

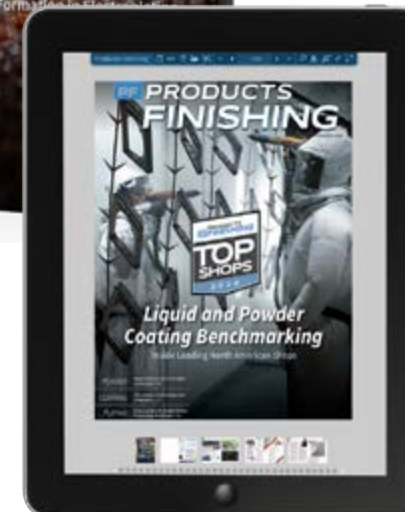


PRODUCTS FINISHING REACH

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



PRINT*
25,000+
Subscribers



**DIGITAL
EDITION**
17,000+
Subscribers**



ONLINE

61,800+ Monthly Site Users**

E-NEWSLETTER

14,000+ Subscribers**

2021 EVENTS

AUDIENCE DEEP DIVE

 **TOTAL SUBSCRIBERS***
25,000+

 **TOTAL FACILITIES****
18,103

	14,275 Company Management / Corp. Exec.*
	4,418 Manufacturing Production*
	3,416 Manufacturing Engineering*
	1,875 R&D/Design/Quality Control*
	1,153 Sales & Marketing, Education, Consulting and Other Qualified*
	459 Purchasing*



**Automotive/
Transportation**
SUBSCRIBERS** 18,904
PLANTS** 12,260



Machinery & Equipment
SUBSCRIBERS** 16,983
PLANTS** 10,801



**Off-Road/Construction/
Agriculture**
SUBSCRIBERS** 17,560
PLANTS** 11,251



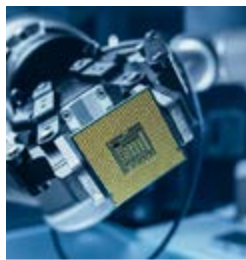
Aerospace/Aviation
SUBSCRIBERS** 16,763
PLANTS** 10,590



Military/Defense
SUBSCRIBERS** 15,674
PLANTS** 9,675



Consumer Products
SUBSCRIBERS** 14,657
PLANTS** 9,050



Electrical/Computers
SUBSCRIBERS** 13,281
PLANTS** 8,137



Medical/Dental
SUBSCRIBERS** 13,547
PLANTS** 8,320



Oil & Gas/Energy
SUBSCRIBERS** 12,898
PLANTS** 7,837



Appliance
SUBSCRIBERS** 12,373
PLANTS** 7,288



Pumps/Valves/Plumbing
SUBSCRIBERS** 11,637
PLANTS** 6,841



Furniture
SUBSCRIBERS** 6,416
PLANTS** 3,410

* Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints. ** June 2020 Publisher Counts

 **1,700+** Followers

 **1,400+** Followers

 **1,900+** Followers

OPERATIONS PERFORMED**		
OPERATIONS	SUBSCRIBERS	PLANTS
Anodizing	7,828	4,234
Converyorized Painting	7,275	3,900
Electrocoating	9,325	4,929
Electroless Nickel Plating	7,498	4,028
Electroplating	9,671	5,295
Mass Finishing/Tumbling Vibratory Finishing	10,596	5,822
Painting	14,933	9,309
Polishing/Buffering	14,690	9,221
Powder Coating	11,118	6,635
Precious Metal Plating	5,540	2,738
Solvent or Vapor Degreasing	8,742	4,900
Spray Painting	12,909	8,101
Vacuum Coating	3,047	1,521

3-DIGIT NAICS*			
NAICS	CATEGORY	SUBSCRIBERS	PLANTS
325	Chemical Engineering	1,120	761
326	Plastics and Rubber Product Manufacturing	490	402
327	Nonmetallic Mineral Product Manufacturing	155	111
331	Primary Metal Manufacturing	462	331
332	Fabricated Metal Product Manufacturing	14,401	9,406
333	Machinery Manufacturing	2,481	1,945
334	Computer and Electronic Product Manufacturing	561	441
335	Electrical Equipment, Appliance and Component Manufacturing	322	250
336	Transportation Equipment Manufacturing	3,026	2,262
337	Furniture and Related Product Manufacturing	207	157
339	Miscellaneous Manufacturing	964	808
	Other	1,407	1,229

PRODUCTS FINISHING'S EYE ON FINISHING

Products Finishing creates unique programs to engage your customers with our brand.



