

# FORGE

5th  
Anniversary  
2006-2011

The International Journal of Forging Business & Technology

## 2011 Media GUIDE

Print | Online | eNewsletters | Events | And More!

Reaching the Forging Industry Worldwide with Audiences in...

North America • India • China (Chinese language) • Brazil (Portuguese language)

**NEW in 2011!**

Special 5th Anniversary Issue – November

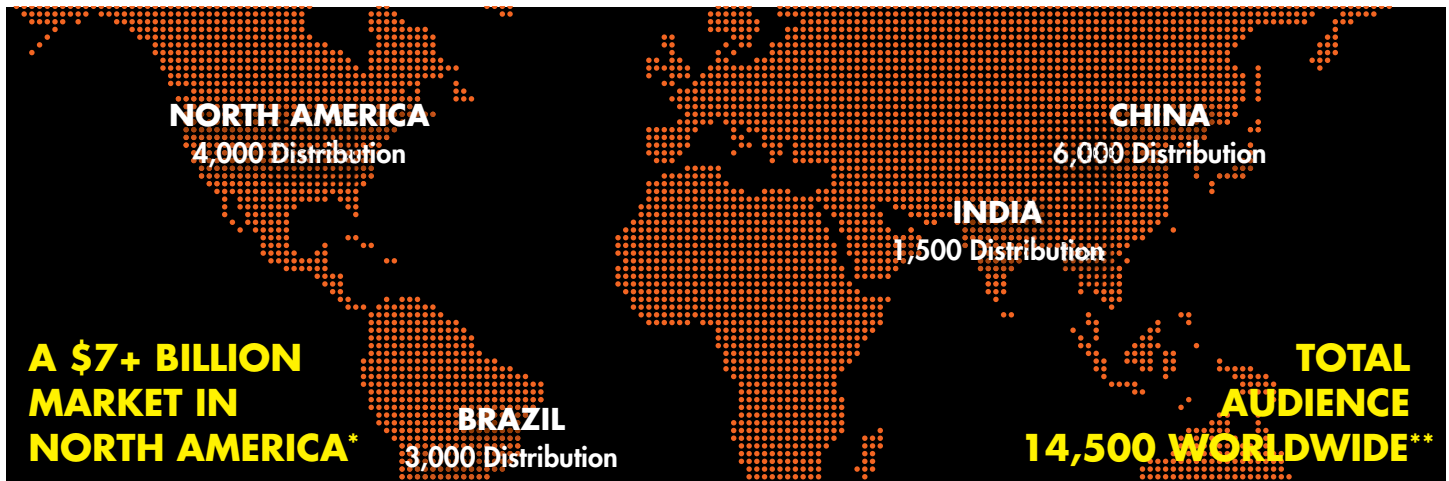
FORGExpo: An International Virtual Event - November

FORGE Points Integrated Rate Program – Earn Points – Save Money!



# FORGE

## THE ONLY INTERNATIONAL FORGING INDUSTRY MEDIA BRAND



## FORGE<sup>exp</sup>

### An International Virtual Event

#### Introducing FORGExpo

November 2011

Join the industry's first virtual event.

Booth rates start at only \$2,000.

For more information and to view a sample event, visit

<http://portfolio.bnppmedia.com/virtual>.

### Integrated Marketing Solutions

Media experts agree that the best strategy to reach buyers and specifiers is an integrated media program that combines the best of print, online and networking communications. FORGE offers a variety of powerful marketing opportunities to help you maximize your investment and achieve your goals.

#### FORGE Media Options

- ✓ FORGE Magazine
- ✓ www.FORGEmag.com
- ✓ Podcasts
- ✓ Buyers Guide
- ✓ FORGE TV Video
- ✓ Webinars
- ✓ White Papers
- ... and many more!



- ✓ FORGE e-Weekly  
Weekly industry eNewsletter distributed worldwide.



- ✓ Digital Editions  
EVERY ISSUE in 2011 will be converted into an interactive digital edition, making it accessible to even more forging industry professionals worldwide.

Visit <http://portfolio.bnppmedia.com> to view examples and additional products.

\*Forging Industry Association Data. Figure does not include captive and catalog forging operations.

### Editorial Excellence



**Dean Peters**  
Editor



**Reed Miller**  
Editorial Director



**Bill Mayer**  
Associate Editor

With the media backing of industry veteran *Industrial Heating*, FORGE brings superior editorial content to its readers.



