

**FOUNDRY** Management  
& Technology

LEADERSHIP FOR METALCASTERS

**2024**  
MEDIA KIT

AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING  
SOLUTIONS

EDITORIAL CALENDAR

SAFETY LEADERSHIP  
CONFERENCE

CONTACTS

 **ENDEAVOR**  
BUSINESS MEDIA

# PUBLISHER'S NOTE

Metal castings are fundamental to our lives, and metalcasting technology is always evolving to meet changing needs and requirements. Foundry Management & Technology is the starting point for metalcasting executives, engineers, and operators striving to learn and grow as the technology advances. Our purpose is to provide those leaders with credible, resourceful, and independent insights that will connect them to the market and guide the decisions that will direct the next phase of their progress.

FM&T has been a cornerstone of metalcasting community for over 100 years – and for that reason it is a foundational brand for Endeavor Business Media and the Manufacturing Group at EBM. Our over 51,000 monthly reach consisting of foundry and diecasting executives and operators is proof of our commitment to providing unparalleled insights on metalcasting leadership, technology, operations, innovations, supply chain, and workforce management.

Partnering with Foundry Management & Technology allows your brand to evolve and grow together with the metalcasting community. Whether your goal is increasing sales, expanding brand awareness, attracting new customers, or launching innovative products, FM&T offers the right audience for your message.

Our customer success team is excited to work with you, to customize a marketing strategy for your unique business needs. Meeting with us, you'll learn about new opportunities with Foundry Management & Technology – and we'll introduce you to our other exceptional media brands, listed on the right.

Please put us on your schedule, and we'll start the process of growing together!



Thank you for considering Foundry Management & Technology as your media partner.

Regards,

John DiPaola  
Vice President & Group Publisher  
[jdipaola@endeavorb2b.com](mailto:jdipaola@endeavorb2b.com)

**IndustryWeek**

**410,719**  
Average Monthly Reach\*

Insights on manufacturing leadership, technology, operations, innovation, supply chain and workforce management solutions

**SmartIndustry**

**43,499**  
Average Monthly Reach\*

Digitalization tools, techniques and technologies industrial leaders use to transform their enterprises

**EHSToday**

**299,360**  
Average Monthly Reach\*

Focused on the latest strategies and products to help safety professionals deliver safe and healthy work environments

**PLANT SERVICES**

**145,308**  
Average Monthly Reach\*

Optimizing the productivity, asset utilization and manufacturing reliability in industrial plants, facilities and utilities

**NEED**  
NEW EQUIPMENT DIGEST

**253,782**  
Average Monthly Reach\*

The latest products and solutions for a global network of industrial buyers that are transforming manufacturing

**MH&L** Material Handling & Logistics

**57,334**  
Average Monthly Reach\*

Addressing the challenges of material handling & logistics and supply chain professionals with solutions on how to make, store, move & compete more effectively

**FOUNDRY** Management & Technology

**49,852**  
Average Monthly Reach\*

Need to know topics of foundry management including metal casting technology, production processes, and investment strategies

**AMERICAN MACHINIST**

**72,099**  
Average Monthly Reach\*

Metalworking insights in key industries including aerospace, industrial machinery, machine tools, and automotive

# AUDIENCE INSIGHTS

[ View our **Audience Engagement Report** ] 



Foundry Management & Technology has been an independent source of information for the foundry and metalcasting industries since 1892. Foundry Management & Technology provides executives, production management, purchasing, and process control personnel with information that focuses exclusively on their needs and the needs of their suppliers, and provides a comprehensive directory to the metalcasting market.

## AVERAGE MONTHLY REACH



## COMPANIES THAT ENGAGE



## REACH DECISION MAKERS

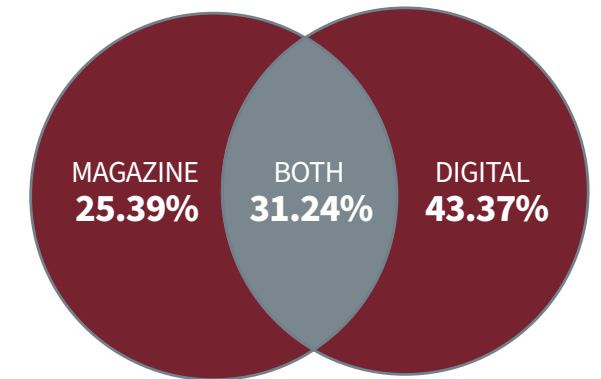
**69%**  
of audience are managers and above



