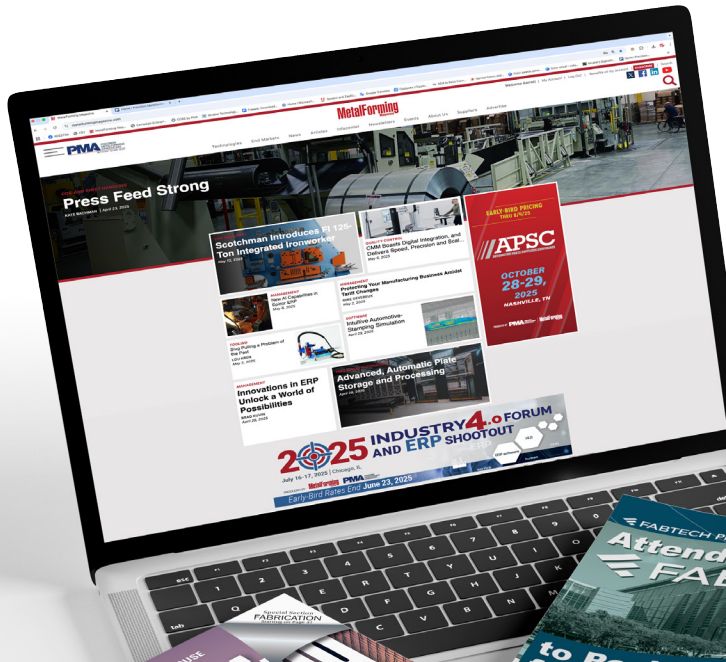


# Metal Forming Media

Integrated Media Solutions Connecting Metal Forming Buyers and Sellers



# 2026

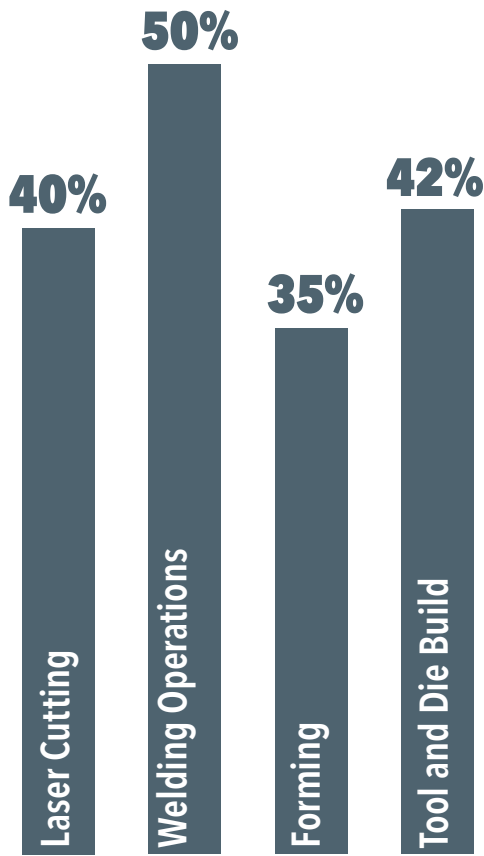


STAMPING • PUNCHING • BENDING • LUBRICATION • COIL HANDLING  
AUTOMATION • SAFETY • CUTTING • SOFTWARE • TOOL & DIE  
QUALITY CONTROL • WELDING

## Breadth of Audience; Breadth of Coverage

Thumb through our 2026 Media Guide and you can't help but come away feeling great about the audience we've carefully developed, and the breadth of products we've crafted to reach our audience. Whether in print, online or on the air, *MetalForming* has your marketing needs covered from every angle.

Please take a look and reach out with comments/questions. THANKS for reading! **MF**



OUR SUBSCRIBERS PERFORM



*MetalForming* magazine is my go-to source for industry news and new technology 'reveals.' Suppliers of metal forming technology know that the publication's readers look to *MetalForming* for the latest and greatest in manufacturing technology, tips and techniques, as well as case-study articles.

- Todd Wenzel, President  
TCR - Integrated Stamping Systems



## Audience

*MetalForming* continues to increase audience in key areas



### By the Numbers\*

**49,750**

FABRICATED METAL PRODUCT  
MANUFACTURING

**12,126**

MACHINERY  
MANUFACTURING

**1,322**

COMPUTER AND ELECTRONIC  
PRODUCT MANUFACTURING

**2,273**

ELECTRICAL AND ELECTRONIC  
PRODUCT MANUFACTURING

**6,747**

TRANSPORTATION EQUIPMENT  
MANUFACTURING

**2,002**

MISCELLANEOUS  
MANUFACTURING

**11,269**

OTHER QUALIFIED INDUSTRIES

**50%**



1-49

**18%**



50-99

**22%**



100-499

**10%**



500+

\*SUBSCRIBERS  
BY NUMBER OF  
EMPLOYEES



\*Source: Publisher's  
Data and Metal Forming  
Data reported in our  
June 2025 Publisher's  
Statement.

