

# the fabricator

The official publication of the Fabricators & Manufacturers Association Intl.®



An official publication of FABTECH

The FABRICATOR reaches more than 52,000 subscribers  
Source: Publisher's own data, subject to audit, September 2020.

## REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

### 71%

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



**81%** of subscribers look to *The FABRICATOR* to help make purchasing decisions.

### 93%

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



**80%** of subscribers who attend FABTECH are more likely to visit your exhibit after seeing your ad in *The FABRICATOR*.



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

Source: FABTECH 2019 Attendee Research Report



## The FABRICATOR HAS A HIGHLY ENGAGED AUDIENCE.



**83%** of subscribers spend at least 15 minutes engaging with each issue.



All subscribers spend an average of **37.1 minutes** reading each issue.

**73%** are more likely to click an online ad if they have seen the advertiser's print message.



Average of **1.5 pass-along readers** per issue copy.

## The FABRICATOR ADVERTISEMENTS RESULT IN ACTION.

### 90%

of all respondents reported having taken one or more actions as a result of reading advertisements in *The FABRICATOR*.

**29%** referred an ad to co-worker or decision-maker.



https://www.

**30%** requested additional information from an advertiser.

**75%** visited advertiser's website.

**27%** bought or recommended the purchase of products or services advertised.



## REACH READERS WHO TRUST AND VALUE YOUR ADVERTISING.



**97%** agree that the advertising educates and is an important part of the publication.

**85%** agree they are more likely to trust a company that advertises its products/services in *The FABRICATOR*.

## Flexing the Industry's Most Powerful Brands



Social media and the internet have democratized business-to-business marketing in a way that can't be doubted. Anyone with a smartphone and a message can start sharing thoughts instantaneously with his or her audience—if they have one.

And that's the catch. Who and how large is that audience? Do they have buying influence when it comes to sophisticated machine tools and software?

Do they actually work for a company engaged regularly in metal fabricating activities, or is the audience made up of hobbyists making metal birdhouses or fire pits in their garages?

That's how FMA Communications (FMAC) can help. In the wild west that is digital marketing, FMAC brands—*The FABRICATOR*, *The Tube & Pipe Journal*, *STAMPING Journal*, *The WELDER*, *Canadian Metalworking/Canadian Fabricating & Welding*, *The Additive Report*, and *The FABRICATOR en Español*—can deliver audiences that others struggle to duplicate. It's been a 50-year effort to build the brands and earn the trust of those in the metal fabricating and forming industry, but the result is a strong bond between a media company and its metal manufacturing community. In fact, when asked in a recent readership survey if they trusted the articles in *The FABRICATOR*, 100% of those 214 subscribers who responded answered "yes." (The email survey was sent to almost 9,000 subscribers.) These metal fabricators don't doubt that the editors and columnists are bringing them the industry news, fabricating technology updates, case studies, and process tips that can help them improve their manufacturing operations.

That commitment to delivering high-quality content has helped FMAC build a qualified list of subscribers that totals more than 125,000. These are owners, executives, and managers of manufacturing businesses that are the true decision-makers

in the metal fabricating industry. They rely on FMAC brands and industry events like FABTECH to keep them informed on what's happening in metal fabrication.

Do you think you're making that same connection in ignored social media posts? In that same readership survey, 39% reported that they don't use social media. Of the 61% that did, only 25% admitted to using Facebook. Social media isn't a silver bullet when it comes to business-to-business marketing in the metal fabricating space.

FMAC brands offer you the channels—and the confidence—that you are reaching the right people, not bots and spam filters. These brands help to get you beyond the red velvet rope and in front of the industry's VIPs.

FMAC has the leading print brands, still an important communication vehicle as an overwhelming percentage of subscribers still desire a printed product. For those looking for a more targeted approach, FMAC has new advertising options for the publications' digital versions, which have a smaller but loyal segment of the overall metal fabricating readership.

FMAC's digital properties are also unrivaled in the industry. FMAC websites—[thefabricator.com](http://thefabricator.com), [canadianmetalworking.com](http://canadianmetalworking.com), and [additivereport.com](http://additivereport.com)—attract more than 3 million unique visitors to them each year. FMAC also offers impactful e-newsletters and webcasts as tools to collect actionable leads. Again, the FMAC brands stand out and help to cut through the clutter in the digital inbox.

Do you want to try something new to reach this audience? Let's talk. We have the audience, marketing channels, and even social media audience to build brand awareness. FMAC can help to create a unique marketing plan to support your sales and marketing goal.

We have the brands that can help you build your own brand.

