

PF PRODUCTS
FINISHING 2020 MEDIA GUIDE

PRODUCTS FINISHING REACH

Positioning yourself as a partner with Products Finishing allows you access to the largest, qualified and most targeted audience in the industry.



PRINT*
25,300+ Subscribers



DIGITAL
EDITION
14,000+
Subscribers



E-NEWSLETTERS
13,100+ Subscribers



ONLINE
124,000+ Average Monthly Page Views



2020 EVENTS

AUDIENCE DEEP DIVE

 **TOTAL SUBSCRIBERS***
25,300+

 **TOTAL FACILITIES****
18,068

	13,581 Company Management*
	4,637 Manufacturing Production*
	3,781 Manufacturing Engineering*
	1,885 Research & Development/Design/Quality Control*
	926 Sales & Marketing/Education/Consulting & Other Qualified*
	492 Purchasing*



**Automotive/
Transportation**
SUBSCRIBERS** 19,110
PLANTS** 12,794



Machinery & Equipment
SUBSCRIBERS** 17,904
PLANTS** 11,799



**Off-Road/Construction/
Agriculture**
SUBSCRIBERS** 17,858
PLANTS** 11,802



Aerospace/Aviation
SUBSCRIBERS** 16,934
PLANTS** 11,026



Military/Defense
SUBSCRIBERS** 15,626
PLANTS** 9,948



Consumer Products
SUBSCRIBERS** 15,083
PLANTS** 9,708



Electrical/Computers
SUBSCRIBERS** 14,069
PLANTS** 8,914



Medical/Dental
SUBSCRIBERS** 13,391
PLANTS** 8,487



Oil & Gas/Energy
SUBSCRIBERS** 13,287
PLANTS** 8,333



Appliance
SUBSCRIBERS** 12,942
PLANTS** 7,936



Pumps/Valves/Plumbing
SUBSCRIBERS** 12,159
PLANTS** 7,484



Furniture
SUBSCRIBERS** 6,230
PLANTS** 3,509

OPERATIONS PERFORMED**		
OPERATION	SUBSCRIBERS	PLANTS
Painting	15,755	10,175
Polishing/Buffering	15,504	10,002
Spray Painting	13,708	8,853
Powder Coating	11,360	6,984
Mass Finishing/Tumbling Vibratory Finishing	10,875	6,205
Electroplating	9,742	5,557
Electrocoating	9,420	5,183
Solvent or Vapor Degreasing	9,136	5,232
Anodizing	7,994	4,430
Conveyorized Electrocoating	7,585	4,214
Electroless Nickel Plating	7,555	4,208
Precious Metal Plating	5,534	2,856
Vacuum Coating	3,050	1,546

3-DIGIT NAICS*			
NAICS	CATEGORY	SUBSCRIBERS	PLANTS
332	Fabricated Metal Product Manufacturing	11,895	7,806
336	Transportation Equipment Manufacturing	3,883	2,754
333	Machinery Manufacturing	3,099	2,441
339	Miscellaneous Manufacturing	1,223	1,024
325	Chemical Engineering	1,806	1,364
334	Computer and Electronic Product Manufacturing	602	481
331	Primary Metal Manufacturing	535	367
326	Plastics and Rubber Product Manufacturing	460	370
335	Electrical Equipment Appliance Manufacturing	379	293
337	Furniture and Related Product Manufacturing	239	177
327	Nonmetallic Mineral Product Manufacturing	165	115
	Other	1,016	876

PRODUCTS FINISHING'S EYE ON FINISHING

Products Finishing enjoys celebrating and highlighting the best in the industry.



The *Products Finishing* Top Shops Benchmarking Survey not only delivers custom reports that detail specifically how a shop stacks up against others in the finishing industry but also honors the best run and most customer-driven electroplating, powder and liquid coating operations as 'Top Shops.'



Young professionals are a vital asset to the finishing industry and it is important to acknowledge those who are making great strides in shaping the industry's future. *Products Finishing* recognizes the industry's top young talent through an annual 40-Under-40 program.