November 2011 marks the fifth anniversary for FORGE. Celebrate with us by purchasing one of these special advertising opportunities:

**Anniversary Logo:** Run your logo on our anniversary logo page with your year established beneath it. \$155.

**Vintage Ad:** Ads will be denoted as "retro ads" throughout the issue. We have a number of ads already scanned and available for you! Full page \$650 / Half-page \$500 / 1/3-page \$400 / 1/4-page \$300 / Smaller \$200.

**Hall of Innovators:** Honor someone who has made a substantial contribution to the industry. \$495/entry.

\*\*Publisher's Own Data, 2010

## 2011 Editorial Calendar

Issue	Feature Article	Technical Article	Business Article	Co. Profile	Advertiser Bonuses	Global Editions
January 2011 Ad Close Dec. 7	Press Technology	Forging Steel	Die Design	TBA	<ul style="list-style-type: none"> <li>• FREE Technology Spotlight</li> <li>• Bonus Dist.: China Heat Treat Forum, May 25-27, 2010, Beijing</li> </ul>	China, India
April 2011 Ad Close March 7	Lubricants	Forging Stainless Steel	Forging Benefits	TBA	<ul style="list-style-type: none"> <li>• FREE Literature Showcase or 3-5 minute video on FORGE TV</li> <li>• Bonus Distribution: International Forgemasters, Sept. 2011</li> </ul>	China, India, Brazil
July 2011 Ad Close June 10	Open Die Forging	Forging Microalloyed Steel	IFM 2011 Preview	TBA	<ul style="list-style-type: none"> <li>• Double your ad space for only 25% more</li> <li>• Bonus Distribution: International Forgemasters, Sept. 2011</li> </ul>	China, India
October 2011 Ad Close Sept. 7	Process Controls	Forging Aluminum	2011 Buyers Guide	TBA	<ul style="list-style-type: none"> <li>• Over \$2,000 in Buyers Guide bonuses</li> <li>• Bonus Distribution: FORGExpo, November 2011</li> </ul>	China, India, Brazil
November 2011 Ad Close Oct. 7	Simulation & Modeling	Forging Titanium	International Focus	TBA	<ul style="list-style-type: none"> <li>• 5th Anniversary Bonus Options (see page 2)</li> <li>• Bonus Distribution: FORGExpo, November 2011</li> </ul>	China, India

## 2011 4-Color Print Rates

Size	FORGE Pts.	Std. Rate	4 Pts.	8+ Pts.
Full Page	1	\$3,630	\$3,245	\$3,090
2/3 Page	1	\$3,165	\$2,940	\$2,790
1/2 Page Island	1	\$2,875	\$2,670	\$2,525
1/2 Page Vertical	1	\$2,410	\$2,235	\$2,120
1/2 Page Horizontal	1	\$2,410	\$2,235	\$2,120
1/3 Page	1	\$2,005	\$1,925	\$1,865
Banner	1	\$2,005	\$1,925	\$1,865
1/4 Page	1	\$1,580	\$1,475	\$1,430
1/6 Page	1	\$1,310	\$1,245	\$1,200
Spread	1	\$6,315	\$5,935	\$5,685
Inside Front Cover	1	\$4,085	\$3,840	\$3,675
Inside Back Cover	1	\$3,850	\$3,620	\$3,465
Back Cover	1	\$4,135	\$3,885	\$3,720

2-color = 4-color - \$670 (\$1095 for spreads)  
B/W = 4-color - \$1410 (\$2145 for spreads)

## FORGE POINTS

**Earn Points – Save Money!**  
Save up to 20% on ALL\* your marketing investments by tallying up FORGE Points.

Earn points for all your pre-scheduled ads, and save money all year.  
Run a print ad... get a point!  
Run a banner ad... get a point!  
Sponsor an eNewsletter... get a point!

## Premium Advertiser Programs

**Platinum Program:** Advertisers committing to all four issues before December 15 will receive a 7% discount on all published rates.

**Gold Program:** Advertisers committing to three issues before December 15 will receive a 3% discount on all published rates.

## FORGE e-Weekly eNewsletter Banner Ad Rates

\$1,105 to \$328. Call for more detailed rate card.

