

PFONLINE.COM

PF PRODUCTS FINISHING

The Voice of the Finishing Industry

2019 Rates & Data

PRINT
28,000+
Subscribers



ONLINE
106,000+
Average Monthly
Page Views



E-NEWSLETTERS
17,000+
Subscribers



EVENTS

Parts Cleaning Conference, SUR/FIN, FABTECH

2019 OUR EXPERTISE

PF PRODUCTS FINISHING



2019 AUDIENCE PROFILE

PF PRODUCTS FINISHING



28,293
TOTAL SUBSCRIBERS*



19,945
TOTAL FACILITIES**

14,993 COMPANY MANAGEMENT*

4,979 MANUFACTURING PRODUCTION*

4,523 MANUFACTURING ENGINEERING*

2,173 RESEARCH & DEVELOPMENT / DESIGN / QUALITY CONTROL*

1,138 SALES & MARKETING / EDUCATION / CONSULTING & OTHER QUALIFIED*

543 PURCHASING*

IN PRINT

Products Finishing continues to be the industry leader in coverage of finishing technology. The editorial staff has unprecedented access to job shops, suppliers, OEMs, service providers and more. Products Finishing combines that access with decades of experience to provide long-form content that is insightful and impactful.

DIGITAL

The Products Finishing website, newsletters, and blogs offer up-to-the minute manufacturing news, trends, and technology developments. Crafted with care, and built around the Products Finishing focus of finishing technology, digital content demonstrates how the industry is evolving.

SOCIAL

The Products Finishing staff travels the world to meet with the people that are moving manufacturing forward. They are invested in the industry and fill their social feeds with event coverage, shop visits, story links and more, allowing interaction with an active and engaged audience.

REACH US ANYTIME!



Publisher
Todd Luciano
tluciano@pfonline.com



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emckenzie@pfonline.com



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swalker@pfonline.com



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Jessica Jeffries
jjeffries@pfonline.com

END MARKETS*		OPERATIONS PERFORMED**		3-DIGIT NAICS*		
OPERATION	SUBSCRIBERS	OPERATION	SUBSCRIBERS	NAICS	CATEGORY	SUBSCRIBERS
Automotive / Transportation	20,928	Painting	17,830	332	Fabricated Metal Product Manufacturing	13,048
Machinery & Equipment	19,325	Polishing / Buffing	17,680	336	Transportation Equipment Manufacturing	6,154
Offroad / Construction / Agriculture	18,720	Spray Painting	15,748	333	Machinery Manufacturing	3,075
Aerospace / Aviation	17,823	Powder Coating	12,842	339	Miscellaneous Manufacturing	1,137
Military / Defense	16,610	Mass Finishing / Tumbling Vibratory Finishing	12,421	325	Chemical Engineering	1,066
Consumer Products	15,508	Electroplating	10,894	334	Computer & Electronic Product Manufacturing	631
Electrical / Computers	15,048	Electrocoating	10,705	326	Plastics & Rubber Product Manufacturing	558
Oil / Gas / Energy	14,185	Solvent or Vapor Degreasing	10,306	331	Primary Metal Manufacturing	479
Medical / Dental	13,709	Anodizing	9,112	335	Electrical Equipment, Appliance & Component Manufacturing	366
Appliance	12,694	Electroless Nickel Plating	8,777	337	Furniture and Related Products Manufacturing	238
Pumps / Valves / Plumbing	12,603	Conveyorized Painting	8,691	327	Nonmetallic Mineral Product Manufacturing	121
Furniture	6,472	Precious Metal Plating	6,046		Other	1,420
		Vacuum Coating	3,287			

*Source: June 2018 BPA Statement | **Source: Publisher's Count, June 2018

FOR ADVERTISING INFORMATION, PLEASE CONTACT:
Todd Luciano | Products Finishing Publisher | tluciano@pfonline.com | (513) 527-8809

