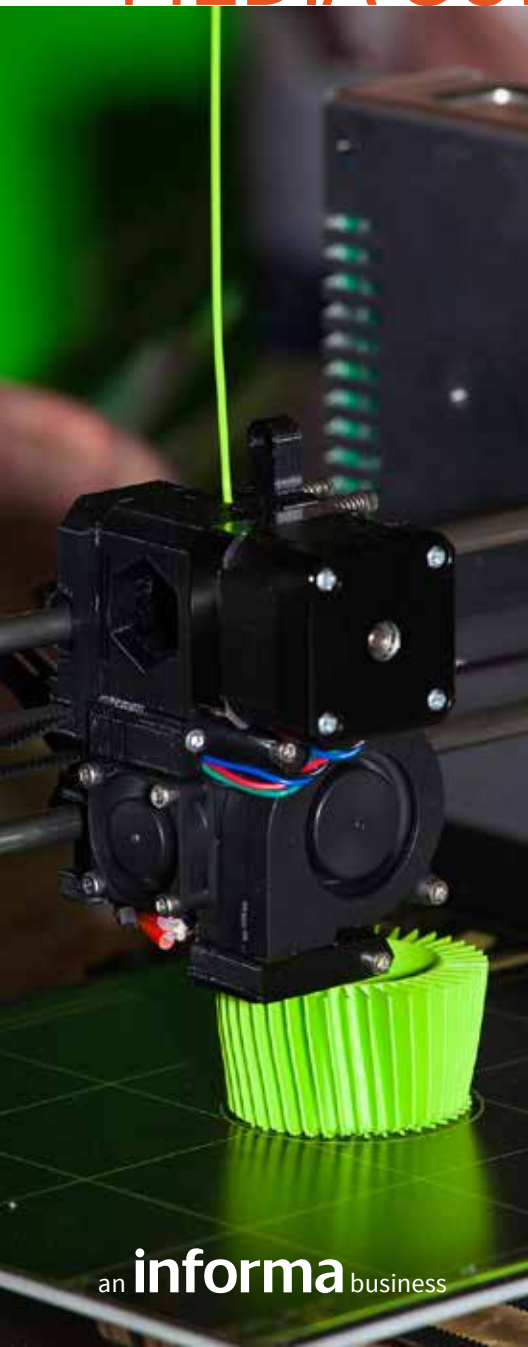


# NED<sup>TM</sup> New Equipment Digest<sup>®</sup>

## MEDIA GUIDE 2019

AUDIENCE | DIGITAL ADS | NEWSLETTERS | SOLUTIONS | CONTENT CALENDAR | SPECS | SALES



an **informa** business



# Audience Insights

New Equipment Digest connects suppliers of industrial products and solutions with a global network of buyers, engineers, and business leaders eager to find the latest manufacturing equipment on the market. We deliver the latest industrial product information, plus market trends and manufacturing news to readers in tens of thousands of facilities across the U.S. and beyond.



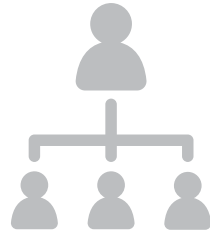
**388,934**

Average Monthly Reach

## PURCHASERS

**96%**

indicate they are responsible for recommending, selecting, or buying industrial equipment or services



## TOP INDUSTRIES SERVED

**Primary/Fabricated Metal Manufacturing 12.18%**

**Automotive/Aerospace/Transportation Manufacturing 10.23%**

**Machinery Manufacturing 10.02%**

**Professional, Scientific & Technical Services 7.69%**

**Computer & Electronic Product Manufacturing 6.04%**

**Electrical Equipment, Appliance & Component Manufacturing 6.01%**

**Wholesaler or Distributor of Durable or Non-Durable Goods 5.61%**

## PURCHASE AUTHORITY

Controls & Instrumentation .....	51.35%
Electrical/Electronic Components .....	50.95%
Material Handling Equipment or Services .....	45.48%
Assembly/Fastening/Tools.....	44.97%
Safety Equipment/Worker Protection .....	44.74%
Facilities/Maintenance/Plant Operations.....	44.66%
Tools, Hand & Power .....	43.08%
Motion Control .....	40.48%
Metalworking/Welding/Fabrication .....	39.69%
Packaging Equipment.....	39.06%
Adhesives/Sealants/Lubricants/Chemicals .....	38.68%
Machine Tool/Automation Technology .....	38.56%
Fluid Power .....	37.04%
Pipe/Valves/Fittings/Tubing .....	36.96%
Process Equipment.....	36.53%
Environmental Compliance .....	36.18%
Materials/Compounds .....	34.40%
Green Technology/Alternative Energy.....	33.92%
Emergency Response .....	30.34%
HVAC .....	27.10%

