

INDUSTRY YEARBOOKS

Since 2006, *Manufacturing Engineering's* Yearbooks have covered key manufacturing industries and initiatives. Each Yearbook provides authoritative insights from industry leaders and subject matter experts to chronicle the trends, processes and technologies that drive innovation and influence workforce development.

Target Growing Manufacturing Segments

Distribution channels for each Yearbook are unique. They include SME Members and qualified *Manufacturing Engineering* subscribers with targeted NAICS in the industry segments relevant to the Yearbook they receive. Yearbooks are also made available at SME events and conferences throughout the U.S. and Canada, as well as online.

Stand Out as an Industry Leader

- Full-page ads only (one per editorial feature)
- Left-hand ad, lead into features
- Unique presentation on premium-grade paper

Minimum Print Distribution: 30,000 copies

Highly qualified subscribers receive the Yearbooks. They include SME Members and *Manufacturing Engineering* subscribers with targeted NAICS in the industry segments relevant to each yearbook.

Minimum Digital Distribution: 48,000 copies

The Yearbooks will be distributed to *Manufacturing Engineering's* 28,000 digital and mobile edition subscribers, as well as emailed to 20,000 SME database members by targeted NAICS codes.



Publishing: June 2017
Ad Closing: April 25, 2017



Publishing: September 2017
Ad Closing: July 20, 2017



Publishing: November 2017
Ad Closing: September 26, 2017