

**PF PRODUCTS FINISHING**

The Voice of the Finishing Industry

[PFONLINE.COM](http://PFONLINE.COM)

# SOLUTIONS FOR REACHING SURFACE FINISHING TECHNOLOGY BUYERS



AUDIENCE TARGETING



BRAND AWARENESS



THOUGHT LEADERSHIP



DEMAND GENERATION



LEAD GENERATION



MARKET INTELLIGENCE

## 2025 MARKETING GUIDE



# OUR AUDIENCE IS YOUR BUSINESS

*Audience Intelligence for Reaching Your Ideal Customer Profiles*

*Gardner Business Media Total Monthly Industrial Reach*

## 2,600,000 DIGITAL PROFILES 680,000 KNOWN PROFILES

PF PRODUCTS FINISHING 90,000	Modern Machine Shop 295,000	AM ADDITIVE MANUFACTURING 125,000	PT Plastics Technology 160,000	Modern Machine Shop México 75,000
	PRODUCTION MACHINING 55,000	MoldMaking TECHNOLOGY. 65,000	CW CompositesWorld 175,000	PT Plastics Technology MÉXICO 110,000

## UNMATCHED INDUSTRIAL REACH

Build your brand and your business by targeting customers and prospects across discrete parts manufacturing's most informed and engaged industrial network.



### AUDIENCE

Influential buyers actively engaging and requesting content



### CONTENT

Unbiased, original insights that attract and inform real buyers



### CHANNELS

Integrated, always-on content and advertising environments



### TECHNOLOGY

Marketing technology and data analytics that deliver results



### RESULTS

Bigger-impact, higher-return on your marketing investment

# YOUR MARKETING IS OUR BUSINESS

Proven Strategies for Exceeding  
Your Brand and Business Marketing Goals

AUDIENCE  
TARGETING



**IDENTIFY**  
your ideal  
prospects and  
buyers

BRAND  
AWARENESS



**INTRODUCE**  
your brand  
and business

THOUGHT  
LEADERSHIP



**INFORM**  
your customers  
and prospects

DEMAND  
GENERATION



**INFLUENCE**  
action to your  
marketing  
channels

LEAD  
GENERATION



**INCITE**  
your direct  
sales efforts

MARKET  
INTELLIGENCE



**IMPROVE**  
your marketing  
strategy with  
data-driven  
insights

## FROM NEED TO LEAD

We surround your sales and marketing objectives with  
content supported, insight informed and audience driven solutions.

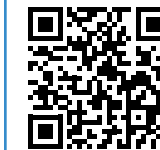
### CUSTOMER EXCLUSIVES

Added value made available  
only to our customers.



#### ANALYTICS:

Transparent, real-time  
reporting and analytics



#### INTENT:

Online showrooms accessed  
by in-market buyers



#### INSIGHT:

Forecasts, indices  
and benchmarks  
for smarter marketing



FIRST-PARTY DATA + MULTI-CHANNEL REACH + ALWAYS ON ACCESS = REAL RESULTS

### MARKETING SUCCESS STARTS WITH AUDIENCE.

Our audience is qualified, active and constantly engaged by original content that is available 24/7 across all relevant channels creating media and marketing opportunities that are informed and results-driven.



Get deeper insights on our audience, content and marketing solutions.

### PRODUCTS FINISHING MONTHLY MEDIA AND MARKETING CHANNEL REACH

**MAGAZINE**  
**27,800**  
Subscribers



#### SOCIAL

in 5,600 f 1,800  
@ 775 v 1,200

**ONLINE**  
**46,000**  
Visitors



**SEARCH**  
**36,500**  
Referrals

### IN-PERSON EVENTS



**EMAIL**  
**13,600**  
Opt-in Subscribers



## AUDIENCE PROFILES

# MEET OUR AUDIENCE

**GOING BEYOND THE PAGES OF OUR MAGAZINE.**

The sampling below represents real-life audience members who engage with content across all our media channels.



