



**PF PRODUCTS**  
**FINISHING**

*The Voice of the Finishing Industry*

**2024**  
MEDIA GUIDE

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Going far beyond the magazine pages and far beyond your expectations.



INDUSTRIAL MANUFACTURING EVENTS



INDUSTRY EXTENSIONS

EVENT PARTNERSHIPS

ASSOCIATION PARTNERS



We started out 95 years ago with one magazine, *Modern Machine Shop*, and a boundless passion for sharing the expertise, innovations and stories that move manufacturing forward. Since then, we've grown and gained a distinct mastery in explaining industrial technologies and processes that are celebrated by, and in, our vertical products and services, spread widely across the markets that deeply impact our world every day.

Today, Gardner Business Media is an award-winning, full-service marketing network of progressive industrial media brands, events and experiences. Our team will help you build a uniquely powerful strategy from our comprehensive menu of marketing services and solutions, and work directly with you to reach your goals and stay within your budget.

While we'll never forget our single-magazine origins or cease to honor the legacy of our past, the dedicated, talented team at Gardner Business Media is committed to vitalizing the future, YOUR future, and ensuring we always make the best and freshest opportunities for you to succeed rise straight to the surface.



Modern Machine Shop published June 1928 by Gardner Business Media

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# PF PRODUCTS FINISHING

## THE INDUSTRIAL MEDIA NETWORK FOR SERIOUS INDUSTRIAL BUYERS

Products Finishing provides high-value industrial sales and marketing solutions that deliver meaningful ROI for your business.

**Audience + Content + Channels = Results**



Qualified professionals actively requesting and engaging with our content.



Unbiased information and insights that attract, educate and influence.



Integrated media channels that are known, trusted, shared and visited.



More leads that convert into a bigger and better return from your investment.



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## A Market With a Different Mindset

### Meet the M2M Buyers

Standard marketing tactics that work well in the B2C and B2B world aren't guaranteed to hit the mark with the M2M (Manufacturer to Manufacturer) audience. Research conducted specifically about M2M decision makers reveals consistent behaviors and preferences beyond basic demographics. To effectively reach this unique audience of hands-on industrial engineers, entrepreneurs and executives, you need to understand how these individuals make purchasing decisions and the right way to communicate with them.



**LEARN MORE ABOUT YOUR BUYER**  
Download the latest results from our Industrial Buyer Survey.

[gardnerweb.com/manufacturing-insights/ibi](https://gardnerweb.com/manufacturing-insights/ibi)

### YOUR BUYER



Conducts up to 45% of research offline



Conducts research using at least three types of media



Values advertising but dislikes feeling they are being "sold to"

### YOUR BUYING TEAM



Consists of three or more team members



Includes alternate vendors in 94% of purchases



Is motivated by technology need in 47% of purchases

### MEDIA PREFERENCES



Favors non-sponsored search returns from known online sources



Likes how-to and demo videos but dislikes ads that cannot be skipped



Gravitates toward known, trusted and unbiased information sources

### Let Us Help

Gardner Business Media understands your buyers, and we also have the data, expertise and approach to provide you with the right solutions to reach your goals.

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# Let's Get Started

Successfully reaching and convincing industrial buyers requires an ongoing marketing strategy that is informed, coordinated and sustainable. We are here to help and support you on your marketing journey. No matter what your marketing goals are, *Products Finishing* and Gardner Business Media have the right solutions for you.

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## BRAND AWARENESS

Build recognition for your company's distinct products, services and reputation

### MAGAZINE & DIGITAL DISPLAY ADVERTISING

- Magazine and Website Advertising
- Offsite Retargeting
- E-newsletter Display Advertising



## DEMAND GENERATION

Identify qualified decision makers who have real purchasing intent and lead them straight to your website

### PERFORMANCE DIGITAL PROGRAMS & EVENTS

- E-Prints
- Direct Traffic Program
- Tradeshows and Conferences



## LEAD GENERATION

Produce quality prospective buyers to be added into your actionable sales pipeline

### PERFORMANCE DIGITAL PROGRAMS & EVENTS

- Webinars
- Gated Content Marketing
- Tradeshows and Conferences



## THOUGHT LEADERSHIP

Become a trusted, respected authority in your industry to increase loyalty to your brand

### CONTENT MARKETING PROGRAMS

- Native Advertising
- Sponsored Microsite
- Content Boost



## MARKET INTELLIGENCE

Collect truthful, unbiased industry data that informs your marketing and messaging plans

### GARDNER INTELLIGENCE

- Custom Research
- Industry Benchmarking
- Audience Insights



## CUSTOM SERVICES

Relying on the right media partner to consult with and learn from is a hallmark of every successful marketing program. You're not in this alone. Leverage the *Products Finishing* team of experts to help you accelerate your programs and realize faster, bigger and better results.