\*Rate structure applies only to programs committed in advance. FORGE will not rebate rates for month-to-month programs. FORGE Points can be earned for webinars and custom eNewsletters, but discount rates are excluded from webinars, custom eNewsletters and other custom publishing projects.

## FORGEmag.com Advertising Rates

Size	Standard Rate	4 Points	8+ Points
Banner Ads	\$1,150	\$1,093	\$1,064
Banner Specifications: 468 pixels wide x 60 pixels high			
Title	\$1,345	\$1,278	\$1,244
Tile Specifications: 125 x 125 pixels			
Skyscraper	\$1,995	\$1,895	\$1,845
Skyscraper Specifications: 160 pixels wide x 600 pixels high			

**AD SHAPES**

1/2 Vertical  
1/6 Pg. Sq.  
1/4 Page  
1/3 Vertical  
1/3 Page  
1/2 Island  
1/6  
1/2 Triangle (No bleed on diagonal side)  
Full Page  
2/3 Page Vert.  
2/3 Page Horizontal  
1/2 Horizontal  
Banner



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**Digital Ad Requirements:** BNP Media strongly encourages advertisers to supply digital files. Please call the Art Director if you need assistance creating digital files at 412-306-4356 (Brent Miller).

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

**Preferred File Formats:** InDesign, QuarkXPress, Photoshop & Illustrator files accepted. PDFs are accepted, please contact the Art Director for correct Adobe Distiller settings.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

**Electronic Submission:** CD-ROM accepted. Email & FTP options should be discussed with the Production Manager. All artwork (photographs, logos, clipart, etc.) & all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screen contact quality proof created from the final electronic files must be submitted with each color ad. Kodak approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full page ads should be at trim size 7.875" x 10.5". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published above.

**Display Advertising Rates:** General advertising rates for FORGE determined by number of insertions used within a 12-month period.

**Combination Rates:** Attractive combination rates are available in conjunction with other BNP Media publications. For a complete list of these magazines, see www.bnpmmedia.com or contact your local sales representative.

**Agency Commission:** 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints, other mechanical charges and classified advertising.

**Publication and Closing Dates:** Published quarterly; the 10th of the month. Advertising space orders must arrive by the 7th of the month preceding date of issue. When proof must be submitted for approval, or when ad requires typesetting or preparation by Publisher, copy must arrive by the 5th of the month preceding date of issue. No cancellations or changes in order will be accepted after closing dates.

**Payment Terms:** Invoices are payable in U.S. Funds only, Net 30 days. 112 % per month service charge thereafter (1/2 % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

**Rebates and Short Rates:** Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than that at which they have been billed. Advertisers will be short rated if within a 12-month period from date of first insertion they do not use the amount of space upon which their billings have been based.

**Copy and Contract:** Advertiser and agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.

Ad Shape	Dimensions, In.	Dimensions, mm.
2-Page Spread (bleed)	16" x 10.75"	406.4 x 273.05
2-Page Spread	14.75" x 9.5" (Live Area)	374.65 x 241.3
Full Page (bleed)	8.125" x 10.75"	206.375 x 273.05
Full Page	6.875" x 9.5" (Live Area)	174.625 x 241.3
2/3-Page Vertical	4.5" x 9.5"	114.3 x 241.3
2/3-Page Horizontal	6.875" x 6.4167"	174.625 x 162.984
1/2-Page Island	4.5" x 7.5"	114.3 x 190.5
1/2-Page Horizontal	6.875" x 4.625"	174.625 x 117.475
1/2-Page Vertical	3.3125" x 9.5"	84.138 x 241.3
1/2-Page Triangle (bleed)	8.125" x 10.75" x 13.5"	206.375 x 273.05 x 342.9
1/3-Page Vertical	2.125" x 9.5"	53.975 x 241.3
1/3-Page Square	4.5" x 4.625"	114.3 x 117.475
Banner Ad	6.875" x 1.5"	174.625 x 38.1
1/4-Page	3.3125" x 4.625"	84.138 x 117.475
1/6-Page Vertical	2.125" x 4.625"	53.975 x 117.475
1/6-Page Square	3.3125" x 2.833"	84.138 x 71.958
<b>Magazine Trim Size:</b>	<b>7.875" x 10.5"</b>	<b>200.025 x 266.7</b>
<b>Magazine Bleed Size</b>	<b>8.125" x 10.75"</b>	<b>206.375 x 273.05</b>