The WELDER reaches more than 30,000 BPA-qualified subscribers
Source: June 2019 BPA statement

REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

65% of subscribers are either an owner/operator, corporate executive, manufacturing engineer, in manufacturing production, or in production design/R&D.

CURRENT READERS ARE BUYING...AND SOON.

57% of subscribers plan on making a capital equipment purchase within the next year and a half.

PLUS 28% additional subscribers haven’t ruled out the possibility.

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

THE WELDER HAS A HIGHLY ENGAGED AUDIENCE.

92% of subscribers spend at least 15 minutes engaging with each issue. (est. 27,613)

All subscribers spend an average of 41.7 minutes reading each issue.

Average of 2 pass-along readers per issue copy. Total potential reading audience of 90,042.

THE WELDER LEADS THE PACK BY A MARGIN OF OVER 2-1!

The WELDER is considered the “most useful in making purchasing decisions” over its closest competitor publication.

THE WELDER ADVERTISEMENTS RESULT IN ACTION.

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

https://www.
38% requested additional information from an advertiser.
79% visited advertiser’s website.
16% requested information through free product information email.

27% referred an ad to co-worker or decision-maker.
14% recommended the purchase of advertised products or services.
30% bought products or services advertised.
8% connected with an advertiser via social media site (Facebook, Twitter, etc.).

96% 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: 516 subscribers surveyed via the internet (3 studies).
| JANUARY/FEBRUARY | Ad Close: 1-2-20  
Ad Material: 1-9-20 |
|------------------|------------------|
| **WELDING PROCESSES & EQUIPMENT**  
SMAW of Pipe |
| **CUTTING & WELD PREP**  
Hand Tools: What Every New Shop Needs |
| **CONSUMABLES**  
SMAW Electrode Storage |
| **ADVERTISER BONUS**  
Harvey Readership Study |

| MARCH/APRIL | Ad Close: 2-20-20  
Ad Material: 2-27-20 |
|--------------|------------------|
| **WELDING PROCESSES & EQUIPMENT**  
Advancements in Welding Power Sources |
| **SAFETY**  
Welding with a Pacemaker: What Every Aging Welder Should Know |
| **ADVERTISER BONUS**  
Lead Generation Package |

| MAY/JUNE | Ad Close: 4-23-20  
Ad Material: 4-30-20 |
|-----------|------------------|
| **WELDING PROCESSES & EQUIPMENT**  
Weld Training: Advice for Recent Tech School Graduates |
| **CUTTING & WELD PREP**  
Dos and Don’ts of Finishing Stainless Steel |
| **CONSUMABLES**  
How to Avoid Birdnesting in Aluminum Welding Wire |
| **ADVERTISER BONUS**  
New Product Advertorial (for 1/2-page and larger advertisers) |

| JULY/AUGUST | Ad Close: 6-11-20  
Ad Material: 6-18-20 |
|--------------|------------------|
| **WELDING PROCESSES & EQUIPMENT**  
Structural GMAW |
| **SAFETY**  
PPE for GTAW |
| **CONSUMABLES**  
Robotic Welding for Small Shops |
| **ADVERTISER BONUS**  
Lead Generation Package |

| SEPTEMBER/OCTOBER | Ad Close: 8-13-20  
Ad Material: 8-20-20 |
|--------------------|------------------|
| **SAFETY**  
Safeguarding Against Hexavalent Chromium Fumes |
| **CONSUMABLES**  
The Art of Repair Welding |
| **FOCUS**  
FABTECH® Preview |
| **ADVERTISER BONUS**  
FABTECH Package |

| NOVEMBER/DECEMBER | Ad Close: 10-15-20  
Ad Material: 10-22-20 |
|-------------------|------------------|
| **WELDING PROCESSES & EQUIPMENT**  
Microwelding |
| **CUTTING & WELD PREP**  
Preparing Aluminum Safely for Welding |
| **CONSUMABLES**  
How to Assemble a TIG Torch |
| **ADVERTISER BONUS**  
Problem-Solvers Advertorial (for 1/2-page and larger advertisers) |

**BONUS DISTRIBUTION**  
The FABRICATOR’s Leadership Summit at the FMA Annual Meeting  
San Antonio, March 8-9  
NASCC: The Steel Conference  
Atlanta, April 22-24  

**BONUS DISTRIBUTION**  
FABTECH Mexico  
Mexico City, May 12-14  
FABTECH Canada  
Toronto, June 16-18  

**BONUS DISTRIBUTION**  
EuroBLECH  
Hannover, Germany, Oct. 27-30  
FABTECH  
Las Vegas, Nov. 18-20  

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.
Ad Dimensions for *The WELDER®*
Trim Size: 8.25\" x 10.75\" (209.6 mm x 273.1 mm)

**Standard**
- Bleed: 8.5\" x 11\"
  - 215.9 mm x 279.4 mm
- No Bleed: 8.25\" x 10.75\"
  - 209.6 mm x 273.1 mm

**2/3 Vertical**
- 4.625\" x 10\"
  - 117.5 mm x 254 mm

**1/2 Vertical**
- 4.625\" x 7.25\"
  - 117.5 mm x 184.2 mm

**1/2 Horizontal**
- 7\" x 4.875\"
  - 177.8 mm x 123.8 mm

**1/3 Vertical**
- 2.1875\" x 10\"
  - 55.6 mm x 254 mm

**1/3 Horizontal**
- 4.625\" x 4.875\"
  - 117.5 mm x 123.8 mm

**1/4 Vertical**
- 3.375\" x 4.875\"
  - 85.7 mm x 123.8 mm

**1/4 Horizontal**
- 4.875\" x 3.375\"
  - 123.8 mm x 85.7 mm

**1/6**
- 2.125\" x 4.125\"
  - 54.0 mm x 104.8 mm

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Ask about Metal Market Ads
Testimonials

“I like The WELDER magazine. I share every issue with my 15-year old grandson. It is toned down from the other publications and has more self-help information.”

President/Owner
Owner/Operator

“This is a new publication for this site and has been used as reading material for our vo-tech interns.”

Sr. Manufacturing Engineer

“I sell welding and metalworking equipment and supplies. Many times, it is the novice coming in that needs the additional help/information. Your publication provides that average person side of things, as well as more in-depth information for the more advanced person.”

Branch Manager

“The new format from last year is excellent. I've been a subscriber to the publication for 11 years.”

Welding Engineer/Quality Assurance/Control

“When I am done with the magazine, I set it in our lunch room for our employees to look at.”

Director of Quality
Quality Assurance/Control

“I am one of 8 welders in our shop. Your magazine exposes me to information that I may never have seen without your presence. I look forward to reading The WELDER magazine so that I can get a different perspective, and I always leave the magazine out for others to read.”

Production Welder/Shop Floor Welder

“Continuing education. The best, in any form and in any way you can get it.”

President/Corporate Executive

“The issue is helpful to keep up with industry news, is relevant to the welding work we do, and makes it easy to share technical information with others as it is available.”

Lean Manufacturing/Manufacturing Engineering Professional

“The WELDER keeps me up on issues that we face in the field and is a source of good ideas, both from ads and articles.”

Owner/Operator

“Well done and informative. I read it personally and collect them for my students as well.”

Welding Instructor/CWI

“Great magazine and very informative articles. I use them regularly for my classes. Always look forward to receiving my next copy.”

Owner, Shop Lead
Owner/Operator

“I find the technical content of the articles well balanced. As an engineer/fabricator, it is nice to have both the how and the why included.”

Professional Engineer

www.thefabricator.com/thewelder