## NEED AN EXTRA HAND? WE CAN HELP!

- *Content Creation* • *Video Production*
- *Event Promotion* • *Graphic Design Services*

Contact your sales representative to learn more.

## An Intense Passion for the Industry

Our professional team of sales, marketing and digital products and services professionals is standing by to help you craft your custom program. On the following pages, learn how *Products Finishing* is poised to help you best reach and connect with your prospects and convert them into customers.

# PRODUCTS FINISHING REACH

Position yourself as a partner with Products Finishing and access the largest and most qualified audience in the industry.

## MAGAZINE

**23,500+**

Subscribers

## ONLINE

**92,500+**

Average Monthly Page Views

## E-NEWSLETTER

**13,000+**

Subscribers

## SOCIAL

**11,000+**

Followers



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All audience counts and metrics in this media guide reflect Products Finishing's publisher data as of September 21, 2023. The metrics represent counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from Google Analytics. Learn more about Gardner's Audience Promise here: [gardnerweb.com/audiencepromise](http://gardnerweb.com/audiencepromise)

# END MARKETS

Put your money where your markets are.



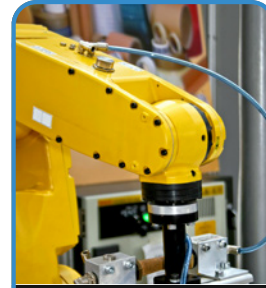
**Automotive/  
Transportation**

**SUBSCRIBERS 16,997**  
**FACILITIES 13,734**



**Off-Road/Construction/  
Agriculture**

**SUBSCRIBERS 15,443**  
**FACILITIES 12,296**



**Industrial Machinery/  
Equipment**

**SUBSCRIBERS 15,575**  
**FACILITIES 12,404**



**Aerospace/Aviation**

**SUBSCRIBERS 15,135**  
**FACILITIES 12,021**



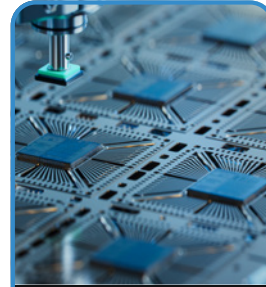
**Military/Defense**

**SUBSCRIBERS 14,251**  
**FACILITIES 11,198**



**Medical/Dental**

**SUBSCRIBERS 12,665**  
**FACILITIES 9,815**



**Electrical/Electronics/  
Computers**

**SUBSCRIBERS 12,397**  
**FACILITIES 9,568**



**Oil/Gas**

**SUBSCRIBERS 12,193**  
**FACILITIES 9,428**



**Consumer Products**

**SUBSCRIBERS 11,087**  
**FACILITIES 8,483**



**Pumps/Valves**

**SUBSCRIBERS 10,795**  
**FACILITIES 8,267**



**Appliances**

**SUBSCRIBERS 10,179**  
**FACILITIES 7,655**



**Furniture**

**SUBSCRIBERS 4,464**  
**FACILITIES 3,152**



**Renewable Energy  
(Wind, Solar, etc.)**

**SUBSCRIBERS 3,113**  
**FACILITIES 2,255**

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# AUDIENCE PROFILE



- 11,779** Company Management
- 3,473** Manufacturing Engineering
- 3,564** Manufacturing Production
- 2,118** R&D/Product Design/QC
- 1,334** Technical Sales/Marketing
- 431** Purchasing
- 417** Government/Educational/Other
- 293** Automation/Systems Engineering



- 1-49 Team Members  
**12,313**
- 50-249 Team Members  
**3,945**
- 250+ Team Members  
**1,814**

## BUYER PROFILES

**Lead Supplier  
Development Engineer  
Volvo Trucks**

- Magazine Subscriber
- PF Weekly Subscriber
- Multiple Webinar Attendee

**Senior Engineer  
Raytheon Technologies**

- ECOAT Attendee
- Multiple Webinar Attendee
- Receives e-prints

**Operations Manager  
Nico Products, Inc.**

- Magazine Subscriber
- PF Weekly Subscriber
- Receives e-prints
- Visits PFOffline 3-5 times/mo

