

Practical WELDING

THE REAL WORLD FOR WELDING PROFESSIONALS

Today®



Media Kit

The Smart Investment...



... the combination to reach your target customers

Practical Welding Today – Editorial Mission / Biography / Editorial Calendar 2012

When welders look for a practical resource for information on welding processes, equipment, consumables, and technology, they turn to *Practical Welding Today*. Why? Because *Practical Welding Today* is committed to arming its readers with the knowledge they need for a job well done.


Editorial coverage is intended to best serve a welder's diverse needs. Technical articles supply readers with educational material, troubleshooting techniques, and tips on welding processes and equipment, cutting and surface preparation, welding consumables, robotics and automation, and other information welders need and care about. Case studies and company profiles shed light on how welding and fabrication shops integrate technology and equipment to tackle various welding and fabricating situations. Respected columnists Frank Armao (Aluminum Workshop), Paul Cameron (Arc Welding 101), and Jerry Mathison and Jay Ginder (Consumables Corner) answer reader questions and provide technical support on an array of hot-button issues.

Artist's Gallery and Welder Profile complement each issue by exposing welders' creative side and providing a personal touch to those who consider welding as more than just a career.

Each *Practical Welding Today* reader is unique. And each, whether he works for a two-man shop or a 20-man shop, has a story to tell. **That's why in 2012 we are introducing Shop Stories—a Q&A spotlight of welding shops around the country that are doing unique and interesting things within the industry.**

Also in 2012, *Practical Welding Today* will give a shout out to the welding educator who best exemplifies leadership, passion, and a commitment to supplying the industry with the next generation of welders.

Practical Welding Today strives to provide the most comprehensive educational resource for its more than 30,000 subscribers*. The welders have spoken, and they want real information that they can use every day. That's why they choose *Practical Welding Today*—the real world for welding professionals.



Amanda Carlson
Associate Editor

*Source: BPA Statement, December 2010



Amanda Carlson was named as the associate editor in charge of *Practical Welding Today* in November 2006. She is responsible for coordinating and writing or editing all of the magazine's editorial content. She is also a regular contributor to "Welding Wire," the monthly e-newsletter for the welding industry on thefabricator.com.

Before joining *Practical Welding Today*, Amanda was FMAC news editor for two years, coordinating and editing all product and industry news items for all four magazines and the Web site.

Amanda graduated from Midwestern State University, Wichita Falls, Texas, with a bachelor's degree in mass communications with a minor in journalism.

	Systems & Equipment	Consumables	Cutting & Weld Prep	Safety	Spotlight	Advertiser Bonus	Appearing Each Issue
January/February <i>Ad Close: 12-13-11</i> <i>Ad Material: 12-20-11</i>	Arc Welding: SMAW		Grinding and Abrasives	Shop Safety		<i>Harvey Readership Study</i>	Editor's Corner —Associate Editor Amanda Carlson addresses the issues affecting the welding community.
March/April <i>Ad Close: 2-21-12</i> <i>Ad Material: 2-28-12</i>	Arc Welding: GTAW			Fume Extraction	Robotic Welding	<i>Problem Solvers Directory Advertorial Package (for 1/2-page & larger advertisers)</i>	Aluminum Workshop —Aluminum welding expert Frank Armao provides real-world advice to welders who join aluminum.
May/June <i>Ad Close: 4-19-12</i> <i>Ad Material: 4-26-12</i>	Arc Welding: GMAW	Filler Metals			Automation		Consumables Corner —Filler metal experts Jerry Mathison and Jay Ginder troubleshoot problems that originate with the choice of consumables.
July/August <i>Ad Close: 6-21-12</i> <i>Ad Material: 6-28-12</i>			Plasma Cutting	Personal Safety	Welding Education	<i>New Product Advertorial Package (for 1/2-page & larger advertisers)</i>	Arc Welding 101 —Certified Welding Educator and Certified Welding Instructor Paul Cameron shares his technical expertise on a variety of welding subjects.
September/October <i>Ad Close: 8-16-12</i> <i>Ad Material: 8-23-12</i>	Orbital Welding	Shielding Gases	Positioning		FABTECH Preview	FABTECH Package	Artist's Gallery/Welder Profile —Associate Editor Amanda Carlson introduces readers to talented welders and metal artists.
November/December <i>Ad Close: 10-18-12</i> <i>Ad Material: 10-24-12</i>	Arc Welding: FCAW	Torch Tips and Nozzles	Mechanized Cutting			<i>Problem Solvers Directory Advertorial Package (for 1/2-page & larger advertisers)</i>	New coverage for 2012: Shop Stories —A question-and-answer feature explores the lives of our welding readers.

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.

Tradeshows to remember:

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

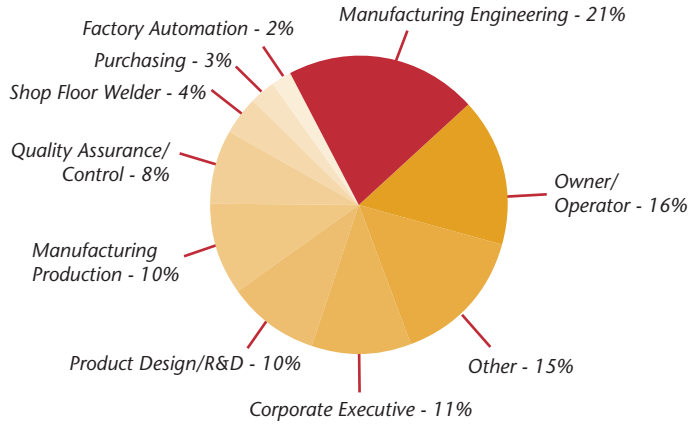
FABTECH Mexico/Weldmex/METALFORM Mexico, Mexico City, May 2-4