## COMPANIES THAT ENGAGE



**BAE SYSTEMS**

**CATERPILLAR®**



**Honeywell**



**JOHN DEERE**

**LOCKHEED MARTIN**

**Raytheon**

**Rockwell  
Collins**

**SIEMENS**

## DIGITAL LEADER IN VISITORS AND PAGE VIEWS



**47,267**

Average Monthly Visits



**131,947**

Average Monthly Page Views



**34,341**

Average Unique Monthly Visitors



**34.2%▲**

increase in NED Directory  
visitors from Q1



**85%**

Desktop Visitors Average Monthly



**15%**

Mobile Visitors Average Monthly

**178**

Site Registrations in  
the Second Quarter

## ENEWSLETTERS



**608,285** eNewsletter Reach

**21.61%** Monthly Avg Open Rate

**4.20%** Monthly Avg CTR



# Meet the Influencers



Meet the influencers igniting conversations and engaging the *New Equipment Digest* audience daily prospects' digital, print and social platforms.

Editor-in-Chief  
Senior Content Director  
**TRAVIS HESSMAN**  
[travis.hessman@informa.com](mailto:travis.hessman@informa.com)

Senior Editor  
**JOHN HITCH**  
[john.hitch@informa.com](mailto:john.hitch@informa.com)

Product Editor  
**LAURA DAVIS**  
[laura.davis@informa.com](mailto:laura.davis@informa.com)



## Ideation & Development

Collaborate with *New Equipment Digest's* topic experts to develop topics that will engage, validate market perceptions and produce custom content based on your objectives.



## Industry & Content Expertise

*New Equipment Digest's* content team delivers a mix of unparalleled industry and content development expertise to ensure that content is accurate, engaging and focused on the topics that manufacturing professionals need to know to stay current.



## Data & Insights

Deep industry knowledge overlayed with data and insights from numerous analytic tools provides *New Equipment Digest* the ability to leverage metrics for content decision making and deliver the right content, in the right channel, to the right audience, at the right time.

# Driving Smarter Purchasing

Combining daily updates on the latest manufacturing tools and technologies with in-depth coverage of implementation tips, behind the scenes R&D stories, and hands-on reviews on cutting-edge gear, New Equipment Digest provides an essential platform to help buyers and engineers make the right sourcing decisions the first time.



## Hands-On Reviews

- User reviews and recommendations
- In the field product test drives
- Expert commentary on best tools and applications



## Equipment & Supplier Directory

- 250 new products added every week
- Browse the 25,000 product archive
- Request a quote directly from suppliers
- Save and compare products across 15 categories



