

the fabricator

The foremost authority on metal fabricating technology



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the fabricator
The foremost authority on metal fabricating technology
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lean shop

look

Punching machine
pack mo

The FABRICATOR

Middle age is no reason to slow down. After celebrating its 40th anniversary, *The FABRICATOR* is ready to hit the ground running in 2011.

On the heels of a major redesign of the magazine, the creation of the FAB 40 list of the most successful U.S. fabricating operations, and a relaunch of thefabricator.com, the staff of *The FABRICATOR* has some interesting plans for 2011. The challenges that face our metal fabricating readers don't take a holiday, so we know we have to work harder to help them work more efficiently.

What's New?

The FABRICATOR will debut a collection of stories in 2011 that we are calling "Machining in the Fab Shop." Increasingly, the magazine's editors visit fabricating shops and see those companies operating machining centers in an attempt to provide more value-added services to their customers. The companies may not want to be full-fledged machine shops, but they do find themselves migrating out of their comfort zones because their customers want them to do more.

The publication also will include regular reports on training tips and tools from the Fabricators & Manufacturers Association that may prove helpful in getting inexperienced employees up to speed on the shop floor. It's a logical extension of the informative columns and technical features that prove so helpful to the readership.

Alone in the Market

The FABRICATOR has a knowledgeable staff that is unmatched in the metal fabricating industry. In fact, the staff collected three American Society of Business Publication Editors awards in 2010. Tim Heston won an award for his profile "Curbing waste at Power Curbers" (June 2009) and his work on "How to prepare for GMAW," September 2009. The organization also honored the magazine's Editor's Corner as one of the best regular editorials in its class.

While other publications struggle to balance advertiser influence and editorial integrity, *The FABRICATOR* realizes that the best editorial is created with the metal fabricating reader in mind. That commitment was firmly held for the first 40 years, and it will hold for the future.



Dan Davis
Editor-in-Chief



Dan Davis is editor-in-chief of *The FABRICATOR*, the industry's most widely circulated metal fabricating and forming magazine, and its sister publications, *STAMPING Journal*, *TPJ-The Tube & Pipe Journal*, and *Practical Welding Today*. He has been with the publication since April 2002.

He has written about U.S. manufacturing trends and issues for more than a decade. During that time, he has covered appliance manufacturing, the finishing industry, and manufacturing and business software development. During those years he has traveled extensively throughout the U.S. and Europe, visiting manufacturing facilities and attending the world's most important manufacturing events.

He is a 1990 Louisiana State University journalism graduate. He lives with his wife and two children in Crystal Lake, Ill.

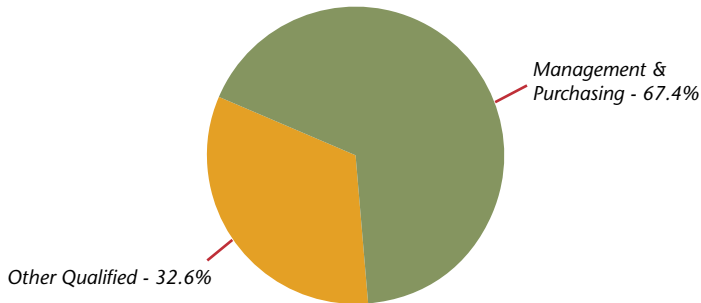


Tim Heston, *The FABRICATOR*'s senior editor, has covered the metal fabrication industry since 1998, starting his career at the American Welding Society's *Welding Journal*. Since then he has covered the full range of metal fabrication processes, from stamping, bending, and cutting to grinding and polishing. He joined *The FABRICATOR*'s staff in October 2007. In 2000 Tim received a Silver Award of Excellence from the Florida Magazine Association for a technical feature about manufacturing brass musical instruments, and in 2005 Tim received another editorial award for his coverage of adaptive welding. He is a 1996 graduate of Ohio University's E.W. Scripps School of Journalism.

The FABRICATOR – Delivers to every member of your company’s target buying team.

The FABRICATOR subscribers are the decision-makers you want to reach

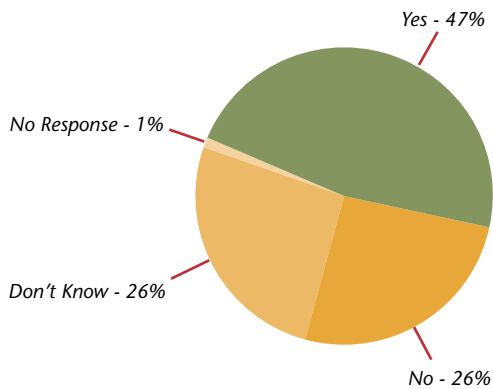
Qualification by Job Function



BPA audit statement June 2010

FAB subscribers are planning to invest in capital equipment.