**Paul O.**  
Director - Advanced Manufacturing Engineering  
GE Appliances, a Haier Company

- Receives Print Edition
- Visits PFOne.com
- Receives PF Weekly E-Newsletter
- Attends Multiple Webinars



**Steve T.**  
Manufacturing Engineer  
Aero Gear Inc.

- Receives Print and Digital Editions



**Dusty M.**  
Field Engineer  
Northrop Grumman

- Receives Digital Edition
- Receives PF Weekly E-newsletter
- Visits PFOne.com Monthly



**Harold C.**  
Tool Design Engineer  
Ames Polymer Solutions

- Receives Print Edition
- Attends Webinars



**Jerrod T.**  
Vice President  
Whigham Enterprises Inc.

- Receives Print Edition
- Receives PF Weekly E-newsletter
- Attends Webinars and In-Person Events



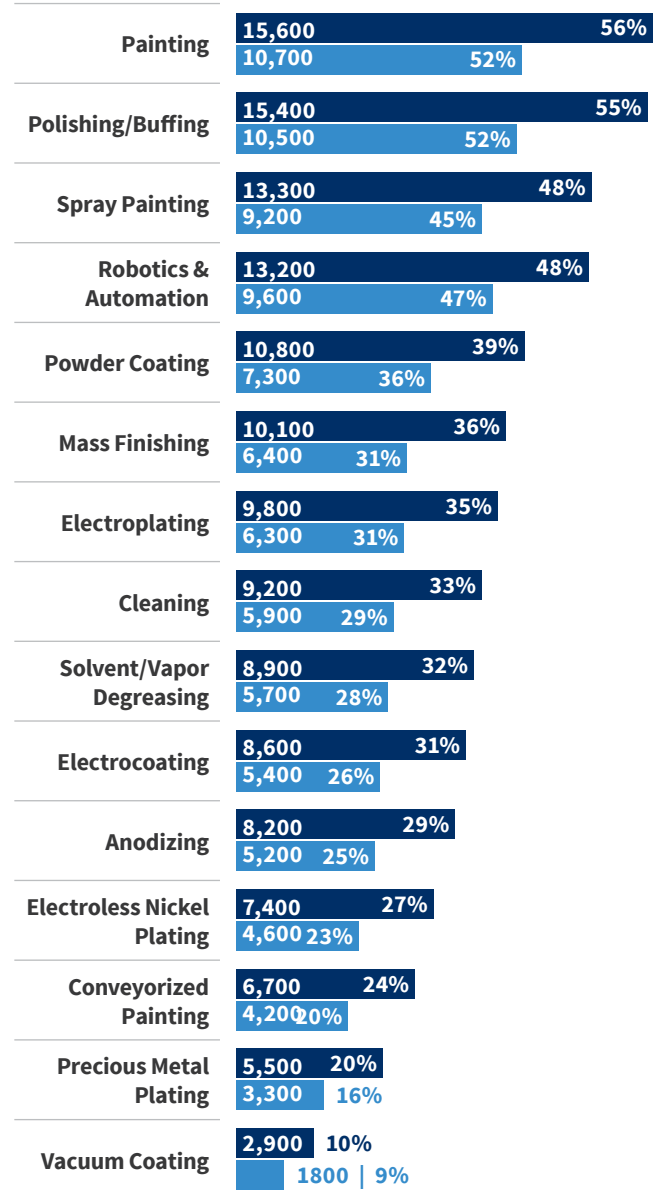
**Gordon M.**  
Tooling Technology Leader  
LL Products Inc.

- Receives Digital Edition Only



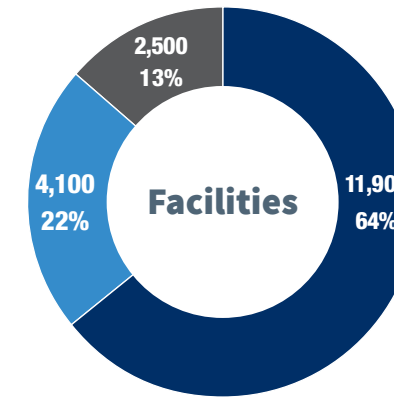
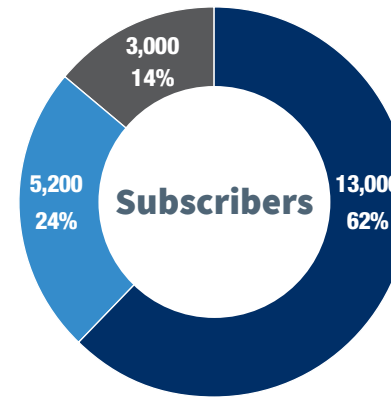
**Operations that Perform**

From global OEMs to one-man production shops, *Products Finishing* reaches the entire industrial surface finishing supply chain.



