



**2019
MEDIA KIT**

Metal Center News

SOLUTIONS FOR PROFITABLE DISTRIBUTION

58

YEARS

of Editorial Excellence

➔ IN PRINT

➔ ONLINE

➔ ENEWS

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MCN'S ANNUAL TOLL PROCESSING ISSUE

JANUARY

AD CLOSE: 12/12/2018
MATERIALS DUE: 12/14/2018

SPECIAL FEATURES

2019 Outlook

- Galvanized Market
- Executive Roundtable
- 2018 Year in Review
- Exotic Alloys
- MCN Profile
- Business Topics
- View from the Corner Office

◀ **Product Focus** ▶
Cutting & Sawing

INDUSTRY EVENTS

MSCI Tubular Products
Conference, Jan. 15-16

FEBRUARY

AD CLOSE: 1/16/2019
MATERIALS DUE: 1/21/2019

SPECIAL FEATURES

MCN Directory of Toll Processors

- Toll Processing Outlook
- Pipe and Tube Report
- Business Systems Software
- Stainless Update
- Business Topics
- View from the Corner Office

◀ **Product Focus** ▶
Levelers, Slitters & Knives

INDUSTRY EVENTS

NASPD Annual Convention,
March 6-8, New Orleans, La.
Bonus Distribution

FMA Annual Meeting and
Toll Processing Conference,
March 5-7, Nashville, Tenn.
Bonus Distribution

MSCI Carbon Conference,
Feb. 19-20

MSCI Specialty Metals
Conference, March 13-14

MARCH

AD CLOSING: 2/13/2019
MATERIALS DUE: 2/18/2019

SPECIAL FEATURES

MCN's Annual Copper Brass and Bronze Issue

- Appliance Outlook
- Selling to Defense
- Risk Management
- Business Topics - Taxes
- View from the Corner Office

◀ **Product Focus** ▶
Lift Trucks/Sideloaders

★ Metal Flow ★

NEW SUPPLEMENT for Material Handling



eMCN ISSUE DATES

January 9
January 23

eMCN ISSUE DATES

February 6
February 20

eMCN ISSUE DATES

March 6
March 20

2019 Editorial

2ND QUARTER

MCN'S ANNUAL INDUSTRY BUYERS GUIDE

MCN'S ANNUAL MASTER DISTRIBUTORS ISSUE

APRIL

AD CLOSING: 3/13/2019
MATERIALS DUE: 3/18/2019

SPECIAL FEATURES

Automotive Issue

- Auto Market Report
- Mexican Steel
- Toll Processing Conference Report
- Scrap Market
- Business Topics
- View from the Corner Office

◀ Product Focus ▶

Pipe/Tube Processing Equipment

INDUSTRY EVENTS

CBSA Annual Meeting,
April 3-5, Aventura, Fla.

Bonus Distribution

Platts Steel Markets North America, TBA

Metal Distribution

AD CLOSING: 4/4/2019
MATERIALS DUE: 4/8/2019

SPECIAL FEATURES

Metal Distribution 2019 Directory

- Metal Producers Directory
- Equipment Manufacturers Directory
- Computer Software Directory

Marketing Opportunities and Special Sections

- Advertiser Company Snapshots
- Enhanced Listings
- Logo Stoppers



MAY

AD CLOSING: 4/16/2019
MATERIALS DUE: 4/22/2019

SPECIAL FEATURES

MCN's Annual Purchasing Issue

- Top 10 Service Center Equipment Brands: Coil Processing, Sawing, Cutting, Material Handling, Software
- Service Center Capital Spending
- Aluminum Update
- Business Topics
- View from the Corner Office

◀ Product Focus ▶

Packaging Equipment

INDUSTRY EVENTS

FABTECH Mexico, May 7-8,
Monterrey, Mexico

MSCI Annual Meeting, May 5-7

JUNE

AD CLOSING: 5/14/2019
MATERIALS DUE: 5/17/2019

SPECIAL FEATURES

Master Distributors Directory

- Construction Report
- End-Use Outlook: Heavy Equipment
- Prepainted Metals
- Red Metals Roundup
- Business Topics
- View from the Corner Office

◀ Product Focus ▶

Service Center Software

INDUSTRY EVENTS

NASPD Summer Conference,
June 20-22, Montreal,
Quebec, Canada.