Products Finishing partners with hundreds of finishing operations in the U.S. to celebrate National Surface Finishing Day each year to showcase the industry to trade schools, businesses, officials and media, as well as to celebrate industry employees.



Products Finishing is proud to recognize our industry's brightest through the Finishing Hall of Fame, to bring prestige to those who staked their claim pushing forward the innovation and technology that has made the surface finishing industry what it is today.

2020 EDITORIAL CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN
DEADLINES	Closing: DEC 3, 2019	Closing: JAN 2, 2020	Closing: FEB 3, 2020	Closing: MAR 2, 2020	Closing: APR 1, 2020	Closing: MAY 1, 2020
FOCUS	Automotive	Aerospace	Medical	Top Shops: PLATING	SUR/FIN	Top Shops: LIQUID & POWDER
FEATURE ARTICLES	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder
TECHNICAL FEATURE	Polishing, Buffing	Parts Cleaning	Pretreatment	Software	Mechanical Finishing	Parts Cleaning
TECHNICAL CLINICS	Electroplating, Powder Coatings, Liquid Coatings, Anodizing	Electroplating, Powder Coatings, Liquid Coatings, Ecoat	Electroplating, Powder Coatings, Liquid Coatings, Tanks	Electroplating, Powder Coatings, Liquid Coatings, Masking	Electroplating, Powder Coatings, Liquid Coatings, Racks	Electroplating, Powder Coatings, Liquid Coatings, Ovens
SPECIAL COVERAGE	National Surface Finishing Day Preview	Finishing Hall of Fame Parts Cleaning		Top Shops: Plating		Top Shops: Liquid & Powder Parts Cleaning
SHOW PREVIEW	Paint Expo 2020	Surface Finishing Mexico 2020	ECOAT 2020	PF Mexico Live	SUR/FIN 2020	

	JUL	AUG	SEP	OCT	NOV	DEC
DEADLINES	Closing: JUN 1, 2020	Closing: JUL 1, 2020	Closing: AUG 3, 2020	Closing: SEP 1, 2020	Closing: OCT 1, 2020	Closing: NOV 2, 2020
FOCUS	40-Under-40	Automotive	FABTECH	Aerospace	Medical	Construction/Agriculture
FEATURE ARTICLES	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder
TECHNICAL FEATURE	Rectifiers/Power	Parts Cleaning	Anodizing	Ecoat	Parts Cleaning	Ovens
TECHNICAL CLINICS	Electroplating, Powder Coatings, Liquid Coatings, Anodizing	Electroplating, Powder Coatings, Liquid Coatings, Testing	Electroplating, Powder Coatings, Liquid Coatings, Software	Electroplating, Powder Coatings, Liquid Coatings, Racking	Electroplating, Powder Coatings, Liquid Coatings, Masking	Electroplating, Powder Coatings, Liquid Coatings, Software
SPECIAL COVERAGE	40-Under-40	Parts Cleaning at IMTS			Parts Cleaning	
SHOW PREVIEW		Top Shops Executive Summit 2020	FABTECH 2020			

PRINT ADVERTISING



COVER RATES

Cover rates include black and any combination of process colors.

