

MEDIA KIT 2024-25



FIA MAGAZINE

For more than 110 years, the Forging Industry Association (FIA) has been helping forging companies in North America to increase their global competitiveness. FIA's producer member companies manufacture approximately 75% of the custom forgings volume produced in the United States, Canada and Mexico. Its supplier members manufacture materials and provide services used by the forging industry. Together, FIA's over 200 members comprise the only trade association dedicated to promoting and serving the forging industry in North America.

TARGET AUDIENCE

Primary Market Segments Represented: Automotive and Heavy Truck, Aerospace, Off-Highway and Heavy Construction, Agricultural, Ordnance and Military, Oil and Gas, Energy, and Industrial, Hardware and Tools.

COLUMNS IN EACH ISSUE

- President's Note
- Washington Update
- Energy
- Equipment & Technology
- Maintenance
- Automation
- Materials
- Operations & Management
- Industry News
- Foundation News
- Forging Research
- Members Speak

CIRCULATION

Total distribution approximately 11,000 FIA and industry company contacts (digitally and in print to FIA members). Each issue is also posted on the FIAMagazine.com website for viewing by online visitors.

Recipients: FIA members and other individuals in forging & forging supplier companies in the following primary processes performed: Impression Die Forging, Cold Forging, Open Die Forging, and Seamless Rolled Ring Forging.

PRINT SUBSCRIPTIONS

Quarterly Publication

One Year (4 Issues) FIA Member Subscription: \$40

One Year (4 Issues) Non-member Subscription: \$80

**Subscriptions are based on a calendar year. Subscribers will receive four print editions of FIA Magazine by USPS mail per year. Subscriptions are available to North American subscribers only (FIA members automatically receive one copy per member company).*

For questions about subscriptions please contact Kathy Edwards by email at kathy@forging.org or phone at (216) 781-6260.

Please Note: No subscription is final until accepted by FIA. FIA reserves the right to refuse a subscription to any person. Any subscription that is not accepted by the FIA will be refunded in full.

FIA ADVERTISING OPPORTUNITIES

(Members & Non-Members)

FIA Magazine (Print & Digital)

Quarterly Publication

Forging.org (Website)

Online Website with multiple ad opportunities.

(Members & Non-Members)

Enewsletter Advertising Opportunities

Enewsletters sent weekly and bi-monthly with button ad opportunities.

DESIGN SERVICES:

FIA offers design services for digital and print ads free of charge.

Contact niamh@forging.org if you would like assistance with designing your ad.



FIA MAGAZINE (Members & Non-Members)

| Issue | November Issue | February Issue | May Issue | August Issue |
|--|--|---|---|--|
| Cover Story <i>(subject to change)</i> | Forging Foundation & Research Issue | Forging Technology & Equipment Issue | Automation & Material Handling Issue | Forging Materials & Tooling Issue |
| Ad Close | October 7, 2024 | January 13, 2025 | April 7, 2025 | July 14, 2025 |
| Materials Due | October 14, 2024 | January 20, 2025 | April 14, 2025 | July 21, 2025 |

Dates subject to change. Published 4x per year. Cancellations accepted before closing date only. Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), or tif formats. All colors in files should be created as CMYK builds. Black-and-white files should be at least 600 dpi and done in Greyscale.

| | Sizing | Member Pricing (per issue) | Non-Member Pricing (per issue) |
|-------------------------------------|--|--------------------------------------|--------------------------------------|
| Full-Page | 8.5" x 10.875" (add .125" bleed) or 7.5" x 9.75" no bleed | \$1,995 4 issue contract: \$1,795 | \$2,495 4 issue contract: \$2,095 |
| Half-Page (Horizontal) | 7.5" x 4.625" no bleed | \$1,395 4 issue contract: \$1,095 | \$1,695 4 issue contract: \$1,395 |
| Half-Page (Vertical) | 3.5313" x 9.025" no bleed | \$1,395 4 issue contract: \$1,095 | \$1,695 4 issue contract: \$1,395 |
| Quarter Page | 3.625" x 4.625" no bleed | \$1,095 4 issue contract: \$895 | \$1,395 4 issue contract: \$1,095 |
| Inside Front Cover | 8.5" x 10.875" (add .125" bleed) or 7.5" x 9.75" no bleed | \$2,495 4 issue contract only | \$2,995 4 issue contract only |
| Inside Back Cover | 8.5" x 10.875" (add .125" bleed) or 7.5" x 9.75" no bleed | \$2,495 4 issue contract only | \$2,995 4 issue contract only |
| Back Cover | 8.5" x 10.875" (add .125" bleed) or 7.5" x 9.75" no bleed | \$2,795 4 issue contract only | \$3,295 4 issue contract only |
| Classified Ad or Job Listing | | \$120 2 or more issues: \$100 | \$200 2 or more issues: \$150 |

FORGING.ORG (website) *(Members & Non-Members)*

Square Button ad - 300 x 250 pixel hi-res digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. Ads will be uploaded within 48-72 hours of receipt by FIA.