Bonus Distribution

AMM Steel Success Strategies, TBA, New York

Special Master Distributors Directory Marketing Opportunities

- Enhanced Listings: Logo Stoppers/Boldface
- Snapshots

eMCN ISSUE DATES

April 3
April 17



eMCN ISSUE DATES

May 1
May 15 May 29

eMCN ISSUE DATES

June 12
June 26

Calendar

3RD QUARTER

MCN'S ANNUAL SOFTWARE TECHNOLOGY SUPPLEMENT

MCN'S ANNUAL SERVICE CENTER TOP 50 ISSUE

JULY

AD CLOSING: 6/12/2019
MATERIALS DUE: 6/17/2019

SPECIAL FEATURES

MCN's Annual Specialty Metals Issue

- Transportation and Logistics
- MCN's Trucking and Logistics Directory
- Steel Success Strategies Conference Report
- Business Topics
- View from the Corner Office

◀ **Product Focus** ▶
Saws and Blades

SPECIAL IN JULY

AD-Q Readership Study

FREE Market Research on all display advertisers

IT Solutions

AD CLOSING: 7/17/2019
MATERIALS DUE: 7/22/2019

SPECIAL FEATURES

Software Technology Supplement:

- The Latest ERP Software
- Cloud Computing
- Automating Production
- Business Intelligence
- Selecting the Right Systems

Marketing Opportunities and Special Sections

Vendors are invited to contribute expert editorial. For more information on how to submit an article, call Editor Dan Markham at 630-572-0593 or email dmarkham@metalcenternews.com.



AUGUST

AD CLOSING: 7/17/2019
MATERIALS DUE: 7/22/2019

SPECIAL FEATURES

Fabrication and Manufacturing Issue

- Plates and Shapes
- Copper and Brass
- Tech Update
- End-Use Outlook: Marine
- Business Topics
- View from the Corner Office

◀ **Product Focus** ▶
ASRS, Racks, Shelving

Steel Market Update
Steel Summit, TBA
Bonus Distribution

SEPTEMBER

AD CLOSING: 8/14/2019
MATERIALS DUE: 8/19/2019

SPECIAL FEATURES

MCN Service Center Top 50

- Pipe and Tube Report
- Directory of Pipe and Tube Suppliers
- Sales Compensation
- Titanium Report
- Business Topics
- View from the Corner Office

◀ **Product Focus** ▶
Cranes, Remote Controls, Magnets

INDUSTRY EVENTS

MSCI Economic Summit,
Sept. 4-5

Canadian Manufacturing Technology Show,
Sept. 30-Oct. 3,
Mississauga, Ontario

eMCN ISSUE DATES

July 10
July 24



eMCN ISSUE DATES

August 7
August 21

eMCN ISSUE DATES

September 4
September 18

MCN'S ANNUAL CUTTING & SAWING SUPPLEMENT

MCN'S ANNUAL CORPORATE PROFILES ISSUE

OCTOBER

The Cutting Edge

NOVEMBER

DECEMBER

AD CLOSING: 9/12/2019
MATERIALS DUE: 9/16/2019

AD CLOSING: 10/16/2019
MATERIALS DUE: 10/21/2019

AD CLOSING: 10/16/2019
MATERIALS DUE: 10/21/2019

AD CLOSING: 11/13/2019
MATERIALS DUE: 11/18/2019

SPECIAL FEATURES

SPECIAL FEATURES

SPECIAL FEATURES

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MCN's Annual Aluminum Issue

Special Cutting and Sawing Supplement:

MCN's Annual Producers Issue

MCN's 23rd Annual Service Center Executive of the Year

- End-Use Outlook: Aerospace
- Canadian Market Update
- SMU Conference Report
- Business Topics
- View from the Corner Office

