

www.assemblymag.com

ASSEMBLY

Serving the Multibillion Dollar Assembly Market

2nd Annual

**THE
ASSEMBLY
SHOW**

www.TheASSEMBLYShow.com

Aerospace

Appliance

Automotive

Electronics

Medical

New Energy

2014 INTEGRATED MEDIA PLANNER

ASSEMBLY is Everywhere Assembly Operations Are Taking Place!



Message from the **PUBLISHER**

2013 saw the continuation of growth in the assembly marketplace that we anticipated. We believe the elements are in place for continued expansion in 2014.

Assembly line decision makers continue to be challenged to operate their lines to meet today's need for adaptability, flexibility and innovation.

Market demands move more quickly than in the near past, and today's assembly lines must be responsive to these shifts. At ASSEMBLY we remain committed to providing our subscribers superior content across multiple delivery platforms, including print and a wide range of eMedia options, making our content available to our readers wherever they choose to access it, including handheld devices.

ASSEMBLY has 54,007 audited subscribers* and an average of 22,090 unique browsers* who visit our Web site monthly. ASSEMBLY offers a comprehensive menu of eMedia products including eNewsletters, blogs, podcasts, videos, white paper postings, webinars and custom publishing services.

Our events division will present the annual trade show, The ASSEMBLY Show, at Rosemont, IL, in October 2014, where

more than 4,000 attendees** will gather to see the latest assembly products operating on the show floor.

In addition, we will add the Tech ManufactureXPO, a virtual show that will take place during the live ASSEMBLY Show for those professionals unable to get to Rosemont, IL.

Once again we have challenged our marketing team to develop an easy-to-review ASSEMBLY Media Kit outlining the many marketing options we can present to you that will bring you closer to your customers. After all, that is our primary goal.

If you would like to discuss your marketing and communications goals for 2014, please contact your regional ASSEMBLY business manager, or contact me directly at 610-436-4220 ext. 8530 or by email at espositot@bnpmedia.com.

I look forward to helping you succeed in meeting your business objectives and growth goals using the power of the ASSEMBLY brand.

Cordially,
Tom Esposito
ASSEMBLY Senior Group Publisher



Message from the **EDITOR**

The economy continues to hum.

Through the first five months of 2013, the Dow Jones industrial average is up 17.6 percent. Employers have added jobs for 31 straight months. In May 2013, the unemployment rate

stood at 7.5 percent, the lowest rate since December 2008. The Consumer Confidence Index rose to 76.2 in May 2013—its highest reading since February 2008—and consumer spending is up. In the first quarter of 2013, the average household spent roughly \$4,220 per month—a 10 percent increase from the same period of 2009. Housing prices are rising, too. The Standard & Poor's Case-Shiller home price index for April 2013 rose 10.9 percent over the last year, the biggest increase since April 2006.

None of these trends have been lost on U.S. manufacturers. According to the U.S. Federal Reserve, industrial production through the first four months of 2013 is up 2 percent from the same period in 2012. And, according to the Institute for Supply Management, economic activity in the manufacturing sector expanded in April 2013 for the fifth consecutive month. Fourteen of the 18 manufacturing industries surveyed by the institute—including every industry covered by ASSEMBLY—reported growth in April.

With growth comes investment, and manufacturers continue to pour money into their assembly operations. Durable goods orders are up 3 percent. Sales of robots are up 14 percent; sales of machine vision systems are up 10 percent; and sales of conveyors are up 7 percent.

Believe it: Assemblers are in a buying mood, 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...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 54,007 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: in print, online and in person. I look forward to working with you to serve the manufacturing community.

Sincerely,
John Sprovier
ASSEMBLY Editor in Chief

CONTENTS

Table of

Editorial Excellence & Opportunities.....	3	Editorial Calendar	8	Multimedia.....	13
Circulation.....	4	Website.....	10	Multimedia & Special Purpose Advertising ..	14
Buying Influence & Marketplace	5	eNewsletters	11	Bonuses & Points.....	15
The ASSEMBLY Show	6	Special Issues.....	12	Contacts	back cover
Tech ManufactureXPO	7				

ASSEMBLY EDITORS



John Sprovieri
sprovierij@bnpmedia.com

John Sprovieri, Editor in Chief, has been with ASSEMBLY 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.



