

2017 Editorial Calendar

JANUARY / FEBRUARY ISSUE - Ad Close: 1/20/17

Apple's Manufacturing Strategy: Master Stroke or Mistake? - Did Apple sacrifice innovation and control of its destiny for short-term profit by deciding to contract the vast bulk of its manufacturing? Are there lessons here for other high-tech firms?

Made in America: How is that Going? - Many consumer goods are no longer made in the US, reinforcing the notion that manufacturing is fading from the US economy. We look at data on US production and talk to leaders in the Made in America field (WeatherTech, Snap-On Tools, Reshoring Initiative, Walmart, etc.) for their perspective.

The Supply Chain's New Transport Technologies - IndustryWeek examines the latest tech that is transforming how we move materials, components and products, from drones, autonomous vehicles and telematics to hyperloops and Uber-like apps.

Is This the Real Life? Is This Just Fantasy? - A deep dive into augmented reality for manufacturing and whether it's making a difference (yet) on the factory floor.

MARCH / APRIL - Ad Close: 3/22/17

Special Feature: IndustryWeek's Industry Excellence Awards - IW recognizes leaders who have demonstrated an extraordinary impact on their organizations and on the greater manufacturing community.

Special Feature: 2016 IW Best Plants Award Winners - Profiles of this year's class of overachievers in manufacturing operational excellence.

Space Inc. - Both Elon Musk and Jeff Bezos have jumped into the private space services business, competing with aerospace titans like Boeing. How big is the market opportunity? What does the supply chain look like? How are entrepreneurial firms taking advantage of this changing market?

The Enhanced Manufacturing Worker - The changing environment in manufacturing is not confined to the machines on the factory floor. It also involves new information technologies such as Google Glasses and ways to provide workers with greater strength (exoskeletons). What does the future hold for blending man and machine?

SPECIAL DISTRIBUTION TO IW MANUFACTURING & TECHNOLOGY CONFERENCE & EXPO ATTENDEES

2017 Editorial Calendar (continued)

MAY / JUNE - Ad Close: 5/22/17

Stress-testing US Manufacturing - US manufacturing took a huge hit during the last recession. Another recession is inevitable. Are US manufacturers in position to better absorb a downshift in the economy? What lessons have they learned regarding diversification, investment, etc? Is the US industrial commons stronger today than in 2007?

Defense USA - The defense industry remains a bulwark of US manufacturing, with rich government contracts helping to keep major manufacturers such as Lockheed Martin, Boeing and Raytheon alive. How healthy are these companies? How have cuts in defense spending affected them? How do they blend government and commercial work? Do government contracts affect their ability to innovate and create lean cultures?

Transforming the Factory Floor - IndustryWeek looks at the changes in technology, processes and talent that are taking place today to create the factory floor of tomorrow.

Responsibility in the Supply Chain - Manufacturers are increasingly impacted by the manufacturing ecosystem that surrounds them, from suppliers of raw materials and components to their distribution partners. How is the issue of responsibility, both legal and societal, affecting manufacturers and how are they coping with this changing concept?

JULY / AUGUST - Ad Close: 7/17/17

The IW US 500: The Biggest US Public Manufacturers - We track major trends among the nation's leading manufacturing firms and offer insights on their performance.

IndustryWeek's 50 Best US Manufacturers - Who are the best of the best? We showcase the top-performing manufacturers of the year.

Manufacturing Entrepreneurs: Tales of Taking the Leap - Three entrepreneurs who started manufacturing companies explain why they started their company, where they are on their journey, challenges and successes, and advice for those coming after them.

Higher (Manufacturing) Education - We talk to one or more university educators about their views of manufacturing in the US and what their school(s) are doing to encourage and prepare students for manufacturing careers.

2017 Editorial Calendar (continued)

SEPTEMBER / OCTOBER - Ad Close: 9/18/17

The 5 Most Powerful Women in Manufacturing -

Manufacturing used to be a man's world but women are fighting their way through the glass ceiling and heading some of the world's largest corporations. Who are they, how did they rise to power and what advice do they have for young women considering a career in manufacturing?

The Internet of Things: Putting the Hype to Work

- The Internet of Things dominates manufacturing hype but behind the marketing, manufacturers are putting these powerful technologies to work today. We report on how leading companies are using IoT to improve their operations and produce more profit.