FABTECH, Las Vegas, Nov. 12-14

Practical Welding Today – Delivers to the Decision-Makers

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

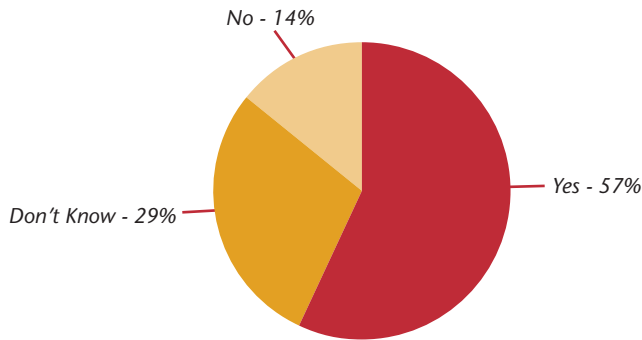
"Please indicate the area of responsibility which best describes your primary job function."



Source: 376 respondents surveyed via e-mail January/February 2011 issue and conducted by Harvey Research, Inc.

PWT subscribers are planning to invest in capital equipment.

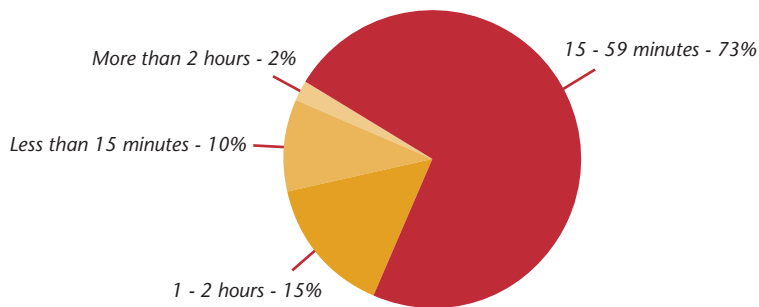
"Does your company plan to make capital equipment purchases within the next 18 months?"



Source: 376 respondents surveyed via e-mail January/February 2011 issue and conducted by Harvey Research, Inc.

PWT subscribers engage with the magazine regularly.

"How much time do you generally spend reading an issue of Practical Welding Today?"



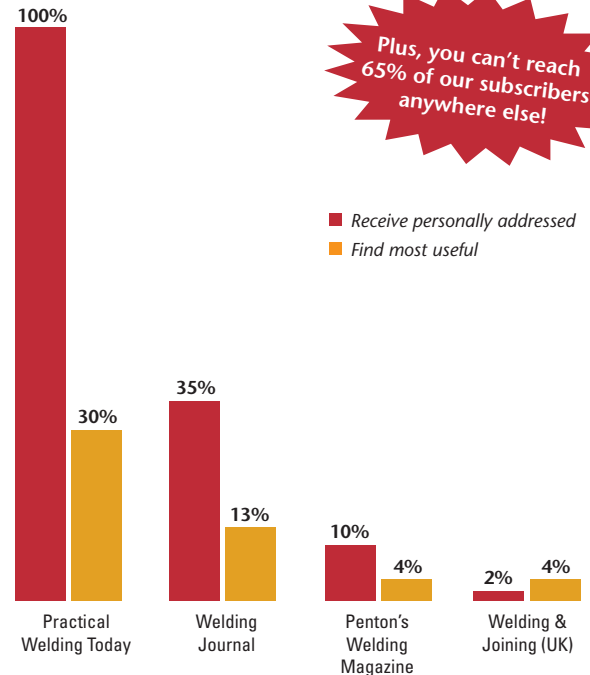
The typical respondent generally spends an average of 39.2 minutes reading an issue of Practical Welding Today.

The average number of readers per copy for the January/February 2011 issue was 2.9 (1.9 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 87,223.

Source: 376 respondents surveyed via e-mail January/February 2011 issue and conducted by Harvey Research, Inc.

Practical Welding Today: The most useful welding magazine by a margin of more than 2-1!

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

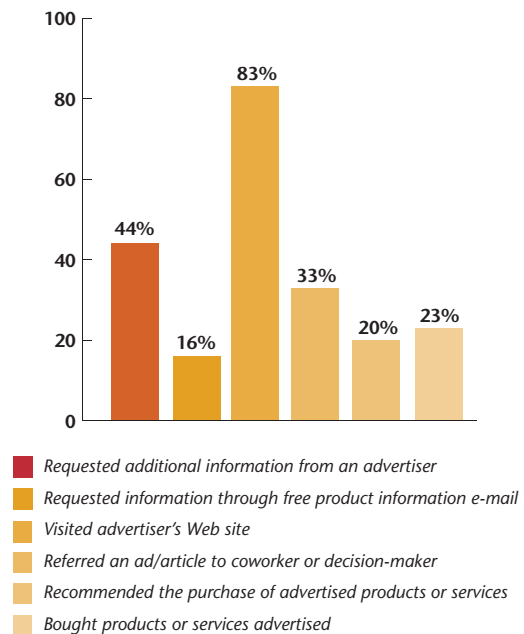


Plus, you can't reach 65% of our subscribers anywhere else!

Source: 376 respondents surveyed via e-mail January/February 2011 issue and conducted by Harvey Research, Inc.

PWT advertisements result in action.

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



98% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in Practical Welding Today.

Source: 376 respondents surveyed via e-mail January/February 2011 issue and conducted by Harvey Research, Inc.