

STAMPING JOURNAL

EXPERTISE TO HELP YOU TRANSFORM METAL INTO GOLD



Media Kit

The Smart Investment...



... the combination to reach your target customers

Stamping, stamping, and nothing but stamping.

STAMPING Journal is the only publication that is completely and exclusively committed to stamping coverage. Readers' letters, comments made at events and tradeshows such as FABTECH®, and input from the segment at large—all indicate that *STAMPING Journal* is the resource that the industry turns to for wall-to-wall stamping features. We are gratified to know that we have been part of helping metal forming manufacturers—from small shops to large firms—solve problems and improve.

Happily, signs of recovery abound. Stampers, die houses, and large OEMs have reported from the field that their business activity is up and humming.

In 2012 we'll press on in spotlighting opportunities in new markets, and we'll highlight stamping-related innovations exhibited at FABTECH. Readers can continue to rely on our pool of exceptional industry experts to provide credible answers and real help when they have nowhere else to turn. Art Hedrick will continue to share his deep well of die knowledge in Die Science; Dennis Cattell and Tom Vacca will answer readers' specific ques-

tions in Ask the Expert; Bernard Swiecki will keep readers apprised in Automotive Intelligence; and Dr. Taylan Altan's team of researchers will alert readers to new technologies on the horizon.

Our successful cobundling of the print version of *STAMPING Journal* with *The FABRICATOR*® continues in 2012. As a result, *STAMPING Journal's* coverage won't be diluted with articles on other metalworking technology; *The FABRICATOR* provides that extensive technology coverage in its own pages. Alternatively, readers can opt for the digital version, available to all without geographic boundaries, and with hot links to advertisers' Web sites.

As always, our mission is to provide stamping, tooling, and engineering shops with the expertise they need to transform 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*.

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

	Press Technology	Tool & Die	Processing Handling	Buyers' Guide	Advertiser Bonus	Appearing Each Issue
January/February <i>Ad Close: 11-30-11</i> <i>Ad Material: 12-7-11</i>	Stamping Presses	Design for Manufacturability	Press Feeding	Lubricant	<i>Harvey Readership Study</i>	Meet the Press —Editor Kate Bachman comments on topics affecting the stamping industry.
March/April <i>Ad Close: 2-1-12</i> <i>Ad Material: 2-8-12</i>	Deep Drawing	Die Maintenance/Repair	Scrap Handling	Mechanical Press	<i>Problem Solvers Advertorial Package (for ½-page & larger advertisers)</i>	Die Science —Tool and die expert Art Hedrick advises shops about tool and die best practices.
May/June <i>Ad Close: 3-27-12</i> <i>Ad Material: 4-3-12</i>	Stamping Presses	Tool Steels	Automation	Press Feed		R&D Update —The researchers at the Center for Precision Forming inform readers about metal forming-related research.
July/August <i>Ad Close: 5-22-12</i> <i>Ad Material: 5-30-12</i>	Hot Forming	Quick Die Change	Coil Leveling	Hydraulic Press	<i>New Product Advertorial Package (for ½-page & larger advertisers)</i>	Automotive Intelligence —Bernard Swiecki of the Center for Automotive Research shares his topical perspectives on the stamping industry's engine.
September/October <i>Ad Close: 7-24-12</i> <i>Ad Material: 8-1-12</i>	Servo Technology	Die Design	Lubrication	Conveyor	FABTECH Package	Ask the Expert —Tom Vacca and Dennis Cattell answer readers' specific questions.
November/December <i>Ad Close: 9-25-12</i> <i>Ad Material: 10-3-12</i>	Press Maintenance/Repair	In-Die Capabilities	Coil Handling	Die Handling	<i>Problem Solvers Advertorial Package (for ½-page & larger advertisers)</i>	

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.

• 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.

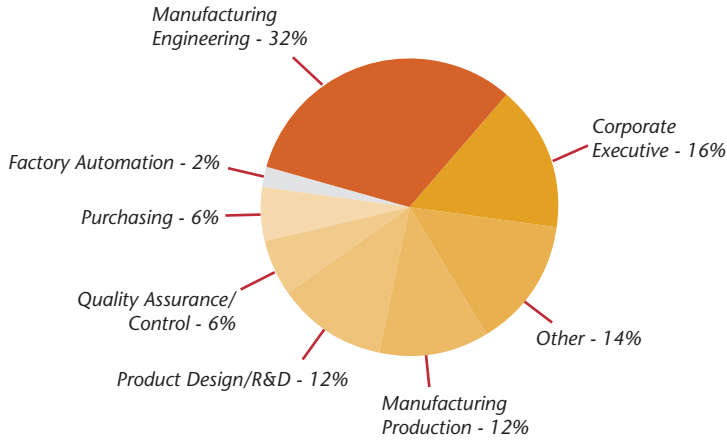
Tradeshows to remember:

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

FABTECH, Las Vegas, Nov. 12-14

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

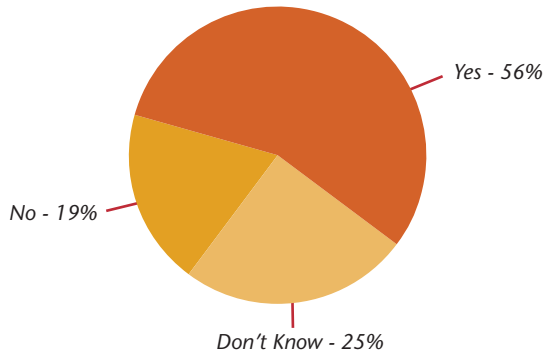
"Please indicate the area of responsibility which best describes your primary job function."