## Behind the Scenes

- R&D projects
- Innovation success stories
- Product features & benefits

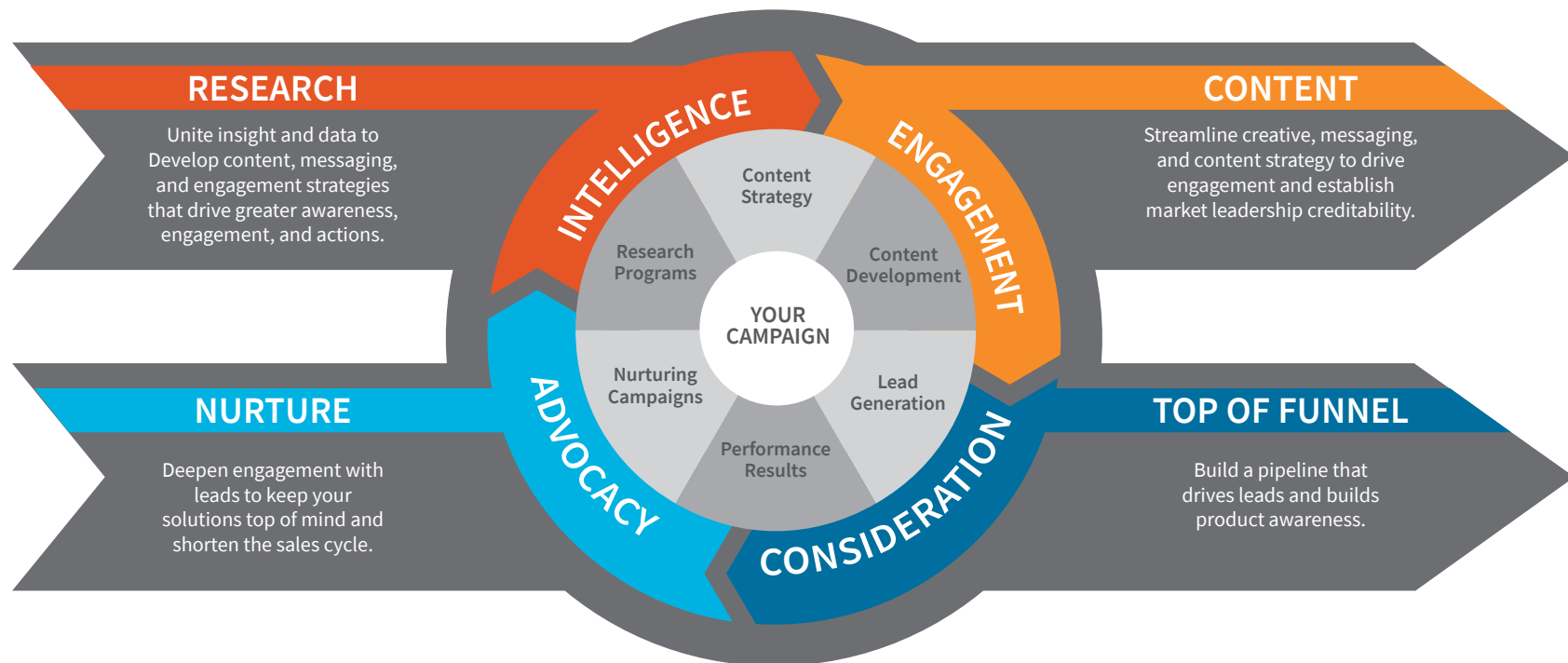


## Application Insights

- Case studies
- Implementation tips & best practices
- Application success stories

# Marketing Solutions Guide

*New Equipment Digest* media solutions are built to leverage our high performing content to drive conversion for marketers through intelligence gathering, content development, interactive storytelling, targeted campaigns and lead generation.



Our “always” on strategy utilizes a continuous intelligence and feedback structure to inform and optimize your program’s content, targeting, engagement, and conversion tactics to effectively reach your target audience.



## The *New Equipment Digest* Advantage

Research development and data analysis expertise to ensure meaningful insights.

Subject matter experts to guide development of thought leadership topics.

Database of manufacturing professionals in key industries and promotions to deliver statistically valid results.

**Contact your sales representative to learn more about the *New Equipment Digest* Advantage.**



### State of the Market

Develop thought leadership and guide your content marketing strategy with this market-facing research report that will help your target audience understand the forces at play and gain intelligent insights for smart decision-making. Benefit from research coupled with subject matter analysis to develop a robust report that can be used for lead generation.



### Brand Perception

Better understand how manufacturing professionals perceive your brand, products or solutions. Also useful to gauge purchase intent and deliver insights into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.



### Social Intelligence

Benefit from the latest social listening technologies and research analysis to deliver competitive benchmarking and valuable insights that will allow you to create a highly effective social marketing strategy.



### Custom Research

Collaborate with our research experts to develop a custom research program to inform your business strategy, gather market feedback on product concepts, or gain deeper understanding of your prospects. Partnering with *New Equipment Digest* you have access to all the critical ingredients — deep research expertise, trusted brands, rich audience databases, and design services to help bring data to life.



# Content Marketing Solutions



## The *New Equipment Digest* Advantage

Subject matter experts to craft thought leadership content that drives sales.

A marketing expert assign to your program, giving you a turnkey experience.

Promotional campaigns that are built to drive engagement with your target audience.

**Contact your sales representative to learn more about the *New Equipment Digest* Advantage.**



### Content Channels

Integrate your sponsored content into *New Equipment Digest* editorial channels and generate awareness while educating prospects on your products and solutions. Hosted on the *New Equipment Digest* website, this competitor free environment features your content alongside related *New Equipment Digest* content in a topic based channel that is promoted to an engaged audience of manufacturing professionals.



### Content Engagement Center

Aggregate your premium content and lead generation assets into a digital hub designed to accelerate the decision making process. This highly immersive format creates the opportunity for prospects to self-educate, content binge and nurture themselves, resulting in increased conversion rates and more sales ready leads.



### Storyscapes

Engage manufacturing professionals and deliver measurable ROI through this high-performing content marketing program that incorporates powerful imagery and interactive elements to showcase your premium content while converting prospects to leads.



### eBooks

Help solve problems, deliver know-how or uncover opportunities for your prospects through a visual eBook format that has a more conversational tone than traditional white papers and is designed to bring together related content pieces for a wider view on a topic. eBooks are effective engagement tools for lead generation and can be developed with your content or by sponsoring *New Equipment Digest* brand content.