Job Function	%
President, Vice President, Owner, General Manager or other Corporate Executive	50.05%
Production Management	12.95%
Metallurgical & Inspection, Process Control Engineer & Other Process Control Personnel, and Purchasing Personnel	10.75%
Production Engineering and Foreman, Supervisory & Other Production Personnel	18.87%
Other Titles Not Represented Above	7.38%

Major Metal Cast	%
Steel (Carbon or Alloy)	27.46%
Aluminum	19.59%
Gray Iron	13.21%
Stainless Steel	11.05%
Ductile or Nodule Iron	8.15%
Brass or Bronze	5.60%
Other Metals (including Titanium, Nickel, Malleable Iron, Magnesium, Zinc)	14.93%

## MAGAZINE/DIGITAL OVERLAP



The Audience Engagement Report provides an integrated view of the Foundry community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

# AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**] 

FM&T has been a cornerstone of metalcasting community for over 100 years – and for that reason it is a foundational brand for Endeavor Business Media and the Manufacturing Group at EBM. Our readership of foundry and diecasting executives and operators is proof of our commitment to providing unparalleled insights on metalcasting leadership, technology, operations, innovations, supply chain, and workforce management.

AVERAGE MONTHLY SESSIONS



**16,137**

AVERAGE UNIQUE MONTHLY VISITORS



**12,255**

AVERAGE MONTHLY PAGE VIEWS



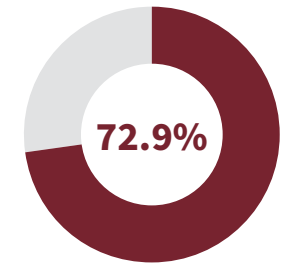
**33,819**

COMBINED SOCIAL REACH

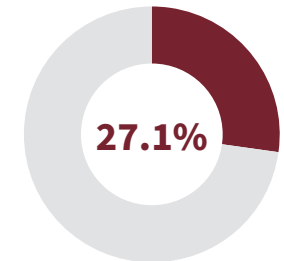


**1,778**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



**16,000**

AVERAGE MONTHLY NEW SITE REGISTRATIONS



**18**

# THE MARKET

## 90% OF US DURABLE GOODS WITH METALCASTINGS :

- Consumer products (cars, home appliances)
- Industrial goods (commercial vehicles, mining/construction agricultural vehicles, machine tools)
- Defense programs (aircraft engines, aerostructures, ballistics systems)
- Infrastructure (water pipelines, railroads, oil-and-gas exploration, energy projects)

Source: The Federal Group USA

Cast parts are used to produce of all

# 90%

manufactured durable goods - and nearly all manufacturing machinery.

Source: American Foundry Society / US Metalcasting Industry Impact Report

Over **492,000** people are employed in the U.S. metalcasting industry. Annual wages/benefits equal **\$32.16 billion**.

Source: American Foundry Society / US Metalcasting Industry Impact Report

Most metalcasting operations are **small businesses**: 75% of U.S. foundries and diecasters have fewer than 100 employees.

Source: National Renewable Energy Lab

States with the largest number of **foundry and diecasting operations** are:

1. Ohio
2. California
3. Michigan
4. Pennsylvania
5. Wisconsin
6. Illinois
7. Texas
8. Indiana
9. Minnesota
10. Missouri

Source: American Foundry Society / US Metalcasting Industry Impact Report

**MORE THAN 300,000** supply-chain jobs in North America are Metalcasting

Source: American Foundry Society / US Metalcasting Industry Impact Report

The economic output of the U.S. metalcasting market equals **\$110.52 BILLION**

Source: American Foundry Society / US Metalcasting Industry Impact Report



# INDUSTRY EXPERTISE

Trusted resource for metalworking professionals



Editor-in-Chief

**ROBERT BROOKS**

rbrooks@endeavorb2b.com

Robert Brooks leads content development focused on the primary metal and basic manufacturing industries. He brings more than 20 years of writing, editing and reporting experience.

## Editors

Delivering technical and editorial expertise that ensures content is accurate, engaging, and focused on the topics that professionals need to know in today's rapidly changing business environment.

[View our [Contributor Guidelines](#)]



Editorial Director - Manufacturing Group

**ROBERT SCHOENBERGER**

rschoenberger@endeavorb2b.com



Associate Editor

**RYAN SECARD**

rsecard@endeavorb2b.com

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## Technical & Editorial Expertise

Delivering technical and editorial development expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing business environment.



