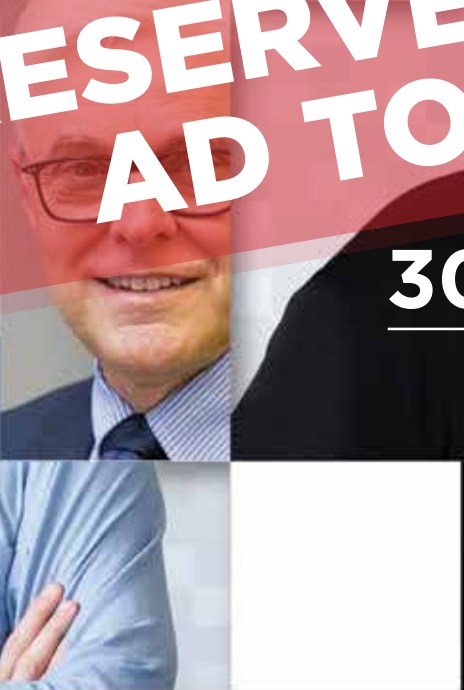


# SMART manufacturing

AdvancedManufacturing.org

Spring 2016



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AD TODAY**

## **30 Visionaries ...**

**ALSO INSIDE:**

- ▶ Improving cost, quality, safety, customization all at once
- ▶ The advent of cobots
- ▶ AM proving its mettle

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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:

- 3D Systems
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- Plex Systems
- Promess
- Renishaw
- Schunk
- Siemens Factory Automation
- SLM Solutions
- Stratasys Direct
- Universal Robots USA

# Editorial Calendar

<b>Editorial Feature</b>	<b>Summer</b> Ad Closing Date - Jul 12	<b>Fall</b> 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

<b>Technical Interest</b>	<b>TOTAL</b>
Automated Manufacturing & Assembly (Robotics, Assembly, Sensors)	51,175
Design Software (CAD/CAM, Product Design)	18,160
Process Software (ERP/MRP, CIM)	13,206
<b>TOTAL</b>	<b>82,541</b>
<b>Job Function Code</b>	<b>TOTAL</b>
Company Mgmt/Owners	19,810
Information/IT Systems	13,207
Mfg Engineering - Dept	12,380
Product Design/R&D	5,778
Mfg Production - Mgmt	14,857
Mfg Production - Dept	3,302
Mfg Engineering - Mgmt	9,080
Quality Mgmt	2,476
Control Engineering	1,651
<b>TOTAL</b>	<b>82,541</b>
<b>NAICS - 3 digit</b>	<b>Total</b>
332 - Fabricated Metal Products	24,762
333 - Machinery Mfg	19,810
334 - Computer & Electronic Products	8,254
336 - Transportation	10,730
339 - Misc. Mfg	7,429
541 - Professional/Technical Services	2,476
335 - Electrical Equipment Mfg.	4,127
331 - Primary Metal Products	3,302
337 - Furniture Products	829
3272 - Glass Product Mfg	822
<b>TOTAL</b>	<b>82,541</b>

# Charter Advertising Packages

## Gold Charter Package

- 2 Webinars
- 3 Full Page, Four Color ads
- 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

- 1 Webinar
- 3 Full Page, Four Color ads
- 6 eNewsletter text with image ads (600 x 215)
- 6 Months of Website Leaderboard ads (728 x 90)
- 1 Exclusive Email (10,000 names)

## Bronze Charter Package

- 3 Full Page, Four Color ads
- 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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