

# Reach A Manufacturing Professional's Inbox

## ENewsletter Sponsorship

Email advertising in IndustryWeek's newsletter is a primary vehicle for generating leads and awareness. Each eNewsletter has a different editorial focus and mission, making them a must-read for industry professionals. All lists are 100% confirmed opt-in. Your ad in each eNewsletter provides you:

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### Daily Headlines

The Daily features the latest manufacturing business news and trends, market updates, and technological breakthroughs -- as well as two or three carefully selected items from the most popular blog posts, slideshows and

feature articles. **FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 250,000 PER WEEK**

**NET INVESTMENT: 1 WEEK: \$4,200 / 3 WEEKS: \$3,800 / 6 WEEKS: \$3,500 / 12 WEEKS: \$3,200**

### Continuous Improvement

Reach VPs and directors of operations, plant managers, and other operations leaders. Featuring the latest case studies, trends and advice, each issue of Continuous Improvement delivers vital information that keeps leaders on the leading edge of lean and other continuous improvement practices. A regular feature, the Benchmarking Brief, provides analysis of data from IW Best Plants competition.

FREQUENCY: WEEKLY (TUESDAY) / CIRCULATION: 45,000

NET INVESTMENT: 1 WEEK: \$4,400 / 3 WEEKS: \$3,975 / 6 WEEKS: \$3,750 12 WEEKS: \$3,625

### Manufacturing Technology

Gain the attention of manufacturing technology decision-makers as they catch-up on the week's most important manufacturing technology news, trends, best practices and product introductions. Manufacturing Technology covers topics ranging from information technology, big data, 3-D printing and other emerging technologies to the latest manufacturing hardware and software -- and more.

FREQUENCY: WEEKLY (FRIDAY) / CIRCULATION: 15,000  
 NET INVESTMENT: 1 WEEK: \$2,000 / 3 WEEKS: \$1,850 / 6 WEEKS: \$1,750 / 12 WEEKS: \$1,650

### Supply Chain Insights

Reach executives who understand the importance of best-of-breed supply chain solutions and are looking to make their company's processes more efficient. Supply Chain Insights provides the latest information about issues such as procurement, inventory management and logistics, material handling, warehousing and distribution.

FREQUENCY: WEEKLY (MONDAY) / CIRCULATION: 30,000

NET INVESTMENT: 1 WEEK: \$3,700 / 3 WEEKS: \$3,450 / 6 WEEKS: \$3,250 / 12 WEEKS: \$3,050

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**IndustryWeek's Continuous Improvement** **IndustryWeek**

October 13, 2015

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**Research Study: Industrial Buying Dynamics**



No one has to tell you about the market forces weighing on distributors: from high expectations of the purchase experience, to direct-from-manufacturer purchasing, to rapidly changing demographics. Download this study to uncover the perceptions and behaviors driving the changes, and gain insight into how you can leverage them into greater differentiation and growth. [Get my study.](#)

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**Editor's Note**

The [Call for Speakers](#) for the 2016 IW Manufacturing & Technology Conference & Expo (formerly called the **IW Best Plants Conference**) is now open. This event will be held May 3 to May 5, 2016, in Rosemont, Ill. The IndustryWeek Manufacturing & Technology Conference & Expo is dedicated to helping manufacturing facilities improve their operations. [Click here](#) for more details.  
**FULL ARTICLE**

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**Top Story**

**How to Expand Your Continuous-Improvement Program to Drive Growth**




Continuous-improvement programs alone won't grow American manufacturing. Here's how to build a parallel continuous-improvement growth plan that describes specific strategies for finding new customers, finding new markets, and developing new products that your customers want and need.

I am simply making the case that most continuous-improvement solutions for manufacturers are about internal methods — methods that can be controlled inside the plant environment; they never address the methods of how you deal with the external environment.  
**FULL ARTICLE**

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**Recent Reads**

**The 'Quick & Dirty' About OEE**



How to calculate overall equipment effectiveness (OEE) and use it as a key performance indicator.  
**FULL ARTICLE**

## eNewsletter Sponsorship (continued)

### Weekly Hotlist

Capture your last chance of the week to reach busy manufacturing executives before they break for the weekend. This weekly wrap-up features the week's 10 most-read articles – news, commentary, features, blogs, slideshows and more.

**FREQUENCY: WEEKLY (FRIDAY) / CIRCULATION: 35,000**

**NET INVESTMENT: 1 WEEK: \$3,650 / 3 WEEKS: \$3,250 / 6 WEEKS: \$3,000 / 12 WEEKS: \$2,850**

### Quick Manufacturing News (QMN)

Deliver your message to the broadest and biggest audience built from the files of Penton's Manufacturing & Supply Chain Group properties. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products.

**FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 150,000 PER WEEK**

**NET INVESTMENT: \$3,500 PER WEEK / 3 WEEKS: \$3,200 / 6 WEEKS: \$3,000 / 12 WEEKS: \$2,700**

### 3D Printing 360

Gain the attention of manufacturing executives who need the latest on one of the most exciting new technologies of the past few decades. 3D Printing 360 provides in-depth coverage of the latest 3D printing applications, tools and devices for use in industries from design and manufacturing.

**FREQUENCY: TWICE MONTHLY (FIRST & THIRD MONDAY) / CIRCULATION: 19,700**

**RATES: TOP POSITION - \$2,000 NET PER ISSUE / SECOND POSITION - \$1,000 NET PER ISSUE / PRODUCT POSITIONS - \$750 NET PER ISSUE**

### **Leadership Insights**

Promote your brand to leaders at all levels of manufacturing businesses Leadership Insights features ideas, best practices and trends in crafting new business approaches; building growth and innovation strategies; forging a vibrant corporate culture; controlling costs – and more.

**FREQUENCY: WEEKLY (THURSDAY) / CIRCULATION: 15,000**

**NET INVESTMENT: 1 WEEK: \$2,000 / 3 WEEKS: \$1,850 / 6 WEEKS: \$1,750 / 12 WEEKS: \$1,650**

### **Workforce Watch**

Deliver your message to manufacturing executives involved with labor and workforce management. Workforce Watch covers the latest news, trends, strategies and best practices related to employee management, including compensation; education and training; employee recruitment, engagement and retention; and teamwork.

**FREQUENCY: WEEKLY (WEDNESDAY) / CIRCULATION: 5,500**

**NET INVESTMENT: 1 WEEK: \$1,000 / 3 WEEKS: \$900 / 6 WEEKS: \$800 / 12 WEEKS: \$700**

## **Targeted eBlasts**

Reach your target audience with high-impact messaging that drives traffic to your site, assists in revenue generation, and builds brand awareness. eBlasts are an efficient solution to delivering your unique sales message, information about new products/services launches, content promotion, event announcements, and more. Target your specific manufacturing audience based on industry, title, company size, or geographical data.

Expand your reach through Penton's global database of over **16 million** decision makers connecting you with the right people in the right companies.

**INVESTMENT: \$495 CPM**

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