## Ideation & Development

Collaborate with our topic experts to develop topics that will attract target audiences, validate market perceptions and ensure content marketing success.



## Data & Insights

Deep industry knowledge paired with data and insights from analytic tools provides us the ability to leverage metrics for content decision-making and deliver the right content, in the right channel, to the right audience, at the right time.

# CRITICAL COVERAGE



## Molding and Core Making

Sand Selection and Handling  
Binders  
Molding Machinery  
Coremaking Machinery  
Core Room Automation



## Melting and Pouring

Furnaces and Ladles  
Design and Repair  
Refractories  
Automated Pouring  
Induction Control  
Fuel and Energy Management



## Shakeout and Handling

Vibratory Machines  
Rotary Machines  
Conveyors  
Sand Reclamation  
Metal Reclamation



## Grinding and Finishing

Grinders  
CNC Machines  
Heat Treatment  
Casting Sealing and Impregnation



## Simulation and IT

Pouring Simulation  
Heating Simulation  
Process Controllers  
ERP and MES



## Quality Control/Testing

Material Testing  
Non-Destructive Testing  
Dimensional Testing and Gauging  
Environmental Controls  
Safety and Ergonomics



## Purchasing MRO

Energy Management  
Scrap and Material Handling  
Training  
Marketing Strategy for Metalcasting

CONTENT CALENDAR	JANUARY/FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
<b>AD CLOSE</b>	1/10	2/1	3/14	5/8	7/2	8/7	9/5	10/29
<b>MATERIAL DUE</b>	1/19	2/9	3/22	5/16	7/12	8/15	9/13	11/6
<b>TODAY'S DEVELOPMENTS</b>	2024 MetalCasting Idea Book	Induction Melting Casting Sealing	2024 Metalcasting Congress Preview	Shakeout Systems Robotics Coremaking	2024 Leaders in Metalcasting	2024-25 Metalcasting Buyers Guide	Molten Metal Pouring 3DP & AM	2025 Metalcasting Business Outlook
<b>TOMORROW'S TECHNOLOGIES</b>		Metalcasting Health and Safety	Molding Technology ERP and MES	Future Metalcasting Technologies			Metalcaster's <i>Breakthrough</i> Ideas	
<b>EHANDBOOKS</b>	2024 Metalcasting Business Outlook (January 15)	2024 Exhibitor and Events Guide (March 30)		3DP in Metalcasting (June 30)			FM&T "Where-to-Buy" Guide - 2024 (October 15)	

# MAGAZINE ADVERTISING SPECS

DIMENSIONS [inches]	Non Bleed*	Trim [please extend bleed .125" beyond trim, all edges.]	Position	Rate
Full Page	7 x 10	7.5 x 10.5	Full Page	\$3,900
1/2 Page Island	4.5 x 7.25	4.8125 x 8	1/2 Page	\$2,400
1/2 Page Vertical	3.375 x 9.75	3.6875 x 10.5	1/3 Page	\$1,500
1/2 Page Horizontal	7 x 4.625	7.5 x 5.25	1/4 Page	\$1,150
1/3 Page Vertical	2.3125 x 9.75	2.5625 x 10.5		
1/3 Page Square	4.5 x 4.625			
1/4 Page Vertical	3.375 x 4.625			
			Product Express	Rate
			1 Inch	\$390
			2 Inches	\$600
			3 Inches	\$795

**PRINT AD SERVICES MANAGER:**

Melissa Meng  
 Foundry Management & Technology  
[mmeng@endeavorb2b.com](mailto:mmeng@endeavorb2b.com)

**Cancellations:** Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

**Multi-Page and Inserts:** Contact Account Manager for Rates and Specifications

**Gross Rates Apply:** Gross rates based on number of insertions within a 12-month period.

**Printing Method:** Web Offset

**Publication Trim Size:** 7.5 x 10.5 inches

**Creative Specifications**

Format (hi-resolution, full color):  
 PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

**PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR**

**ELECTRONIC SUBMISSION OF PRINT & DIGITAL MAGAZINE AD MATERIAL**

**TO EMAIL:** For files up to 10MB, please email your ad to:  
 Melissa Meng, [mmeng@endeavorb2b.com](mailto:mmeng@endeavorb2b.com)  
 Please include advertiser name, publication name, and issue date.