### ContentStream

Leverage *New Equipment Digest* website content for use on your website and other content marketing channels through this innovative content marketing platform. Quality content is a must have for marketers that have goals to grow engagement and drive conversion. Gain access to the *New Equipment Digest* content library and easily syndicate our high-performing content in your marketing channels.



# Content Creation Services



## The New Equipment Digest Advantage

Accurate content that resonates with and engages manufacturing professionals.

Collaborative process with content, marketing and digital experts.

Programs built to achieve your goals and drive conversion.

**Contact your sales representative to learn more about the New Equipment Digest Advantage.**



### Articles

Collaborate with *New Equipment Digest* industry experts to create content that fills gaps in your content marketing plan, addresses specific challenges or speaks on point to your target personas. Leverage this high-quality content for Content Channels, Content Engagement Centers and Native Programs as well as your own marketing channels.



### FAQ's

Answer common questions about a particular topic, issue or trend with this easy to digest two page format that can be hosted on *New Equipment Digest* for lead generation or converted into a two page spread and leveraged as content marketing in the print magazine.



### Explainer Videos

Video is a must have in your content marketing arsenal but producing engaging video content can be challenging. *New Equipment Digest's* Explainer Videos break down complex topics into simple and easy-to-digest video segments and are effective for top-of-funnel prospects and social engagement.



### Infographics

Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy to digest format that helps users translate data into insights. Infographics draw a wider viewing audience and encourage social sharing of your content.



### Quizzes & Surveys

SnapSolutions are quick-hitting, interactive quizzes or surveys that engage users and collect valuable data and top of funnel leads. Use this effective solution to capture opinions or test manufacturing professionals knowledge on a topic area.

# Targeted Advertising



## The New Equipment Digest Advantage

Experienced team of direct marketers and data analysts.

Rich database of over 30 million business professionals in high growth markets.

Partner networks that can extend your brand reach and target key persona audiences.

**Contact your sales representative to learn more about the New Equipment Digest Advantage.**



### Custom eBlasts

Email marketing is one of the most effective methods for targeting and reaching prospects with messaging focused on products and solutions. Deliver your message directly to the inboxes of relevant, targeted manufacturing professionals or leverage the power and scale of Informa's 30 million audience database to expand your reach. Based on your objectives and goals our team will set up and deploy targeted email campaigns that engage prospects you want to reach. Email delivery is co-branded and GDPR compliant, full reporting metrics provided post deploy.



### Audience Extension

Not retargeting, it's Audience Extension. Partner with our team of dedicated engagement marketers and data analysts to custom build display, native and social campaigns that will target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, only to those that fit your targeted profile.



### Account Based Marketing

Leverage our database of 30 million business professionals in high growth markets to reach deep into key accounts that you provide or collaborate with us on creating look alikes based on behavioral data or demographic data points. Leverage display, native, email and social campaigns to drive awareness, convert prospects to leads and provide key account support to your sales team.



### Programmatic

Combining advanced ad serving technology with our proprietary data offers a unique programmatic buying experience that delivers measurable results. Providing you with more control over your campaign and allowing for real time creative and messaging adjustments ensures that you are delivering the right message to the right audience at the right time.

# Digital Ad Specs

*New Equipment Digest* offers you the opportunity to engage manufacturing professionals in multiple channels for deeper connections and better return on your marketing investment.

## Display Advertising

Net Rates. Banners appear on the home page and article pages. Standard display banners appear on desktop, tablet and mobile.

■ Visit [engage.informa.com/ad-marketing/ad-types/](https://engage.informa.com/ad-marketing/ad-types/) to view more details

Ad Type	Ad Size
Top Leaderboard	728x90 & 320x50*
Left Boombox	300x250
Right Boombox	300x250
Interscroller Leaderboard	728x90 & 320x50*
Half Page Standard	300x600
Site Skin/Wallpaper	Contact Online Ad Operations for specs
Intrositials/Welcome	640x480 & 300x416*

\*Please provide all sizes listed.

## Rich Media Opportunities

Rich Media ads allow advertisers to tell their stories in a seamless, attention-grabbing way with videos, photos, animation and endless creative and content-related scenarios.

■ Visit [engage.informa.com/ad-marketing/ad-types/](https://engage.informa.com/ad-marketing/ad-types/) to learn more

Ad Type	Ad Size
Floor Ad	970x40, 970x90 or 1200x90 Expanded: Up to 970x410 or 1200x410
Jumbotron	300x600 – Expanded: 970x700
In-Article Expandable	728x90 – Expanded: 970x700
Filmstrip	300x600 – Total expanded: 300x3000
Sidekick	300x250/300x600 – Expanded: 850x700
Pushdown	970x90 – Expanded: 970x415

Contact your sales representative for pricing.

