TRUST US AS YOUR MARKETING PARTNER

For almost 50 years The FABRICATOR has worked to deliver the technology coverage, process tips, and industry trends that have earned it a loyal subscriber base. That’s why it can be found in the inboxes of shop managers and on the tables in the break room. People learn from the content and enjoy seeing how their peers are evolving in the challenging economic landscape.

This relationship with metal fabricators is hardly monogamous, however. Fabricators get information from a variety of online sources and even social media networks. This is no secret, but the internet has democratized information dissemination.

As a result, more marketers looking to target the metal fabricating industry go it alone. They rely on their own internal marketing lists and fish for new eyes armed with some keywords and a blog written by an intern with a few months of industry experience. It’s an affordable approach, no doubt, but is it as effective as it could be?

What marketers fail to realize is that we still are investing in our audience, and we are adapting our approach to meet the expectations of today’s modern marketers. Here is what The FABRICATOR can do for you:

• **Brand Awareness.** The publication’s marketing representatives want to figure out the most cost-effective approach to getting your brand before our subscribers. The combination of print, e-newsletter, and online offerings is unrivaled in this space.

• **Lead Generation.** Many marketers are only concerned about cultivating potential buyers. The FABRICATOR has heard these concerns and has responded with tools, such as e-newsletters and webinars, which aim to uncover those with near-term buying intentions.

• **Focused Marketing Efforts.** Perhaps your company is targeting a specific subsector of the metal fabricating industry or launching a new product or service. We can tailor a marketing plan that reaches those metal fabricators most suitable to receive your message. This can be done through traditional channels or even custom content, created with the assistance of The FABRICATOR staff.

Of course, that’s only scratching the surface. The FABRICATOR’s marketing representatives welcome the opportunity to continue the conversation. They have access to marketing intelligence that can make a purchasing decision more intelligent, and they have knowledge of channels that you might not have considered, such as The FABRICATOR’s sister publications and sponsorship opportunities with FMA events. They have a lot of wisdom and industry experience to share.

From an editorial standpoint, we will continue to deliver content that keeps fabricators engaged. It’s not just technology, but the coverage of issues such as hiring trends and career paths that solidifies the magazine’s connection with its subscribers. There’s a reason that FABTECH attendees continuously recognize The FABRICATOR as their No. 1 industry publication.

You aren’t alone in this battle to make the most of your marketing dollar. Let us help. We’ve been doing it for almost a half-century.

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 The WELDER. He has been with the publication since April 2002.

He has written about U.S. manufacturing trends and issues since 1993. 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. 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.
Independent research shows *The FABRICATOR* is the most useful fabricating magazine by a margin of almost 6-1!

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

**FAB advertisements result in action.**

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

**The FABRICATOR subscribers are planning to invest in capital equipment.**

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

**FAB subscribers engage with the magazine regularly.**

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

*The FABRICATOR* reaches more than 57,000 BPA-qualified subscribers
Source: June 2018 BPA statement
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Ad Material: 12-11-18 | Ad Close: 1-8-19  
Ad Material: 2-12-19 |
| **BENDING & FORMING**  
Update on Bending Automation | **BENDING & FORMING**  
Where Panel Bending Fits in the Shop | **BENDING & FORMING**  
Lean Press Brake Strategies |
| **CUTTING**  
Keeping up With the Fiber Laser | **CUTTING**  
Nesting Strategies | **CUTTING**  
What Modern Punching Offers |
| **ASSEMBLY, FINISHING & JOINING**  
Welding Helmet Improvements | **ASSEMBLY, FINISHING & JOINING**  
The Battle Against Repetitive Motion Injuries | **ASSEMBLY, FINISHING & JOINING**  
Color Changing in Powder Coating |
| **HEAVY FABRICATING**  
Staying Safe in the Structural Steel Shop | **HEAVY FABRICATING**  
Demystifying Tube Bending | **HEAVY FABRICATING**  
Making the Transition to Structural Steel Work |
| **MANAGEMENT**  
What Industry 4.0 Means to the Job Shop | **MANAGEMENT**  
Starting a Lean Manufacturing Effort | **MANAGEMENT**  
Reaching out to Young Workers |
| **TECHNOLOGY HIGHLIGHT**  
Sawing | **TECHNOLOGY HIGHLIGHT**  
Laser Cutting | **TECHNOLOGY HIGHLIGHT**  
Punching |
| **BUYERS’ GUIDE**  
Punching Machine | **BUYERS’ GUIDE**  
Folding Machine | **BUYERS’ GUIDE**  
Bonus Distribution at NASCC: The Steel Conference |
| **ADVERTISER BONUS**  
Free E-product Showcase (for 1/2-page and larger advertisers) | **ADVERTISER BONUS**  
Bonus Distribution at NASCC: The Steel Conference |

