

# THE WELDER

THE REAL WORLD FOR WELDING PROFESSIONALS  
Formerly *Practical Welding Today*



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## Introducing *The WELDER*

Behind every welding mask is a person with an interesting story. *The WELDER*, formerly *Practical Welding Today*®, endeavors to tell those stories, shedding light on the personalities that make the welding trade great.

For the last two decades, *Practical Welding Today* was the industry's most trusted source for educational welding information. *The WELDER* looks to expand upon that and give a voice to the men and women who have dedicated their lives to this important craft.

## What to Expect

Welding touches almost everything we come into contact with. Whether it's a shelving unit, a car, or a cool piece of lawn art, welding is everywhere. This rebranded effort from the team that brings you *The FABRICATOR*® intends to showcase the real people who make the products we use and work with every day. You'll see more faces and read more success stories in this crisp, slightly edgy publication.

Even though the focus is on the people, we still find value in providing readers with educational content that will help them become better at their craft. Besides technical articles about safety, welding

processes, and consumables, Welding Hacks—a new department dedicated to reader-generated tips and tricks—will give welders the ability to share shortcuts that make the job just a little easier. We'll also give a shout out to the tools they rely on to do their jobs better in a new section called The Gearbox.

Respected columnists Frank Armao (Aluminum Workshop) and Nino Mascalco, Rob Koltz, and Steve Sigler (Consumables Corner) return to advise readers on an array of welding topics. Also joining the mix is Josh Welton, a welder, social media mogul, and blogger in a new column called Playing With Fire. In this column Josh will address technical and social topics with character and expertise.

We are excited to unveil a new voice for welders everywhere and look forward to being both a resource and platform for the people behind the trade we love.



Amanda Carlson  
Editor



Amanda Carlson is editor of *The WELDER*. Previously she spent 10 years as associate editor of *Practical Welding Today* before being named editor in January 2017.

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 website.

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

	Welding Processes & Equipment	Cutting & Weld Prep	Safety	Consumables	Advertiser Bonus
<b>January/February</b> <i>Ad Close: 1-1-18</i> <i>Ad Material: 1-8-18</i>	SMAW	Manual Plasma Cutting	Helmets and Head Gear		Harvey Readership Study
<b>March/April</b> <i>Ad Close: 2-20-18</i> <i>Ad Material: 2-27-18</i>	<b>April is National Welding Month!</b>				Distributor Issue
	Pipe Welding		Robotic Welding	Filler Metals	Lead Generation Program
<b>May/June</b> <i>Ad Close: 4-19-18</i> <i>Ad Material: 4-26-18</i>	Aluminum Welding	Surface Finishing		Torch Tips & Nozzles	New Product Advertorial Package (for ½-page and larger advertisers)
<b>July/August</b> <i>Ad Close: 6-25-18</i> <i>Ad Material: 7-2-18</i>	GTAW		Fume Extraction	Shielding Gas Blends	Lead Generation Program
<b>September/October</b> <i>Ad Close: 8-21-18</i> <i>Ad Material: 8-28-18</i>	<b>FABTECH Preview</b>	Hand Tools		Filler Metals	FABTECH Package
<b>November/December</b> <i>Ad Close: 10-16-18</i> <i>Ad Material: 10-23-18</i>	Wire Welding	Mechanized Plasma Cutting	Shop Safety		Problem Solvers Advertorial Package (for ½-page and larger advertisers)
	<b>Appearing Each Issue:</b> <b>Cover Story</b> —Each issue will lead off with a personality-driven feature about individuals with interesting, unique, and important stories to tell about their experiences in welding and metal fabricating. Readers will get the opportunity to meet the people behind the welding masks and learn about what drives them to do what they do. <b>Q &amp; A</b> —Welders and metal fabricators will discuss their struggles and share their viewpoint regarding issues facing the welding industry. <b>Playing With Fire</b> —Josh Welton, a welder, artist, social media magnate, and blogger, brings a fresh perspective to welding and metal fabricating to the pages of <i>The Welder</i> . He'll cover technical material as well as day-to-day topics that welders deal with. <b>Aluminum Workshop</b> —Reader favorite Frank Armao has been helping subscribers navigate aluminum GMAW, GTAW, and filler metal selection for the last 16 years. <b>Consumables Corner</b> —Nino Mascalco, Rob Koltz, and Steve Sigler address carbon and stainless steel welding consumables questions. <b>Editor's Corner</b> —Amanda Carlson provides commentary on social issues pertaining to present and future welders.				
	<b>Tradeshows to remember:</b> <b>The FABRICATOR's Leadership Summit</b> , Scottsdale, Ariz., March 7-9 <b>EuroBLECH</b> , Hanover, Germany, Oct. 23-26 <b>FABTECH</b> , Atlanta, Nov. 6-8				