COVER PLACEMENT

INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$7,000	\$6,500	\$7,000

CLASSIFIED AD RATES

PF MAGAZINE	PF DIRECTORY 2021		
PER 1.5 INCH	1 INCH	2 INCHES	EACH ADDITIONAL
\$250	\$525	\$700	\$250

4-COLOR RATES

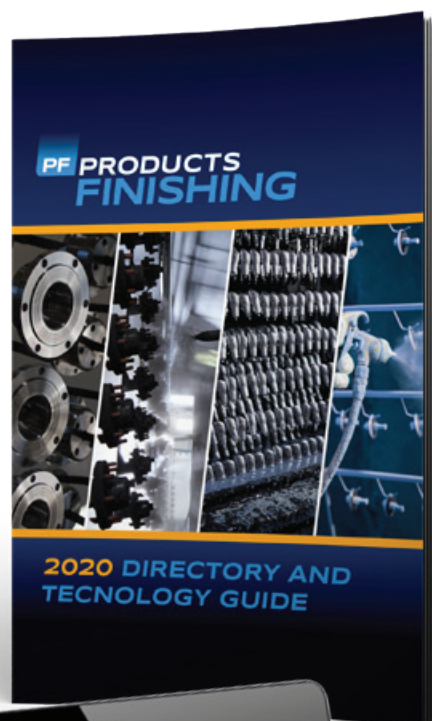
SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	6,910	6,405	6,165	6,030	5,895	5,660	5,480	5,260
2/3 Page	4,810	4,545	4,440	4,390	4,325	4,200	4,140	3,955
Island	4,810	4,545	4,440	4,390	4,325	4,200	4,140	3,955
1/2 Page	3,540	3,365	3,320	3,190	3,120	3,015	2,930	2,875
1/3 Page	3,330	3,110	2,940	2,795	2,720	2,665	2,570	2,530
1/4 Page	2,500	2,440	2,320	2,260	2,210	2,160	2,100	2,050
1/8 Page	1,890	1,855	1,810	1,760	1,720	1,710	1,690	1,680

2-COLOR RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	5,595	5,080	4,855	4,690	4,575	4,335	4,150	3,935
2/3 Page	4,575	4,315	4,210	4,150	4,090	3,960	3,900	3,715
Island	4,575	4,315	4,210	4,150	4,090	3,960	3,900	3,715
1/2 Page	3,415	3,220	3,315	3,060	2,980	2,865	2,780	2,730
1/3 Page	3,100	2,865	2,715	2,560	2,480	2,430	2,345	2,300
1/4 Page	2,260	2,190	2,090	2,060	1,960	1,930	1,865	1,825
1/8 Page	1,660	1,630	1,585	1,530	1,490	1,470	1,460	1,450

BLACK & WHITE RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	4,725	4,200	3,980	3,535	3,700	3,470	3,285	3,080
2/3 Page	3,700	3,440	3,330	3,290	3,225	3,100	3,050	2,855
Island	3,700	3,440	3,330	3,290	3,225	3,100	3,050	2,855
1/2 Page	2,550	2,365	2,310	2,180	2,130	2,010	1,920	1,855
1/3 Page	2,220	2,010	1,845	1,700	1,620	1,560	1,490	1,440
1/4 Page	1,400	1,335	1,210	1,150	1,100	1,070	1,000	950
1/8 Page	790	750	720	665	620	600	585	575



2021 DIRECTORY AND TECHNOLOGY GUIDE

Putting your brand, your products and your message in front of 15,000 finishing buyers all year long. Mails with the December issue of Products Finishing

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 guide is the most sought after product in the industry, and readers refer to it countless times throughout the 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 PFonline listed below. Each collection represents 10-20 subcategories. 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

4-COLOR RATES*			
SPACE	Rate	SPACE	Rate
Full Page	\$6,910	1/3 Page	\$3,330
2/3 Page	\$4,810	1/4 Page	\$2,500
Island	\$4,810	1/8 Page	\$1,890
1/2 Page	\$3,540	*Earned frequency applies to program advertisers	

COVER RATES			Cover rates include black and any combination of process colors.
COVER PLACEMENT			
BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	
\$7,200	\$7,000	\$6,500	

CLASSIFIED AD RATES	
PLACED NEXT TO CHOICE OF PRODUCT CATEGORY	
PER SQUARE INCH (1.5")	
\$250	



Free Banner!

Spend \$1,500 or more and receive a banner ad in the PF online supplier database at no charge.