## Category Sponsorships

Finding all of the information on the hottest industry topics made easy for our audience. Position your brand alongside specific, relevant content in these popular site categories.

### Category topics currently include:

- Industry Trends
- Technology Innovations
- Plant Operations
- Research & Development
- Find Products
- Browse Suppliers



Interested in adding a digital package to your media plan? Contact your sales representative today!





## Website Specifications:

### Banner sizes:

- See our Digital Ads Specs of the media guide

### Acceptable file types:

- JPG, GIF, animated GIF, and third party tags
- For interactive rich media such as expandable ads or in-banner videos, we follow IAB standard guidelines.
- Looping 3 times, Max # of frames: 4, Animation length: 15-20 seconds

### Information:

- Click-through URL required and should not be hard-coded
- Creative must be hosted through a third-party with a “STANDARD” ad tag: All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Z-index of ad must be set low or as a “1”
- Backup JPEG, GIF or PNG (200kb max) required for delivery to mobile devices
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

### Materials due:

- Seven business days prior to publication.

### Upload Newsletter Banner Ads To:

- [informa.sendmyad.com](https://informa.sendmyad.com)

### Check out our advertiser site for more information:

- [designmanufacturing.informa.com/newequipment](https://designmanufacturing.informa.com/newequipment)

### Ad trafficker:

Erin Wicker  
[erin.wicker@informa.com](mailto:erin.wicker@informa.com)

## Newsletter Specifications:

### Formats Currently Accepted:

- GIF, Animated GIF, JPG, PNG

### Information:

- Please note: We accept animated gifs; it is our recommendation that the first frame of your animated gif be a stand-alone or call to action frame as some users may be unable to view them otherwise.
- Flash not accepted
- It is the advertiser's responsibility to maintain the link for the duration of the ad
- If word count exceeds the max, file will be returned for revision, otherwise complications with the newsletter template may arise

### Dimensions/File Sizes:

- See our Newsletter section of the media guide

### 3rd-Party Ads:

- We will accept most 3rd-Party ad tags.
- They must be standard IMG SRC & HREF tags at actual size, no 1X1s.
- All 3PAS must be accompanied by anti-caching documentation.

### Materials due:

- Seven business days prior to publication.

### Upload Newsletter Banner Ads To:

- <https://informa.sendmyad.com>

### Check out our advertiser site for more information:

- [designmanufacturing.informa.com/newequipment](https://designmanufacturing.informa.com/newequipment)

### Ad trafficker:

Erin Wicker  
[erin.wicker@informa.com](mailto:erin.wicker@informa.com)

# Newsletters

Writers, editors, designers and marketing strategists create highly original, in-demand content designed to resonate with partners' target audiences and inspire action.

Interested in adding a digital package to your media plan? Contact your sales representative today!

## Industry Insider

A daily collection of the latest news, trends, tools, and NED exclusives that covers the evolving state of the U.S. and global manufacturing industries. [Daily](#)

Quarterly Monthly Average .....36,544  
Open Rate ..... 20.17%  
Click Rate ..... 4.20%

320x180or 650x150 image (200 kb max; 72 dpi; JPEG or GIF) w/ 100 or 75 or 50 words of text or less, headline of 40 characters or less , URL

## 3D Printing 360

A weekly wrap-up of the best stories, articles, and innovations featured on *New Equipment Digest*. [Weekly](#)

Quarterly Monthly Average .....22,197  
Open Rate ..... 22.69%  
Click Rate ..... 4.56%

180x150 image (40 kb max; JPEG, GIF or PNG) w/75 words of text or less, headline of 40 characters or less, URL

## Week In Review

Each issue covers current events, past triumphs, and upcoming challenges at the most efficient and most profitable manufacturing companies. [Weekly](#)

Quarterly Monthly Average .....20,930  
Open Rate ..... 31.06%  
Click Rate ..... 6.34%

320x180or 650x150 image (200 kb max; 72 dpi; JPEG or GIF) w/ 100 or 75 or 50 words of text or less, headline of 40 characters or less , URL

## Material Handling & Packaging

Picks out the newest lifting, conveying, barcoding, and sorting equipment on the market to help safely increase productivity and efficiency. [Monthly](#)

Quarterly Monthly Average .....19,036  
Open Rate ..... 18.50%  
Click Rate ..... 1.14%

320x180or 650x150 image (200 kb max; 72 dpi; JPEG or GIF) w/ 100 or 75 or 50 words of text or less, headline of 40 characters or less , URL

## Safety & Security

Custom collection of the new tools, equipment, and applications built to keep people and equipment safe even in extreme industrial conditions. [Monthly](#)

