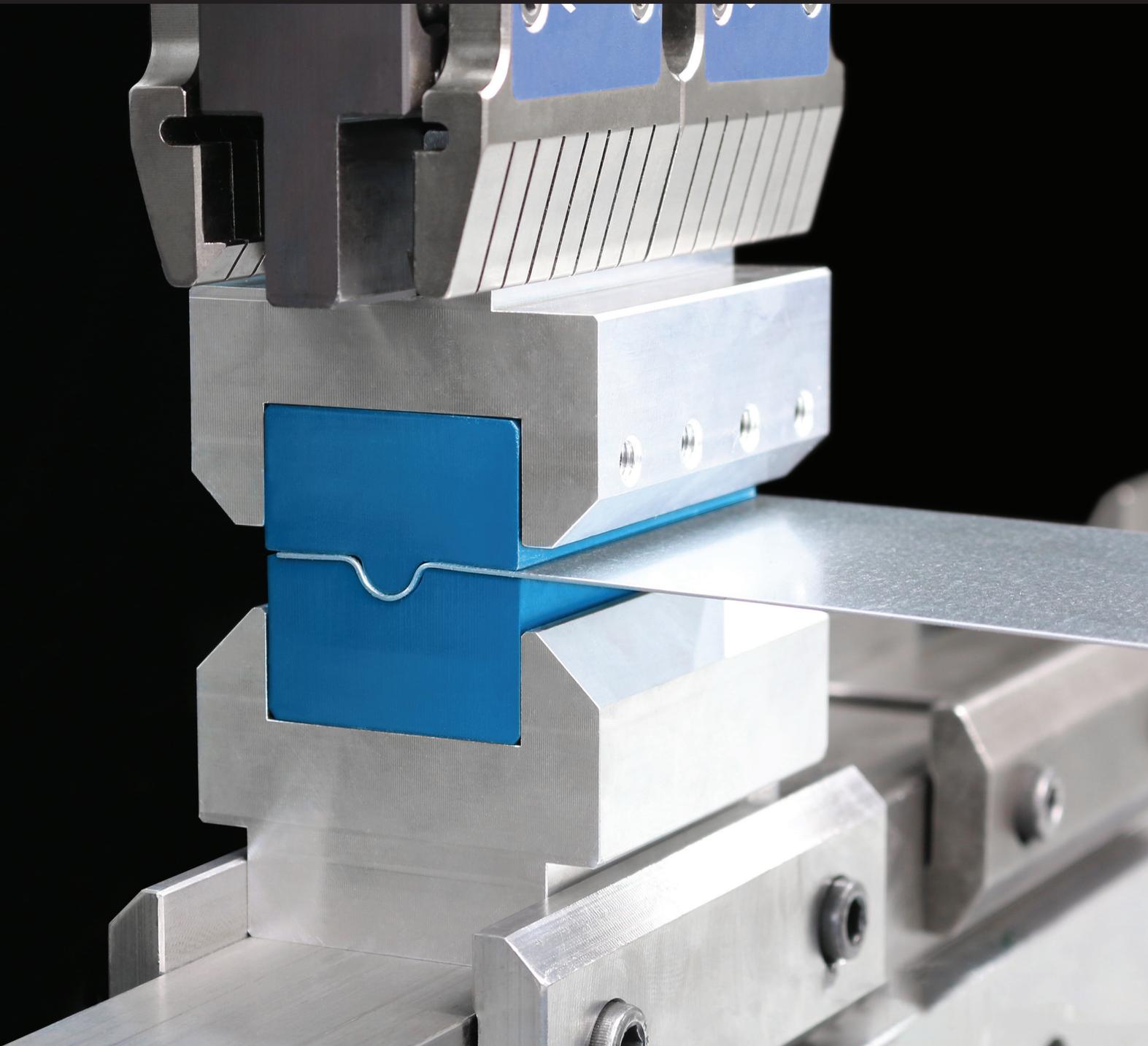


+he  
**Additive**  
**Report**  
2019 MEDIA KIT



**MANUFACTURING** has captured the public’s imagination. Could 3-D printing change everything? Cars? Entire airplanes? Those who work in manufacturing have imaginations too, but they’re grounded in current manufacturing realities. They know additive manufacturing won’t revolutionize all of fabrication, at least not tomorrow. But unlike the futurists who grab the headlines, people on the fabrication shop floor are using additive manufacturing right now. Outside the hype, they’re quietly making production faster, better, and more cost effective.

A high-end fabrication shop may adopt certain laser- or electron-beam-based metal additive technologies to produce specialized parts that couldn’t be made any other way. A precision sheet metal fabricator may contract with an additive provider to print composite tools designed for certain forming applications. A large fabricator designs and prints custom end-effectors for robots to manipulate odd-shaped sheet metal components. Another shop designs a fixture to hold a tiny, formed sheet metal component in the right orientation for inspection.

