



# 2024 MEDIA PLANNER

Our customized media solutions  
are empowered by the connections  
made possible by SME

*Manufacturing*  
ENGINEERING.

**SMART**  
manufacturing







SME is a nonprofit association of professionals, educators and students committed to promoting manufacturing technology, developing a skilled workforce and connecting the industry.



## WHAT WE DO

SME connects the most prestigious, experienced and innovative professionals in the business. We understand the problems you face, and we'll help you find solutions for your manufacturing needs through our:

- Certification programs
- Education
- Events and trade shows
- Manufacturing news
- Membership activities and networking
- Workforce training

## SME BY THE NUMBERS

**210**

SME CHAPTERS IN  
15 COUNTRIES

**75K**

MONTHLY  
MANUFACTURING  
ENGINEERING  
SUBSCRIBERS

**84K**

ANNUAL TOTAL  
PARTICIPANTS AT  
LIVE EVENTS

**95K+**

SOCIAL MEDIA  
FOLLOWERS

**125K+**

WEBSITE VISITORS  
PER MONTH

**\$18M**

SCHOLARSHIPS  
AWARDED TO  
STUDENTS  
SINCE 2005





# SME INTEGRATED SOLUTIONS

By using a blended approach to our solutions, we bring you the best results. Our digital, print publications and newsletters, combined with live events and podcasts, deliver integrated ways to improve your:

- Brand awareness
- Latest news
- Lead generation
- Professional development
- Social engagement
- Web content

## OUR MEDIA OFFERINGS



### CONTENT

- *Manufacturing Engineering* magazine
- *Smart Manufacturing* magazine
- Industry reports



### DIGITAL

- Retargeting
- Lead generation
- Webinars
- List rental
- eNewsletters
- Podcasts
- Website advertising



### EXPERIENCES

- Live events
- Event sponsorship





# SME MANUFACTURING SPOTLIGHT



Success doesn't happen by accident. It requires experience, passion and well-informed leaders—as well as strategic partners. SME's new **Manufacturing Spotlight** platform delivers on all counts.

This innovative, multi-channel program connects you to key decision-makers and manufacturers with a proven buying history, while leveraging SME's knowledge and resources to showcase your products, people and processes. Manufacturing Spotlight positions you as an indispensable resource on emerging technologies, key issues and innovative solutions.

True leaders are aspirational and inspirational—both require strong communications and messaging. It's time to steer the conversation with exclusive, targeted messaging to a highly engaged audience; it's time to align your brand with Manufacturing Spotlight.



## AUDIENCE

Senior executives, buyers, managers, engineers, technical professionals and other leaders across multiple manufacturing sectors, including:

- Aerospace & Defense
- Automotive
- Medical
- Energy
- Additive Manufacturing

## SPOTLIGHT TOPICS

- Advanced Technology & Processes
- Education & Workforce Development
- Automation
- Safety
- Sustainability
- Supply Chain Logistics
- Digitalization & Industry 4.0
- Diversity & Inclusion
- Community Involvement

## FREQUENCY

10 Manufacturing Spotlights per year, promoted over a three (3) month period.





**REACH** Manufacturing Spotlight reaches SME's broad audience through various channels, including print and digital.

**75,000+**

MANUFACTURING ENGINEERING  
PRINT AND DIGITAL MAGAZINE  
SUBSCRIBERS

**139,000**

SME WEBSITE TRAFFIC

**34,000+**

SOCIAL MEDIA (LINKEDIN,  
X [FORMERLY TWITTER],  
FACEBOOK AND YOUTUBE)

**30,000**

NEWSLETTER TARGETED  
AUDIENCE

## The Program

As part of this special series, show you are a transformative leader by taking advantage of the many outlets and, more importantly, get your message out to users/readers.

## What You Get

### DIGITAL

#### Video

- A three- to five-minute recording of company leaders
- Webinar
- Panel discussion on key thought leadership topics alongside other noncompetitive industry leaders

#### Podcasts

- 30-minute podcast with thought leaders

#### Custom Newsletter

- Dedicated email newsletter to specified target audience of 30,000

#### Social Media across SME Channels

- LinkedIn, X (formerly Twitter), and YouTube postings

### LIVE EVENTS

- Manufacturing Spotlight leadership series panel at associated SME event
- Thought leadership custom-speaking presentation

### PUBLICATIONS

- Four-page editorial feature in *Manufacturing Engineering* magazine
  - Thought-leadership content or Q&A with company leadership—published in digital and print editions
- Two full-page ads in the corresponding issue of the magazine





# SMART MANUFACTURING PLAYBOOK



Small- and mid-sized manufacturers (SMMs) make up more than 98% of all manufacturers in the U.S., and they need prescriptive guidance to navigate the complexity of Industry 4.0.

The **Smart Manufacturing Playbook** series serves as a roadmap for SMMs to reap the benefits of smart manufacturing solutions and processes. It breaks down barriers in understanding how investments in the right technology and talent strategies can help them compete and succeed in an increasingly competitive marketplace.

As a leading voice in advancing Industry 4.0, SME's goal is to help SMMs assess performance parameters and deployment best practices to achieve digitalization.

## The Program

As an SME marketing partner, your company is a key part of the team—supporting innovative solutions to help SMMs implement strategies through custom content. The playbook will reach more than 57,000 SMM manufacturing professionals.

## What You Get

### Printed/eBook

- Targeted to SMMs, the Smart Manufacturing Playbook will highlight smart technologies and step-by-step implementation details. It will be accessible online and in print as a removable Special Section within *Smart Manufacturing* magazine

### Webinar Series

- In partnership with Tooling U-SME, the playbook will provide a bi-monthly introductory training and educational webinar. Sponsors receive leads from each webinar.