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2019 EDITORIAL CALENDAR

MONTH CLOSING DATE	COVERAGE	BONUS COVERAGE	FEATURES	CLINICS	BONUS DISTRIBUTION
JAN 12.3.18	AUTOMOTIVE	Automotive	Plating Liquid / Powder Polish / Buffing	Electroplating Liquid Coatings Powder Coatings Anodizing Rectifiers / Power	
FEB 1.2.19	MILITARY	Products Finishing Hall of Fame	Plating Liquid / Powder Pretreatment	Electroplating Liquid Coatings Powder Coatings Electrocoating Testing Equipment	SHOWS: Surface Finishing Mexico
MAR 2.1.19	ENERGY	Parts Cleaning Conference Preview PARTS CLEANING	Plating Liquid / Powder Parts Cleaning	Electroplating Liquid Coatings Powder Coatings Parts Cleaning Tanks	SHOWS: Parts Cleaning Conference Powder Coating 2019
APR 3.1.19	MEDICAL	Top Shops Benchmarking Electroplating	Plating Liquid / Powder Top Shops	Electroplating Liquid Coatings Powder Coatings Mechanical Finishing Software	SHOWS: CoaTech / FABTECH Mexico SVC Techcon
MAY 4.1.19	CONSTRUCTION / AGRICULTURE	SUR/FIN Preview	Plating Liquid / Powder Mechanical Finish	Electroplating Liquid Coatings Powder Coatings Masking Racks	SHOWS: SUR/FIN
JUN 5.1.19	AEROSPACE	PARTS CLEANING	Plating Liquid / Powder Parts Cleaning	Electroplating Liquid Coatings Powder Coatings Parts Cleaning Ovens	
JUL 6.1.19	AUTOMOTIVE	Products Finishing 40-Under-40	Plating Liquid / Powder 40 Under 40	Electroplating Liquid Coatings Powder Coatings Testing Equipment Rectifiers / Power	
AUG 7.1.19	MILITARY	PARTS CLEANING	Plating Liquid / Powder Parts Cleaning	Electroplating Liquid Coatings Powder Coatings Parts Cleaning Electrocoating	SHOWS: MFASC / MFANC Metal Finishing Conference
SEP 8.1.19	ELECTRONICS	Top Shops Benchmarking Liquid & Powder	Plating Liquid / Powder Top Shops	Electroplating Liquid Coatings Powder Coatings Anodizing Testing Equipment	
OCT 9.3.19	MEDICAL	FABTECH Preview	Plating Liquid / Powder Anodizing	Electroplating Liquid Coatings Powder Coatings Racking Mechanical Finishing	SHOW: FABTECH
NOV 10.1.19	CONSTRUCTION / AGRICULTURE	PARTS CLEANING	Plating Liquid / Powder Parts Cleaning	Electroplating Liquid Coatings Powder Coatings Parts Cleaning Masking	
DEC 12.2.19	AEROSPACE	Innovations	Plating Liquid / Powder Innovations	Electroplating Liquid Coatings Powder Coatings Ovens Software	

2019 PRINT ADVERTISING



4-COLOR RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	6,775	6,280	6,045	5,910	5,780	5,550	5,375	5,160
2/3 Page	4,715	4,455	4,355	4,300	4,240	4,120	4,060	3,880
Island	4,715	4,455	4,355	4,300	4,240	4,120	4,060	3,880
1/2 Page	3,470	3,300	3,255	3,130	3,060	2,955	2,875	2,820
1/3 Page	3,265	3,050	2,885	2,740	2,670	2,615	2,520	2,480
1/4 Page	2,450	2,390	2,275	2,215	2,165	2,115	2,060	2,010
1/8 Page	1,850	1,820	1,775	1,725	1,690	1,680	1,660	1,650

2-COLOR RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	5,485	4,980	4,760	4,600	4,485	4,250	4,070	3,860
2/3 Page	4,485	4,230	4,130	4,070	4,010	3,885	3,825	3,645
Island	4,485	4,230	4,130	4,070	4,010	3,885	3,825	3,645
1/2 Page	3,350	3,160	3,250	3,000	2,925	2,810	2,730	2,680
1/3 Page	3,040	2,810	2,660	2,510	2,430	2,385	2,300	2,255
1/4 Page	2,215	2,150	2,050	2,020	1,925	1,895	1,830	1,790
1/8 Page	1,630	1,600	1,555	1,500	1,460	1,440	1,430	1,420

BLACK & WHITE RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	4,635	4,120	3,900	3,760	3,635	3,400	3,220	3,020
2/3 Page	3,635	3,375	3,265	3,225	3,160	3,040	2,990	2,800
Island	3,635	3,375	3,265	3,225	3,160	3,040	2,990	2,800
1/2 Page	2,500	2,320	2,265	2,140	2,090	1,970	1,885	1,820
1/3 Page	2,180	1,970	1,810	1,670	1,590	1,530	1,460	1,410
1/4 Page	1,380	1,310	1,185	1,130	1,080	1,050	990	935
1/8 Page	775	735	705	650	610	590	575	565

COVER RATES

Cover rates include black and any combination of process colors.