**Reaching the Hard to Reach**

We specialize in reaching two groups – the valuable but difficult to reach small to mid-sized independent manufacturing enterprises and the decision makers with ultimate purchasing power.



**Facility Size**

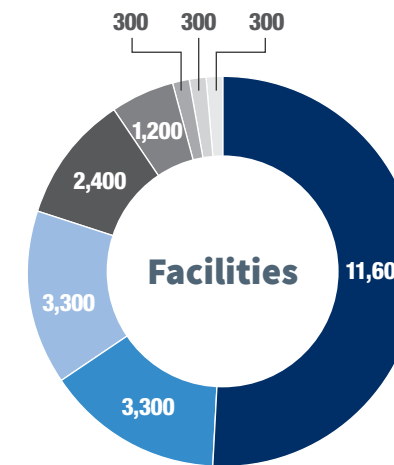
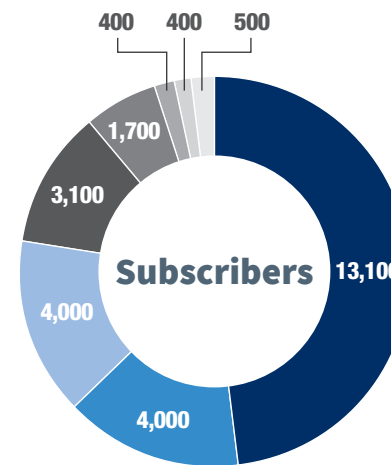
- Fewer than 50
- 50-249
- 250+

**Influencing the Entire Buying Team**

Multiple influencers impact the purchasing process. Reaching the right people at the right time across the right channels is challenging; we do the work for you!

**Job Function / Title**

- Company Management / Purchasing
- Manufacturing Engineering
- Manufacturing Production
- Product Design / R&D / Quality Control
- Technical Sales & Marketing
- Automation / Systems Engineering
- Education / Government
- Other / Qualified



All audience and distribution data reflect *Products Finishing's* publisher's data as of July 1, 2024. These are counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from GBM GROW and Google Analytics. Learn more about Gardner's Audience Promise at [gardnerweb.com/audiencepromise](http://gardnerweb.com/audiencepromise)

# PUT YOUR MONEY WHERE YOUR MARKETS ARE

Products Finishing has deep insights and wide reach into surface finishing's largest and most valuable industries.



HERE ARE JUST A FEW OF THE COMPANIES CONSUMING OUR ORIGINAL PROCESS AND TECHNOLOGY CONTENT ON A DAILY BASIS.





## EDITORIAL TEAM

# CONTENT THAT CONNECTS!

Our editorial team creates original content that connects to the needs and interests of the finishing audience. They do that by visiting real-world shops, digging into data and analytics and attending in-person events across the world.



**Scott Francis**  
*Editor-in-Chief*  
sfrancis@pfonline.com



**Lori Beckman**  
*Senior Editor*  
lbeckman@pfonline.com



**Heather Gaynor**  
*Managing Editor*  
hgaynor@gardnerweb.com



**Sarah Barnett**  
*Senior Digital Marketer*  
sbarnett@gardnerweb.com



**Chris Larkins**  
*Advertising Manager*  
clarkins@gardnerweb.com

## TELL US YOUR STORY

Our team gladly considers your press releases, case studies and other content for inclusion in our media channels. Reach out to the *Products Finishing's* editorial team for more details.



## 50/50 VISION

*Whether researching a potential purchase or searching for product or process technology information, industrial manufacturers report very clear balance in the amount of online and offline research – on average, half their research is done online and half the research is completed offline.*

Source: Industrial Buying Influence Report 2024





## EDITORIAL COVERAGE

# EDITORIAL CALENDAR

### The Products Finishing Media Platform

Products Finishing content is created for multiple media channels, powered by an industry-leading audience management application and informed by a custom-built content management and analytics platform. It is always on. Web, social, in person, inbox, in print, everywhere – Products Finishing delivers.