### Live Events

- Smart Manufacturing Solution Center at Smart Manufacturing Experience Events

### Survey

- Be listed as a survey sponsor.
- Opportunity to add 2 nonpromotional proprietary questions to Yearly Pulse Survey

### Podcasts

- Twice monthly aligned with Playbook topics
- Sponsors receive two 30-minute podcasts

## AUDIENCE BY THE NUMBERS

**187,862**

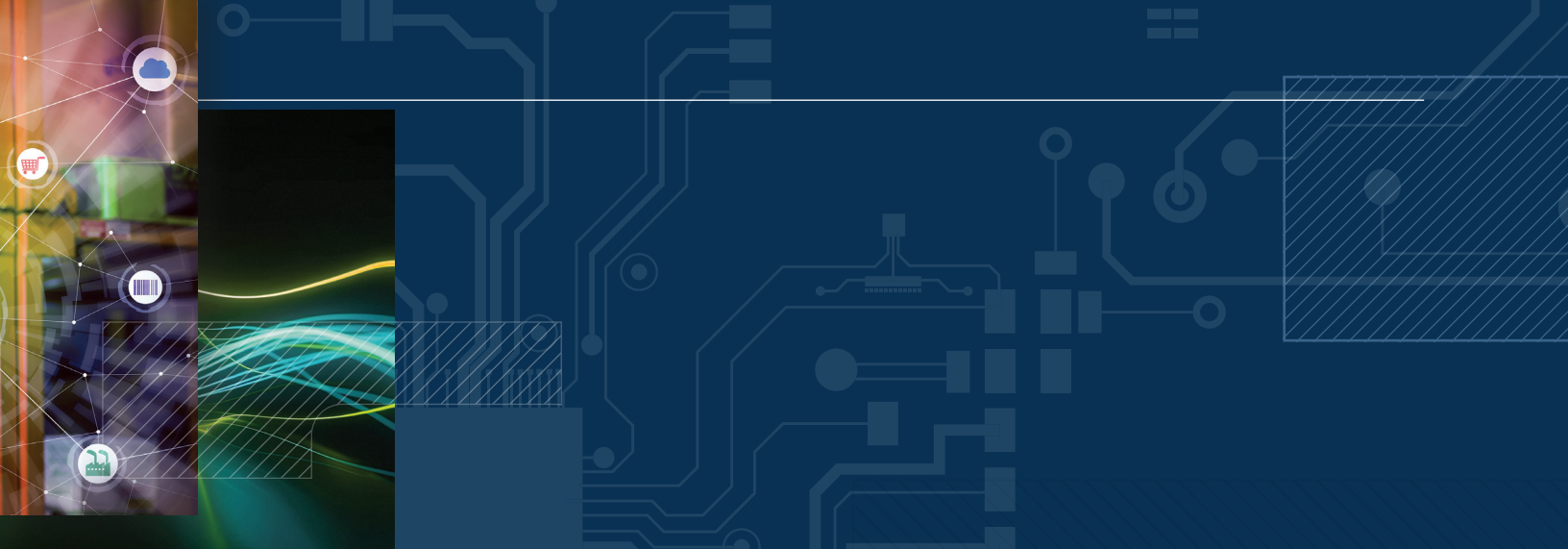
U.S. MANUFACTURING COMPANIES  
WITH 1-20 EMPLOYEES

**60,099**

U.S. MANUFACTURING COMPANIES  
WITH 21-499 EMPLOYEES







## Partner Benefits

### PUBLICATIONS

- One-page ad in three issues of *Smart Manufacturing*
- Recognition on the back cover of all special sections and related materials

### WEBINARS

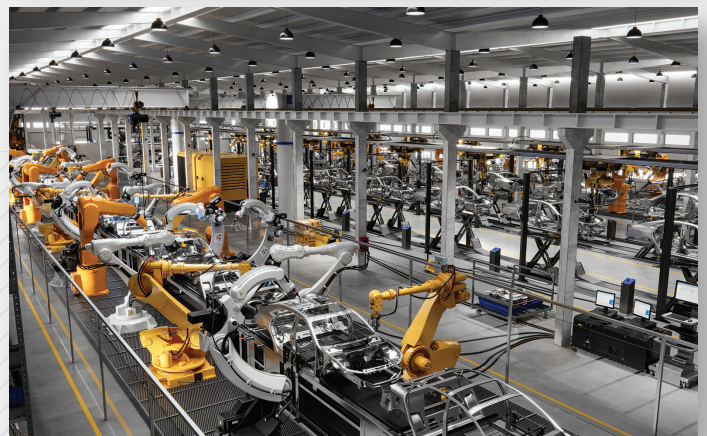
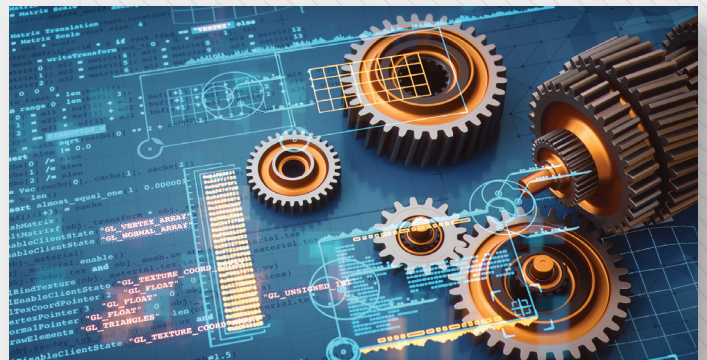
- Companies identified as a sponsor of the series.
- Leads shared from each webinar.

### LIVE EVENTS

- Turnkey 80- to 100-sq-ft sponsor exhibit space

### WEBSITE

- SME.org digital landing page in EventLIVE (digital solution center) for SME events and IMTS



# Manufacturing ENGINEERING

## Reach the buyers you're after in our flagship magazine

A highly respected source of news and analysis, *Manufacturing Engineering* magazine provides engineers and other manufacturing professionals what they need to know about the latest products, technologies and processes—helping them to succeed and thrive.