Austin Weber
webera@bnpmedia.com

Austin Weber has been Senior Editor for ASSEMBLY 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.



Jim Camillo
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

ASSEMBLY was chosen as the MOST USEFUL industry publication.*

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.

Automotive Assembly. Quarterly column devoted to trends and technologies related to automotive assembly.

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

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

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

Medical Device Assembly. Biannual 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.

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.

*2013 ASSEMBLY Reader Preference/Profile. Industry refers to ASSEMBLY, Automation World, Automotive Design and Production, Design News, Machine Design.

ASSEMBLY Helps You Reach Your Target Audience!

54,007 Qualified Subscribers* – 94.7% by Direct Request*

Market **COVERAGE****

ASSEMBLY offers coverage in all of these markets and more.

- Automotive - 17,261
- Electronics - 14,903
- Aerospace - 12,546
- Medical - 11,384
- Appliance - 10,164

Subscriber **FUNCTIONS***

Over half of ASSEMBLY subscribers have managerial functions.

- Corporate Management - 17,264
- Design Management - 2,021
- Design Engineering - 8,010
- Engineering - 4,384
- Manufacturing Management - 10,271
- Manufacturing Engineering - 10,388
- Purchasing - 1,532

U.S. OEM Manufacturing **SECTORS***

ASSEMBLY covers product assembly in all sectors of manufacturing.

- Machinery Manufacturing – 6,705
- Computer & Electronic Product Manufacturing – 5,003
- Fabricated Metal Product Manufacturing – 7,948
- Transportation Equipment Manufacturing – 5,097
- Electrical Equipment, Appliance & Component Mfg – 4,332
- Miscellaneous Manufacturing – 5,189
- Plastics & Rubber Products Manufacturing – 2,483
- Primary Metal Manufacturing – 1,141
- Furniture & Fixtures Manufacturing - 518
- Contract Manufacturing – 4,882
- Engineering and/or Consulting Services – 1,816
- Research & Development Firms – 693
- Aerospace Products/Parts Manufacturing - 3,446
- Medical Equipment & Supplies - 3,202
- Energy Industry Manufacturing – 1,295
- Other – 257

Major Manufacturing **COMPANIES****

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... |

77% Indicate that print is still the preferred format to receive ASSEMBLY.+

*June 2013 BPA Brand Report. **Publisher's Own Data, June 2013. The total number of responses exceeds the number of qualified subscribers because respondents may select multiple responses to the industry question. +2013 ASSEMBLY Reader Preference/Profile. Industry refers to ASSEMBLY, Automation World, Automotive Design and Production, Design News, Machine Design.

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.*

21,421 - 39.7%

Adhesives, Tapes, Sealants and Dispensing Equipment

24,024 - 44.5%

Assembly Workstations, Benches, Seating and Lighting

21,368 - 39.6%

Automated Assembly Machines and Systems

15,682 - 29.0%

Bar Code Systems, Printers and Readers

14,771 - 27.4%

Contract Assembly Services

21,233 - 39.3%

Conveyors and Materials/Parts/Handling Equipment

17,742 - 32.9%

Data Acquisition Equipment and Instrumentation

22,262 - 41.2%

Fasteners and Precision Formed Parts

16,945 - 31.4%

Machine Vision Systems and Noncontact Sensors

15,023 - 27.8%

Motion Control, Positioning and Indexing Equipment

16,068 - 29.8%

Packaging Equipment

10,000 - 18.5%

PCB Assembly Equipment

24,761 - 45.8%

Power and Hand Tools

22,573 - 41.8%

Production Equipment, Presses, Forming and Threading Machines

13,501 - 25.0%

Robots, End Effectors and Pick-and-Place Machines

24,363 - 46.2%

Test and Inspection Equipment

19,819 - 36.7%

Welding/Brazing/Soldering Equipment and Supplies

10,035 - 18.6%

Wire Processing and Terminating Machines



The Multibillion Dollar **ASSEMBLY** Market*:

- 40,389 companies with assembly operations
- Facilities that buy assembly equipment and tools
- Integrators who design and build assembly systems
- 15,646 companies that build in-house assembly machines and systems

A PROFESSION **IN MOTION**



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

According to our annual State of the Profession survey, 28% of our subscribers have been at their current job for 5 years or less.

Years employed in company

- 14% - 2 years or less
- 14% - 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 54,007 industry professionals are the voice of the assembly market.***

*Publisher's Own Data, June 2013. This is an analysis of 45,582 or 84.4% 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 2013 BPA Brand Report. *2013 ASSEMBLY Reader Preference/Profile.

THE ASSEMBLY SHOW

OCTOBER 27–29, 2014
Donald E. Stephens Convention Center
Rosemont, IL

www.TheASSEMBLYShow.com

2ND ANNUAL EVENT IN OCTOBER 2014

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

Why 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 intermixed with other areas in manufacturing. The ASSEMBLY Show brings back the tradition of past assembly-only events with one main focus on assembly technology, equipment and products.

Sponsorship, Exhibitor & Marketing Opportunities

Sponsorships and exhibits are the key to powerful marketing. Successful trade show participation depends on your marketing efforts prior to, during and after the event.

We have a wide variety of opportunities to help you maximize your exposure including our featured Gold, Silver and Bronze Sponsorships. We also offer additional ways to leverage your brand with the Mobile App, Networking Lounge, Aisle Banners, Pocket Guide, Tote Bags and much more. Ask your sales rep for details. Plus, advertisers will enjoy Triple-Play Package bonuses.



Contact your
ASSEMBLY sales rep
to gain recognition
before, during and after
The ASSEMBLY Show.



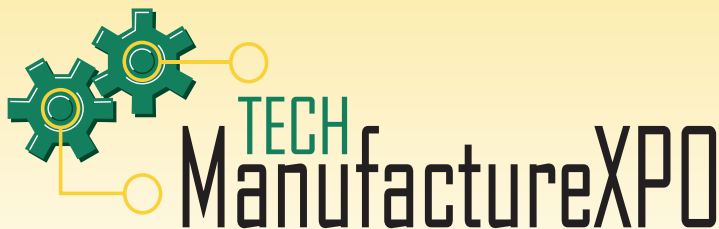
SHOW ATTENDEES

Introduce your products and services to a qualified audience of suppliers, buyers and users of assembly equipment in manufacturing plants interested in the latest technological advances in:

- custom automated assembly systems
- robotics
- screwdriving
- adhesives
- dispensing
- plastics assembly
- presses
- conveyors
- fasteners
- packaging
- workstations
- welding
- vision systems

MARKET SEGMENTS

- Automotive/Transportation
- Aerospace/Defense
- Appliance
- Electronics
- Medical/Pharmaceutical
- Consumer Products
- Cosmetics/Personal Care
- Industrial Products
- IT/Instrumentation
- Telecom



www.TechManufactureXPO.com

Tech ManufactureXPO joins The ASSEMBLY Show in 2014.

After three successful years, Tech ManufactureXPO will be featured at The ASSEMBLY Show. The virtual component of this dual event is a valuable opportunity for education, communication and connection within the manufacturing industry – make sure you're a part of it.

Don't miss out on these great 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 website video channels.
- **Additional Opportunities:** Resource center or networking lounge sponsorship, exhibit hall video, show prizes, additional content, marquee messages, and MORE!



The ASSEMBLY Show Triple-Play Package



EXHIBITORS: 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 product release in October's special show section
- FREE logo link on Show website, www.TheAssemblyShow.com
- FREE logo mentions in the September & October eNewsletters highlighting your participation in the show

The ASSEMBLY Show Directory

Every attendee receives a Show Directory at registration. It's the attendees gateway to your booth!