### INSIDE THE ISSUES

#### Feature Articles

Topics in electroplating and liquid and powder coating

#### Technical Experts

Deep technical insights from proven leaders in the surface finishing industry

#### Top Shops Insider

See what highly-ranked shops in the Products Finishing Top Shops program are doing right

#### Parts Cleaning Supplement

A 4x per year section of Products Finishing dedicated specifically to cleaning technologies and processes

MONTH RESERVATION DUE	ISSUE FOCUS	FEATURED ARTICLES	SPECIAL COVERAGE	SHOW PREVIEW
<b>JAN</b> DEC/2/24	Innovation / New Technology	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	National Surface Finishing Day <b>PARTS CLEANING</b>	Powder Coating Week 2025
<b>FEB</b> JAN/3/25	Automotive	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	ReactAd Issue	
<b>MAR</b> FEB/3/25	Recreational	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>		PCC 2025
<b>APR</b> MAR/3/25	Environmental	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	• 40 Under 40 <b>PARTS CLEANING</b>	
<b>MAY</b> APR/1/25	Workforce / Industry Education	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>		SUR/FIN 2025
<b>JUN</b> MAY/1/25	Medical	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>		
<b>JUL</b> JUN/2/25	Industry 4.0 / Automation	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	• Top Shops Qualifiers	FABTECH 2025
<b>AUG</b> JUL/1/25	Automotive	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	<b>PARTS CLEANING</b>	ENC 2025
<b>SEP</b> AUG/1/25	Infrastructure	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	ReactAd Issue	
<b>OCT</b> SEP/1/25	Aerospace	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>		
<b>NOV</b> OCT/1/25	Construction / Agriculture	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>	<b>PARTS CLEANING</b>	
<b>DEC</b> NOV/3/25	Directory & Technology Guide	<ul style="list-style-type: none"> <li>• Electroplating</li> <li>• Liquid</li> <li>• Powder</li> </ul>		

2025 editorial calendar is subject to change at publisher's discretion.



## INDUSTRIAL BUYERS DO BUSINESS WITH BRANDS THEY KNOW AND TRUST



### Magazine Display Advertising

Large format display ads delivered to qualified industry decision makers.

**96% QUALIFIED,  
DIRECT REQUEST  
SUBSCRIBERS**

### SPECIAL POSITIONS

Special magazine positions include inserts, ride-along supplements and unique cover wraps.

### DIGITAL EDITION SPONSORSHIP

Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.

#### Display Ad Sizes

- Full Page
- 1/2 Island
- 1/2 Page
- 1/3 Page
- 1/4 Page
- Classified

#### Premium Cover Positions

- Front Inside Cover
- Back Inside Cover
- Back Outside Cover



## 2025 DIRECTORY AND TECHNOLOGY GUIDE

Situate your brand, products and message in front of qualified finishing buyers all year long.

**15,000  
SUBSCRIBERS**



**BONUS! Free Medium Rectangle Ad on PFOonline.com** when you invest \$2,500 or more in advertising in the 2026 Directory and Technology Guide.



Details and additional specifications are available at:

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



# BRAND AWARENESS SOLUTIONS



## E-newsletter Display Advertising

**13,600+**  
**ACTIVE, OPT-IN**  
**SUBSCRIBERS**

Multi-format graphic and text advertisements presented to an active, opt-in list of email subscribers.

### PF WEEKLY

With content curated by *Products Finishing* editors, PF Weekly is the premier e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

#### Formats

**A** Leaderboard Ad | 600 x 160 px | 1 per edition

**B** Featured Product Ad | 300 x 250 px + Text | 2 per edition

**C** Product Ad | 300 x 250 px + Text | 8 per edition



Details and additional specifications are available at:

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



Website Display Advertising

PFONLINE

Advertisements displayed on our websites to engaged content consumers visiting the site to look for manufacturing products and processes.

41,000+ MONTHLY VISITORS



FORMATS

- A** Super Leaderboard  
970 x 90 px - 12 per month
- B** Billboard  
970 x 250 px - 12 per month
- C** Medium Rectangle  
300 x 250 px - 12 per month
- D** Half Page  
300 x 600 px - 1 per month

LOCATIONS

- Universal
- Home Page
- Latest Issue
- Events
- Suppliers Directory
- Podcasts

EXCLUSIVE PFONLINE TOPICS

- Plating
- Powder Coating
- Liquid Coating
- Mechanical Finishing
- Anodizing
- Parts Cleaning

PFONLINE ADVERTISING PACKAGES

HOME PREMIUM PACKAGE

You Receive	Location
<b>A</b> 1 Super Leaderboard	Run of Site
<b>B</b> 1 Billboard	
<b>C</b> 1 Medium Rectangle	