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. Celebrate March 3, 2021, with us!



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.

2021 EDITORIAL CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN
DEADLINES	Closing: DEC 2, 2020	Closing: JAN 4, 2021	Closing: FEB 3, 2021	Closing: MAR 2, 2021	Closing: APR 2, 2021	Closing: MAY 3, 2021
FOCUS	Automotive/Supply Chain	Aerospace	Medical/Reshoring	Sustainability	Workforce Development	Industry 4.0/Automation
FEATURE ARTICLES	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder	Electroplating, Liquid/Powder
TECHNICAL FEATURE	Polishing, Buffing		Pretreatment	Software	Mechanical Finishing	
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, Racking	Electroplating, Powder Coatings, Liquid Coatings, Ovens
SPECIAL COVERAGE	National Surface Finishing Day Preview Parts Cleaning	Finishing Hall of Fame		40 Under 40	Parts Cleaning	
SHOW PREVIEW/ BONUS DISTRIBUTION			2021 Parts Cleaning Conference			SUR/FIN 2021

	JUL	AUG	SEP	OCT	NOV	DEC
DEADLINES	Closing: JUN 1, 2021	Closing: JUL 1, 2021	Closing: AUG 2, 2021	Closing: SEP 1, 2021	Closing: OCT 1, 2021	Closing: NOV 2, 2021
FOCUS	Innovations/New Technology	Automotive	Benchmarking	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		Anodizing	Electrocoating		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			Top Shops: Benchmarking Parts Cleaning		Top Shops: Plating Parts Cleaning	Top Shops: Liquid/Powder
SHOW PREVIEW/ BONUS DISTRIBUTION	FABTECH 2021	Top Shops Executive Summit 2021				

PRINT ADVERTISING

Print is still the preferred method to consume media, making it the best way to get your brand in front of qualified buyers.



For more information, please contact
Becky Taggart | Advertising Manager
btaggart@gardnerweb.com

Get your PF print specs here:
gardnerweb.com/adcentral

PRODUCTS FINISHING — 4-COLOR DISPLAY RATES

AD SIZE	RATES
Full Page	\$5,500
Island	\$4,500
1/2 Page	\$3,100
1/3 Page	\$2,650
1/4 Page	\$2,300
1/8 Page	\$1,700

COVER RATES

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

CLASSIFIED AD RATES

PER 1.5 INCH	\$250
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NEW FOR 2021

LOOKING FOR FREQUENCY RATES?

Products Finishing and Gardner Business Media are now offering a discount structure based on total investment across all of our media brands. See page 15 for details.

2022 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.

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.

PF 2022 DIRECTORY — 4-COLOR DISPLAY RATES			
SPACE	RATE	SPACE	RATE
FULL PAGE	\$5,500	1/3 Page	\$2,650
ISLAND	\$4,500	1/4 Page	\$2,300
1/2 PAGE	\$3,100	1/8 Page	\$1,700

COVER RATES		
COVER PLACEMENT		
INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$6,500	\$6,500	\$6,500

Cover rates include black and any combination of process colors.

CLASSIFIED AD RATES		
PLACED NEXT TO CHOICE OF PRODUCT CATEGORY		
1 INCH	2 INCH	EACH ADDITIONAL
\$525	\$700	\$250



Free Bonus Banner!