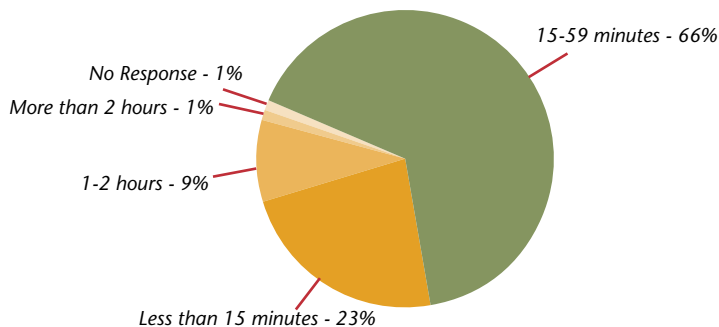
“Does your company plan to make capital equipment purchases or improvements within the next 18 months?”



Publishers own data. Base: Fewer than 1,300 readers surveyed through April 2010.

FAB subscribers engage with the magazine regularly.

“How much time do you generally spend reading an issue of The FABRICATOR?”



The typical respondent spends an average of 32.6 minutes reading an issue of The FABRICATOR.

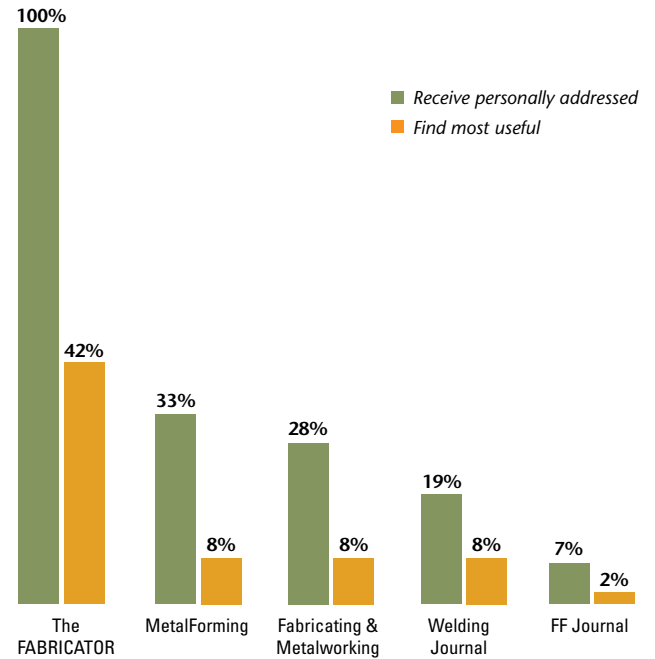
The average number of readers per copy for the April 2010 issue was 2.5 (1.5 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 134,648.

Publishers own data. Base: Fewer than 1,300 readers surveyed through April 2010.

Surveys conducted by Harvey Research Inc.

Independent research shows The FABRICATOR is the most useful fabricating magazine by a margin of nearly 5-1!

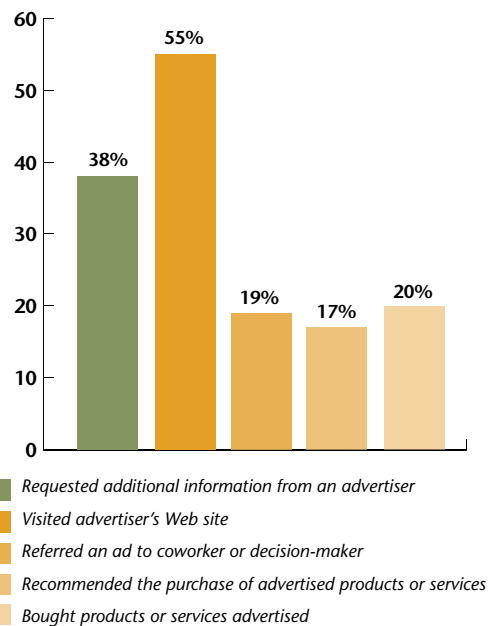
“Which of the following trade publications do you receive personally addressed? Which of them do you find most useful in making purchasing decisions?”



Base: 1,300 readers surveyed through April 2010.

Publishers own data. *Base: Fewer than 1,300 readers surveyed through April 2010.

“What action(s) have you taken during the past year as a result of advertisements in The FABRICATOR?”



78% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in The FABRICATOR.

Publishers own data. Base: Fewer than 1,300 readers surveyed through April 2010.