Our practical and relevant coverage encompasses a wide range of industries. While our roots lie in traditional metalworking and shop operations, we are committed to keeping readers informed of the latest innovations in all areas of manufacturing.



<h1>67,000</h1> <p>AVERAGE MONTHLY PRINT EDITIONS DISTRIBUTED *</p>	<h1>8,800</h1> <p>AVERAGE MONTHLY DIGITAL EDITIONS DISTRIBUTED*</p>	<h1>34,826</h1> <p>AVERAGE MONTHLY DIGITAL EDITIONS PAGE VIEWS **</p>
<p>*June 2023 BPA Brand Report    ** Publisher's data</p>		

## DIGITAL EDITIONS

Just as digital technologies are unlocking new opportunities for manufacturing, SME's digital editions offer technological enhancements that enable readers to engage with our news and information in new ways.

*Access Manufacturing Engineering and Smart Manufacturing magazines from anywhere, anytime, on any device.*



## INDUSTRY REPORTS, SUPPLEMENTS & SPECIAL ISSUES

Published yearly, *Manufacturing Engineering's* industry reports and special supplements take a deep dive into key manufacturing industries and initiatives.

Each publication provides authoritative insights from industry leaders and subject matter experts who chronicle the trends, processes and technologies that drive innovation and influence workforce development.



### ADDITIVE MANUFACTURING

A comprehensive, in-depth look at how AM—including revolutionary materials, dynamic innovators and advanced 3D printers—is transforming next-generation products and processes across the aerospace, automotive, medical and consumer industries.



### 30 UNDER 30

*Manufacturing Engineering* recognizes 30 individuals under the age of 30 who are making a difference in manufacturing and STEM fields.



### AEROSPACE & DEFENSE MANUFACTURING

Covers the A&D industry from additive manufacturing and automation to tooling, welding and workforce development.

#### INDUSTRY REPORT AD RATES

AD UNIT	RATES
FULL PAGE	\$5,000
1/2 PAGE (H or V)	\$3,000
1/4 PAGE	\$2,000

30,000

PRINT DISTRIBUTION

30,000

DIGITAL DISTRIBUTION

60,000

TOTAL DISTRIBUTION

Publisher's data

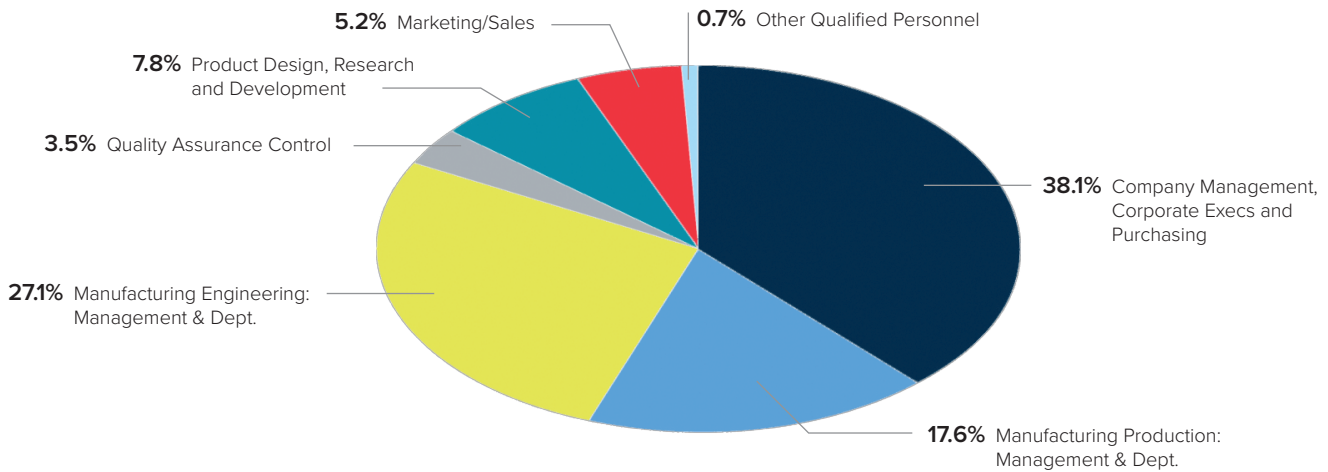
# MANUFACTURING ENGINEERING BY THE NUMBERS



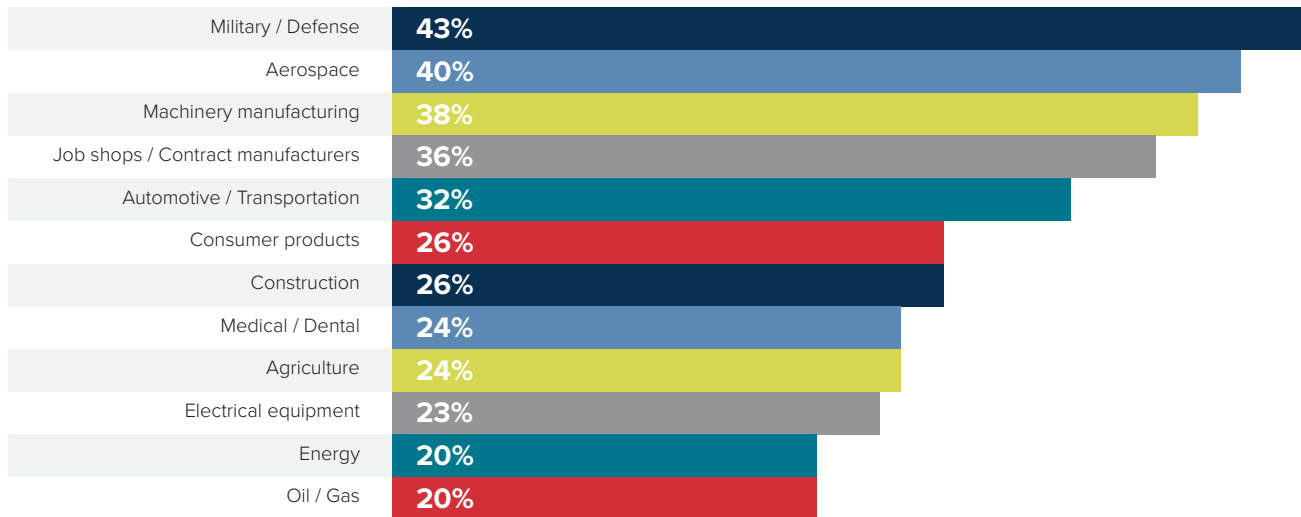
## Deep Reach in Key Industry Categories (Source: June 2023 BPA Brand Report)



