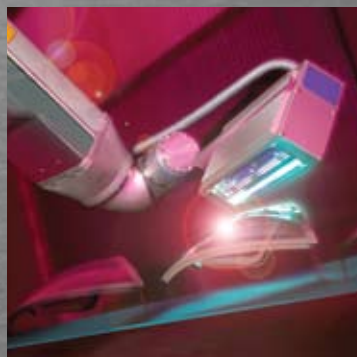
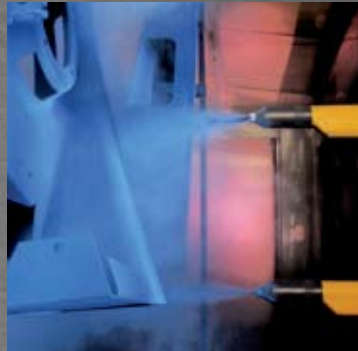


PRODUCTS



FINISHING



2 0 1 0 M E D I A G U I D E



6915 Valley Avenue
Cincinnati, OH 45244
513.527.8800
800.950.8020
f: 513.527.8801

FROM THE PUBLISHER



Don Kline
PUBLISHER
Products Finishing
dkline2@gardnerweb.com

Through trusted content and interactive media, *Products Finishing* helps finishing professionals make informed business decisions to build their brands and move the industry forward. As an advertiser, we connect you with this exclusive community of decision makers.



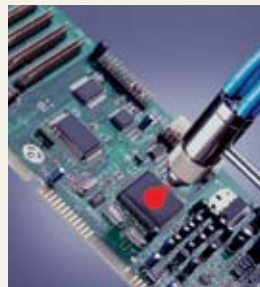
In the past year, every business has faced pressure that has not been seen for generations. The good news—2010 is here, along with the promise of a better financial climate.

As a supplier to the surface finishing market, you have an unprecedented opportunity to increase your market share and create momentum as the economy rebounds.

Products Finishing is the prime vehicle for that. No brand covers the finishing industry as comprehensively as PF. Let us help you market to our 36,000 readers, 2,800 daily Web visitors and 10,500 e-newsletter recipients. Please contact me for more information.

We look forward to working with you.

A handwritten signature in black ink that reads "Don Kline".



THE SURFACE FINISHING MARKET

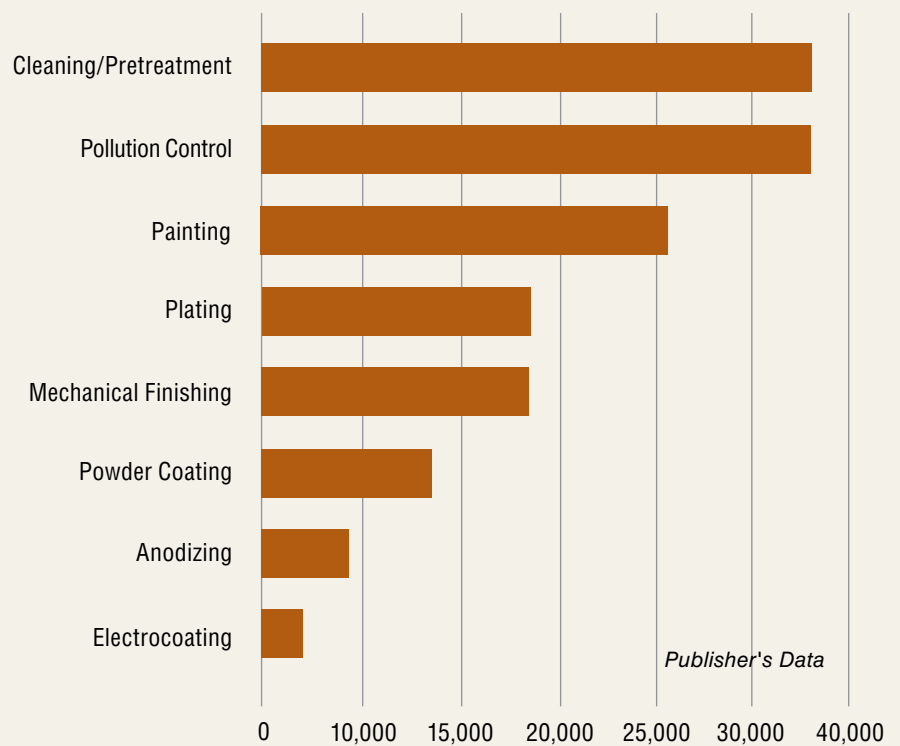
Products Finishing (PF) readers run the gamut, from the large OEM to the small job shop. *PF* serves these facilities by providing product and process information useful to both captive OEM shops and job shops that apply a wide variety of coatings.

