

# STAMPING JOURNAL



***"STAMPING Journal keeps us up-to-date with industry technology and gives us a platform to communicate to our customers."***

***Jeffrey E. Debus***  
*President - Beckwood Press Company*  
*St. Louis, Mo.*

The stamping industry is experiencing a new landscape—in some areas, flatter, in others, more fragmented. New alliances have been formed, and companies have reinvented themselves.

The 2010 *STAMPING Journal*® has done this as well. *STAMPING Journal* has reinvented itself, with a new delivery method that comprises bundled mailing with the hard copy edition of *The FABRICATOR*® and a digital version for those who like the convenience of the electronic format.

### Editorial Overview

*STAMPING Journal* still is the only North American publication stampers can turn to for coverage devoted exclusively to them. Each issue fully explores technologies driving the industry—tool and die, press, coil processing, and material handling technologies.

We'll actively engage our readers by tackling topical issues—this year on presses, tooling, and coil processing capabilities and material properties for forming high-strength steels.

We'll highlight opportunities to branch out into new, lucrative industry segments such as renewable energy, medical, aerospace, and furniture.

We'll also look at stamping structural steel, laser blanking and trimming, and design-for-function concepts.

### *STAMPING Journal's* Mission

As always, our mission is to provide stamping and tooling shops with the expertise they need to transform gray metal into gold.



Kate Bachman  
Editor, *STAMPING Journal*



Kate Bachman took over the helm of *STAMPING Journal*® after having been a senior associate editor and editor of *The FABRICATOR* for five years.

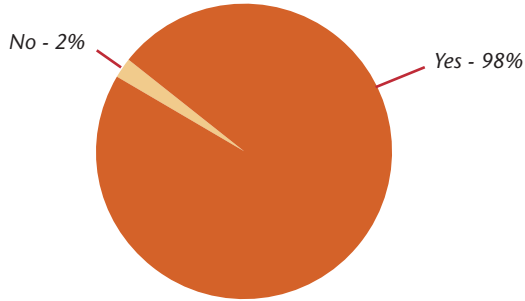
She is responsible for the overall editorial content, quality, and direction for *STAMPING Journal*. In that role, she edits and writes technical, case study, and trends feature articles; pens a monthly commentary; and composes and manages regular departments in the magazine. Kate also works with columnists 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*. Her first glimpse at the stamping industry was in 1993 while covering the manufacture of metal stamped toys at Nylint Toys.

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

## SJ's digital delivery format reaches company decision-makers.

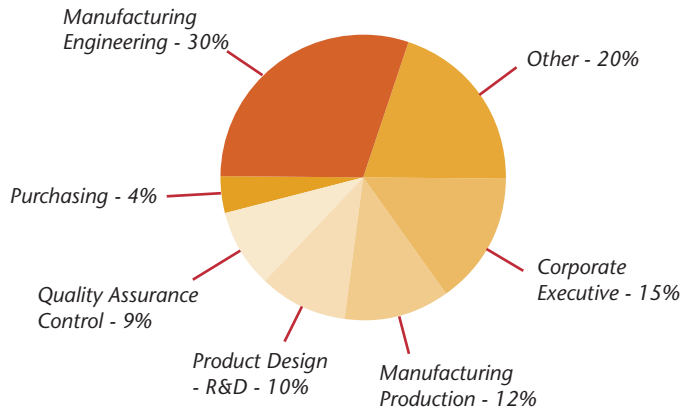
"Do you or does your company currently use the Internet as a tool in gathering information to make purchasing decisions?"



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

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

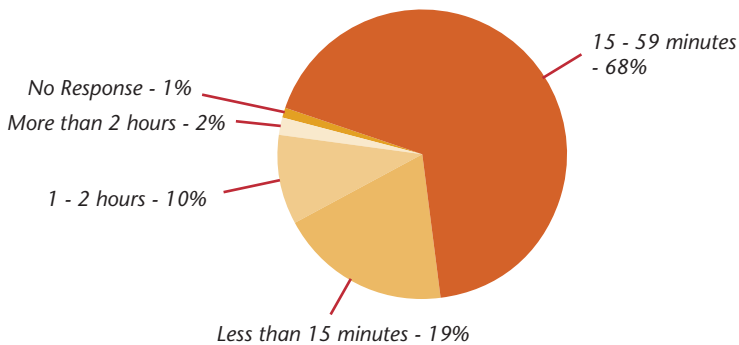
"Please indicate the area of responsibility which best describes your primary job function."



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

## SJ subscribers engage with the magazine regularly.

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



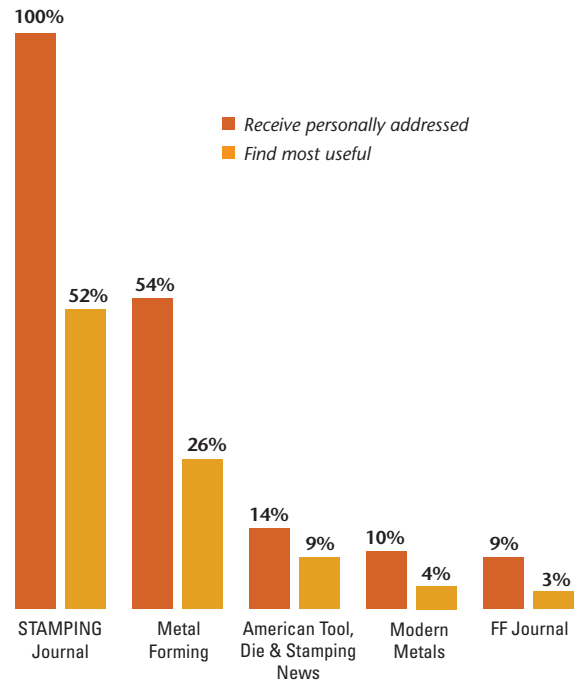
The typical respondent spends an average of 34.7 minutes reading an issue of STAMPING Journal.

