

MEDIA KIT 2024

NED
NEW EQUIPMENT DIGEST®

PRODUCTS FOR INDUSTRY

AUDIENCE
DIGITAL ADS
NEWSLETTERS
MARKETING SOLUTIONS
EDITORIAL CALENDAR
SAFETY LEADERSHIP
CONFERENCE
CONTACTS

 **ENDEAVOR**
BUSINESS MEDIA™

PUBLISHER'S NOTE



New Equipment Digest is a product powerhouse where 96% of the audience are purchasing decision makers.

Since 1934, NED has connected suppliers of industrial products and solutions with a global network of buyers, engineers, and business leaders eager to discover and implement the latest manufacturing equipment on the market.

Our mission is simple – cover products and solutions designed for use across a quickly transforming industrial market. The deep industry insight of our editors provides insight into the awareness, consideration, and purchases of available new products and equipment, primarily to OEMs and engineers in discreet industries.

NED readers get the latest industrial product information plus market trends and manufacturing news applicable to tens of thousands of facilities across the U.S. and beyond. Our readership of plant managers and engineers is a testament to our commitment to providing unparalleled insights on new technologies and solutions for manufacturing.

Partnering with New Equipment Digest opens a gateway to unexplored possibilities for your brand, as NED and our sister brand Plant Services connect you and your new tools, software, or training with a vast audience of industrial professionals. Whether your goal is to boost sales, increase brand awareness, attract new customers, or launch a groundbreaking product, our platform offers the perfect stage to captivate your audience and conquer new markets.

Our customer success team is eager to join forces with you to create a customized marketing strategy tailored to your unique business needs. A meeting with us will unlock a world of opportunities not only on New Equipment Digest but also introduce you to our other exceptional media brands listed to the right.



Please schedule a meeting with us, and let's embark on this exciting journey together!

Thank you for considering New Equipment Digest as your media partner.

Regards,

John DiPaola
Vice President & Group Publisher
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

NED
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**] 



New Equipment Digest connects suppliers of industrial products and solutions with a global network of buyers, engineers, and business leaders eager to find the latest manufacturing equipment on the market. We deliver the latest industrial product information, plus market trends and manufacturing news to readers in tens of thousands of facilities across the U.S. and beyond.

