

# the fabricator<sup>®</sup>

The foremost authority on metal fabricating technology



## Media Kit

# The Smart Investment...



**... the combination to reach your target customers**

## The FABRICATOR – Editorial Mission / Biographies

---

“That which does not kill us makes us stronger.”

Philosopher Friedrich Nietzsche said it, and metal fabricators have lived it over the last two years. If they have survived, they are now in a position to thrive.

Many of these shops and manufacturing facilities are in such a position because they have invested in their people and equipment. They also have adopted more intelligent shop floor and business practices. They are more flexible than ever, able to take on any fabricating challenge with the tightest of turnaround times.

*The FABRICATOR* has evolved to reflect these changes. The publication has dedicated more pages to business topics, such as human resources, lean manufacturing, job quoting, and sales and marketing, because the staff realizes that every person in a metal fabricating organization needs to know why and how good business decisions are made. **That’s why in 2012 you will see several stories about software strategies—a key investment area for any modern manufacturing company.**

**Also in 2012, *The FABRICATOR* will include dedicated coverage of heavy plate and structural steel fabricating.** Heavy-gauge metal fabricating presents a whole host of challenges

for fabricators, and *The FABRICATOR* will explore this area more closely in the new year.

Last year *The FABRICATOR* covered machining topics and published a paint and powder coating supplement with *Products Finishing*. The editors aren’t afraid to explore new areas of opportunity that many metal fabricators are thinking about or have explored themselves. The publication should be a reflection of the world that metal fabricators find themselves in, and we think it accomplishes that goal.

*The FABRICATOR*’s 2011 readership survey revealed that 86 percent of respondents spend 30 minutes or more reading an issue of the magazine, which is up from 75 percent in 2009 and 63 percent in 2007. We couldn’t be more proud of that statistic, particularly in this age of headlines about the death of print media and the rise of smart mobile devices. We don’t think that trend will end anytime soon—not in 2012 anyway.



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.

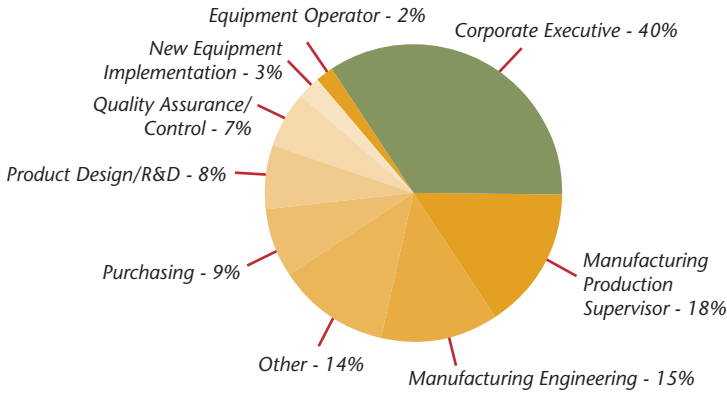
He is a 1996 graduate of Ohio University’s E.W. Scripps School of Journalism.



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

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

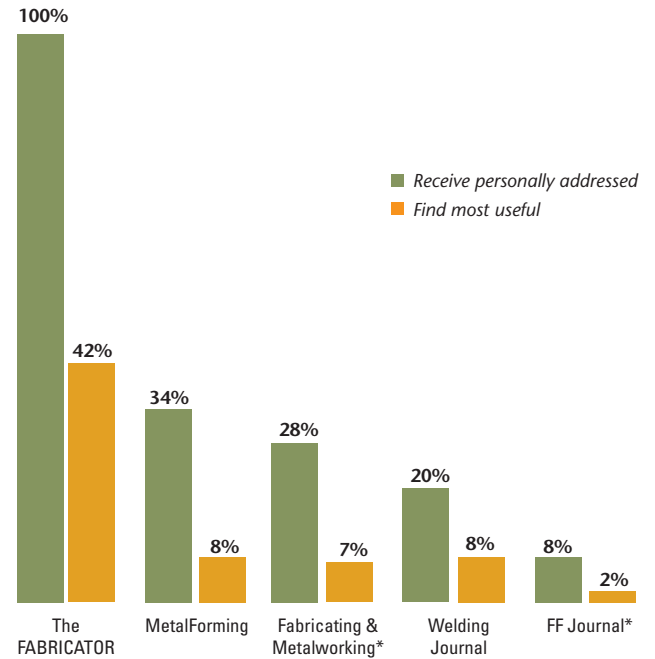
"Please indicate the area of responsibility which best describes your primary job function."