**59%**



C-Level/Company Management

**19%**



Mfg. Engineering  
& Production

**19%**



Mfg. Management  
& Eng. Management

\*SUBSCRIBERS  
BY JOB  
TITLE & FUNCTION

## Markets



### Top subscribing companies in these key end markets

#### AUTOMOTIVE & OFF-HIGHWAY

- A.J. Rose Mfg.
- Autokiniton
- Bobcat
- Caterpillar
- Clips & Clamps
- Deere
- General Motors
- Ford
- Honda
- Kubota
- Martinrea
- Tenneco
- Tesla

#### AEROSPACE

- Bell Helicopter
- Boeing
- Collins Aerospace
- Eaton Aerospace
- Lockheed Martin
- Northrop Grumman
- Space X
- Textron Aviation
- UTC Aerospace Systems
- Blue Origin

#### HVAC

- A. O. Smith Corp.
- Carrier
- Greenheck Fan
- Hoshizaki America
- Modine
- Morrison Products
- Revcor
- Seasons 4
- Trane

#### ELECTRONICS

- Apple
- Balluff
- Delta Computer Systems
- Honeywell
- Molex
- Prime Controls
- TE Connectivity
- Tyco

#### APPLIANCE

- Electrolux
- Focal Point
- GE Appliances
- Sub-Zero
- Whirlpool

**85,489**

PRINT AND DIGITAL  
AUDIENCE

**7,501**

STAMPING AUDIENCE

#### Audience

**74,220**

TOTAL MANUFACTURING

**50,438**

COMPANY MANAGEMENT

**71,000**

AVERAGE MONTHLY PAGEVIEWS

**97,000+**

UNIQUE ENEWSLETTER SUBSCRIBERS



# Lead Generation

## Newsletters



### *MetalForming*

Twice monthly, the *MetalForming* newsletter covers news and technology of importance to metal formers and fabricators. The second edition of each month covers metal forming/fabricating technologies and products.



### *Business Edge*

This enewsletter, delivered the first week of each month, provides management-related content, including exclusive articles authored by experts in manufacturing-management issues.



### *MetalForming Mexico*

*MetalForming's* monthly Spanish-language enewsletter reaches 12,000+ engineers and managers in the metal forming industry throughout Mexico.

## Specs and Rates

### Technology ad

- 300x250 px image
- Headline
- 50 words of text and URL (six per issue)

### Leaderboard

- 600x190 px (one per issue)

### *MetalForming*

**\$2500/Leaderboard**  
**\$1500/Technology ad**

### *Business Edge*

**\$2000/Leaderboard**  
**\$1000/Technology ad**

### *MetalForming Mexico*

**\$800/Leaderboard**  
**\$650/Technology ad**

METALFORMING

**48,000+**  
SUBSCRIBERS

**34%**  
OPEN RATE

BUSINESS EDGE

**20,000+**  
SUBSCRIBERS

**32%**  
OPEN RATE

MEXICO

**29,000+**  
SUBSCRIBERS

**26%**  
OPEN RATE

## Lead Generation

### *MetalForming Delivers eBlast*

#### Inhouse, branded custom email blast program

- Audience size: 5000-25,000+
- 27% open rate
- 5% CTOR
- Full reporting with leads/contact information
- Segment your target audience by geography (United States, Canada and Mexico), job title and vertical industry segment.

### *MetalForming Delivers en Español*

Leverage our newsletter and print-magazine subscriber database to send your custom eblasts and targeted messaging to decision makers in Mexico.

*Consult your sales representative for pricing.*

#### Rates (5000 Minimum)

Quantity (cost per thousands)

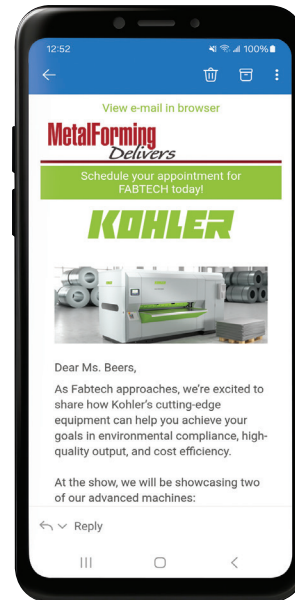
5000 to 15,000 **\$450/M**

15,001 to 35,000 **\$375/M**

\*Prices from September 1 to October 31

5000 to 15,000 **\$550/M**

15,001 to 35,000 **\$475/M**



### *MetalForming Webinar*

MetalForming will host your 1-hr. technical webinar, handling all production and promotion duties and registration, and providing a facilitator/moderator for the live event.

#### Webinar includes

- Email promotion
- Social media promotion (LinkedIn, Facebook, & X)
- Archived on metalformingmagazine.com (with ongoing promotion)
- Full lead generation—custom lead reports with registrant contact information

#### Webinar Rates

Price **\$6500**



## Lead Generation

### *MetalForming* LIVE presents ... case studies from the shop floor

These single-sponsored, recorded webcasts feature your company spokesperson and a spokesperson from your customer, to discuss a successful, new technology-implementation project. Anchored by a solid return-on-investment perspective, the conversation, moderated by a *MetalForming* media editor, will occur via Zoom, and last 30-45 minutes.