Readers rely on *PF* to stay current on the latest products and trends that are vital for them to be successful in a competitive marketplace.

85%
85% of *PF* subscribers perform more than one finishing process.


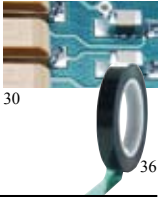


2009 Purchasing Influence / Readership Study

FINISHING OPERATIONS EMPLOYED AT SUBSCRIBER PLANTS



MARKET

In Print

CONTENTS		pfonline.com
VOLUME 73 NO. 6 March 2009		
FEATURES		
12	Powder Palace How a manufacturer of sporting goods turned powder coating into the centerpiece of its operations.	
16	Getting Better All the Time A look at what's new and what's coming in zinc plating technology.	
23	Special Cleaning Supplement 12 Ways to Reduce Water Consumption	
24	Dirty Decisions How soil type impacts cleaner selection.	
30	Showcase More Productive Masking.	
36	Painting Clinic	
CLINICS		
38	Plating Clinic	
40	Powder Coating Clinic	
42	E H & S Clinic	
44	Electrocoat Clinic	
COLUMNS		
6	The Finishing Touch	
9	News	
46	New Products	
50	Blackman on Taxes	
52	Never Finished	
56	End of the Line	

36,261 recipients
Online



2,800 daily visitors

PRIMARY FINISHING MARKET SEGMENTS

EDITORIAL BALANCE

In the past 12 months, the magazine has dedicated ...

ONLINE DOMINANCE

PFOne.com attracts more than 2,800 visitors a day. A search on PFOne revealed...

PAINTING

81 pages to painting.

There are **3,208** matches for "painting."

POWDER COATING

122 pages to powder coating.

There are **2,318** matches for "powder coating."

PLATING

137 pages to plating.

There are **3,071** matches for "plating."

ANODIZING

30 pages to anodizing.

There are **674** matches for "anodizing."

MECHANICAL FINISHING

31 pages to mechanical finishing.

There are **1,056** matches for "polishing."

ELECTROCOAT

32 pages to electrocoating.

There are **324** matches for "electrocoating."

PRETREATMENT/CLEANING

71 pages to pretreatment/cleaning.

There are **3,099** matches for "cleaning."

POLLUTION CONTROL

57 pages to pollution control and environmental issues.

There are **971** matches for "pollution."

EDITORIAL CALENDAR

For more than 70+ years of publication, *Products Finishing* has tracked numerous changes in the finishing business. These days, about the only certainty is that finishing processes, technologies and management practices will continue to evolve both in ways we can predict and in ways unforeseen.

Our mission remains the same: to bring readers the latest information on new finishing products, processes and technologies that can help them make better-informed decisions about how they operate their businesses. This enables readers to use the magazine as a discovery tool to learn about ways to move forward their own operations.

Typically, once such a discovery is made in the magazine, further research is carried out on the Web before potential technology suppliers are contacted directly. *Products Finishing* and its Internet component, PFOne.com, will continue to serve as the gateway to this information and provide a reliable resource for readers in captive and contract finishing shops, now and in the future.