This is where additive manufacturing is making a real difference—not next year or the next decade, but right now on the fabrication shop floor. The Additive Report is there to tell that story as it unfolds.



Tim Heston, *The Additive Report’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 ADDITIVE REPORT: APPLYING 3-D PRINTING IN THE REAL WORLD

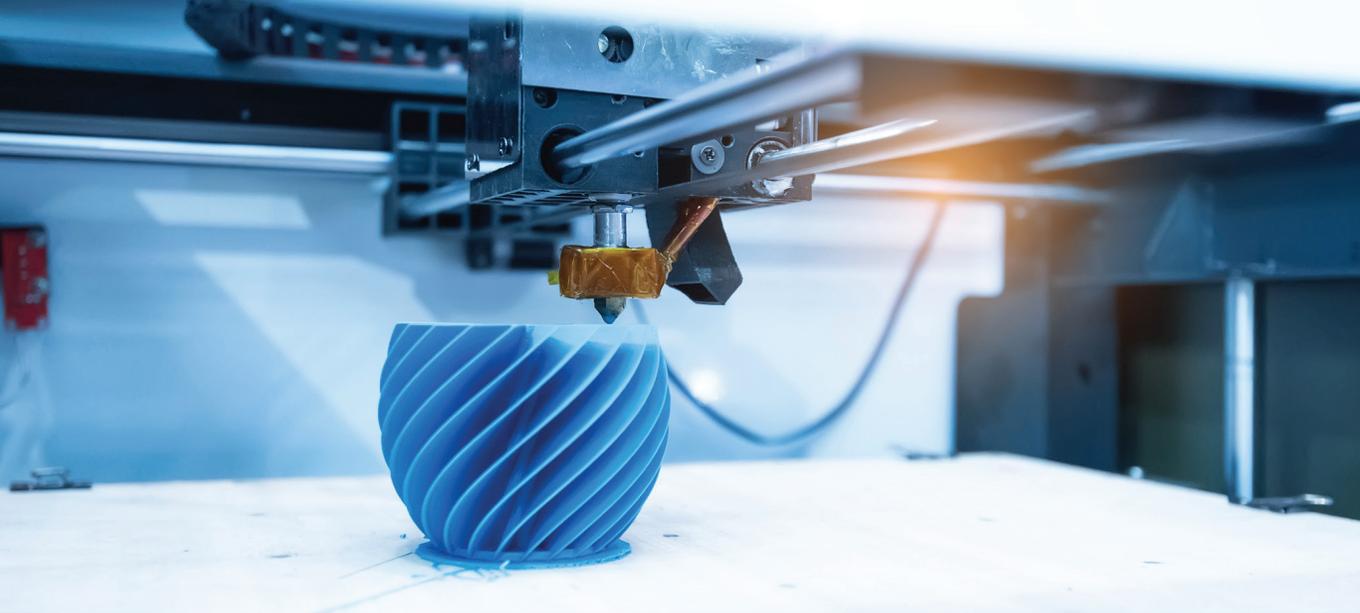
	TOOLING & FIXTURING	PROTOTYPING	MANUFACTURING	EVENTS
<b>WINTER</b> Ad Close: 1-3-19 Ad Material: 1-10-19	Printing in the quality department	Scale models and the sales and engineering process	Materials 101	
<b>SPRING</b> Ad Close: 4-4-19 Ad Material: 4-11-19	Flexible automation: End effectors, pick and place, and more	3-D printing with future production in mind	Metal AM	<b>AeroDef Manufacturing:</b> April 29-May 2; <b>FABTECH Mexico:</b> May 7-9; <b>RAPID + TCT:</b> May 21-23
<b>SUMMER</b> Ad Close: 7-3-19 Ad Material: 7-11-19	Poka-yoke assembly	Working with your service bureau	Software strategies	
<b>FALL</b> Ad Close: 9-5-19 Ad Material: 9-12-19	Multi-material tools	3-D printing’s effect on new product launches	Multi-material products: Does it have to be sheet metal?	<b>FABTECH:</b> Nov. 11-14 <b>Formnext:</b> Nov. 19-22

### REGULAR COVERAGE

**SHOP PROFILES:** How additive adds value to metal fabrication

**ADDITIVE INSIGHTS:** In-depth technology reviews

**MATERIALS INSIGHTS:** Coverage of the basics, news on advancements



**ADDITIVE OR 3-D MANUFACTURING** has taken the industry by storm, providing manufacturers with new ways to make tooling, molds, functional prototypes, production parts, and much more. Now you can reach your target customers using this technology through *The Additive Report*, brought to you by the publisher of *The FABRICATOR*.

*The Additive Report*, featuring the same top-notch editorial content found in *The FABRICATOR* and all FMA Communications publications, will reach a circulation of more than 24,000 names. This quarterly publication, which will debut in October 2018, will also be distributed at FABTECH® in Atlanta (35,000 anticipated attendees) and EuroBLECH (60,000 anticipated attendees).