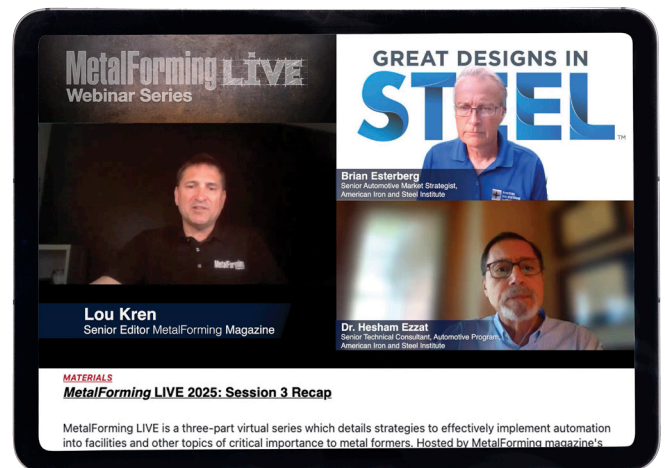
We will record the webcast and post it to our website, and promote it via eblast, enewsletters and social media posts.

Prior to the webcast recording, we will schedule a rehearsal to review the content.



#### Sponsorship includes

- Zoom-session recording (30-45 minutes)
- Recording will be posted to the *MetalForming* website, and shared with the sponsor
- Session will be promoted by *MetalForming* via one eblast to 10,000 subscribers; ads in three enewsletters; and two LinkedIn posts.



## Rates

Price **\$4500**

### *MetalForming* Digital Package

#### Package includes

This new offering provides five unique products that will brand your company across the web, while providing leads from a targeted audience within our database. This special offer includes:

#### Retargeting ad for 3 months

- Get your brand in front of your target audience, while they actively browse hundreds of websites.

#### (1) LinkedIn post and *MetalForming* in the Morning

##### LinkedIn Sponsorship

- We'll deliver your message to our very active LinkedIn audience

#### (3) Podcast Sponsorships

- Your company highlighted in 3 podcasts

## Retargeting fyi

#### *What is Retargeting for B2B Website Advertising?*

Retargeting is a digital advertising strategy that re-engages website visitors who showed interest but didn't complete a desired action, such as filling out a form or requesting information. When someone visits a B2B publication website, a tracking pixel captures their activity and enables advertisers to serve tailored ads as they browse other websites.

Because B2B sales cycles can be long and involve multiple decision-makers, retargeting ensures consistent visibility, reinforces brand awareness, and keeps advertisers top-of-mind. Retargeting strengthens advertiser ROI and adds value to digital campaigns.



**METALFORMING PROFESSIONALS**

visits our site ...



your ad appears on other websites and  
**RECAPTURES THEIR INTEREST ...**



**NOW, THEY HAVE SEEN  
YOUR AD MULTIPLE TIMES**

and had more impressions!

### Package Rates (3 Months)

#### **Bronze**

- 25k impressions by website advertising
- 1 LinkedIn post
- 30k impressions by retargeting ads
- *MetalForming* in the Morning LinkedIn sponsorship

**\$5500** /55k Total Impressions

#### **Gold**

- 45k impressions by website advertising
- 1 LinkedIn post
- Podcast sponsorship
- 55k impressions by retargeting ads
- *MetalForming* in the Morning LinkedIn sponsorship

**\$8500** /100k Total Impressions



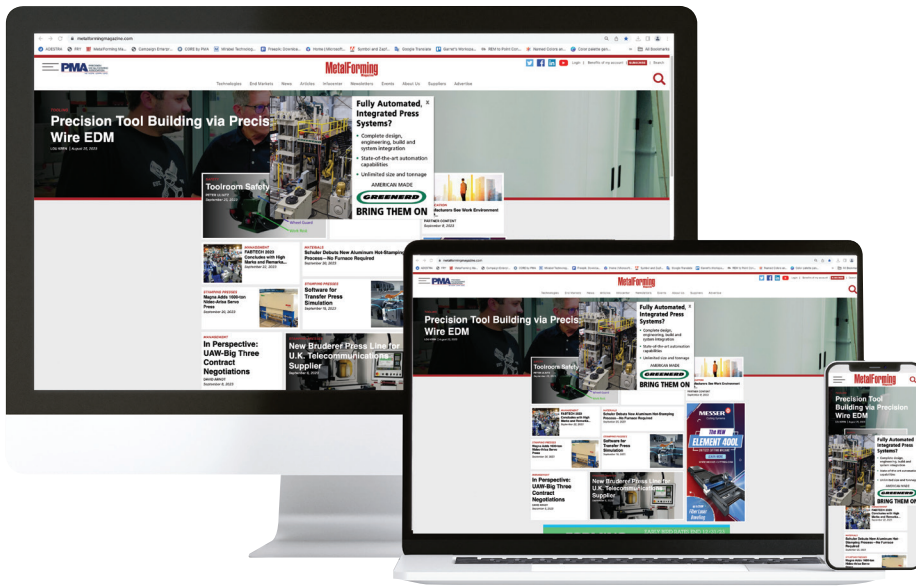
## Digital/Website

### Web ads

#### *MetalFormingMagazine.com*

Increase your brand's awareness through our site, which delivers dynamic content with daily news, blogs, feature articles, videos, searchable supplier and product databases, webinars, podcasts, content-specific Technology Zones, and more.