2010 Editorial Calendar

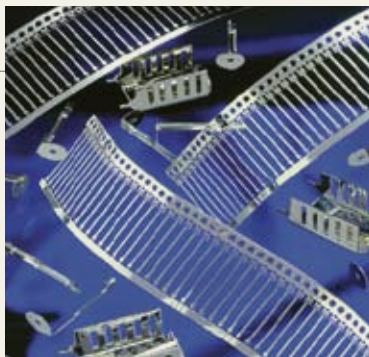
CLOSING DATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	12/1/09	1/5/10	2/2/10	3/2/10	4/1/10	5/4/10
EMPHASIS/ BONUS COVERAGE	ENERGY CONSERVATION	AUTOMOTIVE	POLLUTION CONTROL	MEDICAL	AEROSPACE	QUALITY
				BONUS: Electrocoat/ Process Cleaning Expo 2010 Preview		BONUS: Sur/Fin 2010 Preview
FEATURES	Plating Paint/Powder	Paint/Powder Plating Cleaning/ Pretreatment	Plating Paint/Powder Mechanical Finishing	Paint/Powder Plating	Plating Paint/Powder	Paint/Powder Plating Cleaning/ Pretreatment
CLINICS	Painting Plating Powder Coating EH&S Mechanical Finishing	Painting Plating Powder Coating Parts Cleaning Anodizing	Painting Plating Powder Coating EH&S Electrocoat	Painting Plating Powder Coating Parts Cleaning Mechanical Finishing	Painting Plating Powder Coating EH&S Anodizing	Painting Plating Powder Coating Parts Cleaning Electrocoat
SHOWCASE		Finish Testing Equipment		Masking		Mechanical Finishing

CALENDAR

Products Finishing editors are in the field, reporting on finishers using new technologies and management techniques to beat the competition.



Jim Destefani
EDITOR
Products Finishing
 jdestefani@pfonline.com



JULY 6/1/10	AUGUST 7/1/10	SEPTEMBER 8/3/10	OCTOBER 9/1/10	NOVEMBER 10/1/10	DECEMBER 11/2/10
MILITARY & DEFENSE	AUTOMOTIVE	ENERGY INDUSTRY	POLLUTION CONTROL	MEDICAL	AEROSPACE
		BONUS: North American Industrial Coating Show Preview	BONUS: Electroless Nickel Supplement		BONUS: Anodizing Supplement
Plating Paint/Powder Mechanical Finishing	Paint/Powder Plating Electrocoating	Plating Paint/Powder Cleaning/Pretreatment	Paint/Powder Plating Mechanical Finishing	Plating Paint/Powder	Paint/Powder Plating
Painting Plating Powder Coating EH&S Mechanical Finishing	Painting Plating Powder Coating Parts Cleaning Anodizing	Painting Plating Powder Coating EH&S Electrocoat	Painting Plating Powder Coating Parts Cleaning Mechanical Finishing	Painting Plating Powder Coating EH&S Anodizing	Painting Plating Powder Coating Parts Cleaning Electrocoat
	Pollution Control Equipment		Ovens		Paint/Powder Application Equipment

READERSHIP

Online



E-newsletter



10,500

PF's Digital Dispatch is sent to an opt-in e-mail list of more than 10,500 qualified subscribers.

OPERATIONS PERFORMED

	Plants**	Subscribers*
Precious Metal Plating	3,547	8,987
Anodizing	2,792	6,634
Electroless Nickel Plating	1,644	4,810
Plating on Plastics	7,269	15,522
Total Plating Job Shops (3471)	2,678	4,521
Spray Painting	10,517	19,909
Conveyorized Painting/ Powder Coating	4,025	9,318
Electrocoating	1,186	3,745
Painting/Powder Coating on Plastics	7,802	16,987
Painting	11,827	21,202
Powder Coating	5,417	11,547
Painting & Powder Coating	10,641	20,561
Abrasive Blasting	8,213	16,442
Polishing/Buffering	7,375	14,628
Mass Finishing/ Tumbling Vibratory Finishing	2,417	4,514
Painting & Plating	10,987	21,457
Powder Coating & Plating	10,014	21,147
Electroplating	7,158	14,834

3-DIGIT NAICS

	Plants**	Subscribers*
325 - Chemical Engineering	383	765
326 - Plastics and Rubber Product Manufacturing	748	1,125
327 - Nonmetallic Mineral Product Manufacturing	176	124
331 - Primary Metal Manufacturing	528	962
332 - Fabricated Metal Product Manufacturing	11,043	17,932
333 - Machinery Manufacturing	3,180	5,185
334 - Computer and Electronic Product Manufacturing	858	1,922
335 - Electrical Equipment, Appliance and Component Manufacturing	559	1,304
336 - Transportation Equipment Manufacturing	2,059	4,462
337 - Furniture and Related Product Mfg	203	384
339 - Miscellaneous Manufacturing	1,052	1,751
Other	301	345
Total	21,090	36,261