Dan Davis, Editor-in-Chief

## FMA Communications Inc.'s Marketing Representatives

Meet the marketing consultants who can help you get your message to metal fabricators and manufacturers.



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## JANUARY

Ad Close: 12-1-20  
Ad Material: 12-8-20

### BENDING & FORMING

Specialty Bending Jobs on the Press Brake

### CUTTING

Laser Cutting Automation

### ASSEMBLY, FINISHING & JOINING

Mechanical Finishing Consumables

### HEAVY FABRICATING

Plate Beveling

### MANAGEMENT

Hiring for Attitude

### BUYERS' GUIDE

Punching Machine



## FEBRUARY

Ad Close: 1-5-21  
Ad Material: 1-12-21

### BENDING & FORMING

Press Brake Tooling Basics

### CUTTING

Plasma Cutting Advances

### ASSEMBLY, FINISHING & JOINING

Taking a Look at Powder Coating

### TUBE & PIPE

Rotary Draw Bending

### HEAVY FABRICATING

Plate Rolling

### MANAGEMENT

Customer Development Tips

### FOCUS

The FABRICATOR's 2021 Industry Award Winner

### BUYERS' GUIDE

- Deburring Machine
- Plate Processing System



## MARCH

Ad Close: 2-2-21  
Ad Material: 2-9-21

### BENDING & FORMING

Bending Software

### CUTTING

Abrasive Waterjet Cutting

### ASSEMBLY, FINISHING & JOINING

Potential of the Robotic Grinding Cell

### HEAVY FABRICATING

Managing Distortion in Heavy Weldments

### MANAGEMENT

What the Cloud Means for Metal Fabrication

### BUYERS' GUIDE

- Folding Machine
- Panel Bending Machine

### BONUS DISTRIBUTION

NASCC: The Steel Conference  
Louisville, April 14-16



## APRIL

Ad Close: 3-2-21  
Ad Material: 3-9-21

### BENDING & FORMING

Panel Bending

### CUTTING

Deburring the Cut Edge

### ASSEMBLY, FINISHING & JOINING

5S in Sheet Metal Assembly

### HEAVY FABRICATING

Big Plate, Bigger Press Brakes

### MANAGEMENT

When Automation Does and Doesn't Make Sense

### BUYERS' GUIDE

Plate Rolling Machine

### ADVERTISER BONUS

Harvey Readership Study

### BONUS DISTRIBUTION

FABTECH Mexico  
Monterrey, Mexico, May 4-6



## MAY

Ad Close: 4-6-21  
Ad Material: 4-13-21

### BENDING & FORMING

Potential of Custom Press Brake Tooling

### CUTTING

Laser Cutting Machine Maintenance

### ASSEMBLY, FINISHING & JOINING

Tips on Producing Specialty Surface Finishes

### TUBE & PIPE

Selecting a Band Saw Blade for Tube Cutting

### HEAVY FABRICATING

Angle Roll Operation 101

### MANAGEMENT

Evolution of ERP



## JUNE

Ad Close: 5-4-21  
Ad Material: 5-11-21

### BENDING & FORMING

Roll Form Tooling Basics

### CUTTING

Punching and Punch Tool Management

### ASSEMBLY, FINISHING & JOINING

Can This Be Laser Welded?

### HEAVY FABRICATING

Safe Handling of Heavy Plate

### MANAGEMENT

Shop Scheduling Software Strategies

### FOCUS

The FAB 40: The Top Metal Fabricators in the U.S.

### BUYERS' GUIDE

2D Laser Cutting Machine



## JULY

Ad Close: 6-8-21  
Ad Material: 6-15-21

### BENDING & FORMING

Headache-free Press Brake Setup

### CUTTING

Role of the Punch/Laser Combo

### ASSEMBLY, FINISHING & JOINING

Arc Welding Power Source Advances

### HEAVY FABRICATING

Plasma or Oxyfuel Cutting?