Base: Fewer than 1,400 readers surveyed through March 2011. Total exceeds 100% due to multiple responses.

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

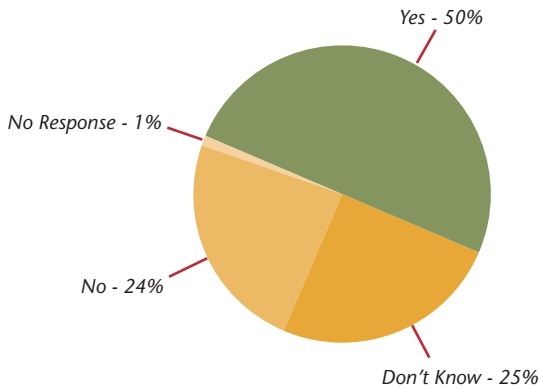
"Which of the following trade publications do you receive personally addressed? Which of them do you find most useful in making purchasing decisions?"



Base: 1,400 readers surveyed through March 2011. \*Base: Fewer than 1,400 readers surveyed through March 2011.

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

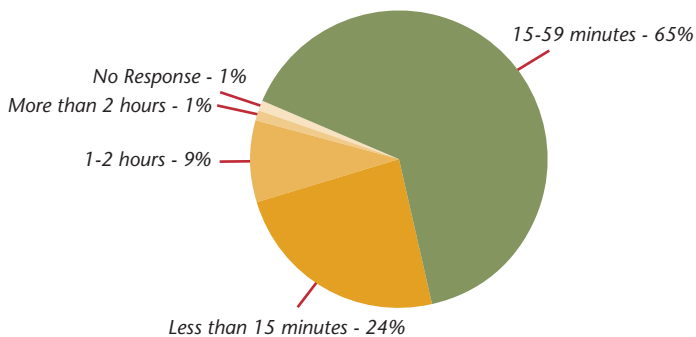
"Does your company plan to make capital equipment purchases or improvements within the next 18 months?"



Base: Fewer than 1,400 readers surveyed through March 2011.

## FAB subscribers engage with the magazine regularly.

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



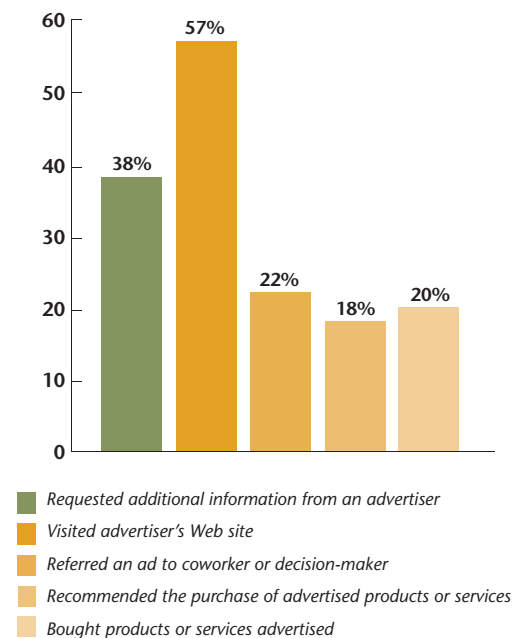
The typical respondent generally spends an average of 32.5 minutes reading an issue of The FABRICATOR.

The average number of readers per copy for the March 2011 issue was 2.5 (1.5 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 119,373.

Base: Fewer than 1,400 readers surveyed through March 2011.

## FAB advertisements result in action.

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



80% 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.

Base: Fewer than 1,400 readers surveyed through March 2011.