HOME PREMIUM PACKAGE **PLUS**

You get the full Home Premium Package **PLUS** Retargeting for the month

HOME BASIC PACKAGE

You Receive	Location
<b>C</b> 1 Medium Rectangle	Run of Site

TOPIC PREMIUM PACKAGE

You Receive	Location
<b>A</b> 1 Super Leaderboard	One Topic of Your Choice
<b>B</b> 1 Billboard	
<b>C</b> 1 Medium Rectangle	

TOPIC PREMIUM PACKAGE **PLUS**

You get the full Topic Premium Package **PLUS** Retargeting for the month

TOPIC BASIC PACKAGE

You Receive	Location
<b>C</b> 1 Medium Rectangle	One Topic of Your Choice

TOPIC EXCLUSIVE PACKAGE

You Receive	Location
<b>A</b> 1 Super Leaderboard	One Topic Exclusive to Your Ad  (Does not include Electroplating and Powder and Liquid Topics)
<b>B</b> 1 Billboard	
<b>D</b> 1 Half Page	



Details and additional specifications are available at:

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



## BRAND AWARENESS SOLUTIONS

*Extend the impact and visibility of your marketing message by continuing to market to engaged site visitors, video viewers and channel subscribers as they continue their browsing experience.*



### TOP OF FUNNEL IMPERATIVE

**47%** *of buyers are most likely to initiate a purchase due to a specific project or customer need. Sound, solutions-based, top-of-funnel messaging is an industrial marketing imperative to ensure that prospective buyers already know your company name and competitive advantage.*

Details and additional specifications are available at:

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



## DIGITAL DISPLAY ADVERTISING

### OFFSITE DISPLAY RETARGETING

Amplify your brand by retargeting to PFOne.com visitors.

#### You Receive:

- Extended reach to the *Products Finishing* audience through web display advertising
- Monthly activity report including number of impressions and clicks

### OFFSITE VIDEO RETARGETING

Expand your marketing message by retargeting to *Products Finishing* video viewers and YouTube subscribers.

#### You Receive:

- Pre-roll advertising campaign on YouTube and Google's Video Network targeting *Products Finishing* channel subscribers and website visitors
- Monthly activity report including number of impressions, views and clicks



# INDUSTRIAL BUYERS ARE SOLUTIONS NETWORKERS

Work with us to share engaging, informative thought leadership content with your ideal customers.



## CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

### You Receive:

- Featured content placement on related articles across GBM brand sites
- Dynamic digital marketing program including organic and paid social media
- Custom call to action embedded within the article



## SPONSORED CONTENT MARKETING

Deliver your story and solution through a feature style content marketing article, published in *Products Finishing's* technical voice, and delivered across *Products Finishing's* channels.

### You Receive:

- Feature-style content marketing editorial placement
- Integrated digital marketing program including email, search, social and web
- Monthly performance report including pageviews and engagements



## CUSTOM MICROSITES

Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

### You Receive:

- Multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand and lead generation opportunities embedded throughout your microsite
- Quarterly performance report including impressions, engagement and an audience profile

## THE CASE FOR CONTENT MARKETING

**76%** of manufacturing professionals are moderately to a lot more likely to do business with a company actively creating and sharing content. Create (or commission) compelling content and share that content across the channels buyers are most likely to look.



# VIDEO CONTENT MARKETING

## CONTENT CONVERTS

**81%** of industrial buyers indicated they're more likely to do business with a vendor / supplier that is actively creating and sharing new product and process content

Scan to learn more about video content marketing solutions.



### SPOTLIGHT VIDEO

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic narrated video hosted on our site and YouTube channel.

**You Receive:**

- 30- to 60-second video press release in horizontal and vertical formats
- Video published alongside your press release as sponsored content on a GBM brand website
- Featured content placement
- Integrated digital marketing program including email, social media and website



### SOLUTIONS SHOWCASE VIDEO

We'll visit your facility, showroom or tradeshow booth for an up-close product demonstration that emphasizes your unique value to the end user.

**You Receive:**

- 3-5 minute video hosted as sponsored content on a GBM brand YouTube channel and website
- 30-second social media teaser and B-roll footage
- Integrated digital marketing program including email, social media and website



### SUCCESS STORIES VIDEO

Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.

**You Receive:**

- 3-5 minute video filmed at your facility
- 30-second social media teaser and B-roll footage
- Choice of distribution:

Sponsored content story written and published by a GBM editor featuring your video

OR

Host the video on your own landing page and leverage GBM's audience to drive viewers



# DEMAND THAT DELIVERS

Drive active, influential prospects across all relevant channels to your website with high quantity, high quality demand generation solutions.