COVER PLACEMENT		
INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$6,900	\$6,280	\$6,900

CLASSIFIED AD RATES

PF MAGAZINE	PF DIRECTORY 2020		
PER 1.5 INCH	1 INCH	2 INCHES	EACH ADDITIONAL
\$250	\$525	\$700	\$250

THE ONLINE VOICE OF THE FINISHING INDUSTRY

Every month, PFOne.com receives an average of 106,000 page views, making it one of the premiere online destinations for professionals across the finishing industry.

Get your message in front of the general audience on the home page, or focus on viewers in your part of the industry on the zone pages.

With prominent placements for both graphic and rich media advertisements, there's no better option online for reaching some of the most qualified prospects in finishing.



106,000+ AVERAGE MONTHLY PAGE VIEWS

PFONLINE AD RATES

POSITION	GROSS PER MONTH
A HYBRID ADS	
HOME	\$675
PLATE / LIQUID / POWDER ZONES	\$650
OTHER ZONES	\$400
B RICH MEDIA ADS	
HOME	\$1,000
PLATE / LIQUID / POWDER ZONES	\$900
OTHER ZONES	\$600

REACH READERS ALL MONTH! 17,000+ SUBSCRIBERS

We reach 17,000+ subscribers four times monthly with the latest information in the finishing industry. Upcoming Issue Alert runs monthly. And three times monthly, News Alert keeps readers up to date on breaking developments in the industry.

PF News Alert Weekly Blog newsletter

PFOne.com



PF Upcoming Issue Alert Monthly Articles newsletter

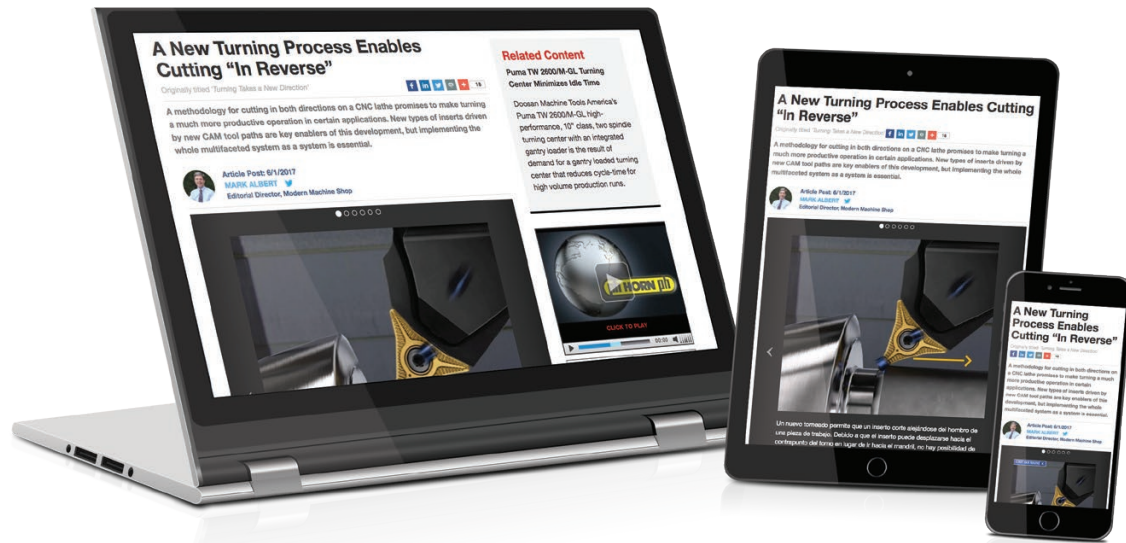
ENEWSLETTER AD RATES

POSITION	GROSS
C LEADERBOARD BANNER ADS	
AVAILABILITY: • PF News Alert - One (1) per calendar month / 4x delivery • PF Upcoming Issue Alert - One (1) per calendar month / 1x delivery IMAGE SIZE: 600x160 pixels @ 144 DPI FILE TYPE: JPG/PNG	\$1,000
D VIDEO ADS	
ARTWORK SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max PLAY BUTTON: Please do not include a playbutton with your artwork.	\$1,000
E TECHNOLOGY SOLUTIONS AD	
ARTWORK SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max	\$800