## PRINT ADVERTISING OPPORTUNITIES

Full page: \$3,400.00

Half page island: \$2,500.00

Half page: \$2,100.00

Quarter page: \$1,500.00

## CUSTOM ADDITIVE REPORT

### PACKAGE OPTION 1:

**\$6,500.00 (\$9,350.00 value)**

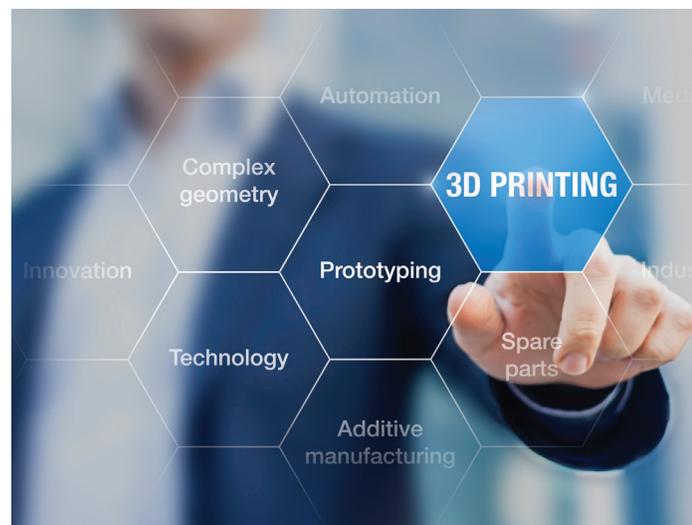
Full-page ad, two newsletters, three-month square banner ad, one 10,000-name *Additive Report* Marketplace email blast.

## CUSTOM ADDITIVE REPORT

### PACKAGE OPTION 2:

**\$5,000.00 (\$7,150.00 VALUE)**

Half-page ad, two newsletters, three-month square banner, one 5,000-name *Additive Report* Marketplace email blast.



# LEAD GENERATING PROPERTIES

## ADDITIVE REPORT MARKETPLACE

In this custom email product, you supply all content with up to five stories, videos, white papers, or a mix. These sponsorships include all leads that are generated from the emails.

5,000 emails	\$1,500.00	15,000 emails	\$3,900.00
10,000 emails	\$2,800.00	20,000 emails	\$4,800.00

## ADDITIVE REPORT WEB ADVERTISING

- Leaderboard banner (728x90): \$600.00 per month
- Square banner (300x300): \$825.00 per month
- Rectangle banner (300x150): \$500.00 per month

## ADDITIVE REPORT WEBINAR PACKAGE \$7,500.00

Full-page ad in issue, three-month web banner ad, one-hour webinar hosted by *Additive Report* editor, marketing of the webinar, two e-newsletters, full lead generation.

## ADDITIVE REPORT E-NEWSLETTER

This monthly e-newsletter will reach more than 5,000 interested in additive manufacturing in key industries like heavy equipment, medical, aerospace, and more. These e-newsletter sponsorships will also provide leads for subscribers that click on your ad in the e-newsletter.

Sponsorships include a 100- to 150-word write-up, logo, photo, and URL.

1x: \$900.00      2-3x: \$825.00 each      4x or more: \$750.00 each

## E-NEWSLETTER SCHEDULE

	*AD CLOSE	MAIL		*AD CLOSE	MAIL		*AD CLOSE	MAIL
JANUARY	1/23/19	1/30/19	MAY	5/22/19	5/29/19	SEPTEMBER	9/18/19	9/25/19
FEBRUARY	2/20/19	2/27/19	JUNE	6/19/19	6/26/19	OCTOBER	10/23/19	10/30/19
MARCH	3/20/19	3/27/19	JULY	7/24/19	7/31/19	NOVEMBER	11/13/19	11/20/19
APRIL	4/17/19	4/24/19	AUGUST	8/21/19	8/28/19	DECEMBER	12/11/19	12/18/19

\*All ad materials due no later than noon (central time zone) the day before the mail date.

## CONTENT MARKETING PACKAGE

We will write your white paper/case study with your assistance and deliver it to the additive manufacturing audience in a number of ways:

- Delivery to 10,000 emails via *The Additive Report* Marketplace
- Posted on *The Additive Report* website with required registration for 6 months to generate leads for viewing; listed on site without required registration after 6 months
- Include in the next *Additive Report* e-newsletter
- Shared on Twitter
- Shared on LinkedIn

Cost: \$7,500.00

## VIDEO CONTENT DEVELOPMENT

Cost: TBD

**FOR ADVERTISING INFORMATION, CONTACT:**

<b>ANDY FLANDO</b> 815-227-8246 andyf@fmanet.org	<b>RYAN KING</b> 773-414-9292 rking@fmanet.org	<b>MELISSA KING</b> 312-350-8807 mking@fmanet.org
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