### MANAGEMENT

Building a Sales Team

### FOCUS

FMA's 2021 Rusty Demeules Award for Safety Excellence

### BUYERS' GUIDE

Manufacturing Software



## AUGUST

Ad Close: 7-6-21  
Ad Material: 7-13-21

### BENDING & FORMING

Forming to Overcome Material Variation Challenges

### CUTTING

Cut Part Leveling

### ASSEMBLY, FINISHING & JOINING

What an Efficient Welding Booth Looks Like

### TUBE & PIPE

Design Basics for Tube Bending

### HEAVY FABRICATING

Boiler and Pressure Vessel Fabrication

### MANAGEMENT

Perfecting the Performance Evaluation

### FOCUS

FABTECH Preview

### ADVERTISER BONUS

FABTECH Package

### BONUS DISTRIBUTION

FABTECH, Chicago, Sept. 13-16



## SEPTEMBER

Ad Close: 8-3-21  
Ad Material: 8-10-21

### BENDING & FORMING

Folding

### CUTTING

Fine-tune Your Nesting Strategy

### ASSEMBLY, FINISHING & JOINING

Weld Fume Mitigation

### HEAVY FABRICATING

Nondestructive Testing in Heavy Fab

### MANAGEMENT

Why Shop Employees Quit

### BUYERS' GUIDE

3D Laser Cutting Machine



## OCTOBER

Ad Close: 9-7-21  
Ad Material: 9-14-21

### BENDING & FORMING

Bending Surface-sensitive Material

### CUTTING

Nitrogen Generation for Laser Cutting

### ASSEMBLY, FINISHING & JOINING

When Robotic Welding Makes Sense

### HEAVY FABRICATING

Delivering Clean Air in the Heavy Fab Shop

### MANAGEMENT

Training for Shop Supervisors

### FOCUS

FABTECH Recap

### BUYERS' GUIDE

- Arc Welding Power Source
- Ventilation System



## NOVEMBER

Ad Close: 10-5-21  
Ad Material: 10-12-21

### BENDING & FORMING

Focus on the Press Brake Operator

### CUTTING

Material Handling Automation

### ASSEMBLY, FINISHING & JOINING

Welder Cross-training Strategies

### TUBE & PIPE

Pipe Welding Automation

### HEAVY FABRICATING

Bridge and Crane Training and Safety

### MANAGEMENT

Estimating Practices

### BUYERS' GUIDE

Waterjet Cutting Machine



## DECEMBER

Ad Close: 11-2-21  
Ad Material: 11-9-21

### BENDING & FORMING

A Look at Electric Press Brakes

### CUTTING

Laser Cutting Head Advances

### ASSEMBLY, FINISHING & JOINING

Weld Programming Software

### HEAVY FABRICATING

Logistics and Delivery Strategies

### MANAGEMENT

Identifying Your Fabricating Niche

### FOCUS

Industry Forecast 2022

### 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.

	1x	3x	6x	9x	12x	18x	24x	36x
	4-Color							
TAB SPREAD	19,529	18,657	17,801	16,939	16,072	15,210	14,864	14,349
TABLOID	12,571	12,012	11,458	10,905	10,346	9,793	9,570	9,240
1/2 TAB SPREAD	16,452	15,720	14,997	14,273	13,541	12,818	12,522	12,094
1/2 TABLOID	9,678	9,247	8,821	8,396	7,965	7,540	7,366	7,114
STANDARD SPREAD	14,196	13,603	13,009	12,415	11,816	11,217	10,976	9,793
STANDARD	9,140	8,757	8,375	7,993	7,610	7,222	7,069	6,304
2/3	6,992	6,716	6,445	6,168	5,892	5,615	5,503	4,950
1/2	5,562	5,356	5,150	4,950	4,744	4,538	4,456	4,050
1/3	4,305	4,146	3,987	3,822	3,663	3,504	3,440	3,116
1/4	3,387	3,275	3,157	3,040	2,928	2,810	2,763	2,534

Unless requested, Pantone® colors will be replicated using 4C process tints. Actual Pantone® colors are available for an additional charge.

## 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

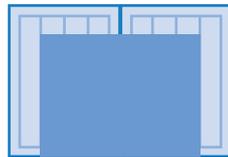
Tabloid Spread



**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

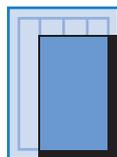
Tabloid



**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

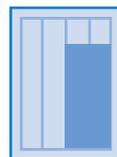
1/2 Tabloid



**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



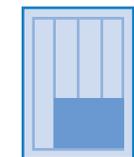
4.625" x 10"  
117.5 mm x 254 mm

1/2 Vertical



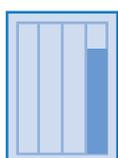
4.625" x 7.25"  
117.5 mm x 184.2 mm

1/2 Horizontal



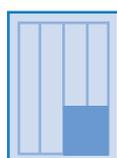
7" x 4.875"  
177.8 mm x 123.8 mm

1/3 Vertical



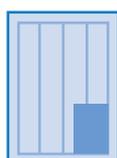
2.1875" x 10"  
55.6 mm x 254 mm

1/3 Horizontal



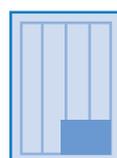
4.625" x 4.875"  
117.5 mm x 123.8 mm

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 4.875"  
54.0 mm x 104.8 mm