* June 2009 BPA Statement ** June 2009 Publisher's Counts

Total Circulation: 36,261

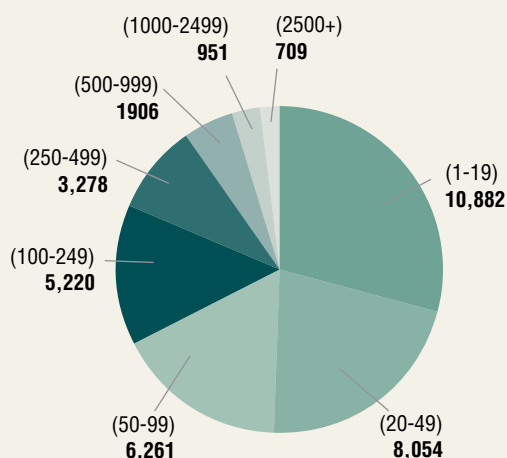
A SAMPLING OF COMPANIES THAT RECEIVE PRODUCTS FINISHING MAGAZINE EVERY MONTH:

- | | | | |
|-------------------------------|--------------------------------|-------------------------------|----------------------------|
| 3M Co. | Carrier Corp. | Johnson Controls Inc. | Polaris Industries Inc. |
| Agco Corp. | Caterpillar Inc. | Kawasaki Motors Mfg. Co. | Porter-Cable Corp. |
| Agilent Technologies Inc. | Corning Inc. | Kohler Co. | Pratt & Whitney Rocketdyne |
| Alcoa Fastening Systems Inc. | Crown Equipment Corp. | Leviton Manufacturing Co Inc. | Raytheon Co. |
| Ambrake Manufacturing Ltd. | Chrysler Corp. | Lexmark International Inc. | Remington Arms Co. Inc. |
| American Axle & Mfg. | Dell Inc. | Lincoln Electric Co. | Bosch Corp. |
| American Honda Motor Co. Inc. | Denso Mfg. | Lockheed Martin Corp. | Rockwell Collins Inc. |
| American Standard Inc. | Eastman Kodak Co. | Lufkin Industries Inc. | Rolls-Royce Plc. |
| Andersen Corp. | Electrolux Home Products Inc. | Mack Trucks Inc. | Seagate Technology |
| Apple Computer Inc. | Elkay Mfg Co Inc. | Magna Drivetrain | Siemens Corp. |
| Applied Materials Inc. | Ford Motor Co. | Marvin Windows & Doors | SquareD Co. |
| Arctic Cat Inc. | Freightliner LLC | Maytag Corp. | Stryker Corp. |
| Auto Alliance Intl. Inc. | General Electric Co. | Medtronic Inc. | Subaru of America |
| BAE Systems Norfolk Ship Rep. | General Motors Corp. | Mercedes-Benz | Sun Microsystems Inc. |
| B Braun Medical Inc. | Genie Industries Inc. | Meridian Automotive Systems | Tecumseh Products Co. |
| Baldor Electric Co. | Guidant Corp. | Mitsubishi Motors | Tenneco Automotive |
| Baxter Healthcare Corp. | Gulfstream Aerospace Corp. | Moog Inc. | Texas Instruments Inc. |
| Behr America Inc. | Halliburton Energy Services | Naval Surface Warfare Center | Timken Co. |
| Bell Helicopter Textron Inc. | Harley-Davidson Motor Co. Inc. | Navistar International Corp. | Top-Flit Golf Co. |
| Blue Bird Body Co. | Haworth Inc. | New Holland | Toyota Motor Mfg. |
| BMW Manufacturing Corp. | Herman Miller Inc. | Nissan Motor Co. | Trane Co. |
| Bobcat Co. | Hewlett-Packard Corp. | Northrop Grumman Corp. | Tyco Electronics Corp. |
| Boeing Co. | Honeywell International Inc. | Oshkosh Truck Corp. | Visteon Corp. |
| Bose Corp. | IBM Corp. | Panasonic Automotive Systems | Volvo Trucks |
| Boston Scientific Corp. | Ingersoll-Rand Co. Ltd. | Panduit Corp. | Whirlpool Corp. |
| Briggs & Stratton Corp. | Intel Corp. | Parker Hannifin Corp. | Yazaki North America Inc. |
| Brunswick Corp. | ITT Industries Inc. | Pella Corp. | York International Corp. |
| Callaway Golf Co. | Jayco Inc | Philips Medical Systems | Zimmer Inc. |
| Carpenter Technology Corp. | Deere & Co. | | |