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

# The WELDER – Delivers to the Decision-Makers

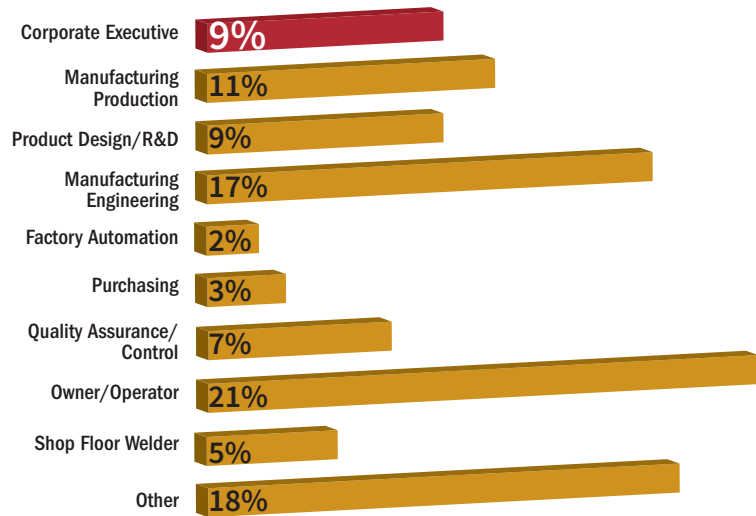
**The WELDER reaches over 30,000 BPA-qualified subscribers**

Source: June 2017 BPA statement

CHANGE IN PUBLICATION NAME: Effective with the September/October 2017 issue, *Practical Welding Today* changed its name to *The WELDER*.

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

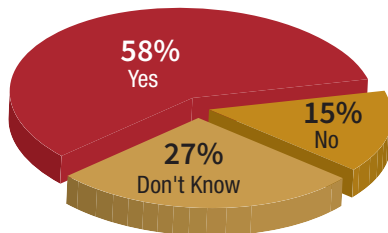
"Please indicate the area of responsibility which best describes your primary job function."



Base: 1,469 subscribers surveyed via the Internet (9 studies).  
 Note: Total may not equal 100% due to rounding.  
 Surveys conducted by Harvey Research Inc., January/February 2017 issue

## The WELDER subscribers are planning to invest in capital equipment.

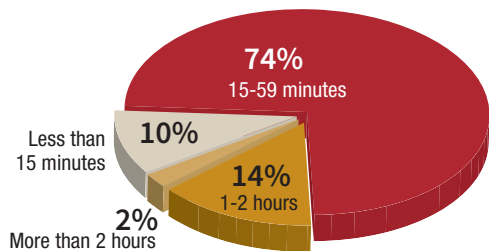
"Does your company plan to make capital equipment purchases within the next 18 months?"



Base: 1,469 subscribers surveyed via the Internet (9 studies).  
 Note: Total may not equal 100% due to rounding.  
 Surveys conducted by Harvey Research Inc., January/February 2017 issue

## The WELDER subscribers engage with the magazine regularly.

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



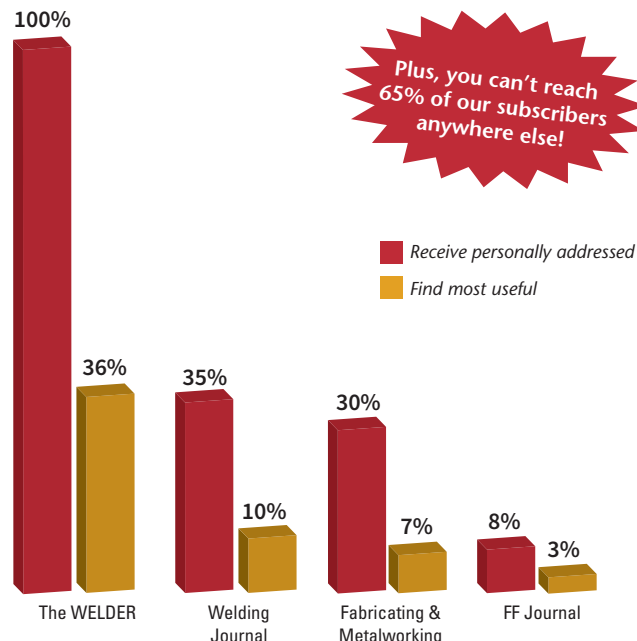
The typical respondent spends an average of 38.8 minutes reading an issue of *The WELDER*.

The average number of readers per copy for the January/February 2017 issue was 3.0 (2.0 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 90,039.

Base: 1,469 subscribers surveyed via the Internet (9 studies).  
 Note: Total may not equal 100% due to rounding.  
 Surveys conducted by Harvey Research Inc., January/February 2017 issue

## The WELDER: The most useful welding magazine by a margin of more than 3-1!

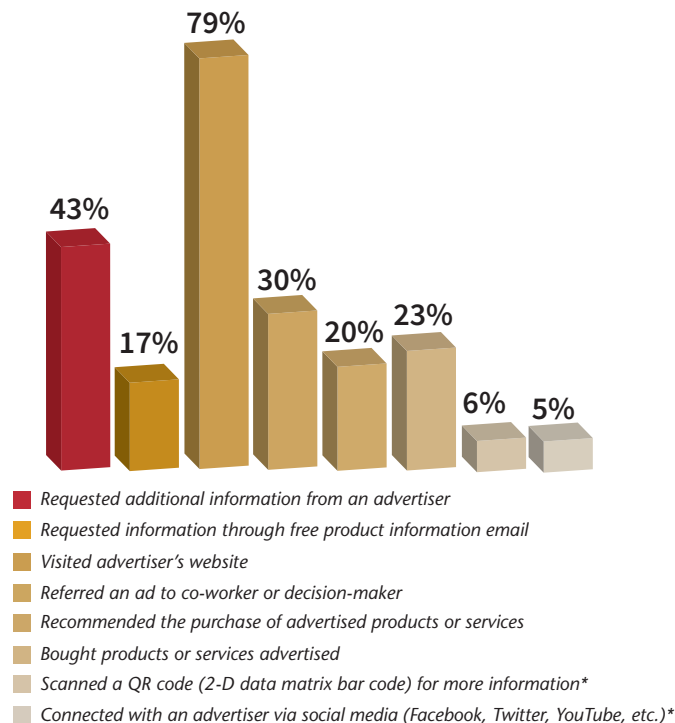
"Which of the following trade publications do you receive personally addressed? Which **one** trade publication do you find most useful in making purchasing decisions?"



Base: 1,469 subscribers surveyed via the Internet (9 studies).  
 Surveys conducted by Harvey Research Inc., January/February 2017 issue

## The WELDER advertisements result in action.

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



94% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in *The WELDER*.

Base: 1,469 subscribers surveyed via the Internet (9 studies).  
 \*Base: Fewer than 1,469 subscribers surveyed via the Internet (9 studies).  
 Surveys conducted by Harvey Research Inc., January/February 2017 issue

## The WELDER Testimonials

“I like the magazine and always find an advertisement or an article to be useful and educational.”

“I pretty much read from cover to cover over the course of the month.”

“I read the articles for knowledge/practices that my company can apply, as well as to further my knowledge.”

“Quality publication for anyone involved in the trade.”

“A good source of practical knowledge across the mainstream of the industry.”

“Excellent resource with useful, concise articles.”

*Source: January/February 2017 Harvey AdQ Study*