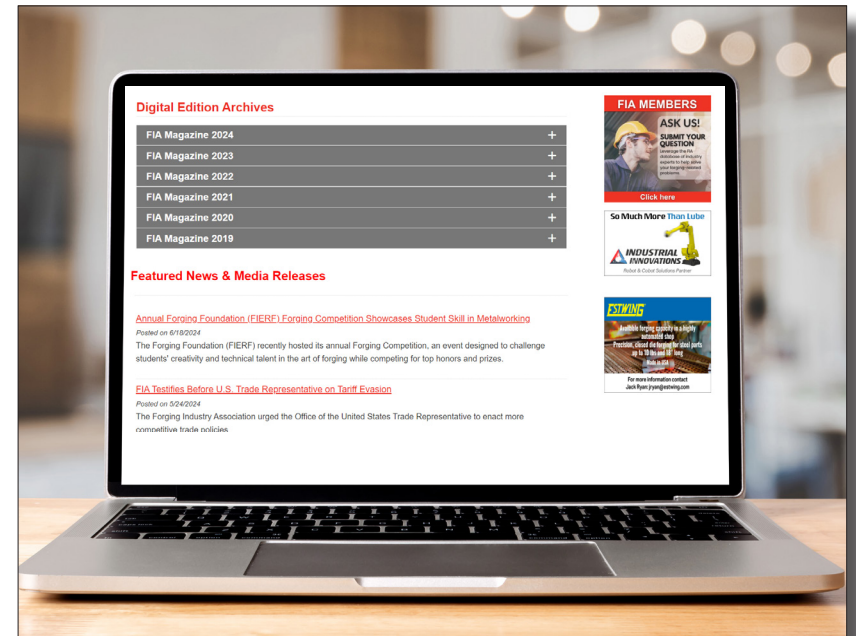
- **One month:** \$450 (Member)/\$550 (Non-Member)
- **6 months:** \$2,600 (Member)/\$3,600 (Non-Member)
- **One year:** \$5,000 (Member)/\$6,000 (Non-Member)

Vertical Rectangle ad – 300 x 600 pixel hi-res digital art file in the jpg or gif formats.

- **One month:** \$850 (Member)/\$950 (Non-Member)
- **6 months:** \$4,100 (Member)/\$5,100 (Non-Member)
- **One year:** \$7,200 (Member)/\$8,200 (Non-Member)

Premier leaderboard ad - 980 x 125 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops.

- **One month:** \$1,500 (Member)/\$2,500 (Non-Member)
- **6 months:** \$8,000 (Member)/\$9,000 (Non-Member)
- **One year:** \$15,000 (Member)/\$16,000 (Non-Member)



Content Marketing Package

FIA's NEW content marketing package includes a 1-hour webinar for you/ your company to host, a full-page ad in FIA Magazine, and a 1,000- 3,000 word article.

Per package: \$3,500 (Member)/\$4,250 (Non-Member)

NEW!

ENEWSLETTER ADVERTISING (Members & Non-Members)

QUICKREAD ECONOMIC UPDATE (newsletter button ad)

Rectangle Ad – 350 x 215 pixel digital art file in jpg or PDF format. Ad placements are ran on a first come first served basis. This is a weekly newsletter sent to the full FIA Membership database. Only two ads will appear in each newsletter. Ad can be linked to either a webpage (URL) or a PDF document for download.

Per newsletter: \$250 (Member)/\$500 (Non-Member)

FIA MEMBER UPDATE (newsletter button ad)

Rectangle Ad – 350 x 215 pixel digital art file in jpg or PDF format. Ad placements are ran on a first come first served basis. This newsletter is sent 4 times a year to the full FIA Membership database. Ads can be linked to either a webpage (URL) or downloadable PDF document.