**TO FTP TRANSFER:** For large files over 10MB, please send via ftp, such as the free service:  
[wettransfer.com](http://wettransfer.com). Please include advertiser name, publication name, and issue date in the message field.

**Stand Out!**  
 ASK YOUR SALES REP ABOUT ADDITIONAL AD OPPORTUNITIES, SUCH AS BELLY BANDS, GATEFOLD INSERTS, AND MORE!



**RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.**



# DIGITAL & NATIVE ADS

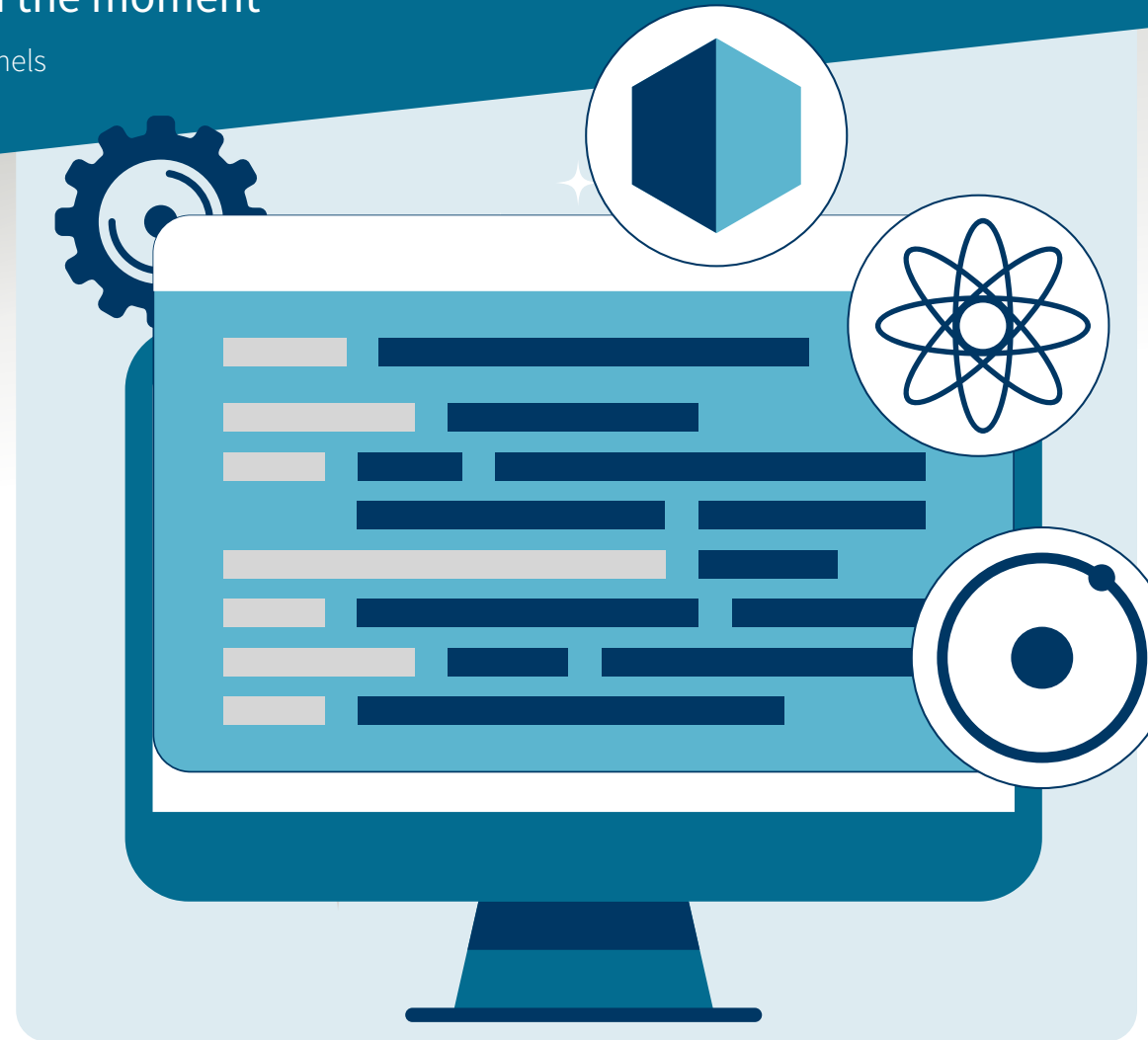
## Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

### Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

AD TYPE	RATE (CPM)
Leaderboard	\$60
Billboard	\$125
Billboard Video	\$150
Sticky Leaderboard	\$100
Rectangle	\$60
Expanding Rectangle	\$110
In-Banner Video	\$110
Half Page	\$100
Expanding Half page	\$100
Reskin	\$125
Welcome Ad	\$250
In-Article Video	\$100
In-Article Flex	\$175
In-Article Premium	\$175
Native Ad	\$30



### Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the sites content. *Native ads are labeled as Sponsored Content.*

### Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

**Materials Due:** Seven business days prior to publication.

**Send Creative To:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Visit Our Website:** [foundrymag.com](http://foundrymag.com)

[ View our **DIGITAL BANNER AD SPEC** ] 

# NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



**Materials due:** Seven business days prior to newsletter deployment. | **Send creative to:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

## Foundry Metalcasting Weekly

A summary of news and feature reporting on metalcasting ideas and developments, with reports of new product development. It delivers timely, topical information on the foundry and diecasting markets, and their customers and suppliers.

**Weekly Sponsorship – Tuesday & Thursday**

### Stats

Subscribers.....	8,153
Average Open Rate* .....	49.64%

### Rate

Position 1.....	\$800
Positions 2.....	\$550
Positions 3.....	\$250

## Quick Manufacturing News

Deliver your message to the broadest and biggest audience built from the files of Endeavor Business Media's Manufacturing Group Network. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products.

**Daily Monday - Friday**

### Stats

Subscribers.....	28,442
Average Open Rate* .....	37.90%

### Rate

Exclusive Position.....	\$3,750
-------------------------	---------

## Digital Edition Exclusive Sponsorship

An exclusive sponsorship around the digital edition. Your sponsorship will include the following:

- Full-Page ad in the digital edition
- Company name in the email preview text
- Clickable banner ad within an email blast (600px x100px)

### Stats

Average Delivered.....	3,425
Average Open Rate* .....	35.97%

### Rate

Exclusive Position.....	\$2,000
-------------------------	---------

## IMTS Preview

The IMTS Weekly Newsletter is the best way to reach manufacturing executives and shop owners before IMTS. Promote your product, promotions, or simply extend your branding message to an audience drawing from American Machinist, New Equipment Digest, and IndustryWeek. We are offering 5 IMTS Newsletter Hot Product positions for the cost of 4.

**Weekly May - Sept**

### Stats

Subscribers.....	61,392
Average Open Rate* .....	38.61%

### Rate

5 Positions .....	\$1,600
-------------------	---------

## Solutions Spotlight

Featuring the latest products, services and solutions that are helping manufacturers transform their operations, improve working environments and set the stage for the future of successful manufacturing.

All Solutions Spotlight programs will include detailed reporting and analytics on the number of emails sent, emails opened, clicks on your ad, and your CTR. Use Solutions Spotlight for Lead Generation. We will help you build your landing page including standard questions plus custom questions to drive sales-ready leads to your inbox.

- Marketing Services Landing Page Creation with form: **\$915 Net**
- Marketing Services Creation of Newsletter Advertisement plus Landing Page **\$1,365**
- GDPR compliant leads delivered immediately

### Monthly

#### Stats

Subscribers.....	7,940
Average Open Rate* .....	40.10%

#### Rate

Position 1.....	\$938
Positions 2.....	\$869
Positions 3.....	\$825
Lower Positions.....	\$750

\* Audience Engagement Report 2023

# MARKET COVERAGE NEWSLETTERS

Click to view  
**SAMPLE MARKET MOVES NEWSLETTERS**



OFFERING LARGER AUDIENCES AND BROADER PERSPECTIVES FOCUSED ON GROWING MARKETS.

## FEATURED NEWSLETTER

MARKET MOVES

## MANUFACTURING

**Circulation:** **20,000**     **Deploys:** **Twice Monthly on Saturdays**

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more.



**TARGET AUDIENCE:** C-Suite and Management titles focused on: Engineering, IT, OT, Distribution, Warehousing, Logistics, Purchasing, Sourcing and R&D. Safety and Occupational Health, Plant Managers, and Engineers focused on: Production Process Control, Design, Assembly, Systems Integration, Manufacturing, Maintenance & Reliability, Regulatory/Compliance, and Quality.