## Breakout of Qualified Circulation by Functions (June 2023 BPA Brand Report)



## Readership Segments (Publisher's data, multiple responses permitted)





# MANUFACTURING ENGINEERING DISPLAY AD RATES

## MANUFACTURING ENGINEERING DISPLAY AD RATES

DISPLAY AD	1x	3x	6x	12x	24x
<b>FULL PAGE</b>	\$10,600	\$10,350	\$10,100	\$8,600	\$8,100
<b>1/2 PAGE (ISLAND)</b>	\$7,400	\$7,250	\$7,050	\$6,050	\$5,700
<b>1/2 PAGE</b>	\$6,570	\$6,420	\$6,300	\$5,400	\$5,100
<b>1/3 PAGE</b>	\$5,060	\$4,980	\$4,870	\$4,280	\$4,040
<b>1/4 PAGE</b>	\$4,300	\$4,200	\$4,120	\$3,600	\$3,500

### FREQUENCY DISCOUNTS

The rate earned is determined by the number of insertions or different advertisements contracted for and used in any one or more issues within any 12-month period. Spreads count as two single-page insertions. No space under one-quarter page may be included as a "rate-holder" to earn frequency discounts on larger space.

### COMBINATION DISCOUNTS

Insertions in *Smart Manufacturing*, *Special Sections* and *Industry Reports* apply toward total earned frequency in *Manufacturing Engineering*.

### COVERS AND SPECIAL POSITIONS

All covers and special positions are sold on a non-cancelable 6x (every other month) and 12x basis.

COVERS & SPECIAL POSITIONS	6x	12x
<b>COVER 2</b>	\$10,140	\$8,670
<b>COVER 3</b>	\$9,690	\$8,230
<b>COVER 4</b>	\$10,610	\$9,030

### CLASSIFIED ADVERTISING

#### 1. Classified display section

Ads occupy individual space within border rules.

Nine lines to an inch (7/8").

Maximum size 2"; minimum size 1".

CLASSIFIED DISPLAY	1x	6x	12x
	\$200/in.	\$180/in.	\$840/in.

#### 2. Classified non-display section

Set in Want-Ad style. One paragraph. No display. Seven words/line average.

Five line minimum. Rate per line (per insertion): \$35 (non-commissionable).

#### 3. Classified advertising section rates

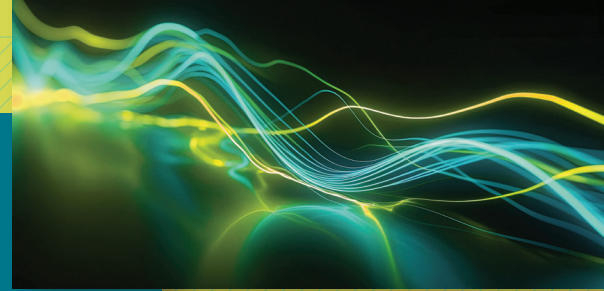
- Units restricted to maximum mechanical sizes listed.
- Units of varying sizes can earn frequency rates.
- Advertising in the classified advertising section cannot be applied to regular R.O.P. (Run of Press) display contracts or used as "rate-holders."

CLASSIFIED AD SECTION	1x	6x	12x
<b>1/9 UNIT</b> (2-3/16" x 3-3/8")	\$900	\$880	\$840
<b>1/8 UNIT</b> (3-3/8" x 2-1/4")	\$1,020	\$990	\$970
<b>1/6 UNIT</b> (2-3/16" x 4-7/8")	\$1,345	\$1,330	\$1,290
<b>2/9 UNIT</b> (4-1/2" x 3-3/8")	\$1,370	\$1,270	\$1,200

Materials for *Manufacturing Engineering* and all SME publications are delivered via the SME Ad Portal.

Contact SME Production at 313-425-3160 or [admedia@sme.org](mailto:admedia@sme.org).

