and *Quality* website video channels.
- **Additional Opportunities:** Resource center or networking lounge sponsorship, exhibit hall video, show prizes, additional content, marquee messages, and MORE!

Choose from a wide variety of exhibitor opportunities:

Virtual Booth	\$1,499 net (unlimited)
Live Webcam Virtual Booth	\$2,199 net (unlimited)
Sponsorship Opportunities (all packages include a virtual booth)	
Event Sponsor	\$7,499 net (4 available)
Keynote Sponsor	\$3,900 net (3 available)
Webinar Sponsor	\$4,999 net OR \$6,999 (6 available)
How-to Podcast Sponsor	\$2,199 net (4 available)
Manufacturing Showcase Theatre Sponsor	\$2,199 net (10 available)

Earn one **AD** with your virtual booth!
For package details, contact your sales representative.

www.techmanufactureexpo.com

WEBINARS

Now with Video!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more.

Traditional Webinars

Of course, video and topic specific webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI

Topic Specific Webinars

ASSEMBLY presents three topic specific webinars in 2013: Medical in February ~ Wire in May ~ Medical in October

Our team of experts will moderate, provide educational information and materials and run the entire show. Reap the rewards of a traditional webinar sponsorship without having to do any of the work. Limited sponsorships available – act quickly!

Call your sales representative to schedule your 2013 webinars. Earn an **AD** when you sponsor a webinar!

ASSEMBLY 2013 EDITORIAL CALENDAR

ISSUE: AD CLOSE:	JANUARY 12/5/2012	FEBRUARY 1/7/2013	MARCH 2/6/2013	APRIL 3/5/2013	MAY 4/5/2013	JUNE 5/7/2013
PRIMARY FEATURE	Medical Device Assembly	Robotics	Automotive Assembly	Machinery Industry Report	Energy Industry Report	Appliance Assembly
Additional Features	<ul style="list-style-type: none"> Riveting Dispensing Sensors 	<ul style="list-style-type: none"> Conveyors Screwdriving Welding 	<ul style="list-style-type: none"> Automated Assembly Process Monitoring Composites Assembly 	<ul style="list-style-type: none"> Vision Systems Adhesives Fasteners 	<ul style="list-style-type: none"> Presses Material Handling Leak Testing 	<ul style="list-style-type: none"> Power Tools Plastics Assembly Workstations
Technology Columns	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Fastening Motion Control 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Adhesives DIY Automation 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automated Assembly Motion Control Medical Device Assembly 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Welding DIY Automation 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Fastening Motion Control 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Adhesives DIY Automation Medical Device Assembly
Assembly in Action	<ul style="list-style-type: none"> Welding Robotics Presses 	<ul style="list-style-type: none"> Riveting Curing Systems Wire Processing 	<ul style="list-style-type: none"> Dispensing Plastics Assembly Sensors 	<ul style="list-style-type: none"> Workstations Conveyors Pneumatics 	<ul style="list-style-type: none"> Vision Systems Soldering Adhesives 	<ul style="list-style-type: none"> Fasteners Conveyors Auto ID
Assembly Products	<ul style="list-style-type: none"> Soldering Adhesives Assembly Machines 	<ul style="list-style-type: none"> Fasteners Modular Framing Leak Testing 	<ul style="list-style-type: none"> Adhesives Screwdriving Presses 	<ul style="list-style-type: none"> Robotics Riveting Power Tools 	<ul style="list-style-type: none"> Welding Conveyors Dispensing 	<ul style="list-style-type: none"> Process Monitoring Vision Systems Wire Processing
Special Issues	Wire Processing Supplement	ASSEMBLY China Edition	HOW-TO GUIDE AD CLOSE: 1/25/2013	Wire Processing Supplement	ASSEMBLY China Edition	
Marketing Opportunities & Extra Values	BOGO Buy 1 Ad, Get Another January Ad FREE!	FREE Case History	2-pg spread in How-to Guide only \$3,100 net	Lead ADvantage FREE Get to Know Us!	FREE Case History	Advertiser the June issue and get a FREE Company Profile!
eNewsletters	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Power Tools* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Workstations* Tech Focus: Wire Processing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Leak Testing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Screwdriving* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Dispensing* Tech Focus: Wire Processing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Plastics Assembly*
Additional Marketing Tools	Medical Observation*	Product Review Webinar: Medical*	Integrated Showcase Video eBlasts*	Medical Observation*	Product Review Webinar: Wire*	Integrated Showcase
Bonus Distribution	Automate January 21 - 24 Chicago, IL WHMA Conference February 20 - 22 Las Vegas, NV Motor & Drive Systems February 7 - 8 Orlando, FL	IPC APEX , Feb. 19 - 21 San Diego, CA Robotics Forum February 20 - 22 Orlando, FL AeroDef Mfg/Composites Mfg March 19 - 21, CA	SAE World Congress April 16 - 18 Detroit, MI Medical Mfg Innovations April 16 - 17 Minneapolis, MN	Wire Processing Show May 8 - 9 Milwaukee, WI 25th Annual Shingo Prize Int'l Conf May 6 - 10 Provo, UT	Tech ManufactureXPO May 1 	