Reach viewers interested in your company's technologies. Placing your ad on our homepage and in content-specific Technology Zones provides you with targeted marketing opportunities to promote your brand to our audience.



#### TECHNOLOGY ZONES INCLUDE:

- Stamping Presses
- Tooling
- Cutting
- Bending
- Welding
- Automation
- CNC Punching
- Coil & Sheet Handling
- Finishing
- Lubrication
- Sensing/Electronics/IoT and more!

#### END-MARKET ZONES INCLUDE:

- Automotive
- Job Shops
- Medical
- Aerospace
- Agricultural
- Appliance
- Electronics
- Industrial and more!

Takeover  
600x450 px

#### DOWNLOADABLE TEMPLATES

Billboard  
970x250 px

Mobile  
300x  
250 px

HALF  
300x  
600 px

#### Ad sizes and rates

##### Takeover

- Appears once daily upon entering site on homepage
  - Additional subpage or Technology Zone included
  - Maximum of 3 advertisers
- \$2000 /mo**

##### Homepage

- Billboard or Half + Mobile
  - Maximum of 8 advertisers per size, per month
- \$1250 /mo**

##### Network

- Billboard or Half + Mobile
  - Maximum of 8 advertisers per size, per month
  - 12 advertisers per size, per month
- \$750 /mo**

MONTHLY AVERAGE PAGE VIEWS: **71,000**

### FABTECH Marketing

*MetalForming* magazine, along with the Precision Metal forming Association, is a proud co-sponsor of the annual FABTECH Exposition. We'll be back in Las Vegas in October 2026 and the show is sure to be the industry event of the year.

FABTECH is likely your single largest marketing investment each year and it's important to choose your marketing partners wisely. *MetalForming* magazine has you covered before, during and after the show. We'll help put your brand and technology in front of the right audience and most importantly, we'll provide solid leads and more traffic to your booth.

The September '26 FABTECH show issue of *MetalForming* will provide an extensive show preview and bonus distribution throughout the show floor. This is a can't-miss issue for your print-ad plans.



### Stamping & Press Automation @ FABTECH ebook

Stamping & Press Automation @ FABTECH is a one-of-a-kind show directory, focusing on the Stamping and Press Automation area of FABTECH. This guide will be delivered to 10k plus subscribers before the show.

Included with a full-page advertisement in this electronic directory is an enhanced listing that includes:

- 65-word booth description
- Company name, address, phone number, mail and website address
- Booth number
- Company logo

### Stamping & Press Automation @ FABTECH Guide Ad sizes and rates

#### Full Page

- 1080x1920 px

**\$2500**

#### Covers

- Inside Front or Inside Back Cover
  - Back Cover
- \$2500** Plus 10%

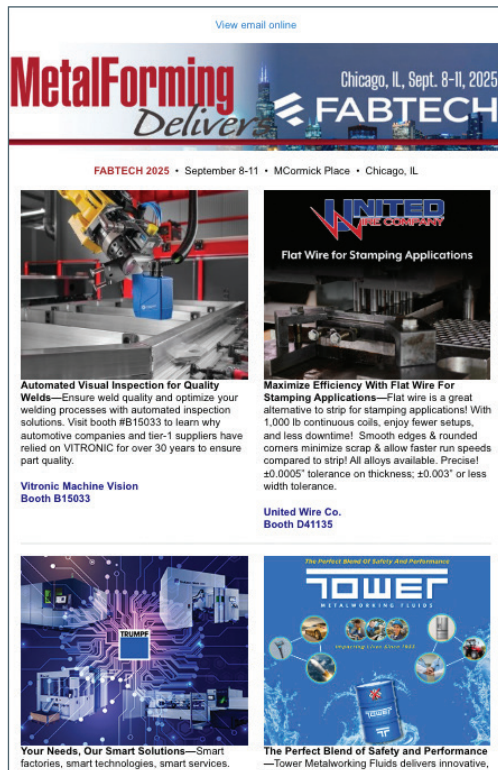




## Lead Generation

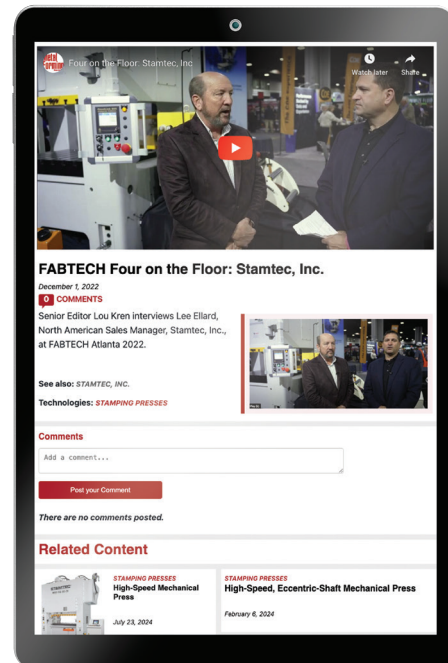
### *MetalForming* Delivers FABTECH

Place your message or video in front of prospective buyers in *MetalForming*'s custom video email campaigns. *MetalForming* will send two targeted emails to FABTECH pre-registrants, past attendees and current subscribers prior to the show. Leads will be provided from those who click on your message.



