

# green manufacturer®

FMA publishing affiliate of the Fabricators & Manufacturers Association, International®

## 2012 Media Kit

# The Smart Investment...



## ... to reach your target customers

## Green Manufacturer – Editorial Mission

---

First time around the track, you're feeling your way around the bends; second time around, you know the bends and you're ready for them. Third time around the track, you hit your stride and kick out without looking behind you.

In this, our third year of publishing *Green Manufacturer*, we're hitting our stride and taking the turns without hesitation.

### Green Momentum

If there is one thing that we knew right out of the gate, it is that green is taking the manufacturing world by storm. Manufacturer after manufacturer is joining the swelling ranks of the ecominded.

Surveys indicate that most manufacturers currently are part of a green supply chain or expect to be in the near future. They are seeking actively sustainability sources to guide them.

Manufacturing software company IFS North America published a report showing that more than two-thirds of manufacturers say they are in a *green* supply chain in which at least one of their customers requires information on their products' and their company's environmental impact. Those same respondents say they make purchasing and sourcing decisions based on environmental impact and carbon footprint.

Ingersoll Rand's survey showed that half of the global corporate executive respondents say that their organizations' energy-efficiency initiatives are important to their customers.

MRO giant W.W. Grainger's CEO said that customers increasingly are asking for help in figuring out how to run their businesses in more environmentally friendly ways.

The green supply chain includes material handlers and the trucking and transportation industries as well. The Material Handling Industry of America (MHIA) recently published a report showing that 48 percent of respondents currently have a sustainability initiative under way, and 88 percent said that sustainability will be of even greater importance during the next 18 to 24 months.

Mandated to meet CAFE standards to improve fuel/energy efficiency and reduce toxic emissions, the transportation industry has been searching for help with the issue for some time.

The reports and surveys confirm what I've heard in one-on-one conversations with manufacturers:

- "Sustainability is the megatrend of the decade."
- "Green has driven innovation at all levels."

A third balked at the idea that manufacturers cannot afford to go green. "That's a myth," he said. "Going green is *profitable*."

### The Source

*Green Manufacturer* strives to be the primary information source for manufacturers with green strategies. Our coverage comprises everything manufacturers need to implement sustainability: energy-efficient equipment and machinery; sustainable buildings; ecofriendly products; and renewable energy, as both a power source and a market.

On the Hill keeps readers apprised of government incentives and regulations. The USGBC continues to provide a regular column guiding readers about its LEED® certification program. And I continue to offer my insights and thoughts in *Surveying the Greenscape*.

We've even taken our usefulness a step further by extending the information we impart in our articles about waste reduction, energy efficiency, and renewable-power sources to workshops and conferences on the topics. The Zero-Waste-to-Landfill Challenge has been well-attended, and our Green Manufacturer Network will soon be expanding.

Finally, most impressive to me about all of those survey results is that in every case, manufacturers stated that the most compelling reason for being in a green supply chain is that they consider it a social responsibility. I consider it *my* responsibility to support that noble pursuit.



*Kate Bachman*

Kate Bachman  
Editor



## Green Manufacturer – Editorial Calendar / Testimonials

	<b>Facilities</b>	<b>Machinery and Equipment (Operations)</b>	<b>Power Sources</b>	<b>Supplies &amp; Services (Buyers' Guides and Directories)</b>	<b>Sage Supplier (Special Section)</b>
<b>January/February</b> <i>Ad Close: 1-3-12</i> <i>Ad Material: 1-9-12</i>	Waste Management, Disposal Systems	Drives and Motors	Solar Energy Systems	Green Lubricants	Biomass
<b>March/April</b> <i>Ad Close: 2-29-12</i> <i>Ad Material: 3-8-12</i>	Building Retrofits Lighting	Electronics Recycling	Biomass	Sustainable Packaging	Solar Energy
<b>May/June</b> <i>Ad Close: 4-25-12</i> <i>Ad Material: 5-3-12</i>	Water Management	Sustainable Materials	Wind Systems	Ecofriendly Cleaners	Geothermal
<b>July/August</b> <i>Ad Close: 6-27-12</i> <i>Ad Material: 7-5-12</i>	Air Quality	Controls and Sensors	Geothermal Energy	Waste Management Companies	Wind Energy
<b>September/October</b> <i>Ad Close: 8-29-12</i> <i>Ad Material: 9-6-12</i>	Lighting Systems	Sustainable Packaging	Power Transmission	Material Handling	EV Components
<b>November/December</b> <i>Ad Close: 10-31-12</i> <i>Ad Material: 11-8-12</i>	Heating/Cooling Systems	Fluids	Waste-to-Energy Resources	Consultants & Contractors (Directory)	Transmission Systems