## TECH THAT TARGETS

Our investment in marketing technology empowers you to target your ideal customer profile. Following is a list of just some of our targeting criteria.

- Company Name
- Company Location
- Content Affinity
- Content Downloads
- Industry
- IP Organization / Location
- Job Function
- Materials
- NAICS
- Operation Performed
- Plant Size
- Subscription Type(s)
- Supplier Engagement
- Pages Viewed
- Events Registered (in-person / online)







## DEMAND GENERATION SOLUTIONS

# TURNKEY DIGITAL MARKETING SOLUTIONS

Our team of digital marketing and content creation experts make dynamic digital campaigns easy for you to execute by handling the creative, deployment and analytics.

## MULTI-CHANNEL MARKETING

**75%** Three quarters of industrial buyers use four or more resources to get purchase and process information.

Search | Industry Websites | Industry Events | Industry Magazines



### E-PRINTS

When you want to send a direct email message to a targeted selection of *Products Finishing's* qualified readers, e-prints are the answer.

#### You Receive:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of *Products Finishing* subscribers based on industry, geography, facility size, job title and/or operations performed
- Performance report including data about total delivered, open rate and click-through rate



### DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

#### You Receive:

- Custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *Products Finishing* e-newsletters
- Targeted paid promotion in social media channels



### CUSTOM DEMAND GEN

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



# A LEADER IN LEAD GEN

## Three Benefits of Achieving Your Lead Gen Goals with GBM

**1. LARGER THAN A LIST**  
Your lead generation program includes a marketing campaign that puts your brand and message in front of a qualified audience of active, industry professionals.

**2. DEMOGRAPHICS THAT DELIVER**  
Utilizing our first-party audience database and reaching across our network, our lead generation campaigns target your ideal customers and prospects.

**3. CONTEXT THAT CONVERTS**  
Much more than a landing page, we build contextual consent-based conversion environments that encourage registration and download.



### WEBINARS

Showcase your experts and expertise in a live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

#### You Receive:

- Promotion in magazine, direct email and website
- Online hosting and archiving
- Lead and activity report
- Technical support
- Expert moderator



### GATED CONTENT MARKETING

Turn your E-Books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience

for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

#### You Receive:

- A co-branded landing page on PFOne.com
- A digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country



# CONTENT + CONTEXT

CREATE ENVIRONMENTS  
THAT CONVERT

## MARKETING FOR MARKET SHARE

**90%** of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier - there is always opportunity to steal market share and to protect existing customers - make sure your brand and your marketing messaging is present to avoid losing share and customers.



### LEAD NURTURE

Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.



### CUSTOM LEAD GENERATION

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.



# REVEALING MANUFACTURING

90+ years of industrial market research experience applied to help you make the best sales and marketing strategy decisions.



## CUSTOM RESEARCH

Market trends, brand perception, competitive intelligence



## INDUSTRY ANALYTICS

Industry performance indices, production data, market indicators



## MFG. REPORTS

Benchmarking, capital equipment spending trends, forecasts

## RETURN ON INTELLIGENCE (ROI)

### When and how to use market research?

- 1** Identify growth areas and market trends via economic forecasts.
- 2** Evaluate your brand and marketing efforts through benchmarking studies.
- 3** Optimize your marketing strategy by better understanding buyer behavior.
- 4** Establish thought leadership through research-based content marketing.

Discover data-driven marketing and manufacturing insights at [GardnerIntelligence.com](https://www.gardnerintelligence.com)



Real feedback from real readers in an easy-to-read report. Ask us about ReactAd!





## BRAND EXTENSIONS



## IN-PERSON EVENTS

*Live events remain a critical component of industrial buyers' purchase processes and of effective industrial sales and marketing strategies. Products Finishing offers numerous opportunities to reach your ideal customer profiles before, during and after in-person events.*

### UNIQUE PROGRAMS PRESENTED BY PRODUCTS FINISHING

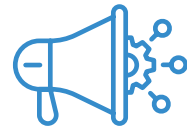




# CONTENT STUDIO, CREATIVE AND TURNKEY MARKETING SERVICES

***Gardner Business Media's custom marketing solutions group combines nearly 100 years of covering the manufacturing market.***

We have best-in-class marketing technologies, a care and understanding of what the market responds to and a belief that our audience is your business, and your marketing is our business.



## MARKETING STRATEGY + SERVICES

From need to lead, we offer full-service, full-stack marketing services.



