REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

77% of subscribers are either a corporate executive, manufacturing engineer, manufacturing production supervisor, or in production design/R&D.

CURRENT READERS ARE BUYING...AND SOON.

62% of subscribers plan on making a capital equipment purchase within the next year.

PLUS 24% additional subscribers haven't ruled out the possibility.

86% of subscribers are potential buyers for your newest products and services in 2020.

THE FABRICATOR HAS A HIGHLY ENGAGED AUDIENCE.

79% of subscribers spend at least 15 minutes engaging with each issue. (est. 45,037)

All subscribers spend an average of 34.8 minutes reading each issue.

Average of 1.3 pass-along readers per issue copy. Total potential reading audience of 131,121.

THE FABRICATOR LEADS THE PACK BY A MARGIN OF 5-1!

The FABRICATOR is considered the “most useful in making purchasing decisions” over competitor publications.

FAB ADVERTISEMENTS RESULT IN ACTION.

87% of all respondents reported having taken one or more actions as a result of reading advertisements in THE FABRICATOR.

https://www.

33% requested additional information from an advertiser.
73% visited advertiser’s website.

14% bought products or services advertised.

33% referred an ad to co-worker or decision-maker.

19% recommended the purchase of advertised products or services.

91% of subscribers have purchasing influence in one or more categories at their companies.

The FABRICATOR continues to be the most read publication of FABTECH attendees.

Source: FABTECH 2018 Attendee Research Report

All data presented here was collected through a survey conducted by Harvey Research Inc., April 2019 issue.
Base: 339 subscribers surveyed via the internet (3 studies).
# 2020 Editorial Calendar

## JANUARY
- **Ad Close:** 12-3-19  
  **Ad Material:** 12-10-19
- **BENDING & FORMING**  
  - Update on Light-tonnage Press Brakes
- **CUTTING**  
  - Advances in Laser Cutting
- **ASSEMBLY, FINISHING & JOINING**  
  - Powder Coating 101
- **HEAVY FABRICATING**  
  - Lean Plate Fabrication
- **MANAGEMENT**  
  - What Ideal Scheduling Looks Like
- **FOCUS**  
  - FABTECH Recap
- **BUYERS’ GUIDE**  
  - Punching Machine
- **ADVERTISER BONUS**  
  - 50th Anniversary Celebration with Retro Ad Package
  - Free E-product Showcase (for 1/2-page and larger advertisers)
- **50TH ANNIVERSARY TOPICS**  
  - The FABRICATOR looks back at 50 years of technology
  - Revisiting an Industry Award Winner

## FEBRUARY
- **Ad Close:** 1-7-20  
  **Ad Material:** 1-14-20
- **BENDING & FORMING**  
  - Update on Panel Bending
- **CUTTING**  
  - Nesting in the High-mix/Low-volume World
- **ASSEMBLY, FINISHING & JOINING**  
  - New Approaches to Hardware Insertion
- **TUBE & PIPE**  
  - Modern Pipe Welding
- **HEAVY FABRICATING**  
  - Plate Rolling Production Strategies
- **MANAGEMENT**  
  - Applying Lean to the Front Office
- **FOCUS**  
  - The FABRICATOR's 2020 Industry Award Winner
- **BUYERS’ GUIDE**  
  - Deburring Machine
  - Plate Processing System
- **50TH ANNIVERSARY TOPICS**  
  - Industry Voices
  - A Look Back at the 1970s

## MARCH
- **Ad Close:** 2-4-20  
  **Ad Material:** 2-11-20
- **BENDING & FORMING**  
  - Making the Most of the Press Brake
- **CUTTING**  
  - What High Pressure Means in Waterjet Cutting
- **ASSEMBLY, FINISHING & JOINING**  
  - Update on Resistance Welding Technology
- **HEAVY FABRICATING**  
  - Automation in Structural Steel Fabrication
- **MANAGEMENT**  
  - What Industry 4.0 Means for the Small Shop
- **BUYERS’ GUIDE**  
  - Folding Machine
  - Panel Bending Machine
- **50TH ANNIVERSARY TOPICS**  
  - Revisiting an Industry Award Winner
  - From the Pages of The FABRICATOR

## APRIL
- **Ad Close:** 3-3-20  
  **Ad Material:** 3-10-20
- **BENDING & FORMING**  
  - Forming on a Punching Machine
- **CUTTING**  
  - Improving Edge Quality in Plasma Cutting
- **ASSEMBLY, FINISHING & JOINING**  
  - Lean Assembly Strategies
- **HEAVY FABRICATING**  
  - Setting up In-house Welding Training
- **MANAGEMENT**  
  - Streamlining Quality Efforts
- **BUYERS’ GUIDE**  
  - Plate Rolling Machine
- **ADVERTISER BONUS**  
  - Harvey Readership Study/Lead Generation Package
- **50TH ANNIVERSARY TOPICS**  
  - Industry Voices
  - A Look Back at the 1980s