### SPONSORSHIP OPPORTUNITIES:

\$4,500 includes up to 4 sponsored content ads

[ **View Last Issue** ]

MARKET MOVES

## CYBERSECURITY

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [ **View Last Issue** ]

**50,000**

Twice Monthly on Wednesdays

MARKET MOVES

## ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [ **View Last Issue** ]

**28,800**

Twice Monthly on Fridays

MARKET MOVES

## ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [ **View Last Issue** ]

**26,500**

Twice Monthly on Fridays

MARKET MOVES

## INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [ **View Last Issue** ]

**21,000**

Twice Monthly on Fridays

MARKET MOVES

## STRATEGY

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [ **View Last Issue** ]

**28,000**

Twice Monthly on Thursdays

MARKET MOVES

## SUPPLY CHAIN

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [ **View Last Issue** ]

**25,000**

Twice Monthly on Thursdays

IndustryWeek  
**OPERATIONS LEADERSHIP**  
SUMMIT



## Accelerate Your Journey To Operational Excellence

June 26-28, 2024  
Indianapolis Marriott  
Downtown

   @INDUSTRYWEEK

IndustryWeek presents a new experience for manufacturing leaders who are serious about achieving operational excellence. The Operations Leadership Summit will provide unique insights and intelligence that will help with your most pressing operational challenges. Make new connections in structured, innovative formats led by IndustryWeek's editorial staff. It's an experience that's sure to accelerate your journey to operational excellence.

[\[IWOperationsSummit.com\]](http://IWOperationsSummit.com) 

## Exhibit & Sponsor in 2024

### Direct Access to Decision Makers

Interact with the professionals who make things work in manufacturing plants every day, including the VP of Operations, Presidents, Plant Managers, and other manufacturing decision-makers.

### Associate with Excellence

Share thought leadership that shows your company understands what it takes to achieve manufacturing excellence.

### Present Your Leadership Insights

Communicate your knowledge and expertise through speaking engagements.

### Unveil Tech Innovations

Discuss how your leading-edge innovations could support operational improvements with top practitioners.

### Engage

Continuous social events provide casual engagement with attendees.

**Contact our exhibit sales team for pricing for sponsorships and tabletop exhibits.**

### Dave Altany

216-509-1967 | [daltany@endeavorb2b.com](mailto:daltany@endeavorb2b.com)

### Dave Madonia (East)

201-452-6211 | [dmadonia@endeavorb2b.com](mailto:dmadonia@endeavorb2b.com)

### Jeff Mylin

847-533-9789 | [jmylin@endeavorb2b.com](mailto:jmylin@endeavorb2b.com)

### Jim Leahey (West)

312-914-0536 | [jleahey@endeavorb2b.com](mailto:jleahey@endeavorb2b.com)

PRODUCED BY: **IndustryWeek** **SmartIndustry**

SUPPORTED BY: **AutomationWorld** **CHEMICAL PROCESSING** **CONTROL** **control design** **FOOD PROCESSING** **NED** **pharma** **MANUFACTURING** **PLANT SERVICES** **PMM** **Processing**

**EHS**Today  
**Safety Leadership**  
CONFERENCE

**The Only Event Focused  
On High-Level Safety  
Decision-Makers**

**August 25-27, 2024  
Gaylord Rockies Resort,  
Denver**

The Safety Leadership Conference is designed to share best safety practices with companies wanting to achieve world-class safety. Attendees will hear from industry experts and learn how the 2023 America's Safest Companies provide a sound working environment for their employees.

[ [SafetyLeadershipConference.com](https://SafetyLeadershipConference.com) ] 

**Co-located with VPPPA's  
Safety+ Symposium**



@EHS TODAY



## Exhibit & Sponsor in 2024

### Direct Access to High Level Safety Professionals

Interact with Corporate EHS Directors, VPs of Safety & Health, Safety Engineers, Compliance & Safety Directors, HSE Managers, Safety Managers, Industrial Hygienists, Risk Managers.

### Communicate Your Thought Leadership

Share your knowledge and expertise through speaking engagements.

### Unveil Safety Innovations

Showcase your leading-edge safety equipment, technologies and solutions in our exhibit hall.

### Engage

Intimate and personal interactions set this event apart from other conferences.