Issue Schedule: January, March, June, September

Per newsletter: \$250 (Member)/\$500 (Non-Member)

Contact:

If you have any questions on FIA Magazine print, website or Enewsletter advertising please contact:

Angela Gibian
Deputy Chief Executive
216.781.6260
angela@forging.org



The Quick Read Economic Update is a digital briefing that highlights general business and geopolitical trends specific to manufacturing. This FIA member-exclusive briefing is sent four times monthly. If you would like to register a colleague to receive the Quick Read Economic Update, [click here](#) to add them to the e-mail list. For member-only advertising opportunities, please contact info@forging.org.

Paid Advertisement

TURNKEY PRESS PRODUCTION SYSTEMS



Paid Advertisements



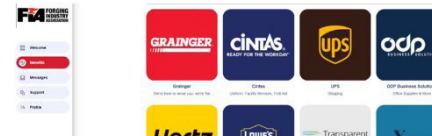
Interest

ng – A survey of fund managers allow soft landing is most likely in the table. We have also shown now showing some of the same

use there is some global supply markets. That pressure could rope – which could force Central ancial markets (in the event that

WHAT'S NEW

Your Member Affinity Program has been upgraded! Check out FIA's Perks Marketplace to launch your savings



Find Us Online:

Forging.org
FIERF.org

FIA Magazine 2024-25 Advertising Contract

CONTACT INFORMATION

Contact Person _____
Company Name _____
Ad Agency (if any) _____
Address _____
City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail _____

ADVERTISING OPTIONS

Please e-mail your art and/or classified text to lorean@forging.org by the ad due dates.

DISPLAY ADS

AD TITLE

ISSUES CONTRACT/ART DUE

- Vol. 6 / Issue 4 November = October 7, 2024
Vol. 7 / Issue 1 February = January 20, 2025

- Vol. 7 / Issue 2 May = April 14, 2025
Vol. 7 / Issue 3 August = July 14, 2025

AD SIZE/TYPE

AMOUNT

Table with 2 columns: AD SIZE/TYPE, AMOUNT. Contains 3 empty rows for data entry.

CLASSIFIED ADS

Number of ads: _____ x Number of issues: _____ = Total Amount: _____

DIGITAL WEB ADS (FORGING.ORG)

Ad Size/Type: _____ x Duration: _____ = Total Amount: _____

NEWSLETTER ADS

- QUICKREAD (Weekly) Duration: _____ = Total Amount: _____
MEMBER UPDATE (Four/Year) Duration: _____ = Total Amount: _____

Method of Payment: First time ads or single-issue ads will not be processed if payment does not accompany contract.

- Check payable to Forging Industry Association
To pay by credit card, please call Kathy Edwards at 216.781.6260

Please email your signed contract to FIA at angela@forging.org for Magazine, Forging.org, or Enewsletter ad space. If paying by check, please return this form with payment to: Forging Industry Association, 6363 Oak Tree Blvd., Independence, OH 44131 ATTN: FIA Magazine

I/we agree to pay the Forging Industry Association (FIA) the above sum according to the terms in this contract and the Media Kit. This contract is valid only for issues of the FIA Magazine and e-newsletters. I/we understand that changes in this contract may require subsequent billings or credits. Any such changes must be approved in writing by the parties.

I/We must provide acceptable advertising copy by the deadline provided by FIA. FIA and/or the publisher has sole discretion to review and edit copy. FIA and the publisher reserve the right to decline any advertising that is deemed inappropriate, unprofessional, misleading, unethical, or which, in their reasonable discretion, does not promote the professionalism and/or ethics of the forging industry, or which is not consistent with the Bylaws and Policies established by the Forging Industry Association. The final decision as to whether an advertisement shall be published in the FIA Magazine is reserved to the discretion of the publisher under the guidelines established by the Forging Industry Association Executive Committee. No guarantee of submission. Subject to Terms & Conditions and processing of payment. When no acceptable copy (as determined by the editor or publisher) is furnished by the advertiser by the deadline, FIA reserves the right to cancel the ad or repeat the latest ad, and/or charge for the space reserved. If there is no unacceptable copy because the advertiser has met the deadline, but the ad was not accepted by FIA or the publisher, the payment made by the advertiser for that single ad will be refunded and no ad will be run. This is the entire agreement between the parties concerning advertising in the FIA Magazine.

Signature (required) _____ Date (required) _____