

FORGE

The International Journal of Forging Business & Technology

2012 MEDIA GUIDE

Print
Online
eNewsletters
Events
And More!

FORGEmag.com



Back in 2012!
FORGExpo

FORGExpo

An International Virtual Event

**The Industry's
ONLY
Virtual Event.**

See page 2 for details.

Reaching the Forging Industry Worldwide with Audiences in...
North America • India • China (Chinese language) • Brazil (Portuguese language)

FORGE



THE ONLY INTERNATIONAL FORGING INDUSTRY MEDIA BRAND



FORGE^{exp}

An International Virtual Event

Announcing FORGExpo 2012

November 8, 2012

Join the industry's ONLY international virtual event. Booth rates start as low as \$2,499.

For more information and to view a sample event, visit www.FORGExpo.com.

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 2012 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



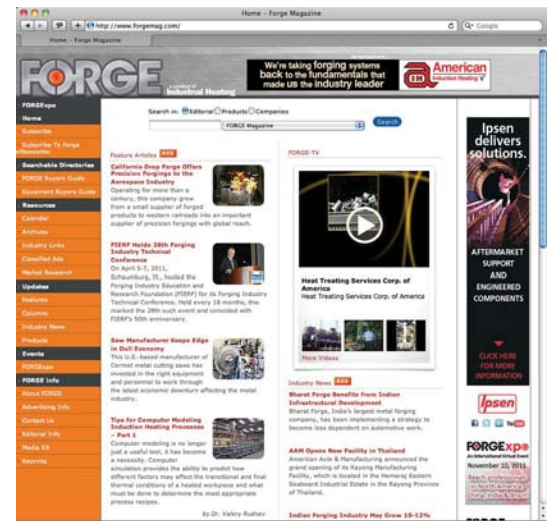
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Bill Mayer
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With the media backing of industry veteran *Industrial Heating*, FORGE brings superior editorial content to its readers.

FORGE Online 24/7 at:
www.FORGEmag.com



**Publisher's Own Data, 2011



2012 Editorial Calendar

Issue	Feature Article	Technical Article	Business Article	Co. Profile	Advertiser Bonuses	Global Editions
February 2012 Ad Close Jan. 6	Die Life	Forging Microalloyed Steel	Euroforge	TBA	<ul style="list-style-type: none"> • FREE Technology Spotlight • Bonus Distribution: Chongqing Forging Show, March, China 	China, Brazil, India
May 2012 Ad Close April 6	Process Controls	Ring Rolling	Forging Benefits	TBA	<ul style="list-style-type: none"> • FREE Literature Showcase or 3-5 minute video on FORGE TV • Bonus Distribution: Metal + Metallurgy 2012, May, Beijing; Shanghai PM Show, May 	China, Brazil, India
August 2012 Ad Close July 6	Computer Modeling	Forging Materials	Markets & Applications	TBA	<ul style="list-style-type: none"> • Double your ad space for 25% more • Bonus Distribution: Senafor, Oct., Brazil; China Forging Expo, Sept., Beijing 	China, Brazil, India
November 2012 Ad Close Oct. 8	Forging Presses	Thermal Technologies	2012 Buyers Guide	TBA	<ul style="list-style-type: none"> • Over \$2,000 in Buyers Guide bonuses • Bonus Distribution: FORGEexpo, November 8, 2012 	China, India

2012 4-Color Print Display

Size	FORGE Pts.	Std. Rate	4 IH Pts.	8+ IH Pts.
Full Page	1	\$3,885	\$3,470	\$3,305
2/3 Page	1	\$3,385	\$3,145	\$2,985
1/2 Page Island	1	\$3,075	\$2,855	\$2,700
1/2 Page Vertical	1	\$2,580	\$2,390	\$2,270
1/2 Page Horizontal	1	\$2,580	\$2,390	\$2,270
1/3 Page Vert or Sq.	1	\$2,145	\$2,060	\$1,995
Banner	1	\$2,145	\$2,060	\$1,995
1/4 Page	1	\$1,690	\$1,580	\$1,530
1/6 Page Vertical	1	\$1,400	\$1,330	\$1,285
Spread	1	\$6,755	\$6,350	\$6,085
Inside Front Cover	1	\$4,370	\$4,110	\$3,930
Inside Back Cover	1	\$4,120	\$3,875	\$3,710
Back Cover	1	\$4,425	\$4,155	\$3,980

2-color = 4-color - \$670 (\$1,095 for spreads)
b&w = 4-color - \$810 (\$1,245 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

E-Weekly E-Newsletter	FORGE Pts.	Std. Rate	4 IH Pts.	8+ IH Pts.
Skyscraper	1	\$1,115	\$1,060	\$1,035
Top Banner (2 available)	0.5	\$930	\$885	\$860
In-Mail Banner	0.5	\$755	\$715	\$695
Tile	0.5	\$755	\$715	\$695
Classified Banner	0.5	\$390	\$370	\$360

FORGEmag.com Advertising Rates

Website	FORGE Pts.	Std. Rate	4 IH Pts.	8+ IH Pts.
Skyscraper	1	\$2,195	\$2,085	\$2,030
Tile	1	\$1,480	\$1,405	\$1,370
Banner	1	\$1,265	\$1,200	\$1,170
Video (yearly)	0.5	\$655	\$620	\$605
Podcast (monthly)	0.5	\$385	\$365	\$355
White Paper (yearly)	0.5	\$325	\$310	\$300
Archived Article Sponsorship (forever)	0.5	\$275	\$260	\$255

AD SHAPES

*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.

FORGE

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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
Magazine Trim Size:	7.875" x 10.5"	200.025 x 266.7
Magazine Bleed Size	8.125" x 10.75"	206.375 x 273.05



BNP Media Helps People Succeed in Business with Superior Information

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.bnppmedia.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. 11/2 % 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.