BUYERS GUIDE 5/17/2013	JULY 6/4/2013	AUGUST 7/8/2013	SEPTEMBER 8/6/2013	OCTOBER 9/6/2013	NOVEMBER 10/7/2013	DECEMBER 11/5/2013
ASSEMBLY Buyers Guide	Furniture Industry Report	Commercial Vehicle Industry Report	Robotics	Aerospace Assembly	Defense Contractor Industry Report	Consumer Products Industry Report
<ul style="list-style-type: none"> Shows and Conferences Trade Associations and Professional Societies 	<ul style="list-style-type: none"> State of the Profession Dispensing Screwdriving 	<ul style="list-style-type: none"> Riveting Adhesives Part Marking & Auto ID 	<ul style="list-style-type: none"> Automated Assembly Presses Prototyping 	<ul style="list-style-type: none"> Plant of the Year Welding Fasteners 	<ul style="list-style-type: none"> Plastics Assembly Vision Systems Torque Control 	<ul style="list-style-type: none"> Capital Spending Survey Robot End Effectors Process Monitoring
2013 Buyers Guide	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automated Assembly Motion Control 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Welding DIY Automation 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Fastening Motion Control Medical Device Assembly 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Adhesives DIY Automation 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automated Assembly Motion Control 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Welding DIY Automation Medical Device Assembly
	<ul style="list-style-type: none"> Adhesives Leak Testing Presses 	<ul style="list-style-type: none"> Power Tools Robotics Modular Framing 	<ul style="list-style-type: none"> Plastics Assembly Sensors Wire Processing 	<ul style="list-style-type: none"> Screwdriving Workstations Plastics Assembly 	<ul style="list-style-type: none"> Conveyors Dispensing Test Equipment 	<ul style="list-style-type: none"> Soldering Vision Systems Fasteners
	<ul style="list-style-type: none"> Sensors Fasteners Conveyors 	<ul style="list-style-type: none"> Workstations Plastics Assembly Dispensing 	<ul style="list-style-type: none"> Conveyors Vision Systems Soldering 	<ul style="list-style-type: none"> Welding Assembly Machines Curing Systems 	<ul style="list-style-type: none"> Brazing Robotics Presses 	<ul style="list-style-type: none"> Wire Processing Adhesives Power Tools
	Wire Processing Supplement	ASSEMBLY China Edition		Wire Processing Supplement	ASSEMBLY China Edition	
<p>Use in BOTH the Buyers Guide and the Buyers Guide FREE 1/2 page in the Buyers Guide</p>	Lead ADvantage	FREE Case History	FREE Get to Know Us!	Lead ADvantage	FREE Case History	FREE Looking Forward - 2014 Preview
			The ASSEMBLY Show Triple Play			The ASSEMBLY Show Triple Play
	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Automated Assembly* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Adhesives* Tech Focus: Wire Processing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Fastening Systems* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Robotics* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Conveyors* Tech Focus: Wire Processing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Vision and Sensors*
	Medical Observation*	Product Review Video eBlasts*	Integrated Showcase	Medical Observation* Webinar: Medical	Product Review	Integrated Showcase
Buyers Guide is distributed to all major industry trade shows.			SAE AeroTech Congress September 24 - 26 Montreal, Canada AME International Excellence Conf October 21 - 25 Toronto, Canada	The ASSEMBLY Show October 28 - 30 Rosemont, IL FABTECH International November 18 - 21 Chicago, IL		