DIGITAL AD PACKAGE

COMBINED NEWSLETTER AND WEBSITE ADVERTISING	
F FREE PFONLINE BANNER AD	
<p>When you purchase any ad in either of the Products Finishing eNewsletters, you'll get a FREE BANNER AD on PFOne.com!</p> <ul style="list-style-type: none"> • PF News Alert Weekly Blog eNewsletter: 1 Calendar month banner ad placement on PFOne.com Blog Section • PF Upcoming Issue Alert Monthly eNewsletter: 1 Calendar month banner ad placement on PFOne.com Articles Section 	
<p>ARTWORK SIZE: 300 x 100 pixels FILE TYPE: JPG / PNG LEFT SIDE: 150 x 100 pixels, text on white background RIGHT SIDE: 150 x 100 pixels, static image (logo / tagline / photo, etc.)</p>	
<p>FREE With eNewsletter ad purchase</p>	

CONTENT MARKETING:
BUILD BRANDS AND GENERATE LEADS



What is Content Marketing?
Your story, presented by Products Finishing

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

Why Content Marketing?

Increase Brand Awareness

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

Build Brand Preference

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

Improve Engagement

Get buyers more deeply involved with your brands and products.

CONTENT MARKETING RATES

SOLD IN 3 CONSECUTIVE MONTH INCREMENTS	
INVENTORY	
4 PER MONTH	\$4,000 (per month gross)
MAX. 2 PER CUSTOMER PER YEAR	
OPTIONAL SERVICES	
ARTICLE DEVELOPMENT	\$1,000 (Net)
DIRECT EMAIL PROMOTIONS	\$1 (Per Additional Name)

Content Marketing Campaigns Include:

Step 1: Content Creation

- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards. Or, for an additional fee, we will create the content on your behalf.
- Your content appears on the site for 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

Step 2: Content Promotion

- PF Site Coverage
 - Homepage display of your Sponsored Content
 - "Related Story" promotion on relevant articles
- PF E-newsletter Push
 - PF News Alert
 - PF Upcoming Issue Alert
- PF Social Media Campaign
 - Paid promotion on Facebook, Twitter, LinkedIn

Step 3: Campaign Analytics

- Our team will create a report detailing the performance of your program, so you see your investment at work.

SHOWCASE YOUR COMPANY'S KNOWLEDGE AND LEADERSHIP ON IMPORTANT INDUSTRY TOPICS BY HOSTING A WEBINAR WITH US!



Products Finishing webinars

A dynamic interactive forum for discussing today's timely and compelling issues with YOUR target audience.

Your PF Webinar investment includes:

- E-MAIL: Customized e-mail invitations to 10,000 PF subscribers
- E-NEWSLETTER: Event promotion within PF's e-newsletters
- PRINT: Event promotion within Products Finishing magazine
- LEAD GENERATION: Customized lead reports
- TECH SUPPORT: Webinar hosting and support
- MODERATED BY: PF editor

WEBINAR RATES

PRODUCTS FINISHING WEBINAR	
DETAILS	
• ATTENDANCE IS LIMITED TO 1,000	\$5,000
• TOPIC AND SCHEDULE SUBJECT TO PUBLISHER APPROVAL	
• INCLUDES 90-DAY ARCHIVING	

To learn more about this exciting opportunity from Products Finishing / Products Finishing Directory, please contact:

TODD LUCIANO | PUBLISHER
tluciano@pfonline.com

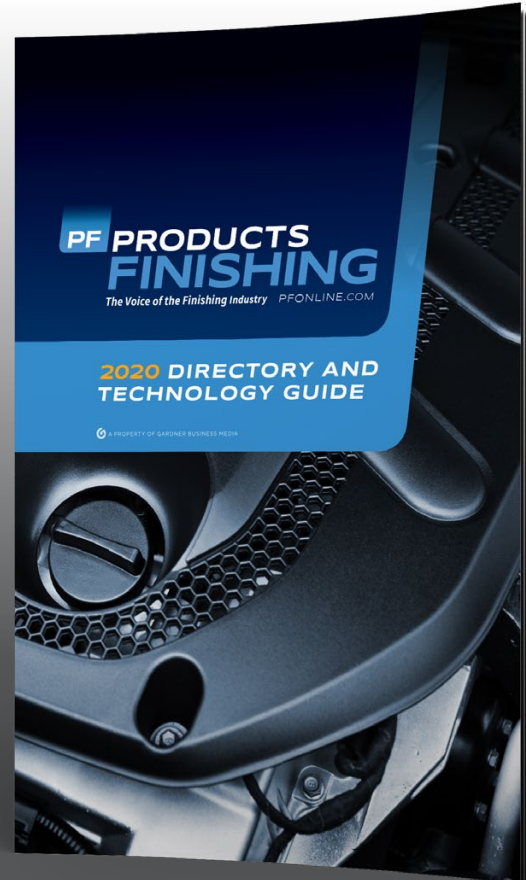
PUTTING YOUR BRAND, YOUR PRODUCTS AND YOUR MESSAGE IN FRONT OF 15,000 FINISHING BUYERS ALL YEAR LONG.

As the single best resource that finishers turn to for supplier information and practical finishing knowledge, the Products Finishing Directory & Technology Guide is the most valuable marketing tool at your disposal. Published on an annual basis, the PFD is the most sought-after product in the industry, and readers refer to it countless times throughout the course of a year.

Online Product Category Collections

As part of your advertising investment, you'll get a free web banner when you spend \$1,500 or more. You also select where it appears in one of the product category collections of PF Online listed below. Each collection represents 10 to 20 sub-categories. Contact your sales representative for a full list.

- 1 Mechanical Finishing – Abrasive, Deburring, Vibratory
- 2 Mechanical Finishing – Polishing/Buffering
- 3 Cleaning & Pretreatment – Cleaning Equipment
- 4 Cleaning & Pretreatment – Chemistries
- 5 Cleaning & Pretreatment – Stripping Equipment/Materials
- 6 Pollution Control Equipment – Air
- 7 Pollution Control Equipment – Water
- 8 Plating – Power Supplies
- 9 Plating – Anodes
- 10 Plating & Anodizing Equipment
- 11 Plating – Processes, Industrial
- 12 Plating – Processes, Precious Metal
- 13 Inorganic – Anodizing Chemistries
- 14 Organic – Blowers, Burners, Ovens
- 15 Organic – Painting Equipment
- 16 Organic – Powder Coating Equipment
- 17 Organic – Coatings
- 18 Organic – Conveyors
- 19 Inorganic/Organic – Testing
- 20 Inorganic/Organic – Masking/Racks



Co-mails with the December 2019 PF Issue

SPEND \$1,500 OR MORE AND RECEIVE A BANNER AD IN THE PF ONLINE SUPPLIER DATABASE AT NO CHARGE.



For additional advertising information, please contact Todd Luciano at:

TLuciano@pfonline.com
Phone: 513-527-8809

4 COLOR

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	6,450	5,980	5,750	5,620	5,500	5,280	5,110	4,910
2/3 Page	4,490	4,240	4,140	4,090	4,030	3,920	3,860	3,690
Island	4,490	4,240	4,140	4,090	4,030	3,920	3,860	3,690
1/2 Page	3,300	3,130	3,090	2,980	2,910	2,810	2,730	2,680
1/3 Page	3,100	2,900	2,740	2,600	2,530	2,490	2,400	2,360
1/4 Page	2,330	2,270	2,160	2,100	2,050	2,010	1,960	1,910
1/8 Page	1,760	1,730	1,690	1,640	1,600	1,590	1,575	1,560

2 COLOR (STANDARD OR PROCESS)

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	5,220	4,740	4,530	4,380	4,270	4,050	3,870	3,670
2/3 Page	4,270	4,030	3,930	3,870	3,810	3,700	3,640	3,470
Island	4,270	4,030	3,930	3,870	3,810	3,700	3,640	3,470
1/2 Page	3,190	3,010	3,010	2,850	2,780	2,675	2,600	2,550
1/3 Page	2,890	2,675	2,530	2,390	2,315	2,270	2,190	2,140
1/4 Page	2,110	2,050	1,950	1,920	1,830	1,800	1,740	1,700
1/8 Page	1,550	1,510	1,480	1,430	1,390	1,370	1,360	1,350