Base: 311 subscribers surveyed via the Internet through January/February 2011.

SJ subscribers are planning to invest in capital equipment.

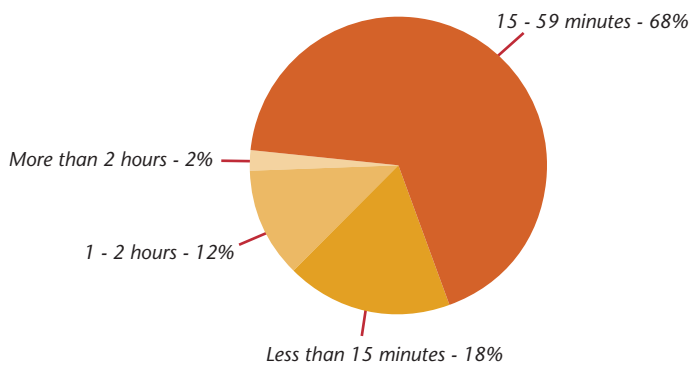
"Does your company plan to make capital equipment purchases or improvements within the next 18 months?"



Base: 311 subscribers surveyed via the Internet through January/February 2011.

SJ subscribers engage with the magazine regularly.

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



The typical respondent generally spends an average of 35.5 minutes reading an issue of STAMPING Journal.

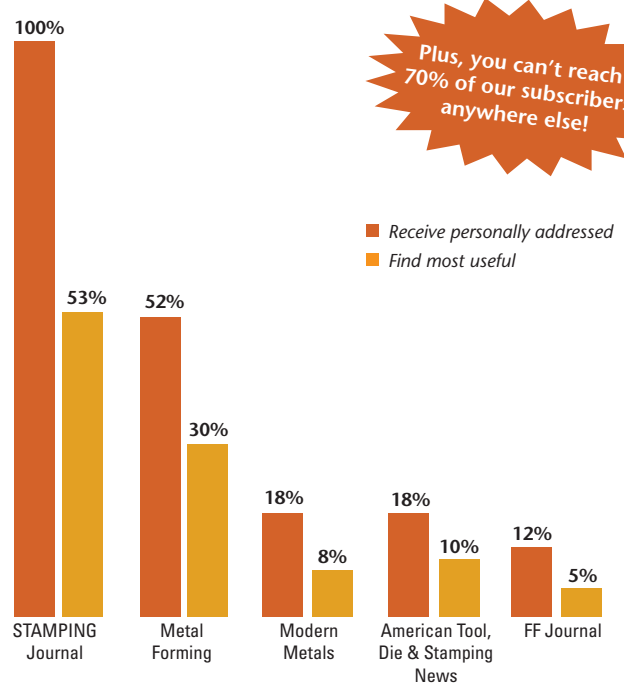
The average number of readers per copy for the January/February 2011 issue was 2.7 (1.7 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 46,829.

Base: 311 subscribers surveyed via the Internet through January/February 2011.

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?"

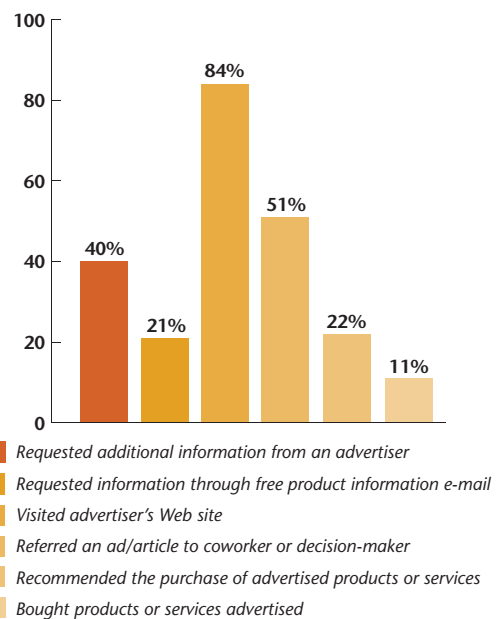


Plus, you can't reach 70% of our subscribers anywhere else!

Base: 311 subscribers surveyed via the Internet through January/February 2011.

SJ advertisements result in action.

"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: 311 subscribers surveyed via the Internet through January/February 2011.