ASSEMBLY offers multiple website ads and products to help you meet your marketing goals. Integrating your message by being in print, online and in the digital edition is much more effective than a standalone ad. Plus, receive an **AD** when you advertise online!

ASSEMBLYmag.com Advertising

1. **LEADERBOARD** / 728 x 90
 - a. Tile Ad (logo only) / 120 x 60 pixels
 - b. Run-of-site (R.O.S.)
 - c. 8 rotating ads available
2. **MEDIUM RECTANGLE**
300 x 250
 - a. Run-of-site (R.O.S.)
 - b. 4 rotating ads available
3. **RECTANGLE** / (2 adjacent spots) / 180 x 150
 - a. Home page only
 - b. 4 rotating ads available
4. **RICH MEDIA** (not shown)
 - a. Expandable Leaderboard (R.O.S.)
 - b. Floating Ad (home page only)
 - c. Page Peel Ad (home page only)
 - d. Slider (home page only)
5. **SUPPLIED VIDEOS**
6. **PHOTO GALLERY**
7. **PODCAST**
8. **MEDICAL DEVICE ASSEMBLY, PRODUCT REVIEWS, INTEGRATED SHOWCASES AND CLASSIFIED** (not shown)
9. **WIDE SKYSCRAPER** / 160 x 600 pixels
 - a. R.O.S. except home page (not shown)
10. **SHOWROOM/COMPANY PROFILES**
Put a spotlight your company! A Company Profile is a great way for manufacturers to get to know your company. ASSEMBLY will create your Showroom/Company Profile from the following materials:
 - 150-word description of company and products
 - Up to 3 photos including logo
 - Full contact information
 - Up to 3 web links

Advertise in the ALL-NEW ASSEMBLY website! Content driven and new ad options!



EDITION

DIGITAL

Sponsor the ASSEMBLY Digital Edition. The digital replica of the printed issue offers a wide variety of sponsorships, such as cover sponsor, audio, video and call back cards added to your ad and many more. Distributed via e-mail plus posted online to reach more prospects. Contact your marketing manager for details.

In January 2012, ASSEMBLYmag.com was redesigned and relaunched as your most powerful online brand exclusively serving the multibillion dollar assembly market. Our site visitors (your buying customers) have responded in mass. Month-to-month statistics show an overwhelming vote of confidence for the all-new ASSEMBLYmag.com.

Average Page Impressions: 32,509*
17.4% increase since December 2011

Average Unique Browsers: 13,796*
7.1% increase since December 2011

Ad Impressions: 452,000**

ASSEMBLY eNEWS

Latest in Assembly News Delivered to More Than 19,000 Opt-in e-Subscribers*

The ASSEMBLY eNewsletter delivers important and useful news twice each month to engineers and managers responsible for productive and profitable assembly operations. It is the ideal place to promote a specific product, prompt subscribers to connect to your website, offer your most recent white paper, and invite prospects to workshops or seminars. Choose from a variety of ad placements or sponsorships to get noticed!



- Exclusive Sponsorship
- Text Ad
- Premier Product Feature
- Tile ad
- Banner ad
- eMarketplace

Ask about our Gold Plated eNewsletter Lead Generator Package!

CUSTOM eNEWSLETTERS

ASSEMBLY can develop customized content and targeted distribution for new single-sponsored eNewsletters. Please contact your regional marketing manager for a quote. By working with ASSEMBLY, you'll tap into subscribers that recognize and trust the ASSEMBLY brand and have most likely added us to their safe sender list – leading to improved deliverability and open rates.