CLOSING DATE: OCT 1, 2020

PFOFFLINE.COM

PFOffline is the finishing industry's leading resource and will help you reach a targeted and qualified buying audience – **and we can prove it!**

124,000+

AVERAGE MONTHLY PAGE VIEWS



GENERAL SITE AD IMPRESSIONS

SECTION	AVG. MONTHLY VIEWS
Homepage	18,458
Latest News	3,467
Products - Right Bar Innovation	1,994
Articles	1,714
Suppliers	1,644
Events	1,465

ZONE AD IMPRESSIONS

ZONE	AVG. MONTHLY VIEWS
Plating	24,022
Liquid Coating	11,141
Powder Coating	10,378
Anodizing	10,348
Parts Cleaning	7,574
Mechanical Finishing	3,155
Electrocoating	2,536
Pollution Control	2,490
Research – White Paper	2,085

DIGITAL ADVERTISING

Every month, PFOne.com receives an average of 124,000 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 homepage 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.



PFOne.COM AD RATES

POSITION	GROSS PER MONTH
A LEADERBOARD NEW!	
IMAGE SIZE: 600x160 pixels @ 144 DPI FILE TYPE: JPG/PNG	
Each Zone (Please note: not available on Homepage)	\$1,500
B RICH MEDIA ADS	
CHOOSE ONE AD FORMAT FROM THE FOLLOWING OPTIONS: 1. STATIC BANNER: 300 x 250 px, JPG/PNG, 150k 2. PRELAUNCH VIDEO BANNER: 300 x 250 px, JPG/PNG, 150k 3. ANIMATED GIF: 300 x 250 px, 300K	
Homepage	\$1,000
Plating/Liquid Coating/Powder Coating Zones	\$900
Other Zones	\$600
C 300 X 100 WEB BANNER ADS	
ARTWORK SIZE: 300 x 100 pixels 144 dpi, 100K Max FILE TYPE: JPG/PNG	
Homepage	\$675
Plating/Liquid Coating/Powder Coating Zones	\$650
Other Zones	\$400

Get your ad specs here: garderweb.com/adcentral

REACH YOUR FINISHING AUDIENCE ALL MONTH!

We reach 13,100+ subscribers four times monthly with the latest information in the finishing industry. Upcoming Issue Alert runs monthly. And a three-times-per-month News Alert keeps readers up to date on breaking developments in the industry.



13,100+
NEWSLETTER
SUBSCRIBERS

14,000+
DIGITAL EDITION
SUBSCRIBERS

NEWSLETTER AD RATES

POSITION	GROSS PER MONTH
A LEADERBOARD BANNER ADS	
AVAILABILITY: 1 PER EDITION <ul style="list-style-type: none"> 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 FILE TYPE: JPG/PNG	\$1,200
B VIDEO ADS	
AVAILABILITY: 2 PER EDITION ARTWORK SIZE: 300 x 250 pixels FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max PLAY BUTTON: Please do not include a play button with your artwork.	\$1,000
C TECHNOLOGY SOLUTIONS ADS	
AVAILABILITY: 8 PER EDITION ARTWORK SIZE: 300 x 250 pixels FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max CTA: 30 characters max	\$800

NEW DIGITAL EDITION SPONSORSHIP

Digital editions are promoted through email and social media, and featured on PFOffline.com. Archived editions remain available on the site indefinitely.

AVAILABILITY: 1 PER MONTH	
AD PACKAGE INCLUDES:	INVESTMENT
D EXCLUSIVE DIGITAL EDITION NEWSLETTER LEADERBOARD AD ARTWORK SIZE: 600 x 160 pixels FILE TYPE: JPG/PNG	\$2,000
E EXCLUSIVE DIGITAL EDITION OPENING PAGE AD ARTWORK SIZE: 567 x 756 pixels FILE TYPE: JPG/PNG	
F EXCLUSIVE PFOFFLINE.COM LEADERBOARD AD SITE LOCATION: Digital Edition Page ARTWORK SIZE: 728 x 90 pixels FILE TYPE: JPG/PNG	
G PFOFFLINE.COM STANDARD WEB AD SITE LOCATION: Digital Edition Page ARTWORK SIZE: 300 x 100 pixels FILE TYPE: JPG/PNG	

WEBINARS

Showcase your company's expertise on a Products Finishing webinar!