The average number of readers per copy for the May 2009 issue was 2.4 (1.4 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 81,715.

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

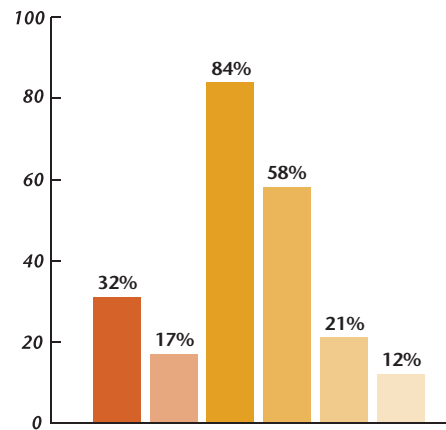
## STAMPING Journal: The most useful stamping magazine by a margin of 2-1!

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



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 STAMPING Journal?"



- Requested additional information from an advertiser
- Requested information through free product information e-mail
- Visited advertiser's Web site
- Referred an ad/article to coworker or decision-maker
- Recommended the purchase of advertised products or services
- Bought products or services advertised

97% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in SJ.

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

# STAMPING Journal – Editorial Calendar 2010

	Press Technology	Processing/Handling/Assembly	Tool & Die
<b>January/February</b> <i>Ad Close: 11-19-09</i> <i>Ad Material: 11-30-09</i>	Mechanical Presses		Die Design
<b>March/April</b> <i>Ad Close: 1-21-10</i> <i>Ad Material: 1-28-10</i>	Hydraulic Presses	Automated Material Handling	
<b>May/June</b> <i>Ad Close: 3-23-10</i> <i>Ad Material: 3-30-10</i>	Press Upgrades		Software
<b>July/August</b> <i>Ad Close: 5-18-10</i> <i>Ad Material: 5-25-10</i> <b>The High-Strength Steel Issue</b>	Thermal Stamping	Material Testing	Tooling for HSS Forming
<b>September/October</b> <i>Ad Close: 7-22-10</i> <i>Ad Material: 7-29-10</i>	Metal Forming Structural Steel Parts	Laser Blanking, Trimming	
<b>November/December</b> <i>Ad Close: 9-22-10</i> <i>Ad Material: 9-29-10</i>	Press Maintenance		Die Protection/Coatings

*Dates subject to change*

## Appearing in each issue:

**Meet the Press** – Editor Kate Bachman provokes thought and inspires dialogue about topical subjects affecting the metal forming industry.

**Die Science** – Tool and die expert Art Hedrick writes tool and die advice and advocates respect for diemakers.

**R&D Update** – The researchers at the Center for Precision Forming chronicle today's cutting-edge research.

**Automotive Intelligence** – Bernard Swiecki of the Center for Automotive Research shares his insightful, research-backed commentary on the auto industry and suppliers.

**Ask the Expert** – Tom Vacca and Dennis Cattell lend their considerable expertise to answering questions that keep diemakers and stampers awake at night.

## Tradeshows to remember:

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

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

<b>Spotlight</b>	<b>Product Highlight</b>	<b>Buyers' Guide</b>	<b>Advertiser Bonus</b>
Job Shop	Coil Processing	Lubricant	
Furniture	Conveyors	Mechanical Press	
Renewable Energy	Die Handling	Press Feed	<i>Harvey Readership Study</i>
	Press Feeds	Hydraulic Press	<i>Web Site Directory Advertorial Package (for 1/2 page &amp; larger advertisers)</i>
Aerospace	FABTECH Exhibitor Highlights	Conveyor	<i>FABTECH/AWS Welding Show/ METALFORM Package</i>
Medical	Safety Equipment	Die Handling	

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.

***New coverage for 2010:***

**The High-Strength Steel Issue** in July/August tackles problems associated with forming the material that is giving today's stampers the most fits.

Look for stories on the medical, aerospace, renewable-energy, and furniture industry segments that are designed to help stampers find new business opportunities.

Product highlights on specific equipment areas provide the product coverage readers are looking for.

"For me, *STAMPING Journal* is a valuable source of information about stamping technology and current trends."  
 — Supplier Quality Specialist

"*STAMPING Journal* is informative and can be used as a teaching tool as well." — Cost Estimator

"*STAMPING Journal* helps me keep up-to-date and knowledgeable about the stamping world."  
 — Product Finance Manager

"*STAMPING Journal* ROCKS!!!"  
 — Principal Engineer

"I have more than 80 stamping customers in CA and AZ and I would say most have *STAMPING Journal* in the front office or on their desk and think it is a good resource for advertisers." — Sales Engineer

Source: Harvey Research Inc. survey, May 2009 issue