TECH FOCUS

ASSEMBLY Tech Focus eNews

Advertise in our technology-focused eNewsletter. Whether your market is aerospace, automotive, electronics, appliance or medical - showcase your specialized technology in a focused eBlast to ASSEMBLY e-subscribers. Check our 2013 Editorial Calendar for each month's specific topic to choose from.



Wire Processing Tech Focus eNews

ASSEMBLY's Wire Processing Tech Focus will be sent to e-subscribers who have purchasing influence for wire processing equipment. As a quarterly eBlast, you'll have the opportunity to showcase your specialized technology to a target market.

Your Tech Focus or Wire Processing Tech Focus ad will include:

- Headline – not to exceed 50 characters.
- One image – 125 pixels or less in width.
- Company logo – 200 pixels or less in width.
- Text – not to exceed 100 words, including company contact information.
- Website URL and link

Plus, you'll receive the leads from each monthly eNewsletter your company sponsors. Limited sponsorship available - only five sponsors per Tech Focus. Reserve your space early!

*June 2012 BPA Brand Report. "Opt-in" designation publisher's own data.

BUYERS GUIDE

Your premier resource for reaching decision makers in the multibillion dollar assembly market.

Published in mid-July, the ASSEMBLY Buyers Guide places your product front and center with crucial buying influences in the assembly market. PLUS—the Buyers Guide is maintained online, so buyers can find you in print and on the redesigned ASSEMBLYmag.com website!

- Target over 56,000 assembly professionals.*
- Year long shelf life – buyers keep and use the ASSEMBLY Buyers Guide for reference to find suppliers all year long.**
- The Buyers Guide serves the multibillion dollar assembly market.**



Place an ad in BOTH the June issue and the Buyers Guide to qualify for a FREE 1/2 page Company Profile in the Buyers Guide.

PLUS, your ad in the Buyers Guide earns you several BONUSSES:

- Unlimited listings in all categories that apply in print and online
- Enhanced listings and information including contact information
- Receive direct links to your website
- Search engine preference
- Distributed all year long at every major trade show, conference and industry event where ASSEMBLY partakes



Don't miss your chance to be a part of the most important issue of the year!

Wire Processing

January, April, July, October

Wire Processing is a special section of ASSEMBLY devoted to the technology for assembling and testing wire harnesses for everything from cars to computers, airplanes to appliances.

Wire Processing covers the latest equipment for:

- Marking
- Inserting
- Cutting
- Joining
- Stripping
- Bundling
- Crimping

And Testing wires and cables of all designs and sizes.



This supplement will be distributed quarterly to 11,702 ASSEMBLY subscribers who have purchasing influence for wire processing equipment.** A cost-effective way to target the wire processing segment of the assembly industry.



ASSEMBLY China Edition

February, May, August, November

Reach Key Decision Makers in China

Our Chinese language edition, which includes China-specific editorial, is mailed to 4,000 high-level decision makers at companies based in China.** All advertisers in the English edition have the opportunity to be included in the corresponding Chinese edition for a low rate. And the translations are done for you at no cost!

Ask your sales representative about the low rate for English edition advertisers.



Promote your marketing message in multiple ways! Integrating your message by being in print, online and in other digital products is much more effective than a standalone ad. Choose from these various products to stay connected to your customers.

PRODUCT REVIEWS

February, May, August, November

This special section in ASSEMBLY gives you the opportunity to showcase your products or services at a low price. Product Reviews are available quarterly in our print and digital editions. Plus, you'll gain more visibility with online links to your website and contact's e-mail address.



Product Review details:

- 1/6 page ad
- Company name
- 50-word description
- 4-color photo
- Website URL and link online

Ask about our special rate for 4x advertisers!  **

MEDICAL OBSERVATION

January, April, July, October

Put your medical device under observation of over 56,000 ASSEMBLY subscribers* in our special Medical Observation section.