2.3

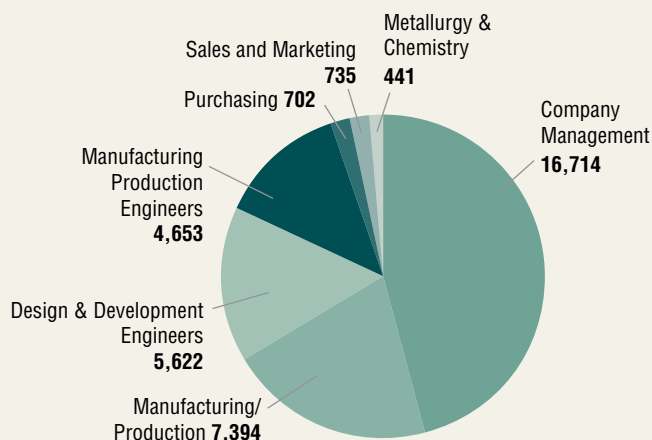
2.3 additional people see every issue of PF through pass-along readership.*

CIRCULATION BY PLANT SIZE**



*Purchasing/Readership Survey

CIRCULATION BY JOB FUNCTION**



**June 2009 BPA Statement

PRODUCT OF

89%

89% of executives surveyed agree a brand is more top-of-mind if they see it in more than one medium and strong majorities believe different ads offer additional information and make executives more likely to consider that brand at purchase time. *American Business Media/Harris Survey



E-NEWSLETTER ADVERTISING

PFs Digital Dispatch is distributed monthly to more than 10,500 opt-in names. A banner or text ad offers you direct access to an active, engaged audience.

Banner Advertising..... \$500 per month

WEBINARS

Gain credibility in the marketplace while securing leads. Sponsoring a Webinar through *Products Finishing* allows you to get in front of an audience that is actively seeking out a solution to a problem your product can fix. Contact Don Kline, Publisher, for more information at 800-950-8020 or dkline2@gardnerweb.com.

E-PRINTS

Similar to reprints, PFs Digital Extra e-print offers you an electronic way to push your message to PFs readers. Your company's editorial that was featured in *PF* will be branded with your marketing message and distributed to our e-mail list.

E-mail Distribution..... \$2,500/5000 circulation

REPRINTS

If your company is featured in the editorial pages of *PF*, you can have the article reprinted to use as a direct mail piece. Reprints are a cost-effective and timely way to give your company instant credibility. If you are interested in purchasing reprints, contact Scott Clifton at sclifton@gardnerweb.com, or call 800-950-8020.

DIRECT MAIL LISTS

Customize your direct mail list by selecting specific categories from PFs circulation list. Any number or combination of category selections is possible when creating a direct mail list. Category selections include: NAICS Codes, Geographical Location, Occupational Function, Plant Size, Specific Operations, and ZIP Code. For more information, contact Ross Jacobs at rjacobs@gardnerweb.com or call 800-950-8020.

Minimum Charge\$575
 Base Rate.....\$150 per thousand
 Each Category Selection\$10 per thousand
 Duplicate Set or Use\$85 per thousand

PFERINGS

ONLINE ADVERTISING

PFOne is used to research new products and services to make critical purchasing decisions. A banner on PFOne offers exposure to your audience during the research stage of the buying cycle.