# MANUFACTURING ENGINEERING 2024 EDITORIAL CALENDAR



	FEB	MAR	APR	MAY	SPECIAL SUPPLEMENT (MAY)
<b>EDITORIAL LEAD</b>	Workforce Development	Medical Machining	Additive Manufacturing	Manufacturing Management	Tooling & Workholding
	Recruiting, Training, and Retention	Medical Breakthroughs & Manufacturing	Wohlers & Associates AM Outlook	Cybersecurity	Industry Overview & Trends
	Five-Axis Machining	AM in Medical Applications	Designing for 3D Printing & Post Processing	All Ashore! (The Pros & Cons of Reshoring and Near-shoring vs. Offshoring)	High-Speed Spindles
	Handheld Inspection Tools	Metrology	Tool Balancing & Presetting	Benchmarking/Best Practices	Solid vs. Indexable Tools
	Cutting Tools for New Materials	Lathes & Turning Centers	Automation	Grinding Machines	Holemaking
					Large Part Applications
<b>RECURRING COLUMNS</b>	The Cutting Edge	The Cutting Edge	The Cutting Edge	The Cutting Edge	
	Machining Materials	Software Update	Machining Materials	Software Update	
	Inclusive Insights	Inclusive Insights	Inclusive Insights	Inclusive Insights	
<b>INDUSTRY REPORTS &amp; SPECIAL COVERAGE</b>			Additive Manufacturing Industry Report		
<b>SHOW PREVIEW &amp; BONUS DISTRIBUTION</b>			RAPID + TCT	Smart Manufacturing Experience (SMX)	
<b>ADVERTISER BONUS</b>	Tech Sheets (w/full-page ad or equivalent)	Half-Page Case Study or Company Profile (w/half-page ad or larger)	Industry Report Advertisers Receive Leads from Additive Webinar		
<b>AD CLOSING DATES</b>					
<b>RESERVATIONS</b>	1/2/24	1/25/24	2/22/24	3/22/24	3/27/24
<b>MATERIALS</b>	1/4/24	1/30/24	2/27/24	3/27/24	4/1/24





*IN EVERY ISSUE:*

- **Up Front:** A letter from the editor
- **SME Speaks:** Showcasing SME activities and impact on manufacturing
- **Advanced Manufacturing Now:** Insights into innovation in manufacturing processes
- **News Desk:** Trends and ideas in manufacturing
- **Shop Solutions:** Problem-solving on the shop floor
- **Viewpoints:** Insights from industry leaders

JUN/JUL	AUG	SEP	OCT	NOV	DEC/JAN
<b>IMTS Preview</b>	<b>IMTS Preview</b>	<b>Manufacturing Software</b>	<b>FABTECH Show Issue</b>	<b>Aerospace &amp; Defense</b>	<b>Industry Outlook</b>
Tech Survey: Machining & Engineering Trends	CNC Machining & Multispindles	Controllers & Sensors	Deburring & Finishing	A&D Applications and Trends	2024 Review/2025 Forecast
Cutting Tools & Machining High-Temperature Alloys	Milling	Digital Twins	Lasers & Waterjets	Mold & Die	10 New Hot Products & Technologies
Augmented & Virtual Reality Tools	Overall Equipment Effectiveness & Single-Minute Exchange of Dies	Multi-CAD Systems	High-Mix, Low-Volume	Injection Molding	Beyond Lean Manufacturing
Smart Solutions for Small Shops	Gaging	The ROI of R&D	Bending & Forming	Standards & Regulations	Milling: Cutting Tools & Machines
IMTS Preview	IMTS Preview				Tooling & Workholding Trends
The Cutting Edge	The Cutting Edge	The Cutting Edge	The Cutting Edge	The Cutting Edge	The Cutting Edge
Machining Materials	Software Update	Machining Materials	Software Update	Machining Materials	Software Update
Inclusive Insights	Inclusive Insights	Inclusive Insights	Inclusive Insights	Inclusive Insights	Inclusive Insights
	IMTS Preview	Motorized Vehicle Manufacturing Special Section		Aerospace & Defense Industry Report	
	IMTS		FABTECH		
Website Profiles (w/half-page ad or larger)	Advertising Study (w/half-page or larger)			Half-Page Case Study or Company Profile (w/half-page ad or larger) Industry Report Advertisers Receive Leads from Aerospace Webinar	Website Profiles (w/half-page ad or larger)
AD CLOSING DATES					
4/23/24	6/18/24	7/23/24	8/25/24	9/26/24	10/24/24
4/26/24	6/21/24	7/26/24	8/30/24	10/1/24	10/29/24



# SMART manufacturing

## Get SMART about reaching your target audience

Smart Manufacturing makes advanced technologies approachable with engaging coverage of the industry’s future.

Smart Manufacturing reaches over 60,000 qualified manufacturing professionals and leaders across a wide range of industries—including more than 50,000 targeted print subscribers who receive Smart Manufacturing packaged with Manufacturing Engineering.



This type of magazine helps get the message out that manufacturing is a good career. Manufacturing needs to compete with the likes of Google and Amazon for talent, and we really need this caliber of coverage—a magazine that doesn’t look like a machine catalog.

**CONRAD LEIVA**

CESMII – The Smart Manufacturing Institute



**54,574**

BI-MONTHLY PRINT EDITIONS  
DISTRIBUTED

**19,922**

MONTHLY DIGITAL EDITION  
DISTRIBUTED

**9,722**

AVERAGE MONTHLY DIGITAL  
EDITIONS PAGE VIEWS

Publisher’s data (February – August 2023)