**Director of Engineering  
Pioneer Metal Finishing Corp.**

- Top Shops Honoree
- PMTS Attendee
- Multiple Webinar Attendee
- Receives e-prints

OPERATIONS PERFORMED		
OPERATION	SUBSCRIBERS	FACILITIES
Painting	10,871	8,431
Polishing/Buffering	10,779	8,237
Spray Painting	9,362	7,214
Robotics & Automation	8,717	6,987
Powder Coating	7,635	5,824
Mass Finishing	7,093	5,034
Electroplating	6,915	4,987
Solvent/Vapor Degreasing	6,231	4,461
Electrocoating	6,015	4,272
Anodizing	5,712	4,051
Electroless Nickel Plating	5,184	3,665
Cleaning	6,137	4,346
Conveyorized Painting	4,716	3,306
Precious Metal Plating	3,778	2,560
Vacuum Coating	2,011	1,395
Other	2,291	1,606

THREE-DIGIT NAICS			
NAICS	CATEGORY	SUBSCRIBERS	FACILITIES
332	Fabricated Metal Product Manufacturing	10,980	8,935
333	Machinery Manufacturing	2,794	2,291
336	Transportation Equipment Manufacturing	1,891	1,557
325	Chemical Engineering	978	792
339	Miscellaneous Manufacturing	783	650
334	Computer and Electronic Product Manufacturing	717	596
326	Plastics and Rubber Product Manufacturing	786	586
335	Electrical Equipment Appliance and Component Manufacturing	415	344
331	Primary Metal Manufacturing	399	349
327	Nonmetallic Mineral Product Manufacturing	163	130
337	Furniture and Related Products	115	92
Other		2,106	1,892

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# UNIQUE PF PROGRAMS



## PF TOP SHOPS 2024

The annual *Products Finishing* Top Shops program provides each participant with a custom benchmarking report that details specifically how their shop stacks up against others in the finishing market. Top Shops coverage is featured in both the magazine and online.



## NATIONAL SURFACE FINISHING DAY

Every first Wednesday in March, *Products Finishing* partners with hundreds of finishing operations in the U.S. to celebrate and showcase our industry to trade schools, businesses, officials and the media.



## PF 40 UNDER 40

*Products Finishing* recognizes the industry's emerging leaders through an annual 40-Under-40 program, acknowledging talented, young professionals as a vital asset to the finishing industry and celebrating those who are making great strides in shaping the industry's future.



## ON THE LINE PODCAST

Presenting stories from the world of finishing, *On the Line* features expert interviews with leaders in our industry and stories about critical business topics and current issues.

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# YOUR EDITORIAL AND ADVERTISING PRODUCTION TEAM

The *Products Finishing* editorial team has unprecedented access to finishing shops, painting, coating, anodizing and plating pros, OEMs, service providers and more. *Products Finishing* combines that access with decades of experience to provide long-form content that is insightful and impactful. And our advertising production team brings equally experienced expertise in ensuring your ad materials are perfectly prepared and deployed.



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sbarnett@pfonline.com



**Chris Larkins**  
Advertising Manager  
clarkins@gardnerweb.com

## FEATURE COVERAGE

Feature articles include coverage of industry trends, finishing shop profiles, case studies discussing the ways surface finishes enable a given application, or technical articles providing in-depth information about finishing equipment, technologies or processes. Feature articles are written by staff editors or contributed by industry experts.

## MONTHLY COLUMNS

### Ask the Expert Clinics

Troubleshooting/best practice articles addressing questions about process, demystifying defect problems and offering insights into methodology. Each issue typically includes Ask the Expert clinics covering topics related to the electroplating, powder coating and liquid coating subject areas, as well as an additional rotating clinic covering another aspect of surface finishing such as electrocoating, mechanical finishing, cleaning/pretreatment, industrial ovens and others.

### Top Shops Insider

Insights into operations and keys to success from shops that have qualified in *PF*'s annual benchmarking survey.

### On the Line Interviews

Stories from the world of finishing in the voices of those who are in the trenches doing the work. This monthly column is a tie-in to *PF*'s monthly On the Line podcast.

### Never Finished

Business leadership advice from manufacturing industry education expert Matthew Kirchner, Managing Director, Profit360. Kirchner addresses everything from trends in automation to human resources issues to grappling with supply chain concerns, and much more.

### Gardner Business Index

Provides monthly market data for the finishing industry compiled by Gardner Intelligence, the market research division of Gardner Business Media.

### Innovations

A monthly roundup of the latest surface finishing products and related technologies.