2,800 daily visitors



HOME PAGE BANNERS

- Availability: 12
- Commitment: 12 months
- Includes: Slotting
- Size: 120 Pixels (W) x 30 Pixels (H)
- Specs: 72 DPI/StaticGIF or JPG (No Animation)
- Cost: \$550 per month

EMPHASIS ZONES

- RICH MEDIA**
- Available: 1/1/10
- Availability: 1 page
- Specs: Flash or Animated GIF
- Cost: 1-3x Month—\$1,500 per month
- 4-6x Month—\$1,000 per month
- 7-12x Month—\$750 per month

STANDARD BANNERS

- Availability: 12 per page
- Size: 120 pixels x 30 Pixels
- Specs: 72 DPI/Static GIF or JPG (No Animation)
- Includes: Slotting
- Cost: \$500 per month

TEXT ADS

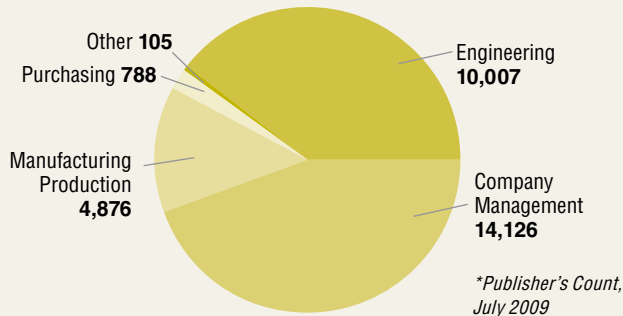
- Availability: 2 per page
- Specs: 4 lines of text
- 25 Characters Per Line
- Last line must be a URL
- Cost: 1-3x Month—\$400 per month
- 4-6x Month—\$350 per month
- 7-12x Month—\$300 per month

200,000 page views per month

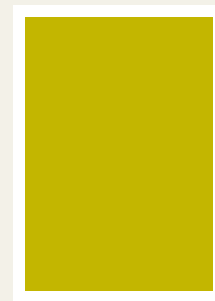
All rates are gross, 15% agency commissionable

NISHING

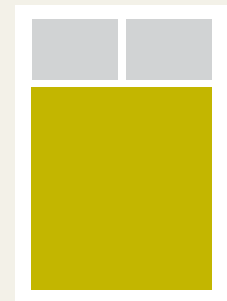
PRODUCTS FINISHING DIRECTORY RECIPIENTS BY JOB FUNCTION*



PRODUCTS FINISHING DIRECTORY AD SIZES



FULL PAGE
Bleed: 5.8175"W x 8.125"H
Trim: 5.3125" W x 7.625"H
Live Area: 4.875"W x 7"H
Ruled Page: 4.5"W x 6.5"H



3/4 PAGE
4.5"W x 4.875"H

PFD OPERATIONS PERFORMED*

Operation	Subscribers
Painting.....	20,147
Electroplating.....	15,062
Polishing/Buffering.....	15,601
Powder Coating.....	10,997
Cleaning.....	15,685

DISPLAY ADVERTISING RATES

See the rates and specifications section for display advertising rates. Please note that the PFD is digest size.

INSERTS

For insert sizes, current quantities and shipping information, contact Dianne Hight, dhight@gardnerweb.com.

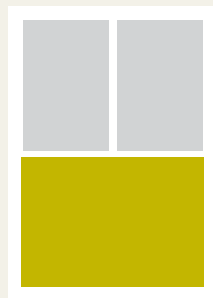
CLASSIFIED ADVERTISING RATES

1 inch (2.1875" x 1")	\$525
2 inch (2.1875" x 2")	\$700
Each additional inch	\$250

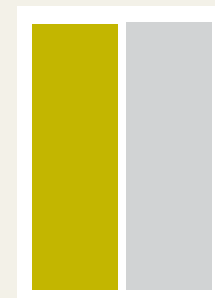
CLOSING DATE: SEPTEMBER 3, 2010

FOR ADVERTISING INFORMATION, CONTACT:

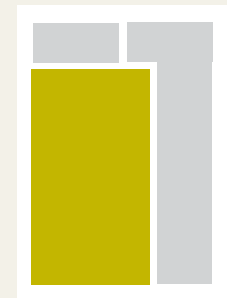
Dianne Hight, dhight@gardnerweb.com
Phone: 513-527-8800, 800-950-8020, Fax: 513-527-8801



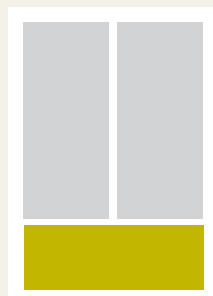
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4.5"W x 3.1875"H