# SMART MANUFACTURING 2024 EDITORIAL CALENDAR

	FEB	APR	JUN	AUG	OCT	DEC
<b>EDITORIAL FOCUS</b>	Smart Manufacturing: Software – Solutions – Technology – Processes – People					
	Breaking it Down - Smart Factory 101	Automated Guided Vehicles (AGVs) - How, When and Where to Invest and Deploy	Advanced Measurement & Metrology	Data & Analytics - How to Get the Best Insights	Pros and Cons of Implementing a Zero Trust Policy	Jobs Created by Artificial Intelligence
	Artificial Intelligence vs. Machine Learning: Differences and Why They Matter	Automation Solutions that Give a Competitive Edge	SMX Preview	Networking & Connectivity for Your Shop	Connected and Wearable Technology Do's and Don'ts	Machine Monitoring
	Women Trailblazers in Smart Manufacturing	Reskilling, Retraining and Retaining Talent	Supply Chain Optimization	Smart Manufacturing at IMTS	Trends in Biomanufacturing	Augmented and Virtual Reality - What's Right for Your Shop
<b>RECURRING "HOW TO" COLUMN</b>	How to: Get Smart Manufacturing Skills to Achieve Industry 4.0	How to: Integrate and Deploy Cobots	How to: Get Smart Manufacturing Certification	How to: Decide if a Social Media Strategy is Right for Your Business	How to: Prepare for a Cybersecurity Assessment	How to: Integrate Multiple Software Systems on the Shop Floor
<b>RECURRING FEATURE</b>	Manufacturing USA	Manufacturing USA	Manufacturing USA	Manufacturing USA	Manufacturing USA	Manufacturing USA
<b>SPECIAL SECTIONS</b>	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook	Smart Manufacturing Playbook
<b>BONUS DISTRIBUTION</b>		RAPID + TCT	SMX	IMTS	FABTECH	
<b>ADVERTISER BONUS</b>		Tech Sheets (w/ full-page ad or equivalent)	Half-Page Case Study or Company Profile (w/half-page ad or larger)	Advertising Study (w/half-page or larger)		
<b>AD CLOSING DATES</b>						
<b>RESERVATIONS</b>	1/2/24	2/27/24	4/26/24	6/20/24	9/3/24	10/29/24
<b>MATERIALS</b>	1/5/24	3/1/24	5/1/24	6/25/24	9/6/24	11/1/24

## SMART MANUFACTURING DISPLAY AD RATES

AD RATES	1x	3x	6x
FULL PAGE	\$5,440	\$5,270	\$5,100
1/2 PAGE (ISLAND)	\$3,680	\$3,570	\$3,440
1/2 PAGE	\$3,130	\$3,020	\$2,940
1/3 PAGE	\$2,160	\$2,100	\$2,040
1/4 PAGE	\$1,660	\$1,620	\$1,570



# SME LEAD GENERATION

## Deliver a powerful and profitable experience

SME provides a world-class, digital-enterprise platform that delivers content to your target audience, engages potential prospects across manufacturing and generates leads—all without exhausting internal resources.

### WHAT'S INCLUDED:

- A custom storefront with relevant company information and all promotional content
- Content is available through registration forms that potential leads are able to access in exchange for their information
- Content promotions are deployed to a targeted audience via custom emails, eNewsletter ads and social media channels
- Sponsors are provided with lead notifications and a custom dashboard to access their leads in real time



### GATED CONTENT

Content is available to viewers after submitting a simple form.

**Optimized Virtual Machining Enhances Manufacturing**  
Learn How CAM Virtual Machining Capabilities Increase Machining Productivity

**Gain Access**

First Name

Last Name

Business Email

Phone

Organization Name

To meet increasingly challenging productivity requirements, turnaround times and cost objectives, manufacturers have options for higher technology solutions.

This Technical Paper Explores the Following Topics:

- Simulation Tools Background Explained
- Optimized Virtual Machining Defined
- Application Examples

Complete the form to receive these exclusive insights!

### CUSTOM DASHBOARD

Access your leads and metrics in real time.

**Analytics**

Date Range: 04/01/2023 - 04/30/2023

Page Views: Total Leads 577, Home 577, Landing 598, Engagement 40, Other 74, Advertiser 353

**Views**

Date	04/01/23	04/05/23	04/10/23	04/15/23	04/20/23
Views	100	150	180	120	250

**Total Leads**

Date	04/01/23	04/05/23	04/10/23	04/15/23	04/20/23
Total Leads	10	15	20	15	30

**Average Success Rate**

**Views By Content Type**

Content Type	White Paper	Infographic	Guide	Webinar	Technical Paper	Other
Percentage	61.7%	18.9%	11.1%	4.4%	2.2%	1.7%

**Leads By Content Type**

Content Type	White Paper	Infographic	Research Report	Guide	Webinar	Research Report	Other
Percentage	66.9%	23.0%	11.1%	1.1%	1.1%	1.1%	1.1%

**Revenue By Content Type**

Content Type	White Paper	Infographic	Guide	Webinar	Research Report	Other
Percentage	61.7%	18.9%	11.1%	4.4%	2.2%	1.7%



## LIVE WEBINARS

### Stand out as an industry leader and generate high-quality leads

Present your own customized, solutions-oriented message to your target audience, work in conjunction with your industry partners or have your brand associated with a webinar that has been developed by SME's editorial team.

#### ENGAGING CONTENT = LEADS

When a user registers for a webinar, the sponsoring company is provided complete contact information based on the form fields.



#### LIVE Q&A WITH MARKET EXPERTS

Following the sponsoring company's presentation, an editor from SME will ask the presenter(s) questions from the audience.

#### WHAT'S INCLUDED:

- Live webinar moderated by an SME editor
- Prominent display of company name, logo and URL/link in attendee promotions
- Promotional emails sent to a target audience
- Inclusion in the **Manufacturing Weekly** eNewsletter
- Participation in live Q&A with industry experts
- Post-webinar leads
- Archival of completed webinar for additional viewing

### 2023 ANNUAL DATA

160

AVERAGE REGISTRATIONS

62

AVERAGE LIVE ATTENDEES

38%

AVERAGE CONVERSION RATE

13

AVERAGE ON-DEMAND REGISTRATIONS

**ABLE Electropolishing**  
Advanced Metal Improvement Technologies

A WHITEPAPER  
**Electropolishing for Significantly Improved Corrosion Resistance**

**Electropolishing for Improved Corrosion Resistance**

Engineers across a variety of industries rely on electropolishing to enhance the corrosion resistance of critical metal parts.

Electropolishing provides the benefits of passivation but also includes microfinish improvement, microdeburring, elimination of embedded particulate, hygienic surface and elimination of other defects introduced during the manufacturing or secondary operations.