The Manufacturing Welcome Mat is Out in County X

- All politics (and ultimately employment) is local. We examine a county where there is a high concentration of manufacturing and where community officials are actively promoting a growing manufacturing presence. What are some of the manufacturing firms there? How do they view their relationship with the county? What is the county doing to attract and retain manufacturing? How do they interact with regional and state agencies?

What Does it Take to Achieve Operational Excellence?

- A major manufacturer shares its strategies for developing and maintaining a high-performance operating system.

NOVEMBER / DECEMBER - Ad Close: 11/16/17

The Millennial Manufacturing Leader - The largest generation in America is moving into executive and managerial ranks across the country. How will these new leaders operate? How will they measure success? Will they have a dramatic impact on manufacturing?

Rethinking the Ideal Manufacturing Employee -

Where employers should be looking for talent that they aren't—and what they should be looking for that they're not.

The Robots Are Coming - Once relegated largely to automotive production lines, a new wave of robots are involved in everything from material handling to order fulfillment. We examine the influx of robots that see, move, talk and never ask for time off.

The Art of Asset Uptime - A look at what manufacturers are doing to keep their valuable equipment running, including predictive maintenance and the growing impact of IoT data.

2017 Print Rates & Specifications

Four Color Gross Rates

Gross rates based on number of insertions within a 12-month period whether units are the same or varying sizes. No additional charge for color.

Cancellations

Cancellations must be submitted in writing and will not be accepted after the published ad deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Premium Cover Display Advertising Rates

Covers are sold for a 6x or 12x use on a non-cancelable basis.

- Outside Back Cover - additional 15% on space
- Inside Front Cover - additional 15% on space
- Inside Back Cover - additional 10% on space

Short Rate Policy

If an advertising program is canceled short of the minimum number of insertions required to earn the frequency rate it has been billed at, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the program.

Specifications

Publication Trim Size: 7.5 x 10.5

DIMENSIONS	NON-BLEED	BLEED
Page	7" x 10"	7.75" x 10.75"
Spread	14.5" x 10"	15.25" x 10.75"
2/3 Spread	14.5" x 6"	15" x 6.5"
1/2 Spread	14.5" x 4.625"	15" x 5.125"
1/3 Spread	14.5" x 3.125"	15" x 3.625"
2/3 Page	4.5" x 9.75"	4.75" x 10.5"
1/2 Page Island	4.5" x 7.25"	4.75" x 7.75"
1/2 Page Vertical	3.375" x 9.75"	3.625" x 10.5"
1/2 Page Horizontal	7" x 4.625"	7.5" x 5.125"
1/3 Page Vertical	2.3125" x 9.75"	2.5625" x 10.5"
1/3 Page Square	4.5" x 4.625"	4.75" x 5.125"
1/4 Page Vertical	3.375" x 4.625"	3.625" x 5.125"
1/4 Page Horizontal	7" x 2.25"	7.5" x 2.75"
1/6 Page Vertical	2.3125" x 4.625"	2.5625" x 5.125"
1/6 Page Horizontal	4.5" x 2.25"	

NET RATES	1X	3X	6X	9X	12X
Full Page	\$16,050	\$15,200	\$14,500	\$14,000	\$13,000
2/3 Page	\$10,900	\$10,325	\$10,000	\$9,200	\$9,000
1/2 Page	\$8,800	\$8,400	\$8,000	\$7,500	\$7,000
1/3 Page	\$5,600	\$5,300	\$5,020	\$4,800	\$4,500
1/4 Page	\$4,200	\$4,000	\$3,800	\$3,500	\$3,300
Spread	\$25,000	\$24,000	\$23,000	\$21,000	\$20,000

Binding method: Saddle-stitched

Printing specifications: Web offset

Bleed Dimensions: Keep live matter 3/16" from trim edge. For bleed ads, keep live matter 5/16" from the bleed edge. If a full page ad bleeds, 0.125 must be added on all sides, making it 7.75 x 10.75. Penton reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions listed.

Print advertising submission: penton.sendmyad.com

General advertising inquiry: manufacturing.penton.com/industryweek

Help: For further technical assistance email pageflow@penton.com

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