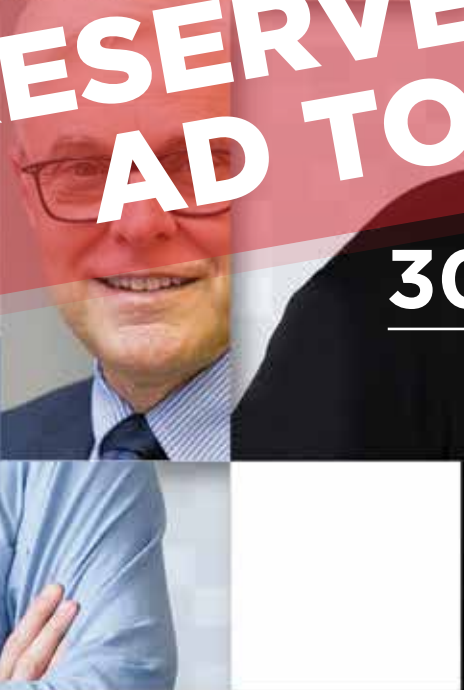


SMART manufacturing

AdvancedManufacturing.org

Spring 2016



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NOW PLAYING: MANUFACTURING'S NEXT ACT

In launching this new magazine, **we surveyed more than 800 manufacturing professionals** representing a wide range of company sizes, industries and job titles about their attitudes, current practices and plans for this new digital revolution in manufacturing.

We asked them when they believed manufacturing would see significant changes because of this merger of the physical and cyber worlds. Of those surveyed, **87% believe smart manufacturing technologies will result in significant changes within the next five years.**

Of those surveyed who have begun to implement smart manufacturing technologies, **more than half reported an array of benefits**, such as greater access to data, increased productivity, increased competitiveness and improved operational efficiencies.

We will have a full report on this survey in the second issue of Smart Manufacturing, which will be published this summer.

If you can do one thing between now and then to make sure your business isn't falling behind, it is this: Put somebody with authority in charge of smart manufacturing.

43% of those surveyed anticipate their companies investing or reinvesting in digital technology solutions within the next 24 months.

49% of those surveyed say their companies perceive digital technology as a positive investment for strategic growth or a necessity to stay competitive.

The majority of survey respondents said they were excited and eager to learn more about digital technology changes coming to manufacturing.



Sponsors to date:

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- Mazak
- Plex Systems
- Promess
- Renishaw
- Schunk
- Siemens Factory Automation
- SLM Solutions
- Stratasys Direct
- Universal Robots USA

Editorial Calendar

Editorial Feature	Summer Ad Closing Date - Jul 12	Summer Ad Closing Date - Oct 11
Controls & Software	Simulation Technology	PLM Software & The Internet of Things
Advanced Automation	FMS - Flexible Manufacturing Systems	Emerging Robotics Applications
Additive Manufacturing (AM)	BioPrinting	Vision Metrology
Advanced Processes	Advanced Multitasking Machines	Strategies in Lightweighting
Other	New Machine Control Systems New Materials: Advanced Fabrics	Update on the Latest in Manufacturing Research
Bonus Distribution	IMTS	FABTECH

Circulation

Job Function	COUNT
Company Management/Owners	19,923
Product Design/R&D	17,490
Information/IT Systems	11,447
Manufacturing Production - Mgmt	9,502
Manufacturing Engineering - Dept	8,298
Manufacturing Engineering - Mgmt	7,792
Manufacturing Production - Dept	5,289
Quality Management	1,866
Purchasing	1,247
Control Engineering	950
Sales/Marketing	381
TOTAL	84,185

3 digit NAICS	COUNT
333 - Machinery Manufacturing	22,434
332 - Fabricated Metal Products	17,646
336 - Transportation	13,039
334 - Computer & Electronic Products	11,151
339 - Misc. Mfg (Including Medical)	7,287
335 - Electrical Equipment Mfg	4,889
541 - Professional/Technical Services	3,355
331 - Primary Metal Products	2,039
337 - Furniture Products	981
423 - Merchant Wholesalers/Durable Goods	824
3272- Glass Manufacturing	194
Other	346
TOTAL	84,185

Staff Range	COUNT
1-19	13,789
20-49	12,737
50-99	11,410
100-249	15,857
250-499	10,023
500-999	6,567
1,000-2,499	5,351
2,500+	4,949
Not Reported	3,502
TOTAL	84,185

Charter Advertising Packages

Gold Charter Package

- 2 Webinars
- 3 Full Page, Four Color ads (1x in each issue in 2016)
- 9 eNewsletter text with image ads (600 x 215)
- 9 Months of Website Leaderboard ads (728 x 90)
- 2 Exclusive Emails (10,000 names)
-

Silver Charter Package

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- 6 Months of Website Leaderboard ads (728 x 90)
- 1 Exclusive Email (10,000 names)
-

Bronze Charter Package

- 3 Full Page, Four Color ads (1x in each issue in 2016)
- 3 eNewsletter text with image ads (600 x 215)
- 3 Months of Website leaderboard ads (728 x 90)
- 1 Exclusive Email (5,000 names)
-

Smart Manufacturing Advertising Rates

Four Color Display Rates	1X	3X	6X
Full Page	\$4,925	\$4,780	\$4,625
2/3 Page	\$3,680	\$3,550	\$3,450
1/2 Page (Island)	\$3,320	\$3,235	\$3,120
1/2 Page	\$2,830	\$2,750	\$2,665
1/3 Page	\$1,960	\$1,900	\$1,850
1/4 Page	\$1,500	\$1,460	\$1,420

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