1/2 PAGE VERTICAL
2.1875"W x 6.5"H



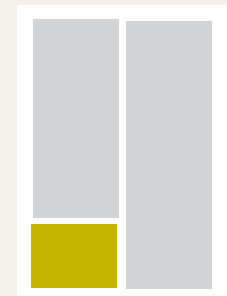
1/2 PAGE ISLAND
3.25"W x 4.875"H



1/4 PAGE HORIZONTAL
4.5"W x 1.5"H



1/4 PAGE VERTICAL
2.1875"W x 3.1875"H



1/8 PAGE
2.1875"W x 1.5"H

ADVERTISING

COVER RATES

Cover rates include black and any combination of process colors.

Second Cover (inside front)	\$5,750
Third Cover (inside back)	\$5,400
Fourth Cover (back)	\$5,800

CLASSIFIED ADVERTISING

Per Inch and a Half (3.25"W x 1.5"H) \$250

INSERTS

For insert sizes, current quantities and shipping information, contact Dianne Hight, dhight@gardnerweb.com

BORDERS

Quarter-page and eighth-page ads must have a border on all sides.

LIVE AREA

Keep all essential material .25" (6 mm) from all trim edges.


COMBINATION RATES

Advertisers may combine their total number of advertising insertions in all Gardner Publications' 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.

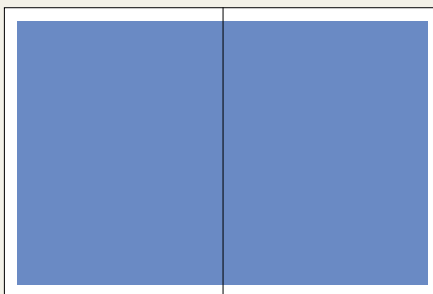
DIGITAL AD REQUIREMENTS

Preferred digital ad format:  Adobe PDF/X-1a
Go to our Web site at www.gardnerweb.com/upload to upload the PDF job options for your version of Acrobat Distiller.

WHERE TO SEND YOUR AD FILES

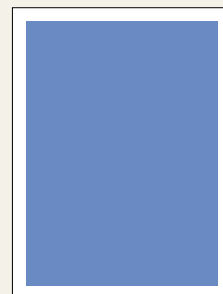
- Go to www.gardnerweb.com/upload to upload files less than 20 MB.
- Files less than 5 MB can be e-mailed directly to Dianne Hight, dhight@gardnerweb.com
- Ad files can be shipped via CD or Zip disk to:
Dianne Hight, Advertising Production Manager
Gardner Publications, Inc.
6915 Valley Avenue, Cincinnati, OH 45244
Phone: 513-527-8800, FAX: 513-527-8801

PRODUCTS FINISHING MAGAZINE AD SIZES



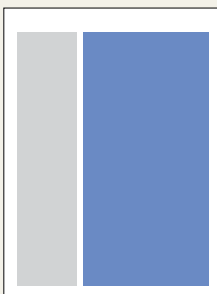
2 PAGE SPREAD

Bleed: 16.25"W x 11"H
Trim: 15.75" W x 10.5"H
Live Area: 15.25"W x 10"H

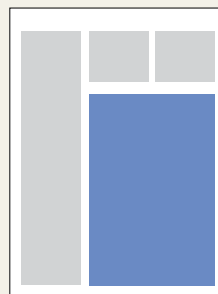


FULL PAGE

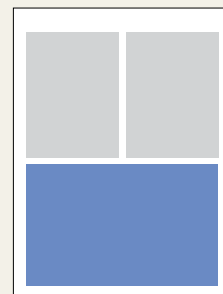
Bleed: 8.375"W x 11"H
Trim: 7.875" W x 10.5"H
Live Area: 7.375"W x 10"H
Ruled Page: 6.875"W x 9.125"H