### Photo Finish

Showcases images from *PF* editors in the field as well as reader submitted photos of the industry, offering a peek inside shops, a look at new equipment installations, examples of quality finished parts and more.

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# 2024 EDITORIAL CALENDAR

ISSUE <i>Closing Date</i>	ISSUE EMPHASIS TECHNICAL FEATURES	ASK THE EXPERT TECHNICAL CLINICS	SPECIAL COVERAGE	SHOW PREVIEW
<b>JANUARY</b> <i>Dec 1, 2023</i>	<i>Innovation / New Technology</i> <b>Software</b>	Software	National Surface Finishing Day <b>PARTS CLEANING</b>	Powder Coating Week 2024
<b>FEBRUARY</b> <i>Jan 2, 2024</i>	<b>Automotive</b>	Ecoat		ECOAT 2024
<b>MARCH</b> <i>Feb 1, 2024</i>	<i>Recreational</i> <b>Ecoat</b>	Anodize	 <b>ReactAd Issue</b>	
<b>APRIL</b> <i>Mar 1, 2024</i>	<i>Environmental</i> <b>Pretreatment</b>	Pretreatment	40 Under 40 <b>PARTS CLEANING</b>	
<b>MAY</b> <i>Apr 1, 2024</i>	<i>Workforce / Industry Education</i> <b>Mechanical Finishing</b>	Training / Education		SUR/FIN 2024
<b>JUNE</b> <i>May 1, 2024</i>	<b>Medical</b>	Masking		
<b>JULY</b> <i>Jun 3, 2024</i>	<i>Industry 4.0 / Automation</i> <b>Rectifiers / Power</b>	Racking	Top Shops Qualifiers <b>PARTS CLEANING</b>	Parts Cleaning Conference 2024
<b>AUGUST</b> <i>Jul 1, 2024</i>	<b>Automotive</b>	Tanks / Containment	 <b>ReactAd Issue</b>	FABTECH 2024
<b>SEPTEMBER</b> <i>Aug 1, 2024</i>	<b>Infrastructure</b>	Mass Finishing		
<b>OCTOBER</b> <i>Sep 2, 2024</i>	<i>Aerospace</i> <b>Anodizing</b>	Ovens		
<b>NOVEMBER</b> <i>Oct 1, 2024</i>	<i>Construction / Agriculture</i>	Testing	<b>PARTS CLEANING</b>	
<b>DECEMBER</b> <i>Nov 1, 2024</i>	<i>Year in Review</i> <b>Ovens</b>	Blasting		

**Note:** Components of this Editorial Calendar are subject to change at the publisher's discretion.

## ReactAd Issues Get the Reader's Perspective

- See how your ad performs by brand, design and message
- Benchmark your ad's results against your competitors
- Get tips to improve your ad and maximize your investment



**Note:** Only the first 25 advertisers with 1/2 page ad or larger, and who commit to the March and/or August issues will receive this special benefit. Reserve your space early and lock in your free **ReactAd Report!**

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# MAGAZINE ADVERTISING



## DISPLAY ADVERTISING

By placing an ad in a respected magazine like *Products Finishing*, you'll benefit from the credibility and trust associated with our publication and positively influence your buyers' perception of YOUR brand.

### You Receive:

- A highly visual and memorable showcase for your products and services for a targeted audience of 25,000+ subscribers
- A longer lifespan for your marketing message in a medium that is often kept and referenced multiple times ensuring that readers revisit your ad and retain its message
- An opportunity to shape consumers' perception and build awareness of your brand through ads that feature creative storytelling, impactful imagery and consistent branding

## PREMIUM DISPLAY ADVERTISING

Stand out in front of your prospects and buyers (and competition) with a highly visual specialty presentation. Each year we design dozens of client-specific opportunities. Special positions in the magazine, content specific supplements, a custom sponsorship for an event or anything you can dream up are all within reach. Contact your sales representative to get started.