**Contact our exhibit sales team for pricing for sponsorships and tabletop exhibits.**

### Dillon Parkhill

918-630-5395

[dparkhill@endeavorb2b.com](mailto:dparkhill@endeavorb2b.com)

### Joe DiNardo

440-487-8001

[jdinardo@endeavorb2b.com](mailto:jdinardo@endeavorb2b.com)

### Jim Philbin

205-344-2548

[jphilbin@endeavorb2b.com](mailto:jphilbin@endeavorb2b.com)

# SPECIAL OPPORTUNITIES

## Leaders in Metalcasting July/August

Our Leaders in Metalcasting sponsorship showcases you as a thought leader and innovator by giving you an opportunity to tell your story in a unique way to *FMT's* metalcasting buyers and specifiers. In as many as 600 words, tell buyers the exciting things happening with your company. Your story can focus on:

- Your company mission
- Your product & solution portfolio and why it's cutting edge
- The various application that your products and technology can be used and how they make metalcasters more efficient, productive, safer and profitable

### Sponsorship:

- Your profile and full-page ad in our dedicated section in *FoundryManagement & Technology's* July/August issue
- Company profile posted on foundrymag.com and featured in our weekly newsletter and industrial lead generation newsletter

### Specs:

- Profile up to 600 words and two images
- Company logo,
- Contact info
- Full page ad.

[\[View a Sample Page\]](#) 



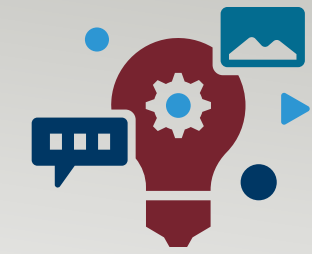
## Buyers Guide - September

Published annually every September, the *FM&T* Buyers' Guide is referred to throughout the year by decision makers who are seeking suppliers of metalcasting products and services. Directory features alloys metals, safety equipment, refractories, shakeouts, heat treating and more.

**Deadline August 1st**  
**Get your free listing**

# Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.




## Overview of Our Solutions

**Advertising**  
Target the right audiences in the right channels.

**Research & Intelligence**  
Make data-driven decisions with our expert intel.

**Content Development**  
Drive engagement with high quality content.

**Video & Podcasts**  
Solutions that bring your brand to life.

**Lead Generation**  
Lead generation programs built for your goals. 

**Data-Driven Marketing**  
Leverage our first-party data through direct & targeted marketing.

Click to  
**LEARN  
MORE**



# Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

## Research & Intelligence



**DELIVERING ALL  
THE KEY INGREDIENTS**



60+ Years of  
Research Experience



150 In-House Subject  
Matter Experts



Engaged B2B  
Audience Database

### Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

### Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.


### New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

### Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

### Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 

### State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 

### Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

### In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Click to  
**LEARN  
MORE**



## Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

### Short-Form Content

#### **Ask the Expert**

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📌

#### **Top Tips**

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📌

#### **FAQs**

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📌

### WHY SHORT FORM?

Quick and Digestible  
Increased Engagement  
Shareability  
Cost Efficient  
Mobile Friendly



### Long-Form Content

#### **White Papers**

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📌

#### **Case Studies**

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📌

#### **EBooks**

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📌

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MORE**

## Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

### Visual Storytelling

#### StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

#### StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

#### Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

#### Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[ [MORE VIDEO](#) ] 

### WHY VISUAL STORYTELLING?

#### RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

#### ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

#### INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

#### SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

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MORE**



## Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

### Video

#### **Event Video**

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

#### **Explainer Video**

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

#### **QuickChat**

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

#### **Product Video**

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

#### **Video Promotion**

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

#### **Custom Production**

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

### Podcasts



**GREAT QUESTION**  
A Manufacturing Podcast

Sponsor the Great Question: A Manufacturing Podcast and build affinity for your brand. Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.