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

Online Product Category Collections

As part of your advertising investment, you'll get a free bonus banner when you spend \$1,500 or more. You also select where it appears in one of the product category collections of PFOne 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

CLOSING DATE: OCT 1, 2021



120,500+
AVERAGE MONTHLY
PAGE VIEWS

NEWLY DESIGNED

PFOFFLINE.COM

PFOffline.com is the finishing industry's leading resource, featuring thousands of pages of content. Advertising on PFOffline.com will help you reach a targeted and qualified buying audience-and we're here to prove it. We have redesigned our ad structure to give your brand more visibility, leading to more engagement with your ad.

GENERAL SITE AD IMPRESSIONS

ZONE	MONTHLY AVERAGE
Homepage	14,023
Latest News	5,334
Articles	2,281
Suppliers	1,521
Events	1,407

ZONE AD IMPRESSIONS

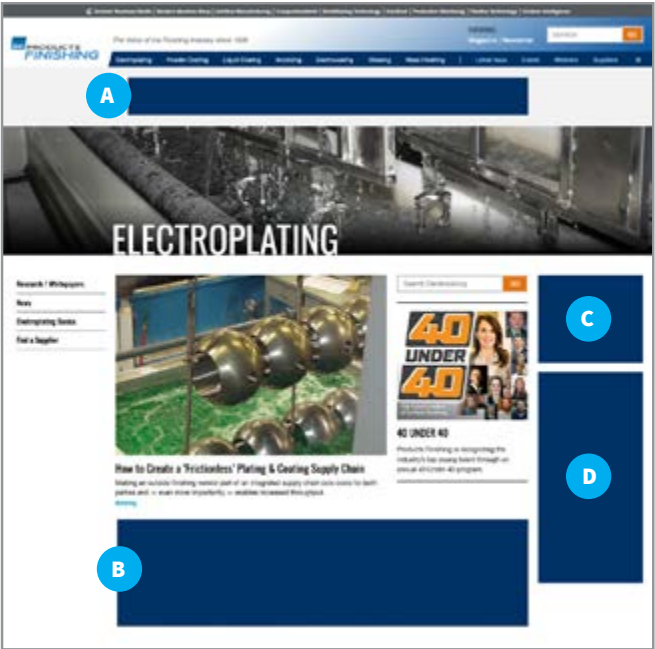
ZONE	MONTHLY AVERAGE
Plating	24,672
Liquid Coating	13,707
Powder Coating	13,242
Anodizing	11,096
Parts Cleaning	9,368
Mechanical Finishing	3,251
Electrocoating	3,035
Pollution Control	2,579

PFONLINE ADVERTISING

Advertise on PFOne.com to increase your brand awareness.
Feature your message on the homepage or in a specific technology zone.



Every month, PFOne.com receives an average of 120,500+ page views, making it one of the premier 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.



A Leaderboard
970 x 90 px @ 144 dpi
FILE: JPG/PNG

B Billboard
970 x 250 px @ 144 dpi
FILE: JPG/PNG

C Medium Rectangle
300 x 250 px @ 144 dpi
FILE: JPG/PNG

D SkyScraper
300 x 600 px @ 144 dpi
FILE: JPG/PNG

HOME PREMIUM PACKAGE LIMIT: 4		
Size	Location	Investment
A 1 Leaderboard	• Home Page • Run of Site	\$1,500 gross/month
B 1 Billboard		
C 1 Medium Rectangle	• Run of Site	

ONE PREMIUM PACKAGE LIMIT: 4		
Size	Location	Investment
A 1 Leaderboard	• One Zone (Your Choice)	\$1,000 gross/month
B 1 Billboard		
C 1 Medium Rectangle	• Run of Site	

ZONE BASIC PACKAGE LIMIT: 12		
Size	Location	Investment
C 1 Medium Rectangle	• One Zone (Your Choice)	\$800 gross/month (Plating, Liquid, Powder Zones)
		\$500 gross/month (All Other Zones)

ZONE EXCLUSIVE PACKAGE LIMIT: 1		
Size	Location	Investment
A 1 Leaderboard	• One Zone (Your Choice)	\$1,500 gross/month
B 1 Billboard		
D 1 Skyscraper		

Get your ad specs here: gardnerweb.com/adcentral

PF WEEKLY

Your message in the inbox of thousands of qualified readers.