Front Cover Tip



Polybag Ride-Along



Heavy Stock Insert



Tip-In Postcard

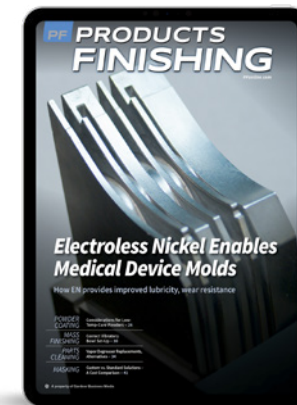
<p>2-Page Spread Bleed 16.25" W x 11" H 414 mm x 281 mm</p> <p>Trim 15.75" W x 10.5" H 400 mm x 267 mm</p> <p>Live Area 15.25" W x 10" H 387 mm x 254 mm</p>	<p>Full Page Bleed 8.375" W x 11" H 214 mm x 281 mm</p> <p>Trim 7.875" W x 10.5" H 200 mm x 267 mm</p> <p>Live Area 7.375" W x 10" H 187 mm x 254 mm</p>	<p>1/2 Page Vertical 3.25" W x 9.125" H 83 mm x 232 mm</p>	<p>1/2 Page Horizontal 6.875" W x 4.375" H 175 mm x 111 mm</p>		
<p>1/2 Page Island 4.375" W x 6.875" H 111 mm x 175 mm</p>	<p>1/3 Page Square 4.375" W x 4.375" H 111 mm x 111 mm</p>	<p>1/3 Page Vertical 2.25" W x 9.125" H 57 mm x 232 mm</p>	<p>1/3 Page Horizontal 6.875" W x 3" H 175 mm x 76 mm</p>	<p>1/4 Page Vertical 3.25" W x 4.375" H 83 mm x 111 mm</p>	<p>1/4 Page Horizontal 6.875" W x 2.25" H 175 mm x 56 mm</p>

## DIGITAL EDITION SPONSORSHIP

Maximum exposure for your company makes an impact with your exclusive sponsorship of the online magazine formatted to mirror the printed version.

### You Receive:

- Full page ad on the opening page of digital edition
- Exclusive leaderboard ad in the digital edition email
- Exclusive advertising on the PFOffline.com Latest Issue landing page



# 2025 DIRECTORY AND TECHNOLOGY GUIDE

Situate your brand, products and message in front of qualified finishing buyers all year long.

The annual *Products Finishing* Directory and Technology Guide is a valuable marketing tool that enjoys a shelf-life for the full year. Published on an annual basis, the Guide is the most sought-after registry in the industry, and readers reference it countless times throughout the year to help source new products and services.

**15,000+**  
SUBSCRIBERS



**BONUS!** You'll receive a free medium rectangle ad on *PFOne.com* when you invest \$2,500 or more of advertising in the Directory and Technology Guide.

You also select where it appears in one of the online product category collections listed below. Each collection represents 10-20 subcategories. Contact your sales professional for the full list.



Mails with the December 2024 issue of *Products Finishing*.

**CLOSING DATE: OCT 10, 2024**

**NEW FOR 2024 & 2025!**



**LARGER SIZE!**

## Category Collections

- 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

Visit [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral) for detailed specs.

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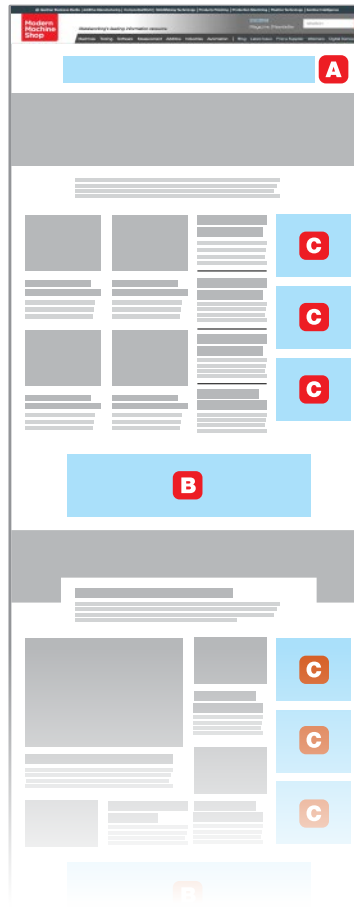
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# WEBSITE DISPLAY ADVERTISING: PFONLINE.COM

## 92,500+ AVERAGE MONTHLY PAGE VIEWS



The most trusted and visited website for content about industrial finishing technologies, products and processes.