Quarterly Monthly Average .....15,564  
Open Rate ..... 18.55%  
Click Rate ..... 1.46%

320x180or 650x150 image (200 kb max; 72 dpi; JPEG or GIF) w/ 100 or 75 or 50 words of text or less, headline of 40 characters or less , URL

## Robotics

Inside scoop on the newest robots, systems, and automation, and how they affect the plant floor and everyday life. [Monthly](#)

Quarterly Monthly Average .....68,461  
Open Rate ..... 15.36%  
Click Rate ..... 0.97%

320x180or 650x150 image (200 kb max; 72 dpi; JPEG or GIF) w/ 100 or 75 or 50 words of text or less, headline of 40 characters or less , URL

## Sensors

Find the latest info on industrial sensors and their application across the manufacturing sector. [Monthly](#)

Quarterly Monthly Average .....65,380  
Open Rate ..... 14.36%  
Click Rate ..... 1.08%

320x180or 650x150 image (200 kb max; 72 dpi; JPEG or GIF) w/ 100 or 75 or 50 words of text or less, headline of 40 characters or less , URL

# Print Content Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>SPECIAL SECTION</b>	Industrial Internet of Thing	Industrial Wearables	Material Handling	3D Printing	Safety	Smart Tools
<b>SPOTLIGHT</b>	Safety	Energy Savers	Packaging	Robotics	Industrial Software	Plant Maintenances
<b>SPOTLIGHT</b>	Material Handling	Automation	Communication Equipment	Abrasives & Grinders	Communication Equipment	Energy Savers
<b>SPOTLIGHT</b>	Sensors	Testing & Inspection	Power Tools	Motion Control	Sensors	Material Handling
<b>ISSUE SPECIALS/ BONUS DISTRIBUTION</b>		Lit Digest & Industrial Products Guide	MODEX?	Lit Digest M&T, Rapid	NED Innovation Awards	
<b>ISSUE CLOSE</b>	12/17/2018	1/18/2019 / IPG 1/11/2019	2/15/2019	3/14/2019	4/17/2019	5/17/2019
<b>MATERIALS DUE</b>	12/21/2018	1/26/2019 / IPG 1/18/2019	2/22/2019	3/21/2019	4/24/2019	5/24/2019

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>SPECIAL SECTION</b>	Motors & Drives	Plant Efficiency	Machine Tools	Material Handling	Hand & Power Tools	Robotics
<b>SPOTLIGHT</b>	Hydraulics & Pneumatics	Plant Efficiency	Welding & Fabrication	Safety	Motion Control	Assembly & Fasteners
<b>SPOTLIGHT</b>	Electrical & Electronics	Hand Tools	Automation	Quality Assurance	Packaging	Hand Tools
<b>SPOTLIGHT</b>	Adhesives & Lubricants	HVAC	3D Printing	Plant Maintenance	Food & Beverage	HVAC
<b>ISSUE SPECIALS/ BONUS DISTRIBUTION</b>	Lit Digest			Lit Digest Pack Expo, NSC	NED's Holiday Gift Guide	
<b>ISSUE CLOSE</b>	6/14/2019	7/18/2019	8/12/2019	9/16/2019	10/16/2019	11/15/2019
<b>MATERIALS DUE</b>	6/21/2019	7/25/2019	8/19/2019	9/23/2019	10/23/2019	11/22/2019



# Print Advertising Specs

DIMENSIONS (inches)	Non Bleed	Trim + 0.125 inches Bleed*
Tabloid Page	9.75 x 11.5	10.25 x 12 + .0125 inches Bleed*
Tabloid Spread	20 x 11.5	20.5 x 12 + .0125 inches Bleed*
1/2 Tabloid H Spread	19.75 x 5.75	20.5 x 6.25 + .0125 inches Bleed*
1/3 Tabloid H Spread	19.75 x 3.75	20.5 x 4.25 + .0125 inches Bleed*
2/3 Tabloid V	6.25 x 11	6.625 x 12 + .0125 inches Bleed*
2/3 Tabloid H	9.5 x 7.25	10.25 x 7.75 + .0125 inches Bleed*
1/2 Tabloid V	4.6875 x 11	5.0625 x 12 + .0125 inches Bleed*
1/2 Tabloid H	9.5 x 5.75	10.25 x 6.25 + .0125 inches Bleed*
1/3 Tabloid V	3.0625 x 11	3.4375 x 12 + .0125 inches Bleed*
1/3 Tabloid H	9.5 x 3.75	10.25 x 4.25 + .0125 inches Bleed*
Exclusive Page	7.25 x 8.75	7.625 x 9.25 + .0125 inches Bleed*
Standard Page	7.0625 x 8.25	7.4375 x 8.75 + .0125 inches Bleed*
2/3 Standard	7.0625 x 6.125	7.0625 x 6.125 + .0125 inches Bleed*
1/2 Standard Isl	4.625 x 6.125	n/a
1/2 Standard H	7.0625 x 4	n/a
1/2 Standard V	3 x 8.25	n/a
1/3 Standard V	2.25 x 8.25	n/a
1/3 Standard Square	4.375 x 4.3125	n/a
1/4 Standard V	3" x 4"	n/a