### Four on the Floor

Video from the show floor! Here's your opportunity to have *MetalForming* magazine editors interview a representative from your company, in your booth during FABTECH '26. We'll then utilize your 1-2-min. video as post-show marketing through our social channels, email and on our website.



## Ad sizes and rates

### ***MetalForming* Delivers FABTECH**

Product or technology video ad:

- 300×250 px image + 50-character title
- 200-character description
- 1 URL

Two mailings **\$1500**

### **Four on the Floor Video**

- Link to the video on social media channels including LinkedIn
- Special FABTECH section of our website
- Video will be included in (2) post-show newsletters with other videos

Video **\$2500**

### **Pre-show Delivers Combo**

Full Page Ad in FABTECH Guide, *MetalForming* Delivers FABTECH and Four on the Floor **\$5200**

# 35,000+

TOTAL CIRCULATION PLUS PAST AND PRESENT ATTENDEES

## Lead Generation

### *MetalForming* Ebooks

Reach the metal forming community through *MetalForming*'s new ebook. It features bold imagery, video and animations, relevant excerpts of topical articles, and ample links to fuller articles for a deeper dive into specific topics of interest to metal formers and fabricators.

We will promote the ebook quarterly and highlight it continuously on our website.



#### February Automation

Automation technologies to enhance pressroom and fabrication-shop productivity and reduce secondary processes.



#### May ERP

The importance of ERP and the various technologies available, as well as methods and considerations when implementing.



#### November Lubrication Technology

Lubricants and lubricant-delivery systems, including matching lubricants and delivery methods to applications.

### Ad sizes and rates

#### Ebook Ad

- 792x1224 px or 11x 17 in. full page ad
- Embedded video with the ad
- Banner ad rotating in a Technology Zone on our website
- Company logo on quarterly promotional emails

**\$2750** /year

**\$2062** /year for PMA member



TOOL AND DIE EBOOK

**13,000+**

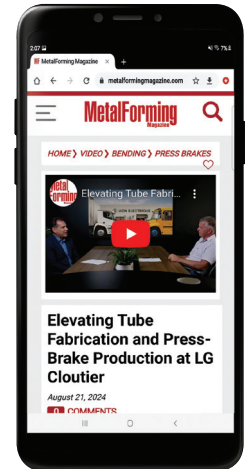
TOTAL VIEWS  
(JANUARY-AUGUST 2025)



## Custom Video

Invite our editors and video production crew into your customer's facility and we'll plan, shoot and produce a one-of-a-kind 4 to 5-min. testimonial video highlighting your customer's business, and the role that your company's technology plays in its success. We'll give you and your customer a copy of the video to share online, and we'll also post the video to our website and social media channels. And, we'll present the case study as an article in a print issue of *MetalForming*.

- Recorded at your customer's facility
- Hosted by a *MetalForming* editor
- Promotion via email blasts, enewsletters and social media posts



## Custom Partner Ebook Content

- Developed in partnership with *MetalForming* editorial staff
- Appears on custom landing page on *MetalForming* website, with links provided throughout the website
- Promotion via email blasts, enewsletters and social media

## Partner Content: Article/Webinar, Etc.

Partner/Native Content has proven very valuable to those that have invested. Our content team will collaborate with you to create highly targeted content to display natively on our website. Options include text, images, video, links to product information, and registration for downloadable assets such as white papers, podcasts and videos.

- Developed in partnership with *MetalForming* editorial staff
- Appears on custom landing page on *MetalForming* website and links to it throughout the website
- Promotion via email blasts, enewsletters and social media posts



## Ad sizes and rates

### Custom Video

4 to 5-min. Video **\$8500**

### Partner Ebook

**\$7500** for 3 months

### Partner Content: Article/Webinar, Etc.

**\$2500** for 3 months

### Industry 4.0 Forum and ERP Shootout

*MetalForming* magazine and the Precision Metalforming Association (PMA) host an informative forum on Industry 4.0 applications for metal formers and fabricators, and a tour of some of the industry's leading enterprise-resource-planning (ERP) software systems. The program is designed for executives, engineers and IT professionals working at small to midsized manufacturing companies.