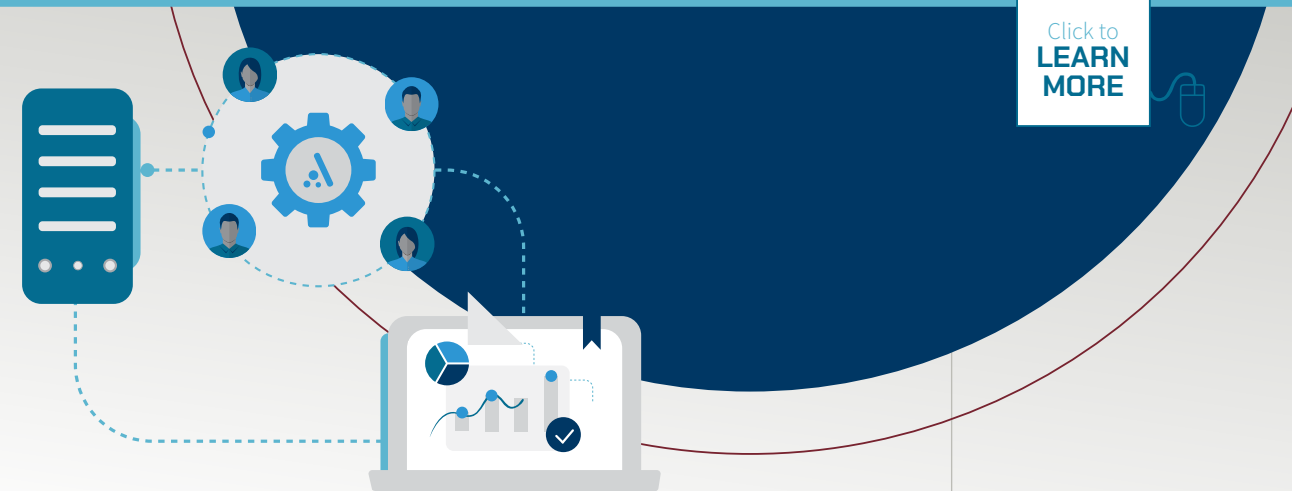
**THE POWER OF VIDEO IS UNDENIABLE.**

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Click to  
**LEARN  
MORE**

## Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.



### Lead Generation Programs

#### Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📄

#### Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📄

[\[MORE CONTENT CREATION\]](#) 🖱️

#### Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📄

#### Content Syndication: Recommended For You

Syndicate your best content with co-branded email marketing that exclusively features your assets and drives users to your site. Our co-branded templates are easily recognized by audiences as trusted and reliable content from a known sender.

What's included:

- Co-branded email that includes up to 4 assets designed to drive traffic to your website. Assets can be gated or ungated.
- Promotional message development and deployment.
- Two eblasts deploy 1st to full targeted list, 2nd to all who opened the first email but didn't click on any links. 📄



#### WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



# Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

## Webinar Formats

### Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

### Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

### Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

### Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

## A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.





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## Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

### Data-Driven Marketing

#### Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

#### Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

#### Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

#### Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

#### Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

### The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[ [LEARN MORE](#) ] 

# CONTACTS

Contact our sales representatives to discuss your marketing plans.

**FOUNDRY** Management & Technology

Website



Marketing Website



Twitter



LinkedIn

## Brand Resources

### Sales

[Joe DiNardo](#)  
440-487-8001 | [jdinardo@endeavorb2b.com](mailto:jdinardo@endeavorb2b.com)  
Business Development Manager

[Dillon Parkhill](#)  
918-630-5395 | [dparkhill@endeavorb2b.com](mailto:dparkhill@endeavorb2b.com)  
Inside Sales Representative

[Charles Yang](#) - Lotus Business Information  
[medianet@ms13.hinet.net](mailto:medianet@ms13.hinet.net)  
Taiwan

[Diego Casiraghi](#) - Casiraghi Global Media  
[diego@casiraghi-adv.com](mailto:diego@casiraghi-adv.com)  
Italy

[Adonis Mak](#) - ACT International  
[adonism@actintl.com.hk](mailto:adonism@actintl.com.hk)  
China, Hong Kong

[Shigenori Negatomo](#) - Pacific Business  
[shigenori.nagatomo@pacific-business.com](mailto:shigenori.nagatomo@pacific-business.com)  
Japan

### Staff

[John DiPaola](#)  
440-331-6099  
[jdipaola@endeavorb2b.com](mailto:jdipaola@endeavorb2b.com)  
VP & Market Leader

[Robin Darus](#)  
[rdarus@endeavorb2b.com](mailto:rdarus@endeavorb2b.com)  
Sales Support Specialist

[Web Traffic](#)  
[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)  
Digital Advertising

[Brenda Wiley](#)  
[bwiley@endeavorb2b.com](mailto:bwiley@endeavorb2b.com)  
Print Production Manager

[Melissa Meng](#)  
[mmeng@eandeavorb2b.com](mailto:mmeng@eandeavorb2b.com)  
Print Ad Services Manager

# WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS IN SECTORS THAT ARE INNOVATING, TRANSFORMING, AND GROWING.