- Oxyfuel, Plasma, Laser, Waterjet Technology
- Automating Cutting and Sawing Operations
- Cutting High-Strength Steels
- The Latest in Blade Design

- Carbon Flat-Roll Market
- Service Centers Rate the Mills
- Trends in Tool Steel
- Business Topics
- View from the Corner Office

- 2020 Mill Outlook
- Bar/Rod/Wire Market
- Hiring and Training
- Red Metals Report
- Business Topics
- View from the Corner Office

◀ **Product Focus** ▶
FABTECH
Exhibitor Preview

Marketing Opportunities and Special Sections

◀ **Product Focus** ▶
Automation

◀ **Product Focus** ▶
Testing and Measurement

Vendors are invited to contribute expert editorial. For more information on how to submit an article, call Editor Dan Markham at 630-572-0593 or email dmarkham@metalcenternews.com.

MSCI Aluminum Products,
Nov. 1-3

INDUSTRY EVENTS

NASPD Fall Conference,
Oct. 17-19, Scottsdale, Ariz.
Bonus Distribution

CRU North American
Steel Conference, TBA

FABTECH 2019,
Nov. 11-19, Chicago
Bonus Distribution



SPECIAL IN DECEMBER

FREE
Full-Page or
Half-Page
Corporate Profiles
for Advertisers

eMCN ISSUE DATES

October 2
October 16 October 30



eMCN ISSUE DATES

November 13
November 20

eMCN ISSUE DATES

December 4
December 18

Advertising that Works

Advertising only works if your message is being read. So how do you know that your message will reach your desired audience? Metal Center News takes the steps necessary to make sure you have the most complete answer possible.

Start with a publication's BPA circulation statement. Match the industry it serves to your target audience. In the case of Metal Center News, those readers are service centers. We are the only industry publication with 100 percent personal direct circulation. These are active readers who sign up to receive the magazine personally addressed to them. And

they do it year after year. MCN never uses business directory lists and association rosters to boost circulation numbers. Our readers seek us out.

You can also look at 1-Year Direct Request circulation numbers for the same audience. Each year, we ask our readers to "re-qualify," essentially an annual opportunity to renew with MCN and confirm valuable demographic information regarding their company and job. This continued interest in subscribing demonstrates the value our readers place on the editorial content of MCN. We are the only industry publication to document 1-Year Direct Request to the metals service center industry.

Advertising Effectiveness

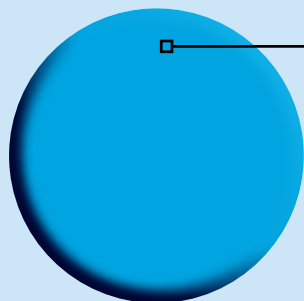
And we're not stopping there. In 2018, MCN launched its first advertiser survey in the July issue, where we polled readers of the magazine on their impressions of the advertisements that appeared in that month's magazine. The survey provided valuable information to the advertisers on the effectiveness of their ad. This survey will become an annual feature, so our advertisers can continue to get more out of their ad dollars with MCN than in any other trade publication.

85% of all respondents reported having purchase involvement in one or more categories.

93% of all respondents reported having taken one or more actions during the past year as a result of advertisements and/or articles in METAL CENTER NEWS.

Whether delivered in print, online or via email, along with our must-read editorial aimed solely at the North American service center market, your ad message is assured to reach the industry's leading decision makers month after month.

100% Direct Request Circulation - 15,400

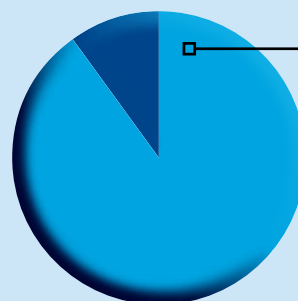


100%

The most trusted and credible qualification source is direct request from an individual who wants to receive the magazine.

**Source: BPA June 2018*

1-YEAR Direct Request to SIC 5051



89%

Metal Center News maintains the highest 1-year direct request circulation and is the ONLY industry publication to document this data.

