

# STAMPING JOURNAL

EXPERTISE TO HELP YOU TRANSFORM METAL INTO GOLD



2010 was a year of surprises and upheaval.

The automaker famous for its quality-insistent Toyota Production System fell from grace with one failed component after another. The bottom fell out of the construction industry as well as the appliance, consumer goods, and heavy-duty equipment sectors that support them.

As the expression goes, the upside of hitting bottom is that there's only one way to go—up. Happily, that's the direction the automotive and construction industries are headed.

As these stamping-reliant industrial sectors rebound and reinvest, *STAMPING Journal* stands at the ready to bolster readers' efforts to ramp up with well-rounded coverage of press technology, tool and die, and material handling. The magazine's columnists continue to lend a steady, guiding hand. Art Hedrick will continue sharing his deep well of die knowledge in *Die Science*. Dennis Cattell and Tom Vacca will answer readers' specific questions in *Ask the Expert*. Bernard Swiecki will keep readers apprised in *Automotive Intelligence*. Dr. Taylan Altan's team of researchers alert readers to new technologies on the horizon.

We'll continue to offer a digital version to all, without geographic boundaries. Also, subscribers who receive the print version of *STAMPING Journal* will receive *The FABRICATOR*, providing them with the most complete metal processing technology coverage in the market.

As always, our mission is to provide stamping and tooling shops with the expertise they need to transform gray (and copper) metal into gold.



Kate Bachman  
Editor



Kate Bachman took over the helm of *STAMPING Journal*® after having been a senior associate editor and editor of *The FABRICATOR* for five years.

She is responsible for the overall editorial content, quality, and direction for *STAMPING Journal*. In that role, she edits and writes technical, case study, and trends feature articles; pens a monthly commentary; and composes and manages regular departments in the magazine. Kate also works with columnists Art Hedrick, Tom Vacca, Dennis Cattell, Taylan Altan, and Bernard Swiecki to tap their expertise and relay helpful information intended to resolve readers' challenges with die, shop floor, R&D, and topical issues.

Previously Kate covered stamping topics such as press technology, coil processing, in-die processes, dies and die handling, deep drawing, and blanking in her position as an editor with *The FABRICATOR*. Her first glimpse at the stamping industry was in 1993 while covering the manufacture of metal stamped toys at Nylint Toys.

Kate has more than 15 years of experience as a writer/editor in the manufacturing and other industries.

	Press Technology	Tool & Die	Processing/ Handling	Buyers' Guide	Advertiser Bonus	Appearing Each Issue
<b>January/February</b> <i>Ad Close: 12-14-10</i> <i>Ad Material: 12-21-10</i>	Stamping Presses	Design Software	Coil Handling/ Storage	Lubricant	<i>Harvey Readership Study</i>	<b>Meet the Press</b> —Editor Kate Bachman comments on topics affecting the stamping industry.
<b>March/April</b> <i>Ad Close: 2-1-11</i> <i>Ad Material: 2-9-11</i>	Deep Drawing	Die Design	Press Feeding	Mechanical Press		<b>Die Science</b> —Tool and die expert Art Hedrick advises shops about tool and die best practices.
<b>May/June</b> <i>Ad Close: 4-4-11</i> <i>Ad Material: 4-12-11</i>	Stamping Presses	Die Safety	Automated Material Handling	Press Feed		<b>R&amp;D Update</b> —The researchers at the Center for Precision Forming inform readers about metal forming-related research.
<b>July/August</b> <i>Ad Close: 6-1-11</i> <i>Ad Material: 6-8-11</i>	Press Controls and Automation	Quick Die Change	Coil Slitting	Hydraulic Press	<i>Web Site Directory Advertorial Package (for ½-page &amp; larger advertisers)</i>	<b>Automotive Intelligence</b> —Bernard Swiecki of the Center for Automotive Research shares his topical perspectives on the stamping industry's engine.
<b>September/October</b> <i>Ad Close: 8-2-11</i> <i>Ad Material: 8-10-11</i>	Stamping Presses	Transfer Press Tooling	Scrap Handling	Conveyor	<i>FABTECH Package</i>	<b>Ask the Expert</b> —Tom Vacca and Dennis Cattell answers readers' specific questions.
<b>November/December</b> <i>Ad Close: 10-3-11</i> <i>Ad Material: 10-11-11</i>	Press Maintenance/ Repair	Tool Protection	Lubrication	Die Handling		

Dates subject to change

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 *STAMPING Journal*® reserves the right to amend this schedule if necessary.

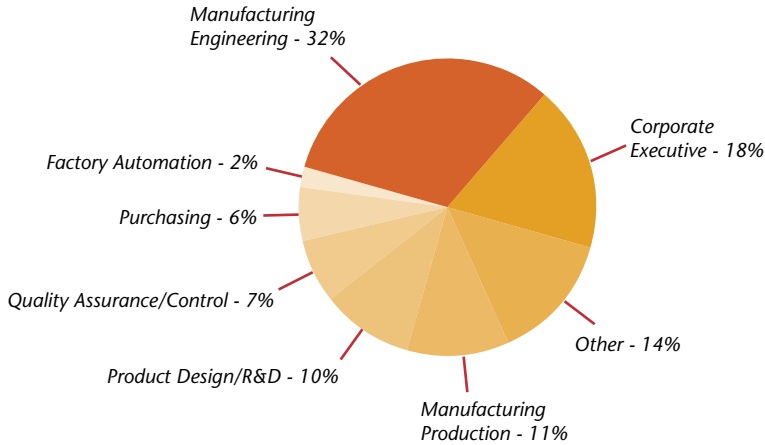
### Tradeshows to remember:

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

**FABTECH, Chicago, Nov. 13-16**

## SJ delivers to every member of your company's target buying team.

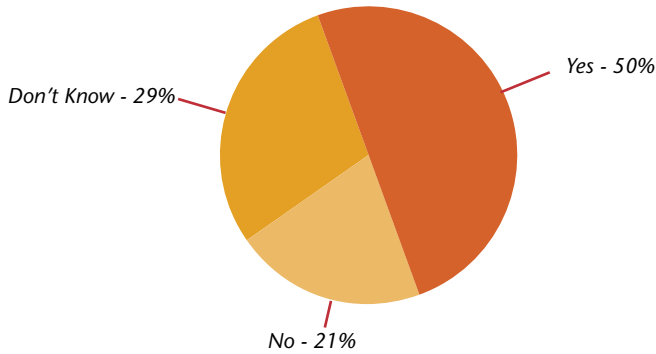
"Please indicate the area of responsibility which best describes your primary job function."



Base: 200 subscribers surveyed via the Internet through May/June 2010.

## SJ subscribers are planning to invest in capital equipment.

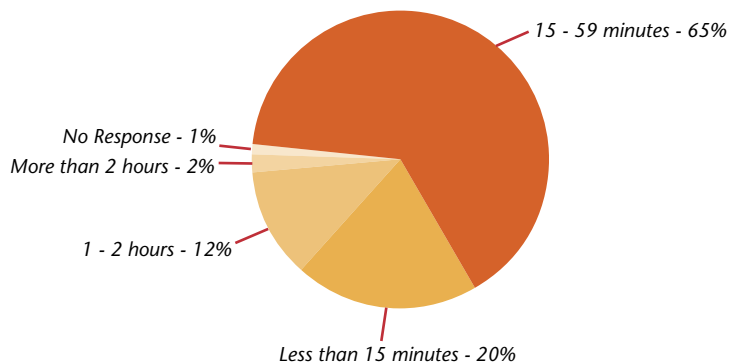
"Does your company plan to make capital equipment purchases or improvements within the next 18 months?"



Base: 200 subscribers surveyed via the Internet through May/June 2010.

## SJ subscribers engage with the magazine regularly.

"How much time do you generally spend reading an issue of STAMPING Journal?"



The typical respondent spends an average of 34.6 minutes reading an issue of STAMPING Journal.

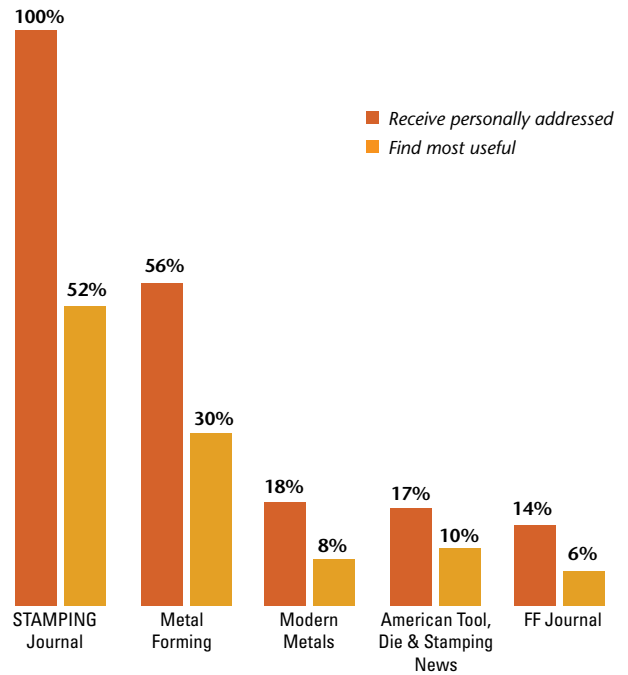
The average number of readers per copy for the May/June 2010 issue was 2.4 (1.4 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 49,704.

Base: 200 subscribers surveyed via the Internet through May/June 2010.

Surveys conducted by Harvey Research Inc.

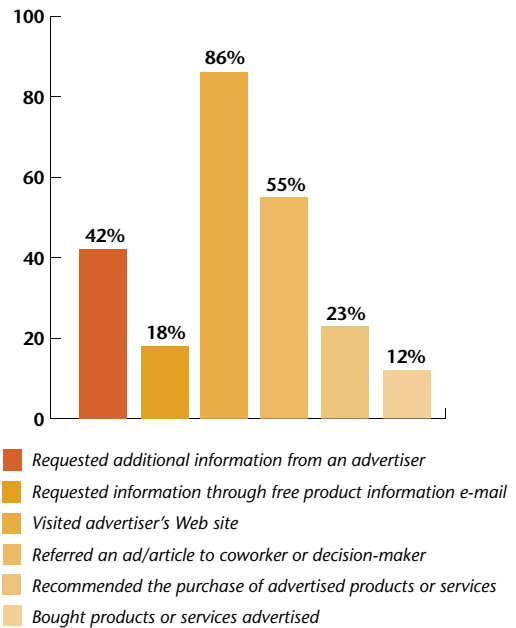
## STAMPING Journal: The most useful stamping magazine in the industry!

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



Base: 200 subscribers surveyed via the Internet through May/June 2010.

## "What action(s) have you taken during the past year as a result of advertisements in STAMPING Journal?"



96% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements and/or articles in STAMPING Journal.

Base: 200 subscribers surveyed via the Internet through May/June 2010.