14,000+
E-NEWSLETTER
SUBSCRIBERS**

The PF Weekly e-newsletter is distributed every Wednesday of every month with the latest articles, news and events happening in the finishing industry. Your advertising will be positioned in front of a highly engaged audience of customers/prospects.

PF WEEKLY E-NEWSLETTER AD RATES

POSITION	GROSS
A Leaderboard Banner Ads AVAILABILITY: 1 per edition SIZE: 600x160 px @ 144 dpi FILE: JPG/PNG PF Weekly - One (1) per calendar month/4x-5x delivery	\$1,300
B Video Ads AVAILABILITY: 2 per edition SIZE: 300 x 250 px @ 144 dpi FILE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max CTA: 30 char. max PLAY BUTTON: Please do not include a play button with your artwork	\$1,100
C Technology Solutions Ads AVAILABILITY: 8 per edition SIZE: 300 x 250 px @ 144 dpi FILE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 char. max CTA: 30 characters max	\$850

DIGITAL EDITION

17,000+ Monthly subscribers—delivered straight to their inbox.



53,700+
PAGE VIEWS**

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

Because the Digital Edition is promoted through various channels, and is listed on PFFonline.com indefinitely, the number of issue views is an ever-growing number.

PF DIGITAL EDITION SPONSORSHIP

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

DIGITAL EDITION SPONSORSHIP PACKAGE INCLUDES:	INVESTMENT
1 Exclusive PF Digital Edition newsletter Leaderboard Ad SIZE: 600 x 160 pixels @ 144 dpi FILE: JPG/PNG	\$3,000 gross Availability: 1 per month
2 Exclusive PF Digital Edition opening page ad SIZE: 567 x 756 pixels @ 144 dpi FILE: JPG/PNG	
3 Exclusive PFFonline.com Leaderboard Ad SITE LOCATION: Digital Edition Page SIZE: 728 x 90 px @ 144 dpi FILE: JPG/PNG	
4 PFFonline.com Standard Web Ad SITE LOCATION: Digital Edition Page SIZE: 300 x 250 px @ 144 dpi FILE: JPG/PNG	

** 2020 Publisher Counts

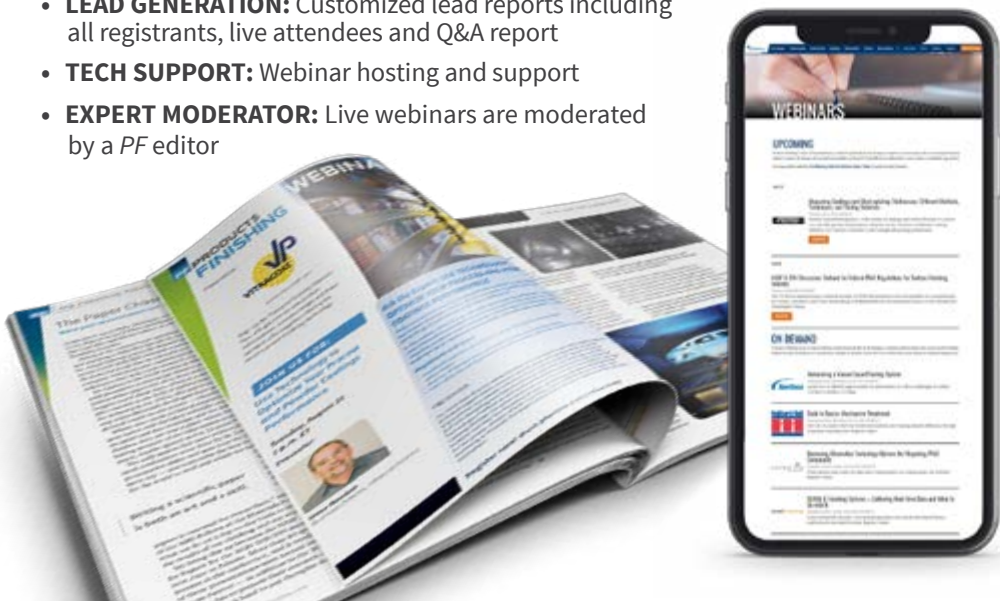
WEBINARS

Establish your brand's thought leadership, share technology and secure active leads.