Reserve space early. Sells out quickly!

Do you have a product or service in the medical manufacturing field that you'd like to showcase? Take advantage of this one-of-a-kind exposure in ASSEMBLY. Your product or service will be facing the feature medical article of the month! Plus, your ad will be included in an eBlast to 19,000 opt-in e-subscribers*.

Medical Observation details:

- 1/8 page ad
- 50-word description
- One 4-color photo
- Contact information
- Facing the feature medical article of the month in print
- Link to your website within eBlast



4x advertisers receive  **

INTEGRATED SHOWCASE

March, June, September, December

Promote your product, services, company, website or literature to ASSEMBLY subscribers with your Integrated Showcase ad appearing in print and in an accompanying eBlast for one low price!

 4x**

Delivered to over 56,000 subscribers* in print and over 19,000 e-subscribers* via eBlast.



Integrated Showcase details:

- 1/6 page ad in print
- Ad in eBlast
- 50-word description
- One 4-color photo
- Contact information
- Link to your website from the eBlast

VIDEO eBLAST

March, August

Do you have a video you'd like to share about a product, service, facility or event? Include your video in ASSEMBLY's video eBlast sent to our opt-in e-subscriber list of over 19,000*.



Once submitted, your video will also be posted to the ASSEMBLY website.

Video eBlast details:

- 75-word description
- Still image of your video
- Link to your company or product
- Link to a 2-3 minute video clip
- Link to your video



Limited space, six videos maximum per eBlast. Call your sales representative to reserve a spot.

To complete your integrated marketing message, we also offer: Mobile Tags, Classified and Social Media advertising. For more digital advertising options and specifications, go to portfolio.bnpmmedia.com.

*June 2012 BPA Brand Report. "Opt-in" designation publisher's own data.
**4x advertisers receive 1 AD Point, but no discount is applied to the product.

You're the **EDITOR**

HOW-TO GUIDE

March

Establish your reputation as an industry expert! Share your expertise on "how-to" manage a specific area of product assembly more cost-effectively and profitably! Pick a topic of your choice. The How-to Guide will be polybagged with the March issue of ASSEMBLY.



Get this eye-catching 2 page spread for only \$3,100 net!

Additional Benefits:



- 100 extra copies of the How-to Guide
- Expanded reach with bonus distribution at The ASSEMBLY Show
- Online exposure and hyperlink to your website on assemblymag.com
- Receive one AD Point when you advertise in the How-To Guide!
- Year-long exposure: the How-to Guide will be saved and shared with other assemblers both directly and via e-mail
- International reach: your How-to Guide can be included in the ASSEMBLY China Edition in May for a low cost
- Have exclusive rights to your topic. Topics are assigned on a first come, first serve basis.

Early ad close for How-to Guide: January 25, 2013

LOOKING FORWARD – 2014 PREVIEW

December

Tell our subscribers about your upcoming products in 2014 in your own special preview. Encourage ASSEMBLY subscribers to look forward to working with you in 2014. Your preview will be:

- 1/2 page
- 250 words
- One image
- Company contact information

FREE for 1/3 page or larger advertisers in December.

GET TO KNOW US

April, September

Who will you feature?

This is your chance to give ASSEMBLY subscribers a view of your company like never before - a personal view. Feature a top employee, a founder, a CEO or anyone of your choosing with ASSEMBLY's special section, Get to Know Us. Your ad will include:

- Photo sketch of the person
- 50 words of content
- Company contact information



FREE for 1/4 or larger advertisers in the corresponding issues.

BONUS CASE HISTORY

February, May, August, November

When something good happens, wouldn't you like to be able to share it? Now you can! ASSEMBLY gives you space to present your success story and write it in your own words. Your case history will include:

- 1/2 page
- 250 words
- 1 image
- Contact information



FREE for 1/3 page or larger advertisers in the corresponding issues. A great way to share good news!