## MAY
- **Ad Close:** 4-7-20  
  **Ad Material:** 4-14-20
- **BENDING & FORMING**  
  - How Folding Technology Complements the Press Brake
- **CUTTING**  
  - Improving Skeleton/Scrap Management
- **ASSEMBLY, FINISHING & JOINING**  
  - Paint Adhesion Strategies
- **TUBE & PIPE**  
  - What Shops Should Know About Tube Bending
- **HEAVY FABRICATING**  
  - Oxyfuel Cutting’s Place in Heavy Fab
- **MANAGEMENT**  
  - Delivering More Accurate Quotes
- **BUYERS’ GUIDE**  
  - Metal Suppliers Directory
- **50TH ANNIVERSARY TOPICS**  
  - Revisiting an Industry Award Winner
  - From the Pages of The FABRICATOR

## JUNE
- **Ad Close:** 5-5-20  
  **Ad Material:** 5-12-20
- **BENDING & FORMING**  
  - Evolution of Precision Bending
- **CUTTING**  
  - The Use of Ironworkers in a Lean Shop
- **ASSEMBLY, FINISHING & JOINING**  
  - What Laser Welding Means in Modern Manufacturing
- **HEAVY FABRICATING**  
  - What Plate Processing Systems Offer Fabricators
- **FOCUS**  
  - The FAB 40: The Top Metal Fabricators in the U.S.
- **BUYERS’ GUIDE**  
  - 2D Laser Cutting Machine
- **50TH ANNIVERSARY TOPICS**  
  - Industry Voices
  - A Look Back at the 1990s

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**BONUS DISTRIBUTION**
- **FABTECH Mexico**  
  - Mexico City, May 12-14
- **FABTECH Canada**  
  - Toronto, June 16-18
- **NASCC: The Steel Conference**  
  - Atlanta, April 22-24
# The FABRICATOR
## 2020 Editorial Calendar

### JULY
- **Ad Close:** 6-9-20
- **Ad Material:** 6-16-20
  - **BENDING & FORMING**
    - Visualization Technology for New Brake Operators
  - **CUTTING**
    - Boosting Waterjet Cutting Efficiency
  - **ASSEMBLY, FINISHING & JOINING**
    - Increasing Welding Throughput
  - **FOCUS**
    - FMA's 2020 Rusty Demeules Award for Safety Excellence
  - **BUYERS' GUIDE**
    - Manufacturing Software
  - **ADVERTISER BONUS**
    - The Official 50th Anniversary Issue Package
  - **50TH ANNIVERSARY TOPICS**
    - An Oral History of *The FABRICATOR*
    - Revisiting an Industry Award Winner

### AUGUST
- **Ad Close:** 7-7-20
- **Ad Material:** 7-14-20
  - **BENDING & FORMING**
    - Bending Cosmetically Critical Parts
  - **CUTTING**
    - Part Identification to Improve Processing
  - **ASSEMBLY, FINISHING & JOINING**
    - How to Boost Painting Efficiency
  - **TUBE & PIPE**
    - Better Tube Handling Practices
  - **HEAVY FABRICATING**
    - Does Laser Cutting Have a Place in Structural Fab?
  - **BUYERS' GUIDE**
    - Arc Welding Power Source
    - Ventilation System
  - **ADVERTISER BONUS**
    - Lead Generation Package
  - **50TH ANNIVERSARY TOPICS**
    - Industry Voices
    - A Look Back at the 2000s

### SEPTEMBER
- **Ad Close:** 8-4-20
- **Ad Material:** 8-11-20
  - **BENDING & FORMING**
    - Roll Forming 101
  - **CUTTING**
    - Punching in the Modern Job Shop
  - **ASSEMBLY, FINISHING & JOINING**
    - Boosting Manual Grinding Performance
  - **HEAVY FABRICATING**
    - Boosting Your Saw Operation
  - **MANAGEMENT**
    - Sales Force Training
  - **BUYERS' GUIDE**
    - 3D Laser Cutting Machine
  - **ADVERTISER BONUS**
    - Lead Generation Package
  - **50TH ANNIVERSARY TOPICS**
    - Revisiting an Industry Award Winner
    - From the Pages of *The FABRICATOR*