*Dates subject to change*

Published six times per year. 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.

### Appearing Each Issue:

**Green on the Hill**—Columnist Stephen Barlas keeps tabs on the federal incentives, EPA rules, and congressional legislation that affect manufacturers.

**U.S. Green Building Council LEED® Certification**—This column covers the sweeping changes affecting environmentally friendly facility design.

**Ecosavvy Newsmakers**—This collection of news keeps leaders of sustainability programs updated on the latest happenings and trends.

**Surveying the Greenscape**—Editor Kate Bachman provides her perspective on the green issues of the day.

**Under Cover**—These hidden stories of success provide inspiration for others wanting to lessen their impact on the environment.

### Here's what people are saying about *Green Manufacturer*:

"Since being highlighted in *Green Manufacturer*, our company has seen a 400 percent increase in traffic to our Web site, and the people contacting us are the decision-makers, which makes our job so much easier!"

"I read the first issue of *Green Manufacturer*...It is a fantastic magazine and dead-on for our type of business, the markets we serve, and for the times in which we live."

"I wanted to thank you for a great article. We are already seeing a significant response from the readers!"

"I received *Green Manufacturer* and I am impressed with the valuable information that it provides. I look forward to reading future issues that will detail green strategies, tactics, and trends that will help my manufacturing business grow."

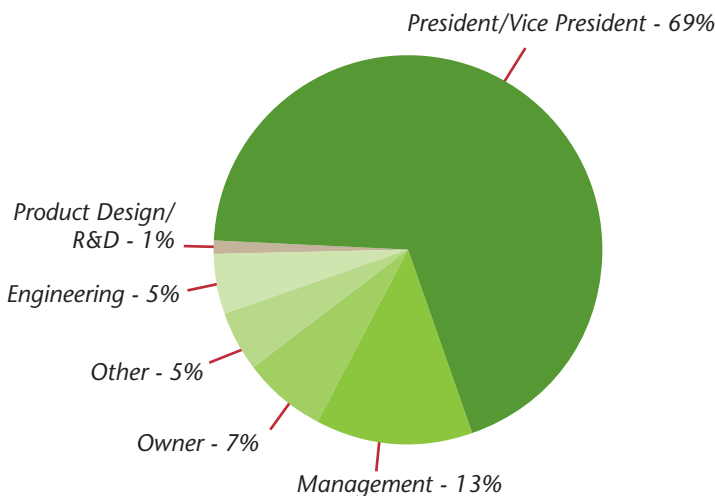
### FORTUNE 500 companies that currently receive *Green Manufacturer* include:

3M	Ford Motor	Hewlett-Packard	Motorola	Texas Instruments
Boeing	General Mills	John Deere & Co.	Owens Corning	Tyson Foods
Caterpillar	General Motors	Kimberly Clark	Sara Lee	Union Pacific Railroad
DuPont	Goodyear Tire & Rubber Co.	Kellogg	Snapple Beverage Corp.	Whirlpool
Exxon Mobil	Harley-Davidson	Marathon Oil	Sherwin Williams	Xerox