\* Ads with bleed – extend bleed 0.125 inches beyond the trim [assets.penton.com/sma/PgTrim.pdf](https://assets.penton.com/sma/PgTrim.pdf)

\* All live matter not intended to bleed should be kept 0.25 inch from trim. Spread ads should allow a total of 0.1875 inch safety in gutter. Informa reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions listed.

## Print Production Manager:

Denise Walde  
New Equipment Digest  
9800 Metcalf Avenue  
Overland Park, KS 66212  
PH: 913.967.196  
[denise.walde@informa.com](mailto:denise.walde@informa.com)

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

**Multi-Page and Inserts:** Contact Account Manager for Rates and Specifications

**Gross Rates Apply:** Gross rates based on number of insertions within a 12-month period.

**Printing Method:** Web Offset

**Publication Trim Size:** 10.25 x 12 inches

**Binding Method:** Saddle-stitched

**Print Advertising Submission:**  
[informa.sendmyad.com](mailto:informa.sendmyad.com)

**Online Specifications:**  
[engage.informa.com/ad-marketing/ad-types/](https://engage.informa.com/ad-marketing/ad-types/)

# Lead Generation and Lead Services



## The New Equipment Digest Advantage

Subject matter experts and engagement marketing specialists solely focused on program success.

Demographic data and behavioral insights leveraged to target key personas.

Promotional campaigns that are built to drive engagement with your target audience.

**Contact your sales representative to learn more about the New Equipment Digest Advantage.**



### Quizzes & Surveys

SnapSolutions are quick-hitting, interactive quizzes or surveys that engage users and collect valuable data and top of funnel leads. Use this effective solution to capture opinions or test manufacturing professionals knowledge on a topic area.

*Top of Funnel Leads, Partial Contact Information, Program Duration 1 Month*



### FAQ's

Engage users and generate qualified leads by answering common questions about a particular topic, issue or trend with this easy-to-digest two page format that is hosted on New Equipment Digest.

*Top of Funnel Leads, Partial Contact Information, Program Duration 3 Months*



### White Papers

Introduce emerging technologies, expand on research results or explain a complex topic with a white paper hosted on New Equipment Digest. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions.

*Full Contact Information, 2 Custom Questions, Program Duration 3 Months*



### eBooks

Help solve problems, deliver know-how or uncover opportunities for your prospects through a visual eBook format that has a more conversational tone than traditional white papers and is designed to bring together related content pieces for a wider view on a topic. eBooks can be developed with your content or by sponsoring New Equipment Digest brand content.

*Full Contact Information, 2 Custom Questions, Program Duration 3 Months*



### Webinars

New Equipment Digest webinars deliver over 250 leads on average and are useful for engaging manufacturing professionals that are actively looking for education on a key topic, or solution to their challenge.

*Full Contact Information, 2 Custom Questions, Engagement Metrics, Program Duration Varies*



## Storyscapes

Engage manufacturing professionals and deliver measurable ROI through this high-performing content marketing program that incorporates powerful imagery and interactive elements to showcase your premium content while converting prospects to leads.

*Full Contact Information, 2 Custom Questions, Engagement Metrics, Program Duration Varies*



## Content Engagement Center

Aggregate your premium content and lead generation assets into a digital hub designed to accelerate the decision making process. This highly immersive format creates the opportunity for prospects to self-educate, content binge and nurture themselves, resulting in increased conversion rates and more sales ready leads.

*Full Contact Information, 2 Custom Questions, Deep Engagement Metrics, Program Duration Varies*



## Content Lead Touch

Leverage a multi-touch email campaign to nurture high-quality leads. *New Equipment Digest* will map three pieces of your content to the needs of your prospects at key buying stages. A series of three emails are sent to 5,000 targeted contacts to generate and nurture their interest. You receive lead data for each user who views your content as well as overall campaign engagement metrics.

*Full Contact Information [Views Only] Engagement Metrics, Lead Scoring, Program Duration 3 Weeks*



## Webinar Lead Touch

Gain greater return on your Webinar investment by engaging leads immediately after your event to maintain a conversation and move them toward a follow-up action. The program includes the development of an executive summary along with a series of three emails to registrants to encourage sharing, drive on-demand views, and expose users to related content.