Sponsoring a webinar with PF puts you in front of an audience that is actively seeking solutions to a problem that your company can fix. Your brand on a PF webinar could draw the leads your company has been waiting for. Book one today!

With your investment in either On-Demand or Live PF Webinar you'll receive:

- **EMAIL PROMOTION:** Invitations sent to the PF audience
- **SOCIAL PROMOTION:** Social posts on LinkedIn, Facebook and Twitter
- **PRINT:** Event promotion in *Products Finishing* magazine
- **ONLINE:** Webinar recording hosted on pfonline.com for six months
- **LEAD GENERATION:** Customized lead reports including all registrants, live attendees and Q&A report
- **TECH SUPPORT:** Webinar hosting and support
- **EXPERT MODERATOR:** Live webinars are moderated by a PF editor



PF WEBINAR STATS**	
Average Page Views	765
Average Registrants	281
Average Attendees	61
Average Post Webinar Views	61

PF WEBINAR INVESTMENT	
Attendance is limited to 1,000	\$6,000 (gross)
Topic and schedule subject to publisher approval	
Includes 12-month archiving	

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.

EPRINTS AVERAGE
OPEN RATE**
25%

ePrint Components:

- **CUSTOMIZABLE CONTENT**
Up to five content sections: the feature, the custom sections and the learn more/company section.
- **DEMOGRAPHIC TARGETING**
Audience selection limited to PF opt-in subscribers, but customizable.
- **ANALYTIC REPORTING**
Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data. Recipient contact data will not be included.
- **SUPPORT**
HTML email coded by PF staff; advertisers only required to submit copy and imagery.

PF EPRINTS INVESTMENT
\$1 per name (net) 2,500 name minimum



** 2020 Publisher Counts

CONTENT MARKETING

Strategically position your brand's message next to our content.



Native Advertising

PF's Custom Content team will work with you to create the perfect campaign to convey your company's message. Native Content is a way to position your brand's identity and creativity next to the high-quality editorial work created by the staff at *Products Finishing*. Native Content can live on the pages of *Products Finishing*, inside of PF Weekly, or online at pffonline.com.

NATIVE ADVERTISING RATES

SOLD IN 3 CONSECUTIVE MONTH INCREMENTS

Inventory: 4 per month Max. 2 Per Customer Per Year	\$6,000 per month (gross)
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OPTIONAL SERVICES

Article Development	\$1,000 (net)
Direct email Promotions	\$1 (per additional name)

PF CUSTOM DIGITAL MARKETING

Drive new and qualified buyers to your brand.

NEW

CONTENT COLLECTIONS

Custom lead generation programs centered around a downloadable piece of your content.

Content Collection Benefits:

- **LEAD GENERATION**
You'll receive lead lists of all visitors that register to download the collection
- **CO-BRANDING**
Display your brand alongside our trusted media brand and content
- **THOUGHT LEADERSHIP**
Align your brand with specific topics —trends, technologies, processes, materials, industries, etc.
- **BRAND DEVELOPMENT**
Your brand and brand message appear in the content collection, content collection promotion and collection download follow-up

CONTENT COLLECTIONS INVESTMENT

\$5,000 - per month / gross
Sold in 2 consecutive month increments

NEW

DIRECT TRAFFIC MARKETING

Drive traffic directly to your website with promoted content on our website. Delivering your brand across multiple channels to PF's qualified audience develops brand awareness and trust at a very high level.