**Electropolis SIEMENS**

Free trial software

For engineers across in 30x more corrosion res failure. In our latest wh the advantages of elec

**Speal**

Able's team has decad industries.

Watch our video on ele the process. Contact ur

**Manufacturing Process Planning With Easy Plan - Try for free**

Efficiently plan and communicate your manufacturing processes. Author, analyze, and manage manufacturing process plans more efficiently and communicate them throughout your organization's extended enterprise more effectively. Try this free 30-day [Easy Plan software trial](#) with no installation or setup required. Start creating assembly plans and work instructions in minutes.

[Learn more about Easy Plan](#)

**The Digital Thread in Heavy Equipment Manufacturing**

# LIST RENTALS

## Connect with manufacturers with a proven buying history

The SME database is 100% response generated and continuously updated, and has more than **661,000 postal records, 476,000 phone records and 181,000 email addresses** of corporate executives, managers, engineers and technical professionals looking for innovative products and services.

You'll be able to completely customize your target list down to the company size, job titles, industries (NAICS codes) and more.

### SOURCES:

- Magazine and eNewsletter subscribers
- Paid attendees of expositions, conferences and in-plant courses
- Buyers of and inquirers about manufacturing-related books, novels, DVDs and training programs
- And more!

### IDEAL FOR:

- Webinars, seminars and training programs
- Business-to-business offers
- Catalog, magazine, newsletter and online products & services

For counts and selection options, contact your SME regional sales representative or **Mary Venianakis, Audience Manager, at [mvenianakis@sme.org](mailto:mvenianakis@sme.org).**

<h1>661,000</h1> <p>POSTAL ADDRESSES</p>	<h1>476,000</h1> <p>PHONE NUMBERS</p>	<h1>181,000</h1> <p>EMAIL ADDRESSES</p>
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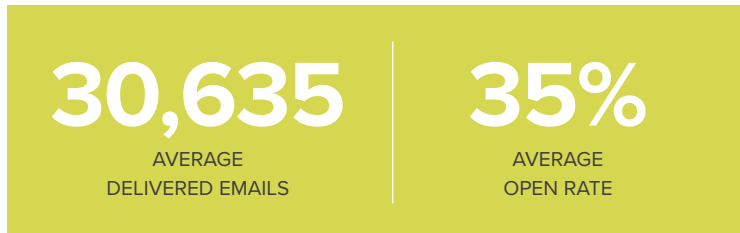
# WEEKLY eNEWSLETTER

## Your ads will go straight to your prospects' inboxes

Our weekly eNewsletter, **Manufacturing Weekly**, is distributed to 30,000+ opt-in subscribers. Each issue offers a mixture of the latest manufacturing news and information, as well as featured articles from each of our publications.

### AD SIZES:

- Leaderboard – 580x100
- Text-with-image – 140x140
- Medium rectangle – 300x250



**eNotifier**

For over 70 years, Carr Lane Manufacturing has been a trusted source of high-quality tooling components. Innovation continues with our New Website Solutions!

Visit our Engineering Resources to use our new calculators

One of the most valuable resources available to engineers on the Carr Lane site are the free no-login required calculators, which can be used to determine clamping force, find the appropriate host ring size, and ROI by upgrading to the Carr Lock® System.

These calculators can be a valuable tool in selecting the right products for your needs. See for yourself and try out our calculators!

**Part Conversion Tool by Carr Lane Mfg.**

Use our new conversion tool to find the Carr Lane equivalent product with a competitor's part number!

Our powerful search tool allows you to find the Carr Lane alternative seamlessly by entering the part number.

Visit [carrlane.com/competitor-part-search](http://carrlane.com/competitor-part-search) to receive stock status and equivalent information.

Follow Us For The Latest Product Updates

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## eNotifier: Custom eNewsletter

We can take your educational and solutions-oriented content (e.g., eBook, white paper, case study) and create a custom eNewsletter that is co-branded with SME. The layout appears as a published article with supporting images and graphs. The eNotifier can also include up to three banner-type ads (sponsor's choice), all linking to the supplied URL.

### WHAT'S INCLUDED:

- Display of company name, logo and URL in eNotifier email template
- Embedded ads or images
- Deployment to a target audience of your choosing (10,000-50,000)
- Post-deployment report with open and click-through data

Keeping you updated on all things manufacturing

# MANUFACTURING WEEKLY

## 7 Ways Small Manufacturers Can Use ChatGPT to Grow

Ray Blakney CEO and founder, Kairos Venture Studios, explains a few ways small manufacturers can use ChatGPT to boost workflows and grow.

### 30-TON COMBINATION PUNCH PRESS/FIBER LASER

Elevate Productivity. Uniting punch operations with and laser cutting for seamless efficiency in one compact machine.