#### Event Topics

- Selecting the Right ERP Software for Your Manufacturing Organization
- ERP and CRM Data Integration
- Best Practices for Implementing Industry 4.0 Projects
- The Key to a Successful ERP Makeover
- The Must-Haves Before You Start an ERP-Selection Project



#### Sponsorships

<b>Gold Sponsor</b> (Limit to 5)	<b>Silver Sponsor</b>
<b>\$7500</b>	<b>\$2500</b>

#### Hot Stamping Experience and Tech Tour

*MetalForming* magazine and the Precision Metalforming Association are proud to deliver this one-of-a-kind event that provides a unique opportunity to dive deeply into the ever-expanding world of hot stamping. Gaining popularity among automotive OEMs and Tier suppliers, as well as other industries, hot stamping has become a go-to process for the production of lighter and safer vehicles.



#### Sponsorships

<b>Gold Sponsor</b>	<b>Silver Sponsor</b>
<b>\$6500</b>	<b>\$2500</b>



## Event Topics

- Pressroom Automation
- Pressroom Maintenance
- Lubrication
- Servo Press Technology
- Tool & Die Maintenance
- Material Engineering
- Press Selection
- Springback Compensation

## Webinar Series

The Mexico Stamping Technology Webinar Series, conducted in Spanish, will arm senior Mexico business leaders and their key technical staff in Mexican facilities with the most current information on numerous technology trends in the metal forming industry.



## Sponsorships

Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>\$6000</b>	<b>\$4000</b>	<b>\$2000</b>

## Metal Fabrication Strategy Summit

This two-day dynamic, interactive event promises to facilitate in-depth discussions through a series of targeted roundtables. Each facilitated roundtable centers on a unique, timely topic critical to the continued success of sheet metal fabricators.

## Event Topics

- Design for Manufacture
- Scalable Process Integration Via Software & Automation
- Smart Manufacturing/Industry 4.0
- Growing Your Customer Base
- Digital Transformation
- Workforce Training & Retention



## Sponsorships

Premier Sponsor (Limit to 1)	Gold Sponsor	Silver Sponsor
<b>\$10,000</b>	<b>\$6000</b>	<b>\$2000</b>



# 2026 Editorial Calendar

## JANUARY/FEBRUARY

**Ad Close: 12/15**

### Pressroom & Special Editorial

- Industry Outlook • Mechanical Presses • Lubrication

### Columns

- Science of Forming • Cutting Edge • Tooling by Design

### Fabrication

- Cutting: Laser, Plasma, Waterjet
- Bending: Press Brake and Tooling, Folding

### Technology Department

- Quality/Metrology

### METALFORMING EBOOK: AUTOMATION

**Ad Close: 1/30**

Automation technologies to enhance pressroom and fabrication-shop productivity, and reduce secondary processes.



## MARCH

**Ad Close: 2/1**

### Pressroom & Special Editorial

- Hydraulic Presses • Tooling for Advanced Steels
- PMA Chair Article

### Columns

- Ask the Expert • Tooling by Design

### Fabrication

- Robotics/Cobotics • Fabrication Software

### Technology Department

- Shop-Floor Robotics/Automation

## APRIL

**Ad Close: 3/1**

### Pressroom & Special Editorial

- Special Automotive Section with Enhanced Online Coverage
- PREVIEW: Great Designs in Steel
- PREVIEW: Mexico Stamping Technology Webinar Series

### Columns

- Science of Forming • Tooling by Design

### Fabrication

- CNC Punching and Tooling • Welding/Joining

### Technology Department

- Smart Manufacturing

### Bonus Distribution:

Great Designs in Steel, May 20, Novi, MI  
FABTECH Mexico, May 12-14, Mexico City, Mexico

## MAY

**Ad Close: 4/1**

### Pressroom & Special Editorial

- Mechanical Presses
- Pressroom Automation: Coil/Blank Handling, Press Controls, Part Handling, Sensing
- ERP Technology Roundup
- PREVIEW: Automate 2026

### Columns

- Ask the Expert • Tooling by Design

### Fabrication

- Bending/Folding
- Material Handling: Loading/Unloading, AGVs/AMRs, Conveyors

### Technology Department

- Quality/Metrology

### Bonus Distribution:

Automate, June 22-25, Chicago, IL

### METALFORMING EBOOK: ENTERPRISE RESOURCE PLANNING

**Ad Close: 4/24**

The importance of ERP and the various technologies available, as well as methods and considerations when implementing.



# MetalForming

Magazine

## JUNE/JULY

**Ad Close: 6/1**

### Pressroom & Special Editorial

- Die Design and Simulation
- ERP Case Studies with Enhanced Online Coverage
- PREVIEW: Industry 4.0 Forum and ERP Shootout

### Columns

- Cutting Edge • Tooling by Design

### Fabrication

- Cutting: Laser, Plasma, Waterjet • Welding/Joining

### Technology Department

- Manufacturing Software

## AUGUST

**Ad Close: 7/1**

### Pressroom & Special Editorial

- Pressroom Automation: Coil/Blank Handling, Press Controls, Part Handling, Sensing • Lubrication
- PREVIEW: Automotive Parts Suppliers Conference

### Columns

- Ask the Expert • Tooling by Design

### Expanded Fabrication Section

- CNC Punching and Tooling • Robotics/Cobotics
- Automate Wrapup

### Technology Department

- Shop-Floor Robotics/Automation

### Bonus Distribution:

Automotive Parts Suppliers Conference, September, Detroit, MI

## SEPTEMBER

**Ad Close: 8/1**

### Pressroom & Special Editorial

- PREVIEW: FABTECH • Hydraulic Presses
- Die Design and Simulation • Tooling-In-Die Technology

### Columns

- Science of Forming • Tooling by Design

### Fabrication

- Fabrication Software • Cutting: Laser, Plasma, Waterjet

### Technology Department

- Smart Manufacturing

### Bonus Distribution:

FABTECH, October 21-23, Las Vegas, NV

FABTECH  
QUICK GUIDE  
EBOOK

 **FABTECH**

**Ad Close: 9/11**

PMA's guide to the  
Stamping, Tool & Die, and  
Press Automation Pavilion.