BLACK & WHITE

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	4,420	3,930	3,720	3,580	3,460	3,240	3,070	2,870
2/3 Page	3,460	3,210	3,110	3,070	3,010	2,890	2,840	2,670
Island	3,460	3,210	3,110	3,070	3,010	2,890	2,840	2,670
1/2 Page	2,380	2,210	2,160	2,040	1,990	1,870	1,795	1,730
1/3 Page	2,080	1,870	1,720	1,590	1,510	1,460	1,390	1,340
1/4 Page	1,310	1,250	1,130	1,080	1,030	1,000	940	890
1/8 Page	740	700	670	620	580	565	550	540

COVER RATES

Cover rates include black and any combination of process colors.

COVER	RATE
Inside Front	\$6,630
Inside Back	\$6,020
Back	\$6,630

SECTION COVER RATES

Cleaning & Pretreatment, Painting, Powder Coating, Plating & Anodizing, Mechanical Finishing and Buyers Guide.

SPACE	RATE
Section Cover	\$5,725

CLASSIFIED AD RATES

You can spotlight your company under every category where you have a product to sell, at the buyer's point of interest.

SPACE	RATE
1 Inch 1.375 w x 1.0"h	\$525
2 Inch 1.375 w x 2.0"h	\$700
Each Additional Inch	\$250

AD CLOSE DATE: September 10, 2019

PFD AD SPECIFICATIONS

FULL Page
Bleed: 5.875"W x 8.125"H
Trim: 5.313"W x 7.625"H
Live Area: 4.875"W x 7.0"H
Ruled Ad: 4.5"W x 6.5"H

2/3 Page (VERT)
3"W x 6.5"H

ISLAND
3.25"W x 4.88"H

1/2 Page (VERT)
2.188"W x 6.5"H

1/2 Page (HORZ)
4.5"W x 3.188"H

1/3 Page (HORZ)
4.5"W x 2.125"H

1/4 Page (HORZ)
4.5"W x 1.5"H

1/4 Page (VERT)
2.188"W x 3.188"H

1/8 Page
2.188"W x 1.5"H

COMBINATION RATES:

Advertisers may combine their total number of advertising insertions in all Gardner Business Media's products over any 12-month interval to earn the best frequency discount.

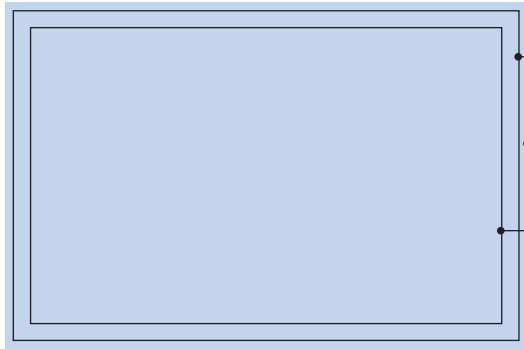
AGENCY COMMISSION:

15% commission is allowed if payment is made within 30 days of invoice.

FILE SUBMISSION:

- **Online:**
Upload files less than 20 MB at gardnerweb.com/upload
- **Email:**
Send files less than 5 MB can be sent directly to Becky Taggart, Advertising Manger at btaggart@gardnerweb.com
- **Mail:**
Becky Taggart, Advertising Manager
Gardner Business Media Inc.
6915 Valley Avenue, Cincinnati, OH 45244
Tel: 513-527-8800 Fax: 513-527-8801

FULL PAGE AND SPREADS

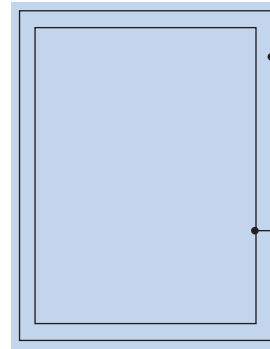


2-Page Spread

Trim:
15.75" W x 10.5" H
(400 mm x 267 mm)

Bleed:
16.25" W x 11" H
(414 mm x 281 mm)

Live:
15.25" W x 10" H
(387 mm x 254 mm)