EXHIBITORS: Reach show attendees with an ad in The ASSEMBLY Show Directory.

- BUY any size ad in the ASSEMBLY October issue
- RECEIVE the same size ad in The ASSEMBLY Show Directory for only 20% of your October ad gross cost.
- AN 80% SAVINGS!

EXHIBITOR OPPORTUNITIES

Virtual Booth Add-on

Upgrade your exhibitor booth and get both physical and online exposure.


Exclusive Virtual Booth

Can't make it to the physical event? You can still be included in the online portion!

ASSEMBLY 2014 EDITORIAL CALENDAR

ISSUE: AD CLOSE:	JANUARY 12/5/2013	FEBRUARY 1/7/2014	MARCH 2/6/2014	APRIL 3/5/2014	MAY 4/7/2014	JUNE 5/7/2014
PRIMARY FEATURE	Medical Device Assembly	Robotics	Automotive Assembly	Machinery Industry Report	Green Manufacturing	Appliance Assembly
Additional Features	<ul style="list-style-type: none"> Riveting Dispensing Supply Chain Management 	<ul style="list-style-type: none"> Indexers & Actuators Screwdriving Welding 	<ul style="list-style-type: none"> Automated Assembly Vision Systems Assembly Software 	<ul style="list-style-type: none"> Conveyors Plastics Assembly Fasteners 	<ul style="list-style-type: none"> Presses Curing Systems Leak Testing 	<ul style="list-style-type: none"> Power Tools Sensors Workstations
Technology Columns	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Fastening Motion Control Automotive Assembly 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Adhesives DIY Automation 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Welding Motion Control 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automated Assembly DIY Automation Medical Device Assembly 	<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
Assembly in Action	<ul style="list-style-type: none"> Welding Robotics Presses 	<ul style="list-style-type: none"> Riveting Conveyors Wire Processing 	<ul style="list-style-type: none"> Dispensing Plastics Assembly Pneumatics 	<ul style="list-style-type: none"> Workstations Robotics Adhesives 	<ul style="list-style-type: none"> Vision Systems Clamps, Fixtures & Tooling Sensors 	<ul style="list-style-type: none"> Fasteners Indexers & Actuators Auto ID
Assembly Products	<ul style="list-style-type: none"> Parts Marking Adhesives Clamps, Fixtures & Tooling 	<ul style="list-style-type: none"> Fasteners Leak Testing Modular Framing & Hardware 	<ul style="list-style-type: none"> Robotics Screwdriving Presses 	<ul style="list-style-type: none"> Power Tools Riveting Hoists, Lifts & Positioners 	<ul style="list-style-type: none"> Welding Conveyors Dispensing 	<ul style="list-style-type: none"> Process Monitoring Vision Systems Wire Processing
Special Issues	<i>Wire Processing</i>	ASSEMBLY China Edition	HOW-TO GUIDE AD CLOSE: 1/24/2014	<i>Wire Processing</i>	ASSEMBLY China Edition	
Marketing Opportunities & Extra Values	Buy 1 Ad, Get 2nd Ad FREE!	FREE Case History	2-pg spread in How-to Guide	Lead ADvantage 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: Plastics Assembly* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Fastening Systems* Wire Processing eNews* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Adhesives* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Conveyors* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Power Tools* Wire Processing eNews* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Workstations*
Additional Marketing Tools	<i>Automotive Automation*</i>	Product Review	Integrated Showcase	Medical Device Assembly*	Product Review	Integrated Showcase
Bonus Distribution	WHMA Conference February 12-14 Orlando, FL Robotics Industry Forum January 22-24 Orlando, FL	AeroDef Manufacturing February 26-28 Long Beach, CA	IPC APEX March 25-27 Las Vegas, NV SAE World Congress April 8-10, Detroit, MI The Vision Show April 15-17, Boston, MA	Wire Processing Show May 14-15 Milwaukee, WI AUTOMATICA May 20-23 Munich, Germany		