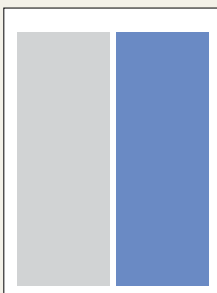
2/3 PAGE VERTICAL
4.375"W x 9.125"H



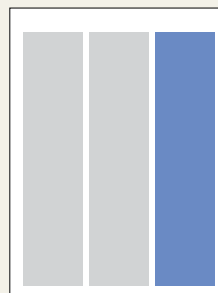
1/2 PAGE ISLAND
4.375"W x 6.875"H



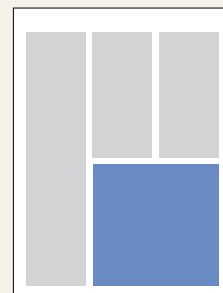
1/2 PAGE HORIZONTAL
6.875"W x 4.375"H



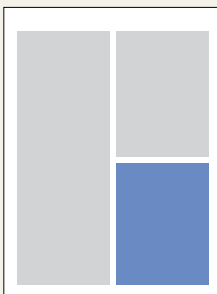
1/2 PAGE VERTICAL
3.25"W x 9.125"H



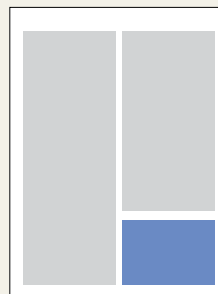
1/3 PAGE VERTICAL
2.25"W x 9.125"H



1/3 PAGE SQUARE
4.375"W x 4.375"H



1/4 PAGE VERTICAL
3.25"W x 4.375"H



1/8 PAGE
3.25"W x 2.125"H

RATES

BLACK & WHITE

Effective January 1, 2010

All rates are gross, 15% agency commissionable

FREQUENCY	1x	3x	6x	9x	12x	18x	24x	36x
1 PAGE	3,900	3,470	3,270	3,100	3,000	2,800	2,650	2,475
2/3 PAGE	3,050	2,830	2,720	2,650	2,520	2,470	2,400	2,250
ISLAND UNIT	3,050	2,830	2,720	2,650	2,520	2,470	2,400	2,250
1/2 PAGE	2,100	1,950	1,840	1,720	1,685	1,600	1,530	1,490
1/3 PAGE	1,830	1,650	1,520	1,400	1,325	1,290	1,220	1,180
1/4 PAGE	1,150	1,100	1,000	950	900	875	825	790
1/8 PAGE	650	620	590	540	515	500	490	480

2 COLOR

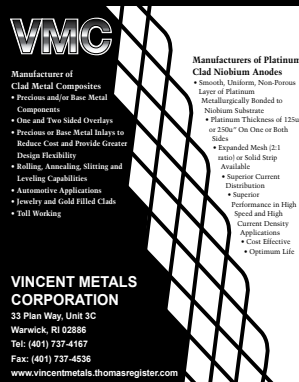
FREQUENCY	1x	3x	6x	9x	12x	18x	24x	36x
1 PAGE	4,630	4,200	4,000	3,830	3,730	3,530	3,380	3,205
2/3 PAGE	3,780	3,560	3,450	3,380	3,250	3,200	3,130	2,980
ISLAND UNIT	3,780	3,560	3,450	3,380	3,250	3,200	3,130	2,980
1/2 PAGE	2,830	2,680	2,570	2,450	2,415	2,330	2,260	2,220
1/3 PAGE	2,560	2,380	2,250	2,130	2,055	2,020	1,950	1,910
1/4 PAGE	1,880	1,830	1,730	1,680	1,630	1,605	1,555	1,520
1/8 PAGE	1,380	1,350	1,320	1,270	1,245	1,230	1,220	1,210

Matched or PMS colors = two color ad rate plus \$500

4 COLOR

FREQUENCY	1x	3x	6x	9x	12x	18x	24x	36x
1 PAGE	5,750	5,320	5,120	4,950	4,850	4,650	4,500	4,325
2/3 PAGE	4,025	3,805	3,695	3,625	3,495	3,445	3,375	3,225
ISLAND UNIT	4,025	3,805	3,695	3,625	3,495	3,445	3,375	3,225
1/2 PAGE	3,075	2,925	2,815	2,695	2,660	2,575	2,505	2,465
1/3 PAGE	2,805	2,625	2,495	2,375	2,300	2,265	2,195	2,155
1/4 PAGE	2,125	2,075	1,975	1,925	1,875	1,850	1,800	1,765
1/8 PAGE	1,625	1,595	1,565	1,515	1,490	1,475	1,465	1,455

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