Direct Traffic Campaigns Include:

- Digital ads strategically placed across multiple digital platforms
- Demographically targeted custom tech briefs
- Sponsored content advertisements in email newsletters
- Highly targeted paid social media campaigns

DIRECT TRAFFIC MARKETING INVESTMENT

\$7,000 - per month / gross
Sold in 3 consecutive month increments

NEW

RETARGETING CAMPAIGNS

Reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.

Benefits of Retargeting:

- **BRAND DEVELOPMENT**
Continue your brand development to our qualified audience
- **DEMAND GENERATION**
Use creative and call-to-action messaging that encourages viewers to visit your site
- **AUDIENCE EXTENSION**
The only way to connect with our web traffic offsite

RETARGETING CAMPAIGN INVESTMENT

\$3,000 - per month / gross

KNOWLEDGE CENTERS

A PF Knowledge Center is a co-branded, category-specific microsite featuring non-commercial applications and technical-based content. It is supported by an integrated promotional program and includes multimedia content and lead generation opportunities.

PF Knowledge Centers Provide:

- An integrated promotional program including a strong online, e-newsletter and print presence
- Perception of industry expertise
- Exclusivity by content focus
- Interaction with interested technology buyers

KNOWLEDGE CENTER INVESTMENT

Starts at **\$4,000** - per month / gross
Sold in 6 consecutive month increments

Connect your brand to the finishing industry with these digital marketing solutions.

2021 INDUSTRY EVENTS



APR 13-15, 2021 CLEVELAND, OHIO AT PMTS

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.



JULY 13-15, 2021 DETROIT, MICHIGAN

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. SUR/FIN is presented by the National Association for Surface Finishing (NASF) and represents the \$28 billion finishing industry.



SEPT 13-16, 2021 CHICAGO, ILLINOIS

FABTECH is North America's largest metalforming, fabricating, welding and finishing event. Exclusively focused on advancing these industries around the world, FABTECH offers an unmatched trade show experience. FABTECH offers a pavilion dedicated to the finishing industry, connecting multiple aspects of manufacturing in one location.



OCTOBER 11-13, 2021 INDIANAPOLIS, INDIANA

The *Products Finishing* Top Shops Executive Summit is an event where shop owners, executives and managers in the finishing industry gather for a peer-to-peer exchange of ideas and practices on running their operations in a more efficient and profitable way. The event was inspired by the *Products Finishing Top Shops Benchmarking Survey*.

Contact your *Products Finishing* media consultant to discuss exhibit and sponsorship opportunities for each event.

We value you and want to reward your investment in the valuable media we produce.

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner's brands will count toward a significant program discount.

HOW TO DETERMINE YOUR DISCOUNT

- 1 Create Your 2021 Plan**
 Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.
- 2 Apply the Premier Discount Opportunity**
 Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.
- 3 Enjoy Value Add**
 As a bonus for your investment, every advertiser who spends \$10,000 in Gardner's products receives an expanded Supplier Showroom.

NEW FOR 2021

GARDNER PREMIER DISCOUNT OPPORTUNITY COMBINE YOUR MESSAGE AND SAVE!

Program discounts are based on your entire investment with *Products Finishing* and any of our other Gardner Business Media brands.

\$5,000-\$9,999	— 5% OFF ENTIRE PROGRAM
\$10,000-\$24,999	— 10% OFF ENTIRE PROGRAM
\$25,000-\$39,999	— 15% OFF ENTIRE PROGRAM
\$40,000-\$64,999	— 20% OFF ENTIRE PROGRAM
\$65,000-\$99,999	— 25% OFF ENTIRE PROGRAM
\$100,000-149,999	— 30% OFF ENTIRE PROGRAM

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.

Contact your *Products Finishing* media consultant for more information.

PF PRODUCTS
FINISHING
The Voice of the Finishing Industry

PF PRODUCTS
FINISHING
MÉXICO

Modern
Machine
Shop

PM / PRODUCTION
Machining

PT Plastics
Technology
USA and Mexico Media

MoldMaking
TECHNOLOGY

AUTO
BEAT

AM ADDITIVE
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