GENERAL SITE IMPRESSIONS	
SITE AREA	MONTHLY AVERAGE
Universal	28,683
Home	4,846
Latest Issue	4,271
Events	2,070
Suppliers Directory	802
Podcasts	788

EXCLUSIVE TOPIC IMPRESSIONS	
TOPIC	MONTHLY AVERAGE
Plating	35,498
Powder Coating	22,080
Liquid Coating	19,594
Mechanical Finishing	11,448
Anodizing	10,757
Parts Cleaning	7,994

HOME PREMIUM PACKAGE	
You Receive	Location
A 1 Leaderboard	Run of Site
B 1 Billboard	
C 1 Medium Rectangle	

**NEW!** HOME PREMIUM PACKAGE PLUS  
You get the full Home Premium Package PLUS Retargeting for the month

HOME BASIC PACKAGE	
You Receive	Location
C 1 Medium Rectangle	Run of Site

TOPIC PREMIUM PACKAGE	
You Receive	Location
A 1 Leaderboard	One Topic of Your Choice
B 1 Billboard	
C 1 Medium Rectangle	

**NEW!** TOPIC PREMIUM PACKAGE PLUS  
You get the full Topic Premium Package PLUS Retargeting for the month

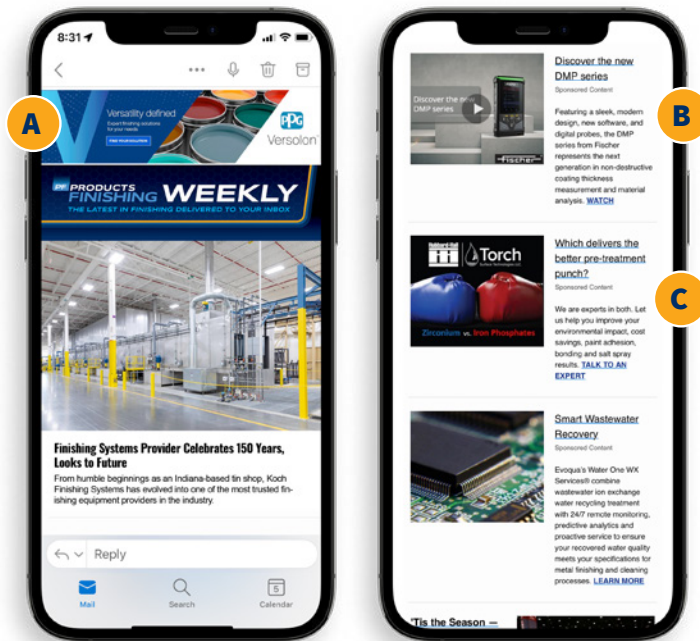
TOPIC BASIC PACKAGE	
You Receive	Location
C 1 Medium Rectangle	One Topic of Your Choice

TOPIC EXCLUSIVE PACKAGE	
You Receive	Location
A 1 Leaderboard	One Topic Exclusive to Your Ad (Does not include Electroplating and Powder and Liquid Zones)
B 1 Billboard	

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# E-NEWSLETTER DISPLAY ADVERTISING: PF WEEKLY

With content curated by Products Finishing editors, the PF Weekly is the premier weekly e-newsletter for the latest insights and innovations in finishing processes, technologies, products and services.



**13,000+**  
E-NEWSLETTER  
SUBSCRIBERS

## OFFSITE DISPLAY RETARGETING

Amplify your brand and marketing message by reaching PFOne.com visitors as they navigate away from the site and continue their browsing experience.

### You Receive:

- Extended reach to the Products Finishing audience through web display advertising
- A monthly activity report including number of impressions and clicks



## OFFSITE VIDEO RETARGETING

As one of the fastest growing mediums in marketing, how-to and demo videos are increasing in popularity for buyers to find products and process information.

### You Receive:

- A pre-roll advertising campaign on YouTube targeting Products Finishing channel subscribers and website visitors
- A monthly activity report including number of impressions, views and clicks



### PF WEEKLY E-NEWSLETTER AD SPECIFICATIONS

- A Leaderboard Ad**  
EXCLUSIVE AVAILABILITY: 1 per edition | SIZE: 600 x 160 px | FILE: JPG/PNG
- B Featured Product Ad**  
GUARANTEED TOP SPOT IN THE E-NEWSLETTER!  
AVAILABILITY: 2 per edition | IMAGE/VIDEO SIZE: 300 x 250 px | FILE: JPG/PNG  
TITLE: 50 characters max | BODY COPY: 200 characters max | CTA: 30 characters max
- C Product Ad**  
AVAILABILITY: 8 per edition | IMAGE/VIDEO SIZE: 300 x 250 px | FILE: JPG/PNG  
TITLE: 50 characters max | BODY COPY: 200 characters max | CTA: 30 characters max

**NEW!**

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# PERFORMANCE DIGITAL PROGRAMS

Today's technologies and innovations keep pace with how buyers evaluate and make purchasing decisions.