## OCTOBER

**Ad Close: 9/1**

### Pressroom & Special Editorial

- Servo Technology
- Pressroom Automation: Coil/Blank Handling, Press Controls, Part Handling, Sensing
- PREVIEW: Hot Stamping Experience and Tech Tour

### Columns

- Cutting Edge • Tooling by Design

### Fabrication

- Welding/Joining
- Bending: Press Brake and Tooling, Folding

### Technology Department

- Quality/Metrology

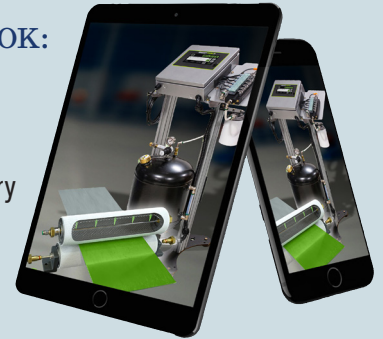
### Bonus Distribution:

Hot Stamping Experience and Tech Tour,  
November, Location TBA

### METALFORMING EBOOK: LUBRICATION TECHNOLOGY

**Ad Close: 10/30**

Lubricants and lubricant-delivery  
systems, including matching  
lubricants and delivery  
methods to applications.



## NOVEMBER/DECEMBER

**Ad Close: 11/1**

### Pressroom & Special Editorial

- Mechanical Presses
- FABTECH Wrapup
- Women of Excellence
- PREVIEW: Metal Stamping and Lubrication Technology Conference

### Columns

- Ask the Expert • Science of Forming • Tooling by Design

### Fabrication

- CNC Punching and Tooling
- Material Handling: Loading/Unloading, AGVs/AMRs, Conveyors

### Technology Department

- Manufacturing Software

### Bonus Distribution:

Metal Stamping Technology Conference,  
January 26-27, 2027, Nashville, TN

# Print Mechanical Requirements

## 5 Questions with an Expert

Smart content marketers know that their employees—the technology experts—have stories to tell that can position their company as a leader in the metal forming and fabricating market, and sell their brand. Work with our editorial team on a 5 Questions piece to let your experts become your brand ambassadors, and help them and your company gain influence in the metal forming and fabricating market.



## Ad sizes and rates

### Print Content 5 Questions

- One-page editorial developed in partnership with *MetalForming* editorial staff
- Full-page ad on the opposing page

**\$7500**

## Trim Size

### Size

### 1x

2-page spread	\$7500
Full-page	\$5000
2/3-page	\$4000
1/2-page Island	\$3500
1/2-page	\$2750
1/3-page	\$2000
1/4-page	\$1500

Rate includes 4C and frequency

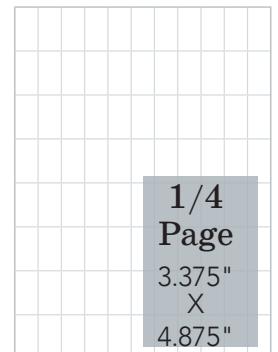
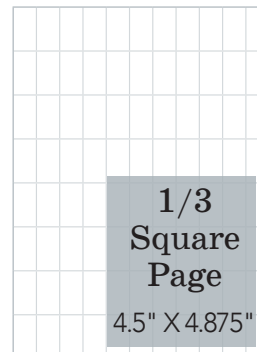
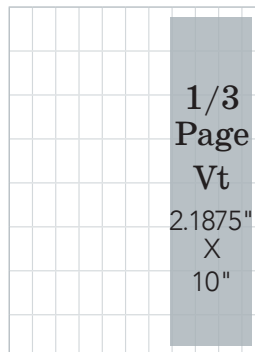
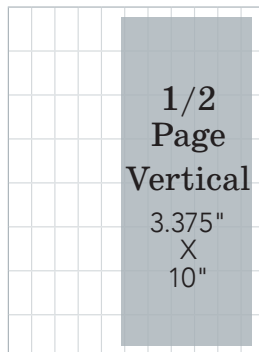
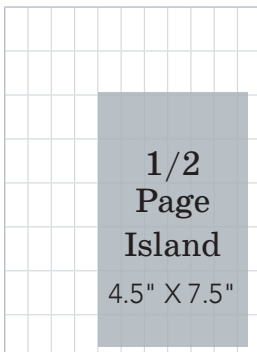
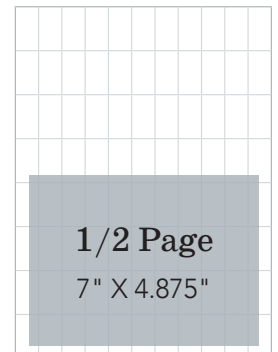
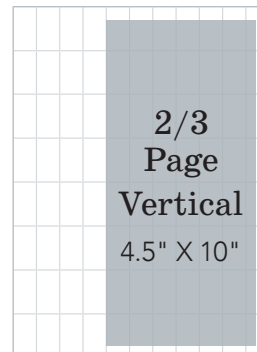
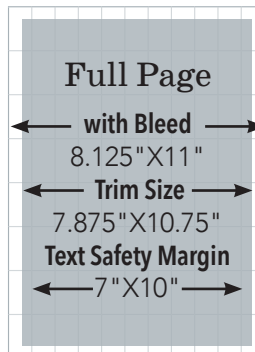
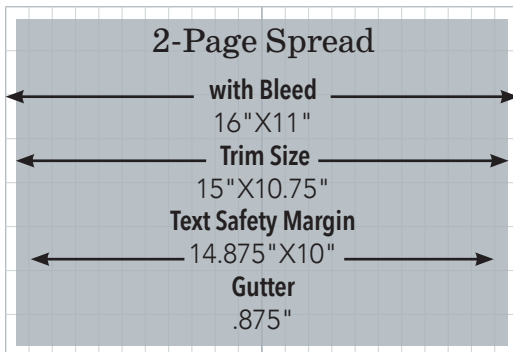
Cover Postions: Add 10%  
Ad Agency: Add 15%