## Green Manufacturer – Target Audience / Delivers to the Decision-Makers

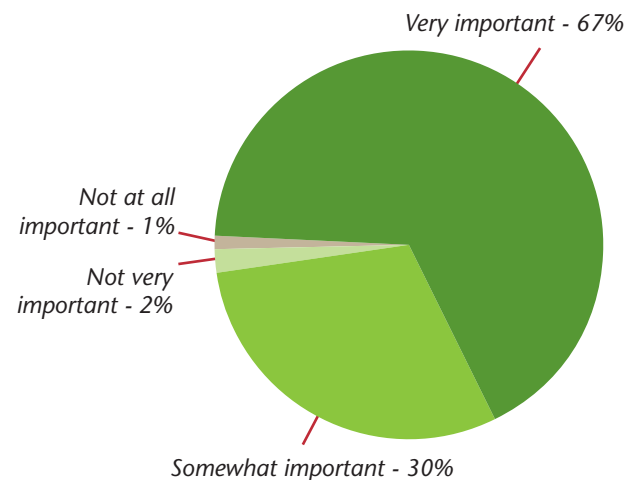
Job Functions	Category	Total Circulation	Source
Owners/Operators Corporate Management Engineering Management Plant Operations Plant Management Facilities Management Purchasing Management Engineering	Discrete and process manufacturing, North American-based	55,000	<ul style="list-style-type: none"> <li>• Directory names, to six-digit NAICS</li> <li>• Qualified subscribers</li> </ul>

### Green Manufacturer delivers to every member of your company's target buying team



Source: Publisher's own data.

### How important is sustainability to your company?



Source: Publisher's own data.

## Green Manufacturer – Sustainability by the Numbers

- 93% of CEOs believe that sustainability issues will be critical to the future success of their business.
- 96% of CEOs believe that sustainability issues should be fully integrated into the strategy and operations of a company (up from 72% in 2007).
- 91% of CEOs report that their company will employ new technologies (e.g., renewable energy, energy efficiency, information and communication technologies).
- 72% of CEOs cite "brand trust and reputation" as one of the top three factors driving them to take action on sustainability issues. Revenue growth and cost reduction is second with 44%.
- 72% of CEOs see education as the global development issue most critical to address for the future success of their business. Climate change is second with 66%.
- 86% of CEOs see "accurate valuation by investors of sustainability in long-term investments" as important to reaching a tipping point in sustainability.

\*Source: "A New Era of Sustainability," UN Global Compact-Accenture CEO Study 2010.

# Greenmanufacturer.net – Home Page Opportunities

Greenmanufacturer.net is the online information tool of choice for those who are responsible for driving the transition to ecosavvy manufacturing. Your target customers that are looking for ways to manufacture in sustainable ways, reduce costs, and improve energy efficiencies will find what they are looking for at [www.greenmanufacturer.net](http://www.greenmanufacturer.net)!

## Home page opportunities:

Button Ad – 120 x 90 pixels  
 \$350/month nonadvertiser  
 \$250/month advertiser

Vertical Banner Ad – 120 x 240 pixels  
 \$425/month nonadvertiser  
 \$325/month advertiser

Horizontal Full Banner Ad – 468 x 60 pixels  
 \$650/month nonadvertiser  
 \$550/month advertiser

All of these may rotate with up to 3 ads.



## "Big Box" Sample

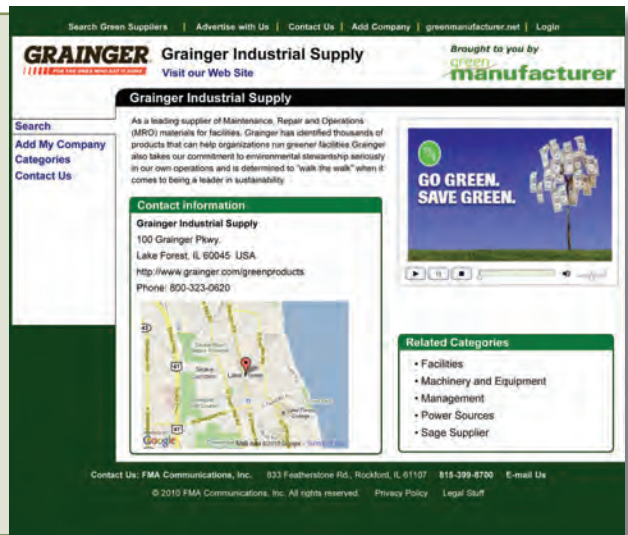
## Green Manufacturer Supplier Directory