When you're ready for a sophisticated, integrated approach to bringing your products and services to market, *Products Finishing* has a comprehensive suite of full-service digital media products. Going beyond the value of traditional display advertising, our Performance Digital Programs offer a wide and deep array of options to help you hit all your sales goals.



## WEBINAR

Benefit from top billing, position your company as a pioneer in industrial finishing industry hot topics and secure valuable leads with this exclusive opportunity — only one sponsor per webinar!



### Webinar Promotional Package Includes:

#### Magazine Promotion

Your event is published in our special *Products Finishing* upcoming webinars section.

#### Email Promotion

We email *Products Finishing* subscribers exclusive invitations to your webinar.

#### E-Newsletter Promotion

Your event is pre-promoted in the PF Weekly e-newsletter.

#### Online Hosting Archive

Your webinar will remain on PFOffline.com for six months after initial airing.

#### Lead Report

You'll receive a professional report detailing all registrant information. For live webinars, you'll also receive attendee information from those present and the Q&A report.

#### Tech Support

We supply a dedicated Webinar technician and the technology to host your event and provide support before, during and after your webinar.

#### Expert Moderators

All live webinars are moderated by at least one *Products Finishing* editor.



## E-PRINTS

When you want to send a direct email message to a targeted selection of *Products Finishing* qualified readers, e-prints are the answer.

### You Receive:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of *Products Finishing* subscribers based on industry, geography, facility size, job title and/or operations performed
- A performance report including data about total delivered, open rate and click-through rate



## DIRECT TRAFFIC

See a significant increase in your web traffic through this multi-channel demand generation program designed to drive a targeted audience to your website's product page, online marketplace, event landing page or resource center (to name just a few).

### You Receive:

- A custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *Products Finishing* e-newsletters
- Targeted paid promotion in social media channels



## GATED CONTENT MARKETING

Fill your sales pipeline with qualified leads who show an active interest in your products, solutions and content with this lead generation program. Feature your technical, solutions-based white paper, case study or e-book on PFOffline.com.

### You Receive:

- A co-branded landing page on PFOffline.com
- A digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country

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# CONTENT MARKETING PROGRAMS

Rely on high-quality editorial content crafted to engage your audience, position your brand as an authority and help you rise to the top in brand awareness.



## NATIVE ADVERTISING

Native Advertising delivers your brand's story through a feature style article, published to the same editorial standards *Products Finishing* technical readers have come to expect. Submit your own article or work with Gardner's editorial team to craft a solutions-focused story to educate and engage the industrial manufacturing audience.

### You Receive:

- Exclusive positioning in the sidebar ad well alongside your article
- Multi-channel promotion including featured content placement on PFOonline.com, in e-newsletter advertising and paid promotion in search engines and social media channels
- A monthly performance report including pageviews and engagements



## SPONSORED MICROSITE

Establish your company as a thought leader in the finishing space with an exclusive category-specific microsite hosted within the trusted *Products Finishing* environment. Through original content, existing editorial, downloadable documents, images and video, visitors will advance through a learning path on a specific technology.

### You Receive:

- A multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand and lead generation opportunities embedded throughout your microsite
- Quarterly performance report including impressions, engagement and audience profile



NEW FOR 2024!

## CONTENT BOOST

Bring new life to existing *Products Finishing* editorial and increase awareness for your products and services. You choose the article and we'll deploy a digital marketing campaign to drive readers to the page.

### You Receive:

- Your call to action embedded within the article
- Digital marketing promotion including featured content placement and targeted paid promotion in social media channels
- A monthly performance report including page views and engagements

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# INDUSTRY EVENTS

*In sales, nothing compares to a positive, face-to-face interaction with a customer or prospect. Products Finishing delivers several opportunities across multiple in-person venues to make those valuable connections.*



## APR 2-4, 2024 | ORLANDO, FLORIDA

ECOAT.com | Omni Orlando Resort at ChampionsGate

ECOAT is the premier event for professionals in the electrocoating industry. This conference features a loaded educational schedule with cutting-edge insights, the industry-famous Exhibit Night and extensive networking opportunities.



## JUN 5-7, 2024 | ATLANTA, GEORGIA

SURFIN.com | Georgia World Congress Center

Leading surface technology companies connect, collaborate and contribute at SUR/FIN. Dedicated specifically to the surface technology industry, SUR/ FIN is presented by the National Association for Surface Finishing (NASF).



## SEP 9-14, 2024 | CHICAGO, ILLINOIS

IMTS.com | McCormick Place

IMTS is the largest and longest-running manufacturing technology event in North America. Gathering the communities, technologies and personalities that drive the industry, visitors gain insights and connections that improve their business.



