The International Journal of Forging Business & Technology

www.FORGEmag.com

Reaching the Forging Industry Worldwide with Audiences in...

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

2014 MEDIA GUIDE

Print • Online • eNewsletters • Events • and More!
The ONLY International Forging Industry Media Brand

FORGE Total Audience Worldwide: 
14,250*

Forging Market in North America: 
$8+ Billion* 

AUDIENCE

FORGE is the world’s largest and most comprehensive integrated media resource focusing on the forging industry and its experts. 
Our goal: Help subscribers make better purchasing decisions.
• 6 issues/year
• Weekly eNewsletter
• The only international online industry event: FORGEWeek
• Three to four features and articles/issue
• International editions to China, Brazil and India
• Exclusive video and audio content
• Digital editions

Audience Served:
FORGE magazine serves Makers of Forgings, Users of Forged Parts, Corporate Offices, Design Facilities, R&D Centers, Suppliers to Forgers and Other qualified recipients.

Definition of Audience Served:
Recipients of FORGE include Corporate Management, Plant/Operations Management, Plant Engineers, Research & Development, Design Engineers, Purchasing and Sales and Other qualified recipients.

Reach Forging Professionals not only in North America, but in Brazil, China and India.

FORGE INTERNATIONAL EDITIONS

The forging industry in China, Brazil and India continues to grow. FORGE reaches over 3,000* customers and prospects per issue in China and over 4,000* in Brazil and 1,500* in India with its international editions.
FORGE will publish 15 international editions in 2014 - six each to China and India and three to Brazil.

China & India Editions: 
February, April, June, August, October and December (a Chinese Buyer’s Guide)

Brazil Editions (Digital Only): 
February, June and October
Don’t miss out on reaching key customers in these international markets. Contact your sales representative to find out more.

*Publisher’s Own Data June 2013
FORGE is the industry leader in relevant and informative content. Each issue includes:

- **News Highlights**: New facilities, installations, organizational changes, association news, new websites.
- **Feature Articles**: Information on industry trends, events and more.
- **Technical Articles**: In-depth content on subjects such as computer modeling and forging materials.
- **New Products**: Information regarding product developments and innovations.

**DISTRIBUTION**
- China 3,000
- India 1,500
- North America 5,750
- Brazil 4,000

**FREQUENCY DISCOUNTS ... Up to 15% Off.**

Earn LOWER RATES all year with every electronic or print insertion. You could save as much as 15%! Every insertion counts as one frequency. Savings apply to all electronic and international rates. Contact your sales representative and SAVE!

**FORGE 2014 Editorial Calendar**

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<th>Issue</th>
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<th>Feature Article</th>
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FORGEmag.com

FORGEmag.com is the forging industry’s source for industry news, expert knowledge, educational information and much more. With an average of more than 1,500* unique browsers each month, FORGEmag.com is the place where you’ll find prospects online. Ad opportunities include:

- Leaderboards
- Rectangles
- Rich Media
- Skyscrapers
- Article Sponsorships
- Rich Media
- And more!

Ad opportunities and specifications subject to change.

*Publishers Data June 2013

NEW WEBSITE AD INFORMATION

1. Leaderboard
   (728 x 90 pixels)
   a. Rotation available
   b. Run-of-site (R.O.S)
   ➤ Monthly Rotating (1 of 4)

2. Medium Rectangle
   (300 x 250 pixels)
   a. Run-of-site (R.O.S)
   b. Rotation available
   ➤ Monthly Rotating (1 of 4)

3. Rectangle
   (180 x 150 pixels)
   2 Adjacent spots
   ➤ Monthly Rotating (1 of 10)

4. Rich Media (not shown)
   a. Expandable Leaderboard (R.O.S)
   b. Floating Ad
   c. Page Peel Ad
   ➤ All Rich Media Ad Available on a Monthly Basis

FORGE Week

A new virtual event for the benefit of engineering and business professionals in the forging industry. This 3-day event will highlight 12 information-packed Webinars that will help improve efficiency and profitability. This global, virtual event will include 40-minute presentations followed by Q&A from the audience. More at www.FORGeweek.com.

DIGITAL EDITIONS

Digital Editions

A growing percentage of FORGE subscribers prefer to have their magazine delivered digitally. For savvy marketers, digital delivery offers a number of lead-generating marketing opportunities, including a wide variety of attention-grabbing digital ad enhancements. Visit www.FORGEmag.com to see samples.

International Digital Editions

Not only can you view the FORGE digital edition but also the FORGE International Editions. Sharing FORGE with your international contacts is simple! See Brazil and Chinese editions on www.FORGEmag.com.
WEBINARS

Through a turnkey solution, our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

Webinar Benefits:
• Establish your brand as a thought-leader
• Receive qualified registration leads with demographics
• Engage a captive audience with Q&A sessions, polling and survey reporting
• Event promotions across our multiple platforms – print, online, newsletter, e-mails and social media

Lots of people can produce a webinar. But only FORGE offers the expertise, audience and tools to help your webinar succeed.