Webinars hosted by *Products Finishing* are dynamic and interactive, and position you to discuss timely and compelling issues with your target audience.

Your webinar investment includes:

- Customized email invitations
- Webinar promotion within enewletters
- Event promotion within *Products Finishing* Magazine
- Customized lead reports
- Staff provides webinar hosting and support for your team
- Moderation by an editor



WEBINAR INVESTMENT (GROSS)

DETAILS

Attendance is limited to 1,000

Topic and schedule subject to publisher approval

Includes 12-month archiving

\$5,000

EPRINTS

Reach active, qualified buyers with ePrints.

ePrints deliver your message to permission-based subscribers. Instead of being presented as an unsolicited advertisement, ePrint advertisers appear as technology providers and thought leaders.

ePrint Components:

- **ENGAGED LIST**
The ePrint promotional list is an active audience with a stated preference to receive information about new product and process technology via email.
- **DEMOGRAPHICS**
Demographic selection is available in a limited capacity.
- **CONTENT MARKETING**
Maximum of 5 content sections: the feature, custom sections and learn more/company section.



EPRINTS INVESTMENT (GROSS)

DETAILS

Per Name

\$1
(2,500 Name Minimum)

NEW EVENT!

OCTOBER 20-22, 2020

Indianapolis, IN | Hyatt Regency



The Products Finishing Top Shops Executive Summit is the event where business owners and managers of finishing operations will converge to discuss the issues their shops are facing.

Attendees will learn from *Products Finishing* Top Shop recipients on what they are doing in their operations to make them a Top Shop. Spend focused, uninterrupted time working ON your shop instead of IN your shop. You'll network with the other owners and executives, learn from the best, and find actionable ideas that you can immediately implement.

WHO SHOULD ATTEND?

Owners | CEOs | Executive Management
Plant Managers | Operation Managers



2020 INDUSTRY EVENTS



APR 28-30 TAMPA BAY AREA, FLORIDA

Discover what electrocoating can bring to your finishing operation. Whether you're new to electrocoating, considering adding the technology or have considerable industry experience, ECOAT2020 offers education and insight to help you make informed decisions. New this year, we'll be offering a golf outing on a championship golf course. ECOAT 2020 is presented by *Products Finishing* magazine and the Electrocoat Association.



JUN 15-17 ATLANTA, GEORGIA

SUR/FIN is where leading surface technology companies connect, collaborate and contribute. It is the primary conference and trade show dedicated specifically to the surface technology industry. And because it is the only conference and trade show sponsored by the National Association for Surface Finishing (NASF) — representing the \$28 billion finishing industry — it attracts noted business leaders and prominent thinkers to a forum where relevant issues are addressed and technologies are presented.



SEP 16 CHICAGO, ILLINOIS (AT IMTS)

The Parts Cleaning Conference is the place to stay up to date on the latest cleaning technology. As environmental limitations become more strict and manufacturers demand high quality clean parts, this conference will detail how to make it all happen while staying within compliance and on budget.



NOV 18-20 LAS VEGAS, NEVADA

FABTECH is North America's largest metal forming, fabricating, welding and finishing event. Exclusively focused on advancing these industries around the world, FABTECH offers an unmatched trade show experience. *Products Finishing* is the official publication of the finishing pavilion and CCAI.

CONTENT MARKETING

Let us help tell your story with Products Finishing Content Marketing

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 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. 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 white papers.

STEP 2: CONTENT PROMOTION

- *Products Finishing Site Coverage*
 - Homepage display of your Sponsored Content
 - “Related Story” promotion on relevant articles
- *Products Finishing eNewsletter Push*
- *Products Finishing 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.



CONTENT MARKETING RATES

SOLD IN 3-MONTH INCREMENTS

INVENTORY

4 PER MONTH

Max. 2 Per Customer per year

\$4,000 (per month gross)

OPTIONAL SERVICES

Article Development

\$1,000 (Net)

Direct email Promotions

\$1 (Per Additional Name)

PF

PF PRODUCTS
FINISHING
The Voice of the Finishing Industry

2020

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