REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

70% of subscribers are either a corporate executive, manufacturing engineer, in manufacturing production, or in production design/R&D.

CURRENT READERS ARE BUYING...AND SOON.

63% of subscribers plan on making a capital equipment purchase within the next year and a half.

PLUS 22% additional subscribers haven’t ruled out the possibility.

85% of subscribers are potential buyers for your newest products and services in 2020/21.

STAMPING JOURNAL HAS A HIGHLY ENGAGED AUDIENCE.

85% of subscribers spend at least 15 minutes engaging with each issue. (est. 18,587)

All subscribers spend an average of 35.5 minutes reading each issue.

Average of 1.2 pass-along readers per issue copy. Total potential reading audience of 48,107.

STAMPING JOURNAL LEADS THE PACK BY A MARGIN OF ALMOST 3-1!

STAMPING Journal is considered the “most useful in making purchasing decisions” over competitor publications.

SJ ADVERTISEMENTS RESULT IN ACTION.

93% of all respondents reported having taken one or more actions as a result of reading advertisements in STAMPING Journal.

https://www.

35% requested additional information from an advertiser.

78% visited advertiser’s website.

13% requested information through free product information email.

45% referred an ad/article to co-worker or decision-maker.

17% recommended the purchase of advertised products or services.

13% bought products or services advertised.

5% connected with an advertiser via social media site (Facebook, Twitter, etc.).

93% of subscribers have purchasing influence in one or more categories at their companies.

All data presented here was collected through a survey conducted by Harvey Research Inc., January/February 2019 issue Base: 334 subscribers surveyed via the internet (3 studies).
2020 Editorial Calendar

STAMPING Journal

JANUARY/FEBRUARY
Ad Close: 1-2-20
Ad Material: 1-7-20
- PRESS TECHNOLOGY
  Large Hydraulic Presses
- MATERIALS & PARTS
  Smart Materials
- MATERIAL HANDLING
  Press Feeds
- BUYERS’ GUIDE
  Mechanical Press
- ADVERTISER BONUS
  Harvey Readership Study

MARCH/APRIL
Ad Close: 2-25-20
Ad Material: 3-3-20
- PRESS TECHNOLOGY
  Blanking
- TOOL & DIE
  Dies for AHSS
- MATERIALS & PARTS
  Lightweighting
- SOFTWARE/QC
  ERP Software
- STAMPING IN A GREEN SUPPLY CHAIN
  Stamping Motor Laminations
- BUYERS’ GUIDE
  Lubricant
- ADVERTISER BONUS
  • Software Package
  • Lead Generation Package

BONUS DISTRIBUTION
FABTECH Mexico
Mexico City, May 12-14
Great Designs in Steel
TBD, May 2020
FABTECH Canada
Toronto, June 16-18

JULY/AUGUST
Ad Close: 6-30-20
Ad Material: 7-7-20
- PRESS TECHNOLOGY
  Rebuilds and Retrofits
- MATERIALS & PARTS
  Lubricants
- SOFTWARE/QC
  Die Design Software
- MATERIAL HANDLING
  Coil Systems
- STAMPING IN A GREEN SUPPLY CHAIN
  Ecofriendly Fluids
- BUYERS’ GUIDE
  Servo Press
- ADVERTISER BONUS
  Lead Generation Package

SEPTEMBER/OCTOBER
Ad Close: 9-1-20
Ad Material: 9-8-20
- PRESS TECHNOLOGY
  Presses
- TOOL & DIE
  Punches
- SOFTWARE/QC
  ERP Software
- MATERIAL HANDLING
  Robotic Material Handling
- BUYERS’ GUIDE
  Press Feed
- ADVERTISER BONUS
  FABTECH Package

BONUS DISTRIBUTION
FABTECH
Las Vegas, Nov. 18-20

MAY/JUNE
Ad Close: 4-28-20
Ad Material: 5-5-20
- PRESS TECHNOLOGY
  Servo Presses
- TOOL & DIE
  Simulation
- MATERIALS & PARTS
  Forming Aluminum
- MATERIAL HANDLING
  Conveying Parts and Scrap
- BUYERS’ GUIDE
  Hydraulic Press

NOVEMBER/DECEMBER
Ad Close: 10-27-20
Ad Material: 11-3-20
- PRESS TECHNOLOGY
  Managing Reverse Shock
- TOOL & DIE
  Die Sensoring
- MATERIALS & PARTS
  Prototyping
- STAMPING IN A GREEN SUPPLY CHAIN
  Manufacturing Battery Enclosures
- BUYERS’ GUIDE
  Die Handling Equipment
- ADVERTISER BONUS
  Website Showcase
  (for 1⁄2-page and larger advertisers)

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.
• Note: Buyers’ Guide deadlines are four weeks before issue advertising deadlines. The publisher of STAMPING Journal® reserves the right to amend this schedule if necessary.
Ad Dimensions for *STAMPING Journal®*
Trim Size: 8.25" x 10.75" (209.6 mm x 273.1 mm)

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Ask about Metal Market Ads
"It's a great publication to keep up with all the new industry news."

Hydroform Planner/Programmer/Product Design-R&D

"I usually read the articles and ads that may affect our operations, but I usually skim the whole thing."

CNC Technician/Manufacturing Production

"We look forward to receiving STAMPING Journal. We share two copies between 4-5 of us, which is an adequate number."

CEO, Contract Management, Marketing, Manufacturing Corporate Executive

"From an educator’s standpoint, I use STAMPING Journal for gathering information and staying informed about new technologies."

Welding Instructor

"I have a strong interest in Art Hedrick’s and Tom Vacca’s articles. The ads are always helpful."

Tool Room Supervisor

"Great publication—informative and does a good job of focusing on the latest news and trends in the industry."

Operations Corporate Executive

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