For webinar tips, samples and more information, contact your sales rep or visit: http://portfolio.bnpmedia.com/webinars.

FORGE TV Video

Introduce your latest products, recap trade show exhibits, provide demonstrations and more. Your video will get double exposure because it will be on FORGE TV and FORGE YouTube Channel – youtube.com/forgemag

Podcasts

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. For more information, contact your sales rep or visit: http://portfolio.bnpmedia.com/podcasts.

Mobile Tags

Your print ad goes interactive!
Turn your print ads into digital experiences that will connect customers to every facet of your brand. Link your ad to your website, video, webinar, podcast or other online content. You’ll reach more people using the one thing they carry everywhere: their mobile phone. We’ll create and add Mobile Tags to any of your current advertisements. We can even add your Mobile Tag to our ad index or create a special ad page just for you. Ask your rep for details.

FORGE eWeekly

• Sent to 3,250* recipients each week!
• Distributed 4x each month.

Available ads include:
• Banner
• Skyscraper
• Classified

PLUS: 1 News item per week.

Contact your sales representative for up-to-the-minute electronic rates.

*Publisher’s Own Data June 2013

“The execution and professionalism was outstanding with the Webinar. We were very pleased with the results. Great communication and attention to detail made everything very easy.”
— Joseph Heinzelmann, Market Development Manager, Neogen Corporation

Our industry-leading webinars draw big numbers!
200 Attendees
400 Registrants
(Source: 2013 BNP Media Corporate Webinar Averages)
In Print, Digital & Online!

Whether your potential customers use print, digital or online to source forging products, FORGE’s directory is there. By listing your company information with FORGE’s directory, you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags; or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information, visit the online directory at www.FORGEmag.com/buyersguide or contact a sales rep.

FORGE Buyers Guide Listing Options

- **Premium Listing** – Basic listing plus 4-color logo in Manufacturer Section, social media links, hotlink to your website, 3 product spec sheets, 3 product photos in online listing, premium ranking and designation, and a Mobile Tag.
- **Color Logo Listing** – Basic listing, plus a color logo in the alphabetical section in print and online.
- **Linked Listing** – Basic listing in print and online, plus hot link to your website!
- **Basic Listing** – Includes complete contact info in print, digital & online.

- **Social Media Links** – Make new connections by linking your company’s Facebook, LinkedIn and/or Twitter accounts to your listing online. One URL per platform, up to three platforms accepted for one low price!
- **Mobile Tag** – include a Mobile Tag with your print & digital listing that links to the URL of your choice!

PRODUCT LAUNCH PAD

**Exclusive 360° Coverage of Your New Product**

Have an exciting new product or technology? Let FORGE help you get the word out with exclusive coverage on all marketing platforms, including:

- **Print**: Product review spotlight in one issue. Highlighted with special designation from all other product reviews. First come, first serve basis.
- **Website**: Lone product review on the www.FORGEmag.com home page for one month. Includes link to your website.
- **FORGE Weekly eNewsletter**: Product review included once a week for one month. Includes company logo or product image and link to your website.
- **Video**: Featured on FORGE TV section of www.FORGEmag.com for one month.
Content Marketing Services

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services … we’ve got you covered.

To learn more about our services or to quote out a project, please contact our content marketing strategies team:

Kim Paulson, Content Marketing Planner
paulsonk@bnmedia.com • (248) 225-9177

Clear Seas Research

Making the Complex Clear

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

• Brand positioning
• Marketing effectiveness
• New product development
• Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards), we present results that are easily understood, insightful and actionable.

GET STARTED NOW. Contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

Virtual Events

Virtual events are more than just an event. It is a centralized location for sharing content among people. Execution of this “content sharing” comes in many forms:

• Internal sales training
• Product highlights or launches
• Supplier/partner showcase
• Annual summits
• Career recruitment
• Lead nurturing events

93% of event planners who organized a virtual event say it met or exceeded their objectives. (Source: Hybrid Meeting & Events, MPI and Mediasite, 2012)

The opportunities are endless. If you have a situation where you need to share content — live, on-demand or hands-on— contact your sales rep today or view a demo at: http://portfolio.bnpmedia.com/virtual.

Custom eNewsletters

Let FORGE help you create a co-branded eNewsletter customized to your needs. Our Orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. A custom eNewsletter can take your company to the next level with these benefits:

• Including editorial or educational content in an eNewsletter can help position your company as an industry leader
• Editorial content creates greater reader engagement
• Subscribers trust FORGE. They’re more likely to open emails from our publication and consider our endorsements

Custom Reprints

An excellent marketing opportunity! If it’s been printed in FORGE, you can have it reprinted. Feature articles, Technology Spotlights, ads and more will be customized to your company’s specifications. Contact Becky McClelland for details at (412) 306-4355 or mcclellandb@bnmedia.com.

Classified Advertising

Find qualified job candidates, generate $$$ by selling used equipment and more! Print rates start at $100 per column inch for b/w ad. Purchase a print ad and we’ll post and link your ad online for just $30! Frequency rates available.