"Big Box" Ad – 250 x 250 pixels  
 \$750/month nonadvertiser  
 \$650/month advertiser



## Showroom Sample

- Expanded** (Free to 12x print advertisers)
  - Includes all of the Advertiser Exclusive features, plus five deep links within the FFID Showroom linked to the supplier's site, FFID and fab.com slotted search results, a banner ad in the showroom, static product lineup and trade name lists, and location map.
  - 1x advertiser rate: \$4,000 gross per year
  - 3x advertiser rate: \$2,000 gross per year
  - 6x advertiser rate: \$1,000 gross per year
- Advertiser Exclusive** (Free to contracted advertisers)
  - Includes all the Basic Showroom features, plus company logo, profile (150-word writeup), and generic e-mail form to the Basic Showroom items. (\$3,000 value)
- Basic Showroom** (Free to all relevant suppliers)
  - Includes linked listings of FFID categories, Buyers' Guides, list of articles and releases the company appears in, company name, address, phone number, and home page URL. (\$2,000 value)



## Are you looking for a unique way to showcase your new products?

Multimedia advertising is quickly becoming a required part of the overall marketing mix for companies today. Using an integrated approach to your marketing plan allows you to target prospects at different points in the buying cycle. Some prospects use trade magazines, some use the Internet, and some use word-of-mouth. By using various forms of media, you better position your products to reach buyers where and when they are looking for information. And, ultimately, when they are ready to buy.



### “Green Manufacturer Brief” E-newsletter Sponsorships

Greenmanufacturer.net distributes six monthly opt-in-only e-newsletters with industry-specific content. Advertising in the e-newsletter delivers your message to thousands of qualified subscribers who rely on the newsletter for the latest industry articles, news, and product information.

Wednesday, Jan. 11, 2012 (ad close 1/4/12)

Wednesday, March 7, 2012 (ad close 3/1/12)

Wednesday, May 9, 2012 (ad close 5/2/12)

Wednesday, July 11, 2012 (ad close 7/3/12)

Wednesday, Sept. 12, 2012 (ad close 9/5/12)

Wednesday, Nov. 7, 2012 (ad close 11/1/12)

- **Banner Ad** - \$495
- **Text Ad** - \$595



### Webcasts

Webcasts offer a unique way to showcase your new products and services to an interactive audience.

- **Exclusive Webcast** - \$5,000 gross



### Video

The video medium has been taking off in recent years due partly to the popularity of Web sites like www.youtube.com. One important feature of using a video to promote a product or service is its viral marketing appeal, meaning viewers can e-mail or share the video with colleagues. Your company's video will appear both in your company's showroom and in the Multimedia Center.

- **Advertiser** - \$250 per thousand impressions
- **Nonadvertiser** - \$350 per thousand impressions



### Podcasts

Podcasts are prerecorded audio files giving users the unique convenience to listen at their desktop or download and listen on the go using their MP3 player.

- **Advertiser** - \$150 per thousand impressions
- **Nonadvertiser** - \$250 per thousand impressions

For custom podcasts, contact Jim Gorzek at 815-227-8269, or e-mail him at [jimg@greenmanufacturer.net](mailto:jimg@greenmanufacturer.net).



### White Paper

Promoted in quarterly e-blasts

- **\$1,000 per year** (includes e-mail leads)

For advertising information, contact:



**Jim Gorzek**  
*Associate Publisher*  
jimg@greenmanufacturer.net  
815-227-8269



**Phil Arndt**  
*Senior Communications Specialist*  
phila@greenmanufacturer.net  
815-227-8267

**green**  
**manufacturer**<sup>®</sup>

 publishing affiliate of the Fabricators & Manufacturers Association, International<sup>®</sup>

833 Featherstone Road • Rockford, IL 61107