CLEAR SEAS RESEARCH

Beth Surowiec
(248) 786-1619
surowiecb@clearseasresearch.com
www.clearseasresearch.com



LIST RENTAL

The most powerful, responsive list of ASSEMBLY professionals is just a call away. Complement your advertising program and introduce new products by renting ASSEMBLY's exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or (845) 731-2684.

You are a B2B marketer.

Your role is more than just branding, product promotion, and ad placements. You are responsible for building and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one providing the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience - all while making your brand more successful than it has ever been. **You are a B2B marketer. And we're here to help.**



Contact us for a free marketing consultation

orangetap@bnpmedia.com | www.bnporangetap.com

content marketing strategy · content development · custom publishing · targeted delivery



Select Multiple Products to Receive **DISCOUNTS**

Promote your marketing message in multiple ways – integrating your message by being in print, online and the digital edition is much more effective than a standalone ad. Plus, by adding multiple products to your program, you'll earn discounts through the ASSEMBLY Discount Program:

- Accumulate points by purchasing multiple products
- The more points you earn, the bigger discount you'll receive!

ASSEMBLY DISCOUNT POINTS



program offers you discounts when you choose multiple products for your advertising program. Accumulate more points to get more discounts!



2013 Discount Rate Structure (NET)

PRINT* 4 color	Base Rate	5 Points 15% Discount	9 Points 25% Discount	14 Points 35% Discount	21 Points 40% Discount
Full Page	\$9,170	\$7,795	\$6,880	\$5,960	\$5,505
2/3-Page	\$7,160	\$6,080	\$5,370	\$4,650	\$4,300
1/2 Page Island	\$6,695	\$5,695	\$5,025	\$4,355	\$4,020
1/2-Page	\$5,150	\$4,380	\$3,865	\$3,350	\$3,090
1/3-Page	\$4,225	\$3,590	\$3,170	\$2,745	\$2,535
1/4-Page	\$2,990	\$2,540	\$2,245	\$1,945	\$1,795

*Every display ad regardless of size earns one point. Subtract \$750 for B/W rates.

ADDITIONAL PRODUCT RATES

Integrated Showcase	\$1,250
How-to Guide	\$3,100
Product Reviews	\$835 (1-3x rate) \$725 (4-5x rate) \$625 (6x rate)
Medical Observation	\$1,250

	full-page	1/2-page	1/4-page
Wire Processing Supplement 1x	\$2,075	\$1,315	\$980
Wire Processing Supplement 3x	\$1,960	\$1,215	\$880

VIRTUAL TRADE SHOW



Virtual Booth	\$1,499 net (unlimited)
Live Webcam Virtual Booth	\$2,199 net (unlimited)
Sponsorship Opportunities (all packages include a virtual booth)	
Event Sponsor	\$7,499 net (4 available)
Keynote Sponsor	\$3,900 net (3 available)
Webinar Sponsor	\$4,999 net OR \$6,999 (6 available)
How-to Podcast Sponsor	\$2,199 net (4 available)
Manufacturing Showcase Theatre Sponsor	\$2,199 net (10 available)

CLASSIFIED ADS

1x	\$200
3x	\$190
6x	\$185
9x	\$180
12x	\$160
18x	\$145
24x	\$135

Digital Media Product Rates available by request.

Special Position Rates – 10% premium

Agency Commission – Net rates already include a 15% agency discount.

Payment Terms – Invoices are payable in U.S. Funds only, net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".

Spread 15" x 10"		Full 7" x 10"
2/3 V 4.563" x 9.75"	1/2 V 3.375" x 9.75"	1/2 H 7" x 4.75"
1/2 Is 4.563" x 7.375"	1/3 V 2.188" x 9.75"	1/3 H 7" x 3"
1/3 Sq 4.563" x 4.75"	1/4 V 3.375" x 4.75"	1/4 H 7" x 2.25"

Specs available online at www.assemblymag.com

SEND AD MATERIALS TO:

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Washington, MI 48094
webbl@bnpmedia.com
(586) 677-9805
<http://upload.bnpmedia.com>

ASSEMBLY

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