The FABRICATOR – Editorial Calendar 2011

	Bending & Forming	Cutting	Joining & Assembly	Tube & Pipe
January <i>Ad Close: 12-3-10</i> <i>Ad Material: 12-13-10</i>	Press Brake Tooling	Laser Cutting	Fixturing	
February <i>Ad Close: 1-10-11</i> <i>Ad Material: 1-18-11</i>	Press Brake Training	Structural Steel Cutting	Increasing Arc-on Time	Bending
March <i>Ad Close: 2-8-11</i> <i>Ad Material: 2-16-11</i>	Brake Maintenance	Shearing	Self-fixturing Part Designs	
April <i>Ad Close: 3-8-11</i> <i>Ad Material: 3-16-11</i>	Bending Perforated Material	Waterjet Cutting	Adhesives	
May <i>Ad Close: 4-11-11</i> <i>Ad Material: 4-19-11</i>	High-Tonnage Bending	Punching	Hardware Insertion	Cutting
June <i>Ad Close: 5-9-11</i> <i>Ad Material: 5-17-11</i>	Roll Bending	Plasma Cutting	Assembly	
July <i>Ad Close: 6-7-11</i> <i>Ad Material: 6-15-11</i>	Structural Beam Rolling	Laser Cutting	Wire Welding	
August <i>Ad Close: 7-11-11</i> <i>Ad Material: 7-19-11</i>	Roll Forming	Material Loading and Unloading	Welding Structural Steel	Finishing
September <i>Ad Close: 8-9-11</i> <i>Ad Material: 8-17-11</i>	Folding	Waterjet Cutting	Welding Training	
October <i>Ad Close: 9-13-11</i> <i>Ad Material: 9-21-11</i>	Stamping	Ironworkers	Robotic Welding	
November <i>Ad Close: 10-10-11</i> <i>Ad Material: 10-18-11</i>	Bending with Electric Machines	Sawing	Consumables	Pipe Welding
December <i>Ad Close: 11-6-11</i> <i>Ad Material: 11-14-11</i>	Analyzing Bend Cycle Time	Laser Cutting Maintenance	GTAW	

Dates subject to change

Published monthly. If proofs are required or copy is to be set, material must be received five days earlier than material due date. Cancellations accepted up to closing date only.

• *Note: Buyers' Guide deadlines are four weeks before issue advertising deadlines. The publisher of The FABRICATOR® reserves the right to amend this schedule if necessary.*

Appearing Each Issue:

Editor's Corner—Editor-in-Chief Dan Davis takes on the industry's issues.

BizTalk—Senior Editor Tim Heston provides up-close looks at today's successful fab shops.

Precision Matters—Fabricating expert Gerald Davis provides useful design tips for today's CAD operators.

Around Washington—D.C. insider Stephen Barlas follows the issues that can affect fabricators.

The Back Page—A look at the lighter side of fabricating.

Chief Concerns—Fabricating shop owners and management have to be knowledgeable about all aspects of running a business. This section provides guidance to those leaders.

Machining in the Fab Shop	Chief Concerns	Focus	Buyers' Guide	Advertiser Bonus
Milling		FABTECH Recap		<i>Free E-product Showcase (for ½-page & larger advertisers)</i>
	What Can CRM Software Do for Me?	<i>The FABRICATOR's 2011 Industry Award Winner</i>	Punching Machine	
	E-commerce Elements for Web Sites		Deburring Machine	<i>Harvey Readership Study</i>
Turning	The Sixth S: Safety		Folding Machine	
	Reconstructing a Performance Appraisal System		GTAW Power Source	
Cutting Tools	Getting the Most from Quoting Software	The FAB 40: The Top Metal Fabricators in the U.S.	2-D Laser Cutting Machine	<i>Free E-product Showcase (for ½-page & larger advertisers)</i>
	Benefits of Certifying Employees		CAD/CAM	
Prolonging Tool Life	Finding Customers at Tradeshows		GMAW Power Source	
	Is It Time to Look for a New ERP System?		3-D Laser Cutting Machine	
Holemaking	Remote Machine Monitoring: Tool or Gimmick	FABTECH Preview		<i>FABTECH Package</i>
	Incorporating E-based Learning into Training		Waterjet Cutting Machine	
Control Interface Advances	Steps to Maximize Material Utilization	Industry Forecast for 2012	Press Brake	

Tradeshows to remember:

FABTECH, Chicago, Nov. 13-16

The FABRICATOR®'s Leadership Summit: 6th Annual Metal Matters, Lake Buena Vista, Fla., March 2-4

FABTECH Mexico/Weldmex/METALFORM Mexico, Monterrey, Mexico, May 11-13

METALCON, Atlanta, Oct. 4-6