Full Page Bleed Ad

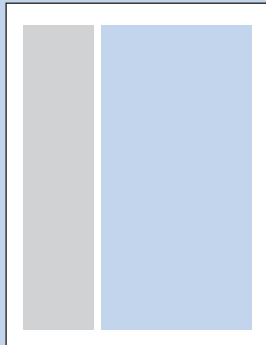
Trim:
7.875" W x 10.5" H
(200 mm x 267 mm)

Bleed:
8.375" W x 11" H
(214 mm x 281 mm)

Live:
7.375" W x 10" H
(187 mm x 254 mm)

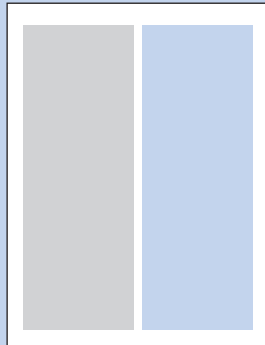
LARGE FRACTIONALS

Important Note: All ads smaller than full page do not bleed.



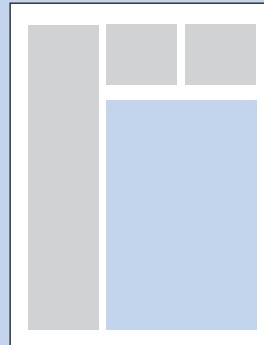
2/3 Page (Vert)

4.375" W x 9.125" H
(111 mm x 232 mm)



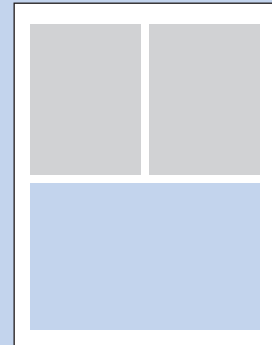
1/2 Page (Vert)

3.25" W x 9.125" H
(83 mm x 232 mm)



Island

4.375" W x 6.875" H
(111 mm x 175 mm)

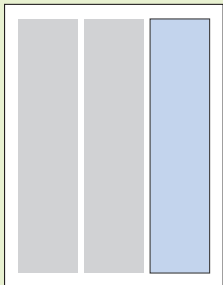


1/2 Page (Horz)

6.875" W x 4.375" H
(175 mm x 111 mm)

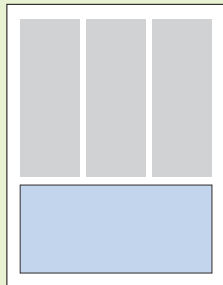
SMALL FRACTIONALS

Important Note: All ads smaller than half page (third-page, quarter-page and eighth-page) must have a 1 point black border on all sides.



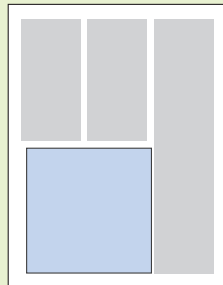
1/3 Page (Vert)

2.25" W x 9.125" H
(57 mm x 232 mm)



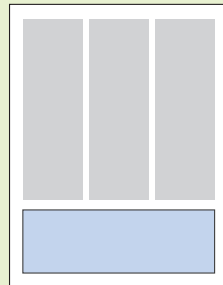
1/3 Page (Horz)

6.875" W x 3" H
(175 mm x 76 mm)



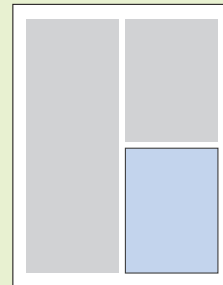
1/3 Page (Square)

4.375" W x 4.375" H
(111 mm x 111 mm)



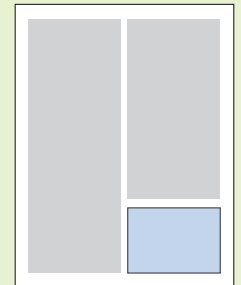
1/4 Page (Horz)

6.875" W x 2.25" H
(175 mm x 57 mm)



1/4 Page (Vert)

3.25" W x 4.375" H
(83 mm x 111 mm)



1/8 Page

3.25" W x 2.125" H
(83 mm x 57 mm)

ADDITIONAL AD INFO

Becky Taggart
Tel: 513-527-8800/ 800-950-8020
Fax: 513-527-8801
Email: btaggart@gardnerweb.com

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