# The FABRICATOR – Editorial Calendar 2012

	<b>Bending &amp; Forming</b>	<b>Cutting</b>	<b>Joining &amp; Assembly</b>	<b>Tube &amp; Pipe</b>
<b>January</b> <i>Ad Close: 12-7-11</i> <i>Ad Material: 12-14-11</i>	Press Brake Tooling	Laser Cutting	Hardware Insertion	
<b>February</b> <i>Ad Close: 1-10-12</i> <i>Ad Material: 1-17-12</i>		Hole Cutting	Wire Welding	Bending
<b>March</b> <i>Ad Close: 2-8-12</i> <i>Ad Material: 2-16-12</i>	Bend Measurement	Punch Tooling	Fixturing	
			<i>The FABRICATOR and Products</i>	
<b>April</b> <i>Ad Close: 3-8-12</i> <i>Ad Material: 3-15-12</i>	Press Brakes	Waterjet Cutting	Consumables	
<b>May</b> <i>Ad Close: 4-3-12</i> <i>Ad Material: 4-11-12</i>	High-Tonnage Bending	Deburring	Hand Tools	Cutting
<b>June</b> <i>Ad Close: 5-1-12</i> <i>Ad Material: 5-9-12</i>	Bending Safety	Plasma Cutting	Assembly	
<b>July</b> <i>Ad Close: 5-30-12</i> <i>Ad Material: 6-6-12</i>	Sheet Rolling	Laser Cutting	Repairing Weld Defects	Fabricating Aircraft-grade Tube
<b>August</b> <i>Ad Close: 7-3-12</i> <i>Ad Material: 7-11-12</i>	Roll Forming	Waterjet Cutting	Packaging	
			<i>The FMA Member Job Shop</i>	
<b>September</b> <i>Ad Close: 7-31-12</i> <i>Ad Material: 8-8-12</i>	Folding	Nesting	Robotic Welding	
<b>October</b> <i>Ad Close: 8-28-12</i> <i>Ad Material: 9-5-12</i>	Automated Bending	Punching	Welding Controls	
<b>November</b> <i>Ad Close: 10-2-12</i> <i>Ad Material: 10-10-12</i>	Press Brake Tooling	Sawing	Laser Welding	Hand Tools
<b>December</b> <i>Ad Close: 10-29-12</i> <i>Ad Material: 11-6-12</i>	Ironworkers	Laser Cutting	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.*

## 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 and business issues.

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

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

**The Back Page**—Contributing editors Amanda Carlson and Eric Lundin take 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.

Heavy & Structural Fabricating	Software Strategies	Focus	Buyers' Guide	Advertiser Bonus
Thermal Cutting	Material Optimization	FABTECH Recap	Punching Machine	Free E-product Showcase (for ½-page & larger advertisers)
Cone Rolling		The FABRICATOR's 2012 Industry Award Winner	Deburring Machine	
	ERP Software		Folding Machine	Harvey Readership Study
Finishing Supplement				
Vessel Fabricating	Job Estimating			
	Software for Selling		GTAW Power Source	
Structural Marking		The FAB 40: The Top Metal Fabricators in the U.S.	2-D Laser Cutting Machine	
	Purchasing		CAD/CAM	
Material Handling		IMTS Preview	GMAW Power Source	IMTS Package
Services Directory				
	Forecasting	EuroBLECH Preview	3-D Laser Cutting Machine	EuroBLECH Package
Plate Rolls		FABTECH Preview		FABTECH Package
	Order Tracking		Waterjet Cutting Machine	
	CAD/CAM	Industry Forecast for 2013	Press Brake	

### New coverage for 2012:

**Heavy plate and structural fabricating**—The heavy and structural fabrication market has grown ever more competitive. As a result, *The FABRICATOR* is dedicating more space to features covering fabricating of thicker-gauge materials.

**The FMA Member Job Shop Services Directory**—This directory is the industry's go-to resource for those OEMs, contract manufacturers, and larger job shops looking to outsource certain fabricating activities. The directory will include those members of the Fabricators & Manufacturers Association that provide services, such as bending, cutting, and welding, for sheet and plate. It will be sent to slightly more than 7,000 subscribers of *The FABRICATOR* who work at companies with 250 employees or more.

### Tradeshows to remember:

*The FABRICATOR's Leadership Summit: 7th Annual Metal Matters*, Scottsdale, Ariz., Feb. 29-March 2

FABTECH Canada, Toronto, Canada, March 20-22

Tube Düsseldorf, March 26-30

FABTECH Mexico/Weldmex/METALFORM Mexico, Mexico City, May 2-4

IMTS, Chicago, Sept. 10-15

METALCON, Chicago, Oct. 9-11

EuroBlech, Hannover, Germany, Oct. 23-27

FABTECH, Las Vegas, Nov. 12-14