*Full Contact Information, Engagement Metrics, Lead Scoring, Program Duration 2 Weeks*





IndustryWeek  
**Manufacturing  
& Technology**  
CONFERENCE & EXPO

The *IndustryWeek* Manufacturing & Technology Conference & Expo is the only event designed to keep manufacturing decision-makers, from design to delivery, at the forefront of manufacturing's digital transformation. View More Info at [mfgtechshow.com](http://mfgtechshow.com)

Our three-day conference & exhibit hall focuses on the key elements that are driving manufacturing excellence.

Technology &  
Automation

Operational  
Excellence

Leadership  
Strategies

Workforce &  
Talent

Design &  
Engineering

## Audience

**89%**

of attendees hold senior operations and production management titles

**99%**

of attendees would recommend this conference to a colleague

**64%**

of attendees are from companies with an annual sales volume of over \$100 million

Direct Access to decision makers from mid to large size companies!

### Past Attendee Titles

- Chief Executive Officer
- Chief Operating Officer
- Design Engineer
- Director of Manufacturing
- Director of Continuous Improvement
- EVP Of Manufacturing
- Engineering Director
- Plant Manager
- Sr. Manufacturing Engineer
- VP of Operations

### Past Attending Companies

- 3M
- The Boeing Co.
- Boston Scientific
- Cummins
- Dupont
- Ford Motor Company
- Gardner Denver
- Johnson & Johnson
- Lockheed Martin
- Toyota

## Sponsorships & Exhibiting

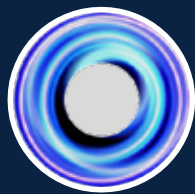
This event is the best way to reach a group of highly engaged senior-level manufacturing decision-makers and buyers from leading companies. Our dynamic agenda offers distinct opportunities within the show to position your brand as a thought leader and to showcase your products/solutions. [Download Show Prospectus.](#)

**April 16 - 18, 2019**

David L. Lawrence Convention Center  
Pittsburgh, PA

■ Contact your sales representative to learn about ways to connect with attendees and sponsor this event.

# informa



## Informa & UBM Advantage

A Unmatched Global Network of Manufacturing Decision Makers

Industry expertise on the key technology, workforce, smart operations best practices that are driving new approaches to manufacturing leadership.

### Engaged Audiences

- Executive/C-Suite
- Plant Operations VP and Directors
- Facility and Plant Managers
- Design & Mechanical Engineers
- Plant Engineer
- Safety/EHS Professionals
- Supply Chain Decision Makers
- Warehouse Decision Makers
- Machine Owners

**250+**  
DATA, INSIGHT &  
INTELLIGENCE PRODUCTS



**30+M**  
DECISION  
MAKERS



**1,800+**  
ANNUAL EVENTS/  
CONFERENCES



**11,000**  
EMPLOYEES



**180+**  
COUNTRIES  
SERVICED



**\$13B**  
MARKET CAP



**AMERICAN  
MACHINIST**

**EHS**Today **FORGING** **FOUNDRY** Management & Technology

**Industry**Week

**MH&L** Material Handling & Logistics

**NED** New Equipment Digest

**Hydraulics &  
Pneumatics**

**Machine  
Design**

**IndustryWeek  
Manufacturing  
& Technology  
CONFERENCE & EXPO**

**EHS**Today  
**Safety Leadership  
CONFERENCE**  
IN COLLABORATION WITH EHS NEWS

A MANEKIND INDONESIA TRADE EVENT  
**MANUFACTURING  
INDONESIA 2018**

**ADM** Advanced Design & Manufacturing Expo

**ATX** AUTOMATION TECHNOLOGY

**Design &  
Manufacturing**  
A Design News Event

**DesignNews**

**PLASTEC**  
MINNEAPOLIS  
A PLASTICTODAY EVENT

**MINN  
Pack**

**electric  
& hybrid**  
vehicle technology expo

# Contacts



## Sales

MANAGING DIRECTOR

**John DiPaola**

216-931-9546 | [john.dipaola@informa.com](mailto:john.dipaola@informa.com)

WEST

**Dave Kathe**

30-841-8804 | [david.kathe@informa.com](mailto:david.kathe@informa.com)

EAST

**Jim Philbin**

773-332-6870 | [jim.philbin@informa.com](mailto:jim.philbin@informa.com)

MI

**Joe Dinardo**

440-487-8001 | [joe.dinardo@informa.com](mailto:joe.dinardo@informa.com)

General Inquiries: [usercare@informa.com](mailto:usercare@informa.com)