## SEP 10, 2024 | CHICAGO, ILLINOIS

PARTSCLEANINGEVENT.com | McCormick Place

The Parts Cleaning Conference showcases the latest cleaning technology. As environmental limitations become stricter and manufacturers demand high-quality clean parts, this conference helps you achieve goals, and stay compliant and on budget.



## OCT 15-17, 2024 | ORLANDO, FLORIDA

FABTECHEXPO.com | Orange County Convention Center

FABTECH is North America's largest metal forming, fabricating, welding and finishing event and is exclusively focused on advancing these industries around the world. It also features a pavilion dedicated to the finishing industry.

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**Magazine Advertising**

**DISPLAY ADVERTISING: 4-COLOR RATES**

Full Page	<b>\$5,460</b>
1/2 Island	<b>\$4,470</b>
1/2 Page	<b>\$3,070</b>
1/3 Page	<b>\$2,630</b>
1/4 Page	<b>\$2,280</b>
1/8 Page	<b>\$1,690</b>

**PREMIUM COVER POSITIONS**

Front Inside Cover	Back Inside Cover	Back Outside Cover
<b>\$6,150</b>	<b>\$5,670</b>	<b>\$6,150</b>

**CLASSIFIED ADS**

Per 1.5 Inch	<b>\$270</b>
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**PREMIUM DISPLAY ADVERTISING**

Custom Insert	<b>CONTACT US FOR PRICING</b>
Polybag Ride-Along	
Gate Fold Cover	
Cover Tip	

**DIGITAL EDITION SPONSORSHIP**

**\$3,000 per month**

**Content Marketing Programs**

Native Advertising*	<b>\$8,600 per month</b> <i>(sold in 3 consecutive month increments)</i>
Sponsored Microsite	<b>\$5,240 per month</b> <i>(sold in 12 consecutive month increments)</i>
Content Boost	<b>\$5,500 per month</b>

**\*ADDITIONAL OPTIONS WITH NATIVE ADVERTISING**

Article Development	<b>\$1,500 (NET)</b>
E-prints	<b>\$1.50 per name (NET)</b> <i>(2,500 name minimum)</i>

**Digital Display Advertising**

**WEBSITE DISPLAY ADVERTISING: PFOne.com**

AD PACKAGE	PREMIUM	PREMIUM PLUS	BASIC
Home Page	<b>\$1,700</b>	<b>\$3,000</b>	<b>\$1,100</b>
Plating, Liquid and Powder Topics	<b>\$1,100</b>	<b>\$2,200</b>	<b>\$800</b>
All Other Topics	<b>NA</b>	<b>NA</b>	<b>\$520</b>
Topic Exclusive	<b>\$1,500</b>		

**OFFSITE DISPLAY RETARGETING**

**\$3,000 per month**

**OFFSITE VIDEO RETARGETING**

**\$3,000 per month**

**E-NEWSLETTER DISPLAY ADVERTISING: PF WEEKLY**

Leaderboard Ad	<b>\$1,300</b>
Featured Product Ad	<b>\$1,200</b>
Product Ad	<b>\$850</b>

**Performance Digital Programs**

Webinar	<b>\$11,500 per webinar</b> <i>(live or on-demand)</i>
E-prints	<b>\$1.50 per name (NET)</b> <i>(2,500 name minimum)</i>
Direct Traffic	<b>\$8,600 per month</b> <i>(sold in 3 consecutive month increments)</i>
Gated Content Marketing	<b>\$11,500 per month</b>

**Special Program Sponsorships**

Top Shops	<b>CONTACT US FOR PRICING</b>
Podcast	
Video Series	

Additional details and ad specifications are available at [Gardnerweb.com/adcentral](http://Gardnerweb.com/adcentral).



**GARDNER PREMIER DISCOUNT OPPORTUNITY**

**Combine Your Message and Save**

Every dollar you invest in a Gardner Business Media Magazine, Digital Product, Content Marketing Program, Performance Digital Program, Special Program Sponsorship, Event or Custom Service counts toward your total program investment and helps you achieve increasing discounts in the tiers below.

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

E-prints, *Modern Machine Shop Mexico* and *Plastics Technology Mexico* products, event sponsorships and booth space, content writing fees and direct mail projects are not included in the Gardner Premier Discount Program at this time.

Discuss custom options and details with your Gardner Business Media sales representative.



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# CONTACTS

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IN PARTNERSHIP WITH



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