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Ad Material: 3-12-19 | Ad Close: 4-9-19  
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Ad Material: 5-14-19 |
| **BENDING & FORMING**  
When Stamping or Fabricating Makes Most Sense | **BENDING & FORMING**  
Press Brake Tooling | **BENDING & FORMING**  
Overview of Plate Rolling |
| **CUTTING**  
Waterjet Cutting Tips | **CUTTING**  
Perfecting the Cut Edge | **CUTTING**  
Cutting 3-D on a Waterjet |
| **ASSEMBLY, FINISHING & JOINING**  
Adhesives in Metal Fabricating Design | **ASSEMBLY, FINISHING & JOINING**  
Evolution of Gas Tungsten Arc Welding | **ASSEMBLY, FINISHING & JOINING**  
The Transition to Automated Part Deburring |
| **HEAVY FABRICATING**  
Finding Efficiency in Plate Cutting | **TUBE & PIPE**  
Exploration of Laser Cutting | **TUBE & PIPE**  
The Case for Becoming a Certified Welding Inspector |
| **MANAGEMENT**  
Ergonomic Improvements for the Job Shop | **MANAGEMENT**  
Improving Heavy Workpiece Positioning | **MANAGEMENT**  
Preparing Your Open House for MFG Day |
| **TECHNOLOGY HIGHLIGHT**  
Metal Finishing | **MANAGEMENT**  
Taking Machine Programming off the Shop Floor | **FOCUS**  
The FAB 40: The Top Metal Fabricators in the U.S. |
| **BUYERS’ GUIDE**  
Plate Rolling Machine | **TECHNOLOGY HIGHLIGHT**  
Ironworkers | **TECHNOLOGY HIGHLIGHT**  
Sawing |
| **ADVERTISER BONUS**  
Harvey Readership Study/Lead Generation Package | **BUYERS’ GUIDE**  
Metal Suppliers Directory | **BUYERS’ GUIDE**  
2-D Laser Cutting Machine |
| **ADVERTISER BONUS**  
Service Center Directory Advertorial Package | | |
2019 Editorial Calendar

**JULY**
- Ad Close: 6-11-19
- Ad Material: 6-18-19
  - **BENDING & FORMING**
    - Revisiting Folding Technology
  - **CUTTING**
    - What Combination Machines Can Deliver
  - **ASSEMBLY, FINISHING & JOINING**
    - Modern Weld Shop Management
  - **HEAVY FABRICATING**
    - Revisiting Shielded Metal Arc Welding
  - **MANAGEMENT**
    - Raw Material Storage Advice
  - **FOCUS**
    - FMA’s 2019 Rusty Demeuels Award for Safety Excellence
  - **TECHNOLOGY HIGHLIGHT**
    - Plate Rolling Machines
  - **BUYERS’ GUIDE**
    - Manufacturing Software