### DOWNLOADABLE TEMPLATES

Trim: 7.875" x 10.75" (7-7/8" x 10-3/4")

Live area: Keep live matter at least 0.125" (1/4") away from trim dimensions, including gutter. To be safe, keep all text with-in a 7"X10" space for full page ads and 14.875"X10" for 2-page spread ads.

Bleed: Please allow a 0.125" bleed on all sides. Fractional ads do not bleed.





# Print Mechanical Requirements

## MetalForming Espanol

Four times in 2026, *MetalForming* will distribute Spanish-language editions to thousands of metal forming engineers, managers and company owners working in Mexico.

The Spanish-language editions deliver a core audience of 25,000+\* Mexican contract and end-product manufacturers who perform sheet metal stamping, fabrication, forming and value-added operations.



## Advertising Rates

*MetalForming Espanol* will continue to be a quarterly publication in 2025. However, it will be digital only for Winter, Summer and Fall, while the Spring FABTECH Mexico issue will be printed and mailed.

## Print Issue Ad Rates

Page, 4c: \$2,500

Half Page, 4c: \$2,000

Quarter Page, 4c: \$1,500

- Special: Advertiser in ALL four issues and you'll earn ads in 6 eNewsletter of your choice.

## Digital Issue Ad Rates

Page, 4c: \$1,500

- All three issues: \$3,800
- All three issues will earn 3 eNewsletter ads
- Any other size: \$1,000
- All three issues: \$2,500
- All three issues will earn 2 eNewsletter ads

## Mechanical Requirements

Trim: 7.875" x 10.75" (7-7/8" x 10-3/4")

Keep all live matter 1/4" (0.25") from page trim

### WINTER (FEBRUARY 2026)

**Ad Close: 1/27**

#### Pressroom & Special Editorial

- Servo Press Technology
- Linear Servo Press Technology
- Material Properties
- Tool and Die
- Resistance Welding
- Laser Welding

### SPRING (APRIL 2026)

#### FABTECH MEXICO ISSUE

**Ad Close: 4/1**

#### Pressroom & Special Editorial

- Aluminum Alloys for Automotive
- CNC Punching Technology
- Applications for Cobots
- Material Properties
- Robot Technology
- Press Technology

### SUMMER (JULY 2026)

**Ad Close: 6/13**

#### Pressroom & Special Editorial

- Material Properties
- Material Handling
- Tool and Die Development
- Lubrication
- Pressroom Automation

### FALL (OCTOBER 2026)

**Ad Close: 9/13**

#### Pressroom & Special Editorial

- Resistance Welding
- Hydroforming
- Tool and Die
- Quality Management
- Press Technology
- Conveyor Technology

## Sales Team

Our experienced and insightful sales staff can help you choose the right size and frequency to suit your advertising needs. Contact your representative to get your message in front of our subscribers today!

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Michigan

*Publisher*

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## 2026 Issue Closing Dates

January / February **December 15, 2025**

*MetalForming* ebook:

Automation **January 30, 2026**

March **February 1, 2026**

April **March 1, 2026**

May **April 1, 2026**

*MetalForming* ebook:

ERP **April 24, 2026**

June / July **June 1, 2026**

August **July 1, 2026**

September **August 1, 2026**

October **September 1, 2026**

FABTECH Quick Guide ebook

**September 11, 2026**

*MetalForming* ebook:

Lubrication **October 30, 2026**

November / December **November 1, 2026**