Visit us at FABTECH, Booth #A3539

SPONSORED CONTENT

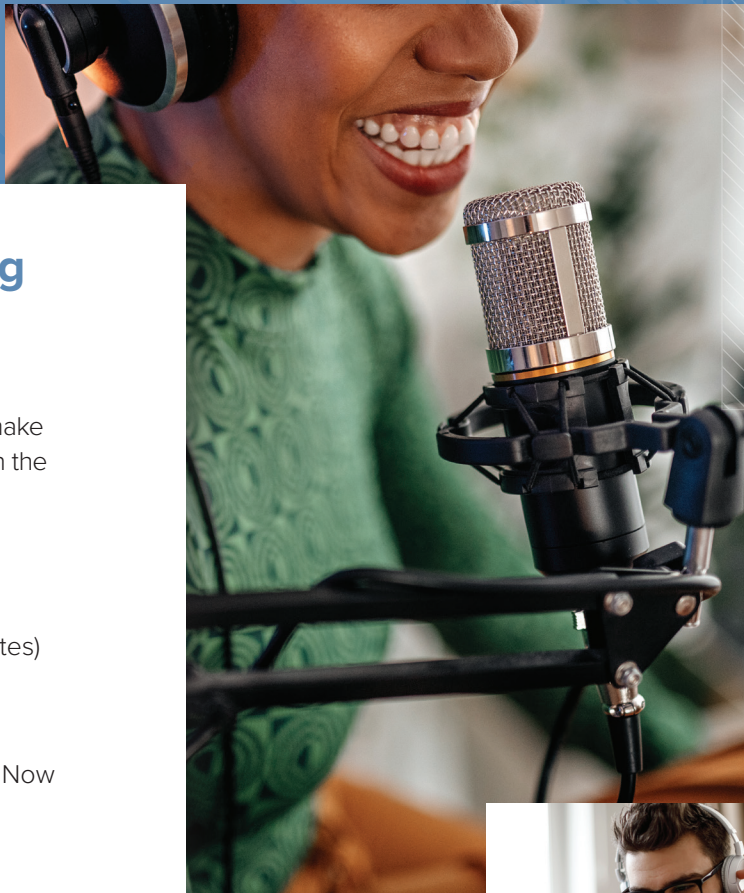
### Data Drives Industry 4.0, Plan a Smooth Journey to Private 5G

Ryan Pettijohn, solutions development manager, 5G systems integration at Fujitsu, explores how private 5G networks, driven by

### SME Partners with Colleges to Tackle Manufacturing Workforce Crisis

SME partners with colleges to address manufacturing workforce shortage and skills gap crisis through the Manufacturing

# SME PODCAST



## Advanced Manufacturing Now is the go-to manufacturing podcast

Promote your presence at upcoming events, make product announcements, discuss new trends in the industry and more.

### WHAT'S INCLUDED:

- Custom recording and editing (20-30 minutes)
- Choose the content to be featured in the podcast episode
- Post on the SME/Advanced Manufacturing Now podcast page
- Social media posts
- Optional pre-, mid- and post-production commercials in the podcast

### PODCASTS AVAILABLE ON

<https://www.sme.org/smmedia/podcasts/>



Apple Podcasts

Google Podcasts



amazon music



Spotify



iHeart  
RADIO



podcastaddict



Listen on

deezer



9/13/2023 UPDATES

# 681

AVERAGE DOWNLOADS  
PER EPISODE



# WEBSITE ADVERTISING



## Be part of the premier manufacturing website

SME.org promotes our brand as the premier website for manufacturing news and in-depth technical information for manufacturing professionals.

### WEBSITE CONTENT INCLUDES:

- Articles from SME's print publications: *Manufacturing Engineering* and *Smart Manufacturing*
- Articles from industry reports and other special sections
- Press releases
- Live reporting from trade shows and other events
- Podcasts
- Webinars, white papers, reports and other content
- Large and impactful banner placements (high-impact leaderboard and half-page banner ad)



**Leaderboard**  
970x250 pixels



**Half Page**  
300x600 pixels



**Medium Rectangle**  
300x250 pixels

### WEBSITE RETARGETING :

Deliver digital display ads to people who have previously visited a website on desktop/mobile platforms across the Internet. Mobile geolocation retargeting also available.

LIVE  
EVENTS



Your connection to success

An SME event draws out the biggest **thinkers** and **doers** in the industry – from innovators to key decision-makers. The collective brainpower is palpable. The opportunity to grow is unparalleled. Either as an attendee or as an exhibitor, there is no better place to advance your business.

Expand your advertising reach across the country

FABTECH offers an array of conference sessions to transform your career or business! With targeted technical, operational, economic and managerial sessions, you'll discover the solutions you need to improve productivity and increase profits. Network with peers, learn from top industry experts, exchange best practices and explore the latest technology and advancements in the industry.



**APRIL 23 – 24, 2024**  
Anaheim Convention Center  
Anaheim, CA



**MAY 7 – 9, 2024**  
Cintermex  
Monterrey, Mexico



**JUNE 4 - 6, 2024**  
Pittsburgh, PA



**JUNE 11 – 13, 2024**  
The Toronto Congress Centre  
(South Building)  
Toronto, Ontario



**JUNE 11 – 13, 2024**  
Montreal, QC



**OCTOBER 15 – 17, 2024**  
Orange County Convention Center  
Orlando, Florida



**JUNE 17 – 21, 2024**  
Knoxville, TN



# SME EVENT SPONSORSHIP

## Align your business needs with the right solutions

Whatever your goal, we offer a wide range of integrated sponsorship opportunities and media offerings that will maximize your return on investment. Gain high-level exposure to a targeted group of manufacturing professionals and companies ready to buy the products and services you offer.

### CUSTOMIZED SPONSORSHIP SOLUTIONS:

- Custom speaking
- Targeted outreach
- Sponsored alignment
- Lead generation
- Branding
- Thought leadership

Our team will listen and then develop an integrated collection of solutions around your unique needs and objectives.



### CONNECT WITH SME

SME has supported the manufacturing industry for more than 90 years. Working closely with manufacturing professionals, companies, educators, schools and communities, SME shares knowledge and resources that generate solutions to manufacturing industry challenges.



UPG has worked with SME for years and the experience has been fantastic. The team is professional, innovative and always willing to go the extra mile for us. They continually find new and creative ways to showcase our brand and add value to our investment dollars. It's refreshing to have such a collaborative relationship, and a dedicated team that understands what we do and what we need. We hope to continue working with SME and trust they will always guide us in finding the most effective ways to support the manufacturing industry.

**MICUELLE CORRY**  
UPG







## WHAT MAKES US SPECIAL

Manufacturing holds the key to economic growth and prosperity. SME is special because we help unlock the power of technology and human innovation to advance society into the next wave of inspiration.



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