Looking back, 2015 appeared to be a year when many metal fabricators experienced hardly any growth or watched sales revenues fall below 2014 numbers. You might think that this would give the industry a chance to catch its breath after successive years of robust growth. You can’t win a race by taking too many breaks, unfortunately. You have to keep moving.

We’re doing the same thing at The FABRICATOR. We’re trying to bring you more coverage of fabricating technology and shop management topics so that the publication remains the No. 1 resource for your metal fabricating business.

The editorial staff and its team of subject matter experts are contributing as many as 10 separate features per issue, including machine tool discussions, company profiles, case studies, and business-oriented articles. The information mix also includes extensive new coverage of the industry, new technology write-ups, columns from our lineup of thought leaders, and reference guides. The editorial calendar is unmatched in the industry on an issue-by-issue basis.

It should be noted that outside experts also have recognized The FABRICATOR for its high-quality editorial. The American Society of Business Press Editors recognized three 2015 features as some of the finest work in the Upper Midwest region: “Quality springs forward with 3-D printing” (January 2015); “A job shop reborn (December 2015); and “Gas gives the big assist in laser cutting” (July 2015). This is especially noteworthy as these features are judged by other trade journalists with little to no knowledge about the metal fabricating industry. The features are able to stand on their own merit as informational and entertaining editorial content.

The same organization recognized The FABRICATOR’s monthly editorial as one of its national finalists. The editorials, covering different aspects of why manufacturing skills development and career choices are important, are indicative of a message that resonates with a nonmanufacturing reader. This should hold some hope for those in the industry that are working so hard to improve manufacturing’s image.

We pledge to continue to provide the same high-quality coverage in 2017 and perhaps working in other elements as well. Material prices are finally rebounding, and fabricators should expect more coverage of this trend. Additionally, The FABRICATOR plans to expand its coverage of issues that affect the metal fabricating business, but may not be confined to the shop floor.

The FABRICATOR has been the metal fabricator’s foremost resource for the past 46 years, and we are committed to continuing that trend in 2017.

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, 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 20 years. 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. Since then his technical articles, case studies, and company profiles have won national and regional awards from the American Society of Business Publication Editors.

He is a 1996 graduate of Ohio University’s E.W. Scripps School of Journalism.
The FABRICATOR – Delivers to the Decision-Makers

The FABRICATOR delivers to every member of your company’s target buying team.

“We are interested in the primary job function of your organization. This information will help us improve our service to you.”

Corporate Executive - 39%
Manufacturing Production Supervisor - 17%
Product Design/R&D - 8%
Manufacturing Engineering - 15%
Equipment Operator - 3%
Purchasing - 8%
Quality Assurance/Control - 5%
New Equipment Implementation - 3%
Other - 17%

Base: 1,900 subscribers surveyed through January/February 2016.
Note: Total exceeds 100% due to multiple responses.

FAB subscribers are planning to invest in capital equipment.

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

Yes - 49%
No - 22%
Don’t Know - 28%
No Response - 1%

Base: 1,900 subscribers surveyed through January/February 2016.

FAB subscribers engage with the magazine regularly.

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

Less than 15 minutes - 24%
1-2 hours - 10%
15-59 minutes - 64%
More than 2 hours - 1%
No Response - 1%

The typical respondent spends an average of 32.7 minutes reading an issue of The FABRICATOR.

The average number of readers per copy for the February 2016 issue was 2.5 (1.0 pass-along readers + 1.5 for the subscriber), comprising a total potential reading audience of 145,040.

Base: 1,900 subscribers surveyed through January/February 2016.

Independent research shows The FABRICATOR is the most useful fabricating magazine by a margin of more than 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?”

FAB advertisers result in action.

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

Base: 1,900 subscribers surveyed through January/February 2016.

82% 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.

Base: 1,900 subscribers surveyed through January/February 2016.

The FABRICATOR reaches over 58,000 qualified subscribers

Source: June 2016 BPA statement

Surveys conducted by Harvey Research Inc.
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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 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 and business practices.
Precision Matters—Fabricating expert Gerald Davis provides useful tips for maximizing a shop’s design talents.
Continuous Improvement—Jeff Sipes, an expert in lean production, discusses ways that metal fabricating companies can achieve efficiencies without having to commit huge resources to a continuous improvement program.
The Back Page—Contributing Editors Amanda Carlson and Eric Lundin take a look at the lighter side of fabricating.

Appearing Regularly in The FABRICATOR:
Chief Concerns—Fabricating shop owners and management have to be knowledgeable about all aspects of running a business. This section provides guidance to those leaders.
Steel News—John Packard, the founder and publisher of “Steel Market Update” newsletter and website, discusses the political and market trends that affect the availability and pricing of various steel products.
Bending Basics—Press brake expert Steve Benson offers tips and best practices to help fabricators improve their bending operations.
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**Tradeshows to remember:**

*The FABRICATOR's Leadership Summit*, New Orleans, March 8-10

*FABTECH Mexico*, Monterrey, Mexico, May 2-4

*Schweissen & Schneiden (Welding & Cutting)*, Düsseldorf, Germany, Sept. 25-29

*FABTECH*, Chicago, Nov. 6-9