### OCTOBER
- **Ad Close:** 9-8-20
- **Ad Material:** 9-15-20
  - **BENDING & FORMING**
    - Improving Press Brake Tooling Setup
  - **CUTTING**
    - Smart Cutting Automation
  - **ASSEMBLY, FINISHING & JOINING**
    - Weld Process Monitoring
  - **HEAVY FABRICATING**
    - How Much Safety Training Is Enough?
  - **MANAGEMENT**
    - The Fabrication Career Path
  - **FOCUS**
    - FABTECH® Preview
  - **ADVERTISER BONUS**
    - FABTECH Package
  - **50TH ANNIVERSARY TOPICS**
    - Industry Voices
    - A Look Back at the 2010s

### NOVEMBER
- **Ad Close:** 10-6-20
- **Ad Material:** 10-13-20
  - **BENDING & FORMING**
    - Press Brake Safety
  - **CUTTING**
    - Material Utilization Strategies
  - **ASSEMBLY, FINISHING & JOINING**
    - Weld Prep Strategies
  - **TUBE & PIPE**
    - Tube Cutting Tips
  - **HEAVY FABRICATING**
    - What a Modern Structural Fab Shop Looks Like
  - **MANAGEMENT**
    - How Fab Shops Launched Product Lines
  - **BUYERS' GUIDE**
    - Waterjet Cutting Machine
  - **ADVERTISER BONUS**
    - Lead Generation Package
  - **50TH ANNIVERSARY TOPICS**
    - Industry Voices
    - From the Pages of *The FABRICATOR*

### DECEMBER
- **Ad Close:** 11-3-20
- **Ad Material:** 11-10-20
  - **BENDING & FORMING**
    - New Takes on Material Movement in the Bending Department
  - **CUTTING**
    - Laser Cutting Assist Gas Strategies
  - **ASSEMBLY, FINISHING & JOINING**
    - Advanced Joining Processes
  - **HEAVY FABRICATING**
    - Sharing Plate Rolling Knowledge
  - **MANAGEMENT**
    - Managing the Multigenerational Workforce
  - **FOCUS**
    - Industry Forecast 2021
  - **BUYERS' GUIDE**
    - Press Brake
  - **50TH ANNIVERSARY TOPICS**
    - Industry Voices
    - From the Pages of *The FABRICATOR*
  - **SPECIAL COVERAGE**
    - Structural Steel Supplement

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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.*
**Ad Dimensions for The FABRICATOR®**

Trim Size: 10.3125" x 13.625" (261.9 mm x 346.1 mm)

For best presentation, we suggest using the bleed dimensions for all Tabloid and Standard size ads.

### Tabloid Spread
- **Bleed:** 20.875" x 13.875"  
  530.2 mm x 352.4 mm
- **No Bleed:** 20.625" x 13.625"  
  523.9 mm x 346.1 mm

### Standard Spread
- **Bleed:** 14.75" x 10.5125"  
  374.7 mm x 267.0 mm
- **No Bleed:** 14.75" x 10.375"  
  374.7 mm x 263.5 mm

### 1/2 Tabloid Spread
- **Bleed:** 20.875" x 7.125"  
  530.2 mm x 181.0 mm
- **No Bleed:** 20.875" x 7"  
  530.2 mm x 177.8 mm

### 1/2 Horizontal Spread
- **Bleed:** 20.875" x 5.7125"  
  530.2 mm x 145.1 mm
- **No Bleed:** 20.875" x 5.625"  
  530.2 mm x 142.9 mm

### Tabloid
- **Bleed:** 10.5625" x 13.875"  
  268.3 mm x 352.4 mm
- **No Bleed:** 10.3125" x 13.625"  
  261.9 mm x 346.1 mm

### Standard
- **Bleed:** 7.5" x 10.875"  
  190.5 mm x 276.2 mm
- **No Bleed:** 7" x 10"  
  177.8 mm x 254.0 mm

### 1/2 Tabloid
- **Bleed:** 5.1875" x 13.875"  
  131.8 mm x 352.4 mm
- **No Bleed:** 5" x 13.625"  
  127.0 mm x 346.1 mm

### 2/3 Vertical
- **Bleed:** 4.625" x 10"  
  117.5 mm x 254 mm
- **No Bleed:** 4.625" x 7.25"  
  117.5 mm x 184.2 mm

### 1/2 Vertical
- **Bleed:** 7" x 4.875"  
  177.8 mm x 123.8 mm
- **No Bleed:** 7" x 4.875"  
  177.8 mm x 123.8 mm

### 1/2 Horizontal
- **Bleed:** 20.875" x 7.125"  
  530.2 mm x 181.0 mm
- **No Bleed:** 20.875" x 7"  
  530.2 mm x 177.8 mm

### 1/6
- **Bleed:** 2.125" x 4.875"  
  54.0 mm x 104.8 mm

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**Ask about Metal Market Ads**