## CONTENT DEVELOPMENT

We have the industry's most experienced and most versed content team to help you craft articles, interviews, white papers, e-books, positioning pieces and more.



## VIDEO PRODUCTION

For full-service scripting, shooting and editing needs, our video team understands video and understands the video content needs of today's manufacturing professional.



## DESIGN & CREATIVE

We provide design and production services for company brochures, digital and print advertisements, email campaigns plus web and social media graphics.



## EVENTS & PROMOTION

Have an event to promote or position? We have expertise to help you find success.



***If you have a marketing need, we can help.***

***Talk with your Products Finishing sales rep.***

# PF PRODUCTS FINISHING

## OUR CLIENTS ARE GIANTS

*Below are the industry leading suppliers building their brand and business with Products Finishing.*





**BRAND AWARENESS**

**Magazine Display Advertising**

Ad Sizes	Cover Positions
Full Page <b>\$5,600</b>	Front Inside Cover <b>\$6,300</b>
1/2 Island <b>\$4,600</b>	
1/2 Page <b>\$3,150</b>	Back Inside Cover <b>\$5,840</b>
1/3 Page <b>\$2,700</b>	
1/4 Page <b>\$2,350</b>	Back Outside Cover <b>\$6,300</b>
Classified <b>\$270/1.5 in</b>	
<b>Digital Edition Sponsorship \$3,500/mo</b>	

**E-Newsletter Display Advertising**

PF Weekly	
Super Leaderboard Ad (1 available)	<b>\$1,600/mo</b>
Featured Product Ad (2 available)	<b>\$1,300/mo</b>
Product Ad (8 available)	<b>\$900/mo</b>

**Digital Display Advertising**

PFOffline.com	
Home Page Premium Package	<b>\$1,800/mo</b>
Home Page Premium Package PLUS	<b>\$3,250/mo</b>
Home Page Basic Package	<b>\$1,200/mo</b>
Plating, Liquid and Powder Topics Premium Package	<b>\$1,200/mo</b>
Plating, Liquid and Powder Topics Premium Package PLUS	<b>\$2,500/mo</b>
Plating, Liquid and Powder Topics Basic Package	<b>\$900/mo</b>
All Other Topics Basic Package	<b>\$700/mo</b>
Topic Exclusive Package	<b>\$1,700/mo</b>



**THOUGHT LEADERSHIP**

**Sponsored Content Marketing**

**\$8,600/mo.**  
(sold in 3 consecutive month increments)  
Deliver your story through a feature style content marketing article, published in *Products Finishing's* voice and delivered across our channels.

**Content Boost**  
**\$5,000/mo.**

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

**Custom Microsites**  
**\$5,235/mo.**

(Sold in 12 consecutive month increments)  
Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

**Spotlight Video**  
**\$7,500/mo**

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube.

**Solutions Showcase Video**  
**\$10,000/mo.**

We'll visit your facility, showroom or tradeshow booth for a product demonstration that emphasizes your unique value to the end user.

**Success Stories Video**  
**\$10,000/mo.**

Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.



**LEAD GENERATION**

**Webinars**

**\$10,500 NET**  
(live or on-demand)  
Showcase your experts and expertise in our live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

**Gated Content Marketing**  
**\$10,500 /mo. NET**

Turn your E-books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

**Lead Nurture**  
**\$7,500 /mo. NET**

Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.

**Custom Lead Gen**  
**\$15,000 /mo. NET**

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.



**DEMAND GENERATION**

**E-Prints**  
**\$1.50 /name NET**  
(Minimum 2,500 names)

**Direct Traffic**  
**\$7,500 /mo. NET**

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

**Custom Demand Gen**  
**\$15,000 /mo. NET**

Define and target a custom audience segment across our entire industrial network using digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



**Gardner Premier Discount Program**

To ensure your marketing achieves both your brand and budget objectives, we offer the Gardner Premier Discount Program. Contact your *Products Finishing* sales professional to build a marketing strategy that delivers the best return on your marketing goals and your marketing spend.

**For More Information**

**Todd Luciano**  
*V.P. Finishing and Valve Media*  
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# CONTACTS

## Products Finishing and Valve Media Group



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## Inside Sales Representatives

- |  |   |   |
|--|---|---|
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|--|---|---|

## International Offices/Sales Representatives

- |  |  |   |   |   |  |
|--|--|---|---|---|--|
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