METAL CENTER NEWS ... THE ONLY INDUSTRY PUBLICATION THAT DOCUMENTS 1-YEAR DIRECT REQUEST CIRCULATION TO THE METALS SERVICE CENTER INDUSTRY. AND THAT'S THE AUDIENCE YOU WANT TO REACH WITH YOUR ADVERTISING MESSAGE.



← Masthead Banner

← Leader Board

← Banner Ad

← Banner Ads

← Landing Page Ad

← Banner Ad



← Banner Ad



MCN E-Media Options

MetalCenterNews.com, eMCN & MCN Digital

Just as Metal Center News Magazine is the only publication dedicated exclusively to the metals service center industry, MetalCenterNews.com, eMCN and MCN Digital are the only on-line resources specifically targeting distributors and processors of steel, aluminum and copper products, as well as toll processors.

Our website, MetalCenterNews.com, averages 9,000 visitors per month. Our twice monthly email newsletter, eMCN, averages an impressive open rate of 25% and a click rate of 20%.

MCN Digital, an online reading experience that looks just like the monthly print edition, has achieved similar open and click rates. Custom eBlasts, delivering sponsored ad messages directly to readers' email, have seen open rates up to 20% and click rates as high as 10%.

Metal Center News is no longer just a print publication. Let us help you use the latest electronic media to communicate with your customers.

Online Banner Advertising Opportunities on MetalCenterNews.com and eMCN

Banner Ads offer the most exposure for your brand. Minimum 3-month buy. Net rates.

Leader Board: (web only)	750 pixels wide x 80 pixels high	\$1,200/month
Masthead Banner: (web only)	468 pixels wide x 68 pixels high	\$1,200/month
Large Square: (web only)	250 pixels wide x 250 pixels high	\$650/month
Horizontal Banner: (web/enews)	468 pixels wide x 68 pixels high	\$650/month
Vertical Banner: (enews only)	150 pixels wide x 325 pixels high	\$550/month
Medium Square: (enews only)	150 pixels wide x 150 pixels high	\$400/month

MCN DIGITAL Advertising Opportunities:

Landing Page, Full: (current print advertiser)	\$1,000/month
Landing Page, Full: (non-print advertiser)	\$2,500/month
Other Page, Full:	\$2,500/month

Submission Guidelines:

- 1. Material Submission:** FTP site: www.hightail.com
Enter Ads@metalcenternews.com and upload the file you want to send.
- 2. For optimum quality, files should be submitted in the following formats:**
 - **Banners:** gif or jpg format (animated gifs accepted) 80KB max file size
 - **eBlasts:** HTML or Image file: 547 width x 768 height (gif/jpg), 180KB max file.
- 3. Please include a contact email and URL with all submissions**
- 4. To submit material or for more information, contact**
Cindy Lockman, Production Manager
Ads@metalcenternews.com or 630-571-1067

Custom eBlasts

Have a new product or program and you want to get the word out right away? Send your exclusive message with these single-company-sponsored email blasts directly to industry decision-makers. **\$2,500 (response data provided).** Contact our Sales Staff for further information.

Black & White Rates

	1x	3x	6x	9x	12x
Full page	\$4,563	\$4,349	\$4,133	\$3,907	\$3,681
2/3 page	3,703	3,523	3,341	3,161	2,979
1/2 page-island	3,161	3,003	2,867	2,711	2,552
1/2 page	2,675	2,540	2,416	2,302	2,156
1/3 page	2,189	2,064	1,974	1,873	1,771
1/4 page	1,750	1,670	1,591	1,500	1,410

Gross rates are based on the total space contracted for and used in one year from date of first insertion.

Color Rates

4-color process, per page	\$1,445
Metallic color, each, per page (Metallic PMS)	1,275
Matched color, each, per page (PMS)	1,195
Standard red, blue, green, yellow (process)	930

Per page or fractional page

Agency Commission:

15% of gross billing is allowed to recognized agencies on space, color and position. Backup charges, printing of inserts and binding charges are non-commissionable.

