

# the fabricator.®



***"The FABRICATOR gave me the information and innovation to go from a start-up business to 3 laser FMS cells, 2 multiaxis CNC press brakes, and an automated information system in 3½ years."***

***Chris Hollenback***  
***President - Integrated Manufacturing Solutions (IMS)***  
***Shakopee, Minn.***

# The FABRICATOR – Editorial Mission / Biographies

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*The FABRICATOR*® is 40 years old this year, and the staff is working to ensure that the publication doesn't suffer a midlife crisis.

You'll notice a complete publication redesign that is more user-friendly and mimics the changes occurring on the electronic complement to the magazine—thefabricator.com. *The FABRICATOR*'s staff realizes that delivering solid stories, thorough product information, and entertaining features is the reason people love the print publication and that the love affair doesn't have to end there. The editors want readers to explore the wealth of information available on thefabricator.com—arguably the most resource-rich fabricating site on the Internet.

## Editorial Overview

Meanwhile, *The FABRICATOR* still remains the most trusted and well-read publication in the industry. In 2010 the magazine not only will look better, but also read better.

Senior Editor Tim Heston, who has a great talent for turning technically complex stories into useful narratives, returns. Readers also can expect more personality profiles from him in 2010.

In conjunction with its 40th anniversary, the magazine will introduce Springback, a column that will take a look at past coverage in *The FABRICATOR* and provide readers with perspectives and updates sure to interest all industry veterans. Also, look for Commodity Insights, a monthly news feature that will help metal purchasers better understand short-term availability and pricing for certain metal segments.

In addition, readers can expect the in-depth technology overviews and how-to articles that help the publication stand out against the competition.

## What's New for 2010?

*The FABRICATOR* will introduce The FAB 50: The Top Metal Fabricators in the U.S. Editors often have been asked to provide information that helps to define the "metal fabricating market" in the U.S., and now the publication attempts to find out just who are the most successful job shops in the U.S.

In the new year we'll also launch expanded Product Highlights sections. Readers love new-product information, and the editors want to deliver just that.

The first 40 years have been devoted to developing a magazine that is unsurpassed in meeting metal fabricators' needs for information. We want to spend the next 40 years building on that legacy.



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*, *TPI-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.

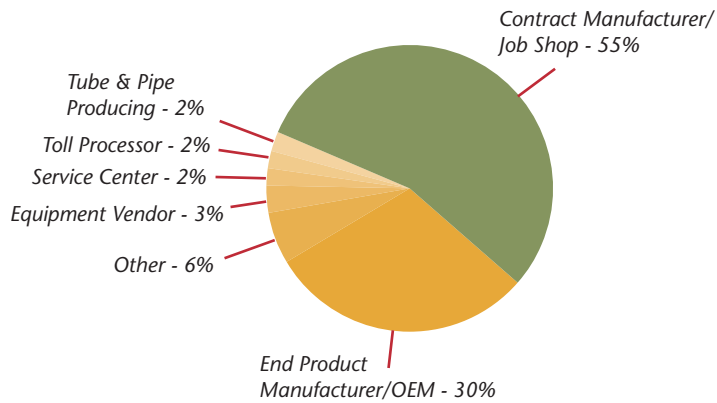


Tim Heston, *The FABRICATOR*'s senior editor, has covered the metal fabrication industry since 1998, starting his career at the American Welding Society's *Welding Journal*. Since then he has covered the full range of metal fabrication processes, from stamping, bending, and cutting to grinding and polishing. 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 the Decision-Makers

## FAB subscribers are your company's target customers.

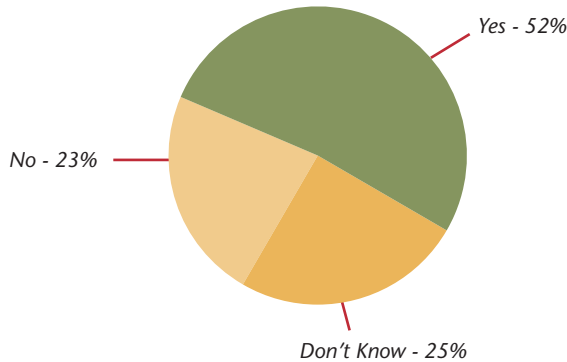
"Which of the following best describes your company, organization, or firm?"



Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

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

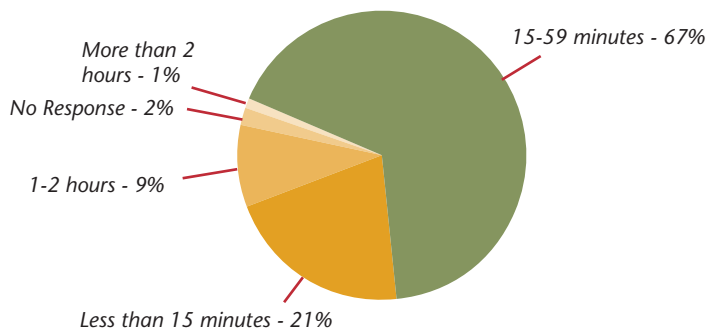
"Does your company plan to make capital equipment purchases within the next 18 months?"



Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

## FAB subscribers engage with the magazine regularly.

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



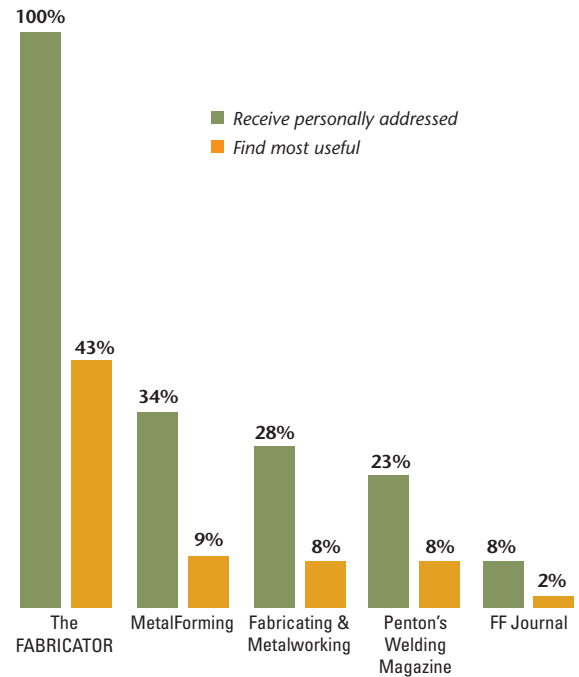
The typical respondent spends an average of 33.3 minutes reading an issue of The FABRICATOR.

The average number of readers per copy for the April 2009 issue was 2.7 (1.7 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 150,155.

Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

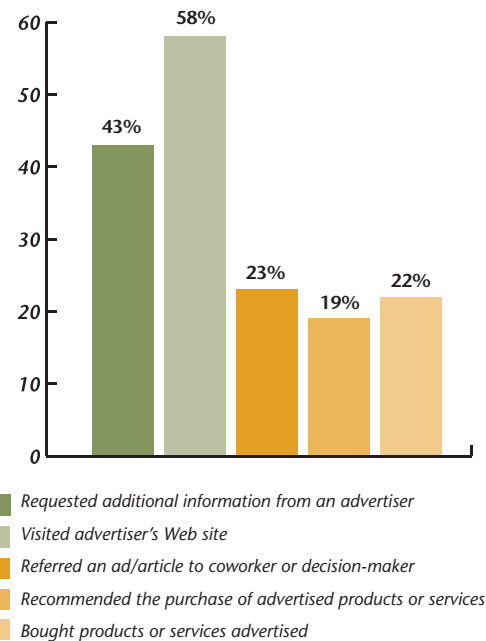
## Independent research shows The FABRICATOR is the most useful fabricating magazine by a margin of nearly 5-1!

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



Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

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



83% 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.

Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

# The FABRICATOR – Editorial Calendar 2010

	Forming	Fabricating	Welding	Tube & Pipe
<b>January</b> <i>Ad Close: 11-30-09</i> <i>Ad Material: 12-7-09</i>	Press Brakes	Laser Cutting	Robotic Welding	
<b>February</b> <i>Ad Close: 1-4-09</i> <i>Ad Material: 1-11-09</i>	Ironworkers	Heavy Plate Fabrication	Hybrid Processes	Tube Bending
<b>March</b> <i>Ad Close: 1-26-10</i> <i>Ad Material: 2-3-10</i>	Roll Bending	Waterjet Cutting	Welding Metallurgy	
<b>April</b> <i>Ad Close: 2-25-10</i> <i>Ad Material: 3-4-10</i>	Press Brake Safety	Hand Tools	GMAW	Laser Tube Cutting
<b>May</b> <i>Ad Close: 3-25-10</i> <i>Ad Material: 4-1-10</i>	Combination Machines	Sawing	Joining Dissimilar Materials	
<b>June</b> <i>Ad Close: 4-26-10</i> <i>Ad Material: 5-3-10</i>	Press Brake Tooling	Plasma Cutting		Hydroforming
<b>July</b> <i>Ad Close: 5-21-10</i> <i>Ad Material: 5-28-10</i>	Panel Benders	Solid-State Lasers	Weld Inspection	
<b>August</b> <i>Ad Close: 6-25-10</i> <i>Ad Material: 7-3-10</i>	Bending Software	Punching	Welding Safety	End Forming
<b>September</b> <i>Ad Close: 7-28-10</i> <i>Ad Material: 8-4-10</i>	Roll Forming METALCON Preview	Waterjet Cutting	Joining Heavy Gauges	
<b>October</b> <i>Ad Close: 8-23-10</i> <i>Ad Material: 8-30-10</i>	Robotic Bending	Precision Fabrication	GTAW	
<b>November</b> <i>Ad Close: 9-28-10</i> <i>Ad Material: 10-5-10</i>	Folding	Fabricating Automation		Tube Bending
<b>December</b> <i>Ad Close: 10-25-10</i> <i>Ad Material: 11-1-10</i>	Punch Form Tooling	Laser Cutting	FCAW	

*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. The publisher of The FABRICATOR® reserves the right to amend this schedule if necessary.

## Appearing in 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.

**Precision Matters** – Fabricating expert Gerald Davis provides useful guidance for all shop managers.

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

**Chief Concerns** – Fabricating shop owners and management have to be knowledgeable of all aspects of running a business. This monthly section provides guidance to those leaders.

Focus	Chief Concerns	Product Highlight	Buyers' Guide	Advertiser Bonus
FABTECH Recap	Looking for the Right ERP Software Package	Structural Steel Fabricating		Free E-product Showcase (for 1/2 page & larger advertisers)
<i>The FABRICATOR's</i> 2010 Industry Award Winner	Beefing up Collections Efforts	CAD/CAM	Punching Machine	
ALAW 2010 Preview	Green Certification: What Is It and Is It Worth It?	Westec & Tube Düsseldorf Exhibitor Highlights	Lift Truck	Westec Bonus Distribution
Powder Coating	Management Software for Small Shops	Welding Safety	Folding Machine	Tube Düsseldorf Bonus Distribution Harvey Readership Study
Structural Steel Fabricating	When Does It Make Sense to Add Robots?	Shears	GTAW Power Source	
The FAB 50: The Top Metal Fabricators in the U.S.	A Guide to Establishing Internships	Packaging Equipment	2-D Laser Cutting Machine	Free E-product Showcase (for 1/2 page & larger advertisers)
Material Handling	Improving Your Sales Efforts	Press Brakes	CAD/CAM	
	Lean Manufacturing for the Small Shop	IMTS Exhibitor Highlights	GMAW Power Source	IMTS Bonus Distribution
Evolution of Machine Control	How to Manage Your Raw Material Better	Saws	3-D Laser Cutting Machine	
FABTECH Preview	Establishing Employee Recognition Programs	FABTECH Exhibitor Highlights		FABTECH/AWS Welding Show/METALFORM Package
Software	Making Sense of ISO Certification	Ironworkers	Waterjet Cutting Machine	Free Market Position Study (for 1/2 page & larger advertisers)
Industry Forecast for 2011	Is It Possible to Be a Paperless Shop?	Plasma Cutting	Press Brake	

### **New coverage for 2010:**

- **The FAB 50** is a listing of the 50 largest shops—as determined by 2009 sales revenue figures—involved in the fabrication of metal products.
- **Springback**, a column that will launch in *The FABRICATOR's* 40th year, looks back at stories from the magazine's archives and provides updates.
- **Commodity Insights** is a monthly interview with raw material industry observers who can provide perspective on long-term trends in availability and pricing.

### **Tradeshows to remember:**

**Expo Manufactura** - Monterrey, Mexico, March 2-4

**Metal Matters: The Metal Fabricator's Management Summit** - Lake Buena Vista, Fla., March 3-5

**Tube Düsseldorf** - Düsseldorf, Germany, April 12-16 • **Westec** - Los Angeles, March 23-25

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

**Eastec** - West Springfield, Mass., May 25-27 • **IMTS** - Chicago, September 13-18

**METALCON** - Las Vegas, October 20-22 • **EuroBlech** - Hanover, Germany, October 26-30

**FABTECH International/AWS Welding Show/METALFORM** - Atlanta, November 2-4