**AUGUST**
- Ad Close: 7-9-19
- Ad Material: 7-16-19
  - **BENDING & FORMING**
    - The Latest in Bending Software
  - **CUTTING**
    - Laser Cutting Thick Materials
  - **ASSEMBLY, FINISHING & JOINING**
    - Challenges of Finishing Large Parts
  - **TUBE & PIPE**
    - Finding Efficiency in Pipe Welding
  - **HEAVY FABRICATING**
    - Why Modernizing the Burn Table Makes Sense
  - **TECHNOLOGY HIGHLIGHT**
    - Material Handling
  - **BUYERS’ GUIDE**
    - Arc Welding Power Source
    - Ventilation Systems

**SEPTEMBER**
- Ad Close: 8-6-19
- Ad Material: 8-13-19
  - **BENDING & FORMING**
    - Press Brake Tooling Organization
  - **CUTTING**
    - Sawing
  - **ASSEMBLY, FINISHING & JOINING**
    - The Welder and the Robotic Welding Cell
  - **HEAVY FABRICATING**
    - Lean Manufacturing Tips for the Heavy-duty Fab Shop
  - **MANAGEMENT**
    - Signs You Need an ERP Intervention
    - What Keeps You Up at Night Survey
  - **TECHNOLOGY HIGHLIGHT**
    - Metal Finishing
  - **BUYERS’ GUIDE**
    - Ironworker
    - 3-D Laser Cutting Machine

**OCTOBER**
- Ad Close: 9-10-19
- Ad Material: 9-17-19
  - **BENDING & FORMING**
    - Finding Flexibility in Roll Forming
  - **CUTTING**
    - Cutting Nonferrous Material
  - **ASSEMBLY, FINISHING & JOINING**
    - Lean Assembly Strategies
  - **HEAVY FABRICATING**
    - The Continuing Evolution of the Beam Line
  - **FOCUS**
    - FABTECH® Preview
  - **ADVERTISER BONUS**
    - FABTECH® Package

**NOVEMBER**
- Ad Close: 10-8-19
- Ad Material: 10-15-19
  - **BENDING & FORMING**
    - Press Brake Safety
  - **CUTTING**
    - Update on Plasma Cutting
  - **ASSEMBLY, FINISHING & JOINING**
    - An Overview of Metal Finishes
  - **TUBE & PIPE**
    - Tube Cutting Advancements
  - **HEAVY FABRICATING**
    - The World of Heavy-duty Plate Rolling
  - **MANAGEMENT**
    - What to Pay a Welder?
  - **TECHNOLOGY HIGHLIGHT**
    - Panel Bending and Folding
  - **BUYERS’ GUIDE**
    - Waterjet Cutting
  - **ADVERTISER BONUS**
    - Lead Generation Package

**DECEMBER**
- Ad Close: 11-5-19
- Ad Material: 11-12-19
  - **BENDING & FORMING**
    - Bending Challenging Materials
  - **CUTTING**
    - Solving the Material Handling Challenge
  - **ASSEMBLY, FINISHING & JOINING**
    - Status of Laser Welding in the Shop
  - **HEAVY FABRICATING**
    - Automation in Structural Steel Fabricating
  - **MANAGEMENT**
    - Becoming a Paperless Operation
  - **FOCUS**
    - Industry Forecast 2020
  - **TECHNOLOGY HIGHLIGHT**
    - Welding Power Sources
  - **BUYERS’ GUIDE**
    - Press Brake

*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.

- **BIZ TALK**
  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.

- **BACK PAGE**
  Contributing Editors Amanda Carlson and Eric Lundin take a look at the lighter side of fabricating.

ALSO 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 steel.

- **BENDING BASICS**
  Press brake expert Steve Benson offers tips and best practices to help fabricators improve their bending operations.

TRADESHOWS TO REMEMBER:

- **THE FABRICATOR’S LEADERSHIP SUMMIT**, Nashville, March 5-7
- **NASCC: THE STEEL CONFERENCE**, St. Louis, April 3-5
- **FABTECH MEXICO**, Monterrey, Mexico, May 7-9
- **FABTECH**, Chicago, Nov. 11-14