Sequential Liability:

Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Refer to SRDS Business Publications Rates and Data for additional contract and copy regulations.

Advertiser Company Snapshots:

Available in February (Toll Processor issue), Metal Distribution (Spring issue), June (Master Distributor issue), July (Logistics) and September (Pipe and Tube). Includes your company color logo, headquarters information, key personnel and expanded details on products and services.

1/4 page (Net)	\$995
1/2 page (Net)	\$1,595

Polybags

Standard Insert (full run)	\$6,560
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Bellybands:

Available full and partial run. Quotes available.

Covers & Special Position Rates, Insert Rates, Custom Ad Design

See your regional sales manager for rates and availability.

Production Specifications

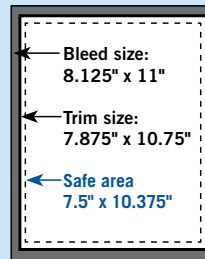
Page Trim Size: 7-7/8" x 10-3/4" (7.875" x 10.75")

Method of Printing: Body and covers—web offset.

Type of Binding: Saddlestitch bound—jogs to head.

Advertising Unit	Space	Non-bleed Width x Depth	Bleed Ads* Trim Size Width x Depth
Full page		6.875" x 9.75"	7.875" x 10.75"
2/3 page		4.5" x 9.75"	
1/2 island		4.5" x 7.5"	
1/2 horizontal		6.875" x 4.875"	
1/2 vertical		3.375" x 9.75"	
1/3 square		4.5" x 4.875"	
1/3 horizontal		6.875" x 3.125"	
1/3 vertical		2.125" x 9.75"	
1/4 page		3.375" x 4.875"	
1/6 page		2.125" x 4.875"	
1/8 page		2.125" x 3.75"	
Spread		14.75" x 9.75"	15.75" x 10.75"
1/2 page spread		14.75" x 4.875"	15.75" x 5.375"
1/3 page spread		14.75" x 3.125"	15.75" x 3.625"

EXAMPLE FULL PAGE BLEED AD



*ALL BLEED ADS need to add 1/8" (.125") bleed beyond trim size on all sides that trim. (Blue area)

ALL ADS: SAFETY—keep essential matter 3/16" (.1875") in from trim size (inside dotted lines).

Furnished inserts and digital ad specifications

Preferred File Format: Acrobat PDF/X-1a:2001.

Please use this industry standard when submitting your ads.

Resolution: When creating your ad, please make sure that all images placed in your ad are 300 dpi at 100% size for the best reproduction. Lower dpi images such as 72 dpi will result in preflight errors and less than ideal print quality.

Color: Please make sure that all .eps files placed in your ad are CMYK format, with all fonts converted to outlines and that the .eps file contains no Pantone or spot colors. Please make sure that all photos placed in your ad are also CMYK format, not rgb or another format.

Ad Size: Please make sure that the ad you create is the correct size that you purchased. See production specifications above.

Crop marks for full page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads should extend beyond trim crop marks by 1/8". Allow a safety of 3/16" in from the trim for live matter on bleed ads.

Material Submission: FTP site: www.hightail.com

Enter Ads@metalcenternews.com and upload the file you want to send.

Please include ad designer's name and contact information when uploading files.

Proofs Accepted: Ads requiring a color match on press should provide an acceptable high-end color proof, such as a Kodak Approval, Iris, Matchprint, or similar quality proof.

Contact: Please include the name, phone number and address of the creator of the ad.

Production Contacts/Mailing:

Send all contracts, insertion orders and advertising materials to:

Metal Center News

Cindy Lockman, Production Manager
1010 Jorie Blvd., Suite 44, Oak Brook, IL 60523
630-571-1067 or FAX: 630-572-0689
Ads@metalcenternews.com

Furnished Inserts: All inserts are noncancellable.

Inserts furnished by advertiser should be complete and ready for binding. Before ordering printing, advertiser should check with publisher to determine quantity, mechanical requirements, paper specs, and shipping instructions. MCN can print your inserts as well; contact your regional sales manager for options.