BUYERS GUIDE 5/19/2014	JULY 6/5/2014	AUGUST 7/7/2014	SEPTEMBER 8/5/2014	OCTOBER 9/5/2014	NOVEMBER 10/7/2014	DECEMBER 11/5/2014
ASSEMBLY Buyers Guide	Additive Manufacturing	Commercial Vehicle Industry Report	Robotics	Aerospace Assembly	Consumer Products Industry Report	Computer & Electronic Product Industry Report
<ul style="list-style-type: none"> Shows and Conferences Trade Associations and Professional Societies Supplier Listings Product Listings Includes printed and online Buyers Guide Directory 	State of the Profession <ul style="list-style-type: none"> Dispensing Screwdriving 	<ul style="list-style-type: none"> Riveting Adhesives Parts Marking & Auto ID 	<ul style="list-style-type: none"> Automated Assembly Presses Plastics Assembly 	Plant of the Year <ul style="list-style-type: none"> Welding Fasteners 	<ul style="list-style-type: none"> Vision Systems Torque Control Modular Automation Components 	Capital Spending Survey <ul style="list-style-type: none"> Robot End Effectors Process Monitoring
	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automotive Assembly Motion Control Welding 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automated Assembly 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 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Welding Motion Control 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Automated Assembly DIY Automation
	<ul style="list-style-type: none"> Plastics Assembly Leak Testing Presses 	<ul style="list-style-type: none"> Power Tools Modular Framing Robotics 	<ul style="list-style-type: none"> Adhesives Clamps, Fixtures & Tooling Wire Processing 	<ul style="list-style-type: none"> Screwdriving Workstations Plastics Assembly 	<ul style="list-style-type: none"> Conveyors Supply Chain Management Test Equipment 	<ul style="list-style-type: none"> Presses Indexers & Actuators Fasteners
	<ul style="list-style-type: none"> Sensors Fasteners Conveyors 	<ul style="list-style-type: none"> Workstations Plastics Assembly Hoists, Lifts & Positioners 	<ul style="list-style-type: none"> Conveyors Vision Systems Dispensing 	<ul style="list-style-type: none"> Sensors Indexers & Actuators Presses 	<ul style="list-style-type: none"> Riveting Robotics Dispensing 	<ul style="list-style-type: none"> Wire Processing Adhesives Power Tools
	<i>Wire Processing</i>	ASSEMBLY China Edition		<i>Wire Processing</i>	ASSEMBLY China Edition	
		Lead ADvantage Digital Edition Logo Link	FREE Case History	Get to Know Us	Lead ADvantage	FREE Case History
			The ASSEMBLY Show Triple Play Exclusive Marketing Bonuses for Exhibitors			The ASSEMBLY Show Triple Play
Guide	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Screwdriving* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Vision & Sensors* Wire Processing eNews* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Leak Testing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Dispensing* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Automated Assembly* Wire Processing eNews* 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Tech Focus: Robotics*
	Automotive Automation*	Product Review	Integrated Showcase	Medical Device Assembly* The ASSEMBLY Show Directory	Product Review	Integrated Showcase
Buyers Guide is distributed to all major industry trade shows.		IMTS September 8-13 Chicago, IL		SAE Commercial Vehicle Engineering Congress October FABTECH Int'l November		

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. VIDEOS (see page 14 for details)

6. PHOTO GALLERY

7. PODCAST (see page 14 for details)

8. MEDICAL DEVICE ASSEMBLY, AUTOMOTIVE AUTOMATION, 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 on 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

#1 Most useful, most accessed, quality content, simple navigation & search of industry websites*



MORE VIEWERS TO SEE YOUR AD

- 43,181 Average Page Impressions*
- 25,420 Average User Sessions*
- 22,090 Average Unique Browsers*
- 86% use trade magazine websites to access industry information*

WEBINARS

Through a turnkey opportunity, our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

Webinar Benefits

- Establish your brand as a thought-leader – Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- Event promotions across our multiple platforms – print, online, newsletter, e-mails and social media

Many companies produce Webinars. But only ASSEMBLY offers the expertise, audience, and tools to help your Webinar succeed.

Ask about sponsoring our special Capital Spending Survey Presentation Webinar.

DIGITAL EDITION

Makes print interactive.

Combine the look of a print edition with the interactivity of the web! The ASSEMBLY Digital Edition is a replica of the print issue but with added digital interactivity such as clickable web links, ad view tracking and of course access to view online.

Distributed via e-mail plus posted online to extend your audience reach to additional buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation to your ad.

ASSEMBLY eNEWS

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

The ASSEMBLY eNewsletter delivers important and useful news three times per 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



CUSTOM eNEWSLETTERS

Let ASSEMBLY help you create a co-branded eNewsletter customized to your needs. Use your own content or let our content marketing group help you develop compelling custom content and design through our experienced creative and editorial teams. A custom eNewsletter can take your company to the next level.



Position your company as an industry leader and gain reader engagement by including editorial or educational content. Plus, subscribers trust ASSEMBLY. They're more likely to open e-mails from our publication and consider our endorsements recommendations.



MORE eNEWS

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 2014 Editorial Calendar for each month's specific topic to choose from.



Wire Processing eNews February, May, August, November

ASSEMBLY's Wire Processing eNews 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 ad will include:

- Headline – not to exceed 50 characters.
- One image – 150 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!

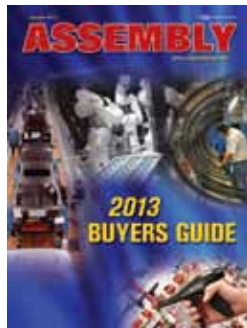
*June 2013 BPA Brand Report. **"Opt-in" designation publisher's own data.

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 online at ASSEMBLYmag.com.

- Target over 54,000 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 10,035 ASSEMBLY subscribers who have purchasing influence for wire processing equipment.** A cost-effective way to target the wire processing segment of the assembly industry.

1/6 page ad now available!

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!



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!

Delivered to over 54,000 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
- NEW! Posted Tweet linked directly to product



MEDICAL DEVICE ASSEMBLY



April & October

Put your medical device under observation of over 54,000 subscribers.* Don't wait - this is a popular section!

AUTOMOTIVE AUTOMATION



January & July

NEW! Speed into more automotive assemblers view by advertising in this newly anticipated section.

Do you have a product or service that is used in the medical or automotive 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 or automotive article of the month!

Plus, your ad will be included in an eBlast to 19,000* opt-in** e-subscribers.



Medical Device Assembly & Automotive Automation details:

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



4x advertisers receive

All rates are available by request.

*June 2013 BPA Brand Report. **Opt-in" designation publisher's own data. ^4x advertisers receive 1 AD Point, but no discount is applied to the product.

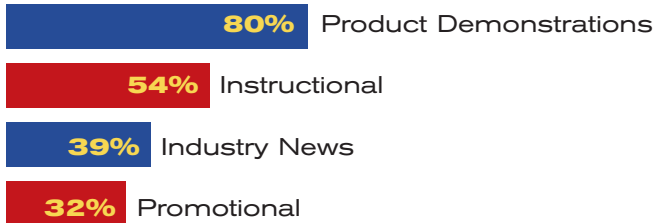
VIDEOS

Do you have a video to share with ASSEMBLY? Do you need one created? Either way, we can help! Our professional video editors can produce a video for you. Once you have a finalized video, it will be posted on ASSEMBLY TV - and sent in an eNews eBlast for a small additional cost.

- **74%** viewed online videos in past 6 months*
- **50%** of viewers access videos 1 or 2 times per month*



Popular Type of Videos Viewed*



LIST RENTAL

The most powerful, responsive list of assembly manufacturing professionals is just a call away. Complement your advertising program and introduce new products by renting ASSEMBLY's exclusive subscriber list.

Your sales rep can help you secure postal, email or phone lists or visit bnp.infogrouplistservices.com for more information.



CONTENT MARKETING SERVICES

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services... we've got you covered.

Visit www.bnporangetap.com for more information.

PODCASTS



Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast.

SOCIAL MEDIA



Collaborate with ASSEMBLY to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! Let us build, design, and organize the accounts for you with Social Startup Plans!

- 4,140 Twitter followers*
- 562 Facebook likes*
- 998 LinkedIn group members*



MAKING THE COMPLEX CLEAR

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. We listen to your challenges and create custom market research solutions to address your information needs.

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

For more information visit www.clearseasresearch.com.

To complete your integrated marketing message, we also offer: Mobile Tags, Virtual Events and Classified advertising. For more digital advertising options and specifications, go to portfolio.bnpmmedia.com. All rates are available by request.

You're the **EDITOR**

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 space 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.



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 for a special low rate!

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.



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!



Qualify by advertising in the March issue. Early ad close for How-to Guide: January 24, 2014

DIGITAL EDITION

LOGO LINK

July

In our eBlast to Digital Edition subscribers, your name and logo will be linked directly to your company, product or service of choice. Get extra visibility. Only in July!

FREE for all 1/2 page or larger advertisers in July.

LOOKING FORWARD –

2015 PREVIEW

December

Tell our subscribers about your upcoming products in 2015 in your own special preview. Encourage ASSEMBLY subscribers to look forward to working with you in 2015. Your preview will be:

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

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



replaces the basic print only approach to marketing and rewards an integrated marketing and communications program.

ASSEMBLY

CORPORATE OFFICES



BNP Media

2401 W. Big Beaver Rd., Suite 700
Troy, MI 48084
www.bnpmedia.com

BNP Media helps people succeed in business with superior information.

Tom Esposito

Publisher

600 Willowbrook Lane, Ste. 610
West Chester, PA 19382
(610) 436-4220 ext. 8530
Fax: (610) 436-6277
espositot@bnpmedia.com

EDITORIAL STAFF

155 N. Pfingsten Rd.
Suite 205
Deerfield, IL 60015

John Sprovieri

Editor in Chief

sprovierij@bnpmedia.com

Austin Weber

Senior Editor

webera@bnpmedia.com

Jim Camillo

Senior Editor

camilloj@bnpmedia.com

REGIONAL MARKETING MANAGERS

Bill DeYoe

Associate Publisher

109 Willow Springs Trail
Mt. Holly, NC 28120
(704) 822-6434

Fax: (704) 822-6834
deyoeb@bnpmedia.com

AL, DC, DE, FL, GA, KY, MD, Eastern MI, MS, NC, Western NY, OH, Western PA, SC, TN, VA, WV, Canada, Europe

Barbara Grim

1288 Centerton Rd.

Pittsgrove, NJ 08318

(856) 358-4800

Fax: (856) 358-0900

grimb@bnpmedia.com

CT, MA, ME, NH, NJ, Eastern NY, Eastern PA, RI, VT, Quebec

Tina Vulgaris

155 N. Pfingsten Rd., Suite 205

Deerfield, IL 60015

(847) 405-4070

Fax: (248) 786-1443

vulgarist@bnpmedia.com

AK, AR, AZ, CA, CO, HI, IA, ID, IL, IN, KS, LA, Western MI, MN, MO, MT, ND, NE, NM, NV, OK, OR, SD, TX, UT, WA, WI, WY

Cindy Williams

Classified Ads

600 Willowbrook Lane, Ste. 610

West Chester, PA 19382

(610) 436-4220 ext. 8516

Fax: (248) 283-6620

williamsc@bnpmedia.com

Send insertion orders and advertising materials to:

Lisa Webb

Production Manager

57283 Silver Maple Dr.

Washington, MI 48094

(586) 677-9805

Fax: (248) 244-2299

webbl@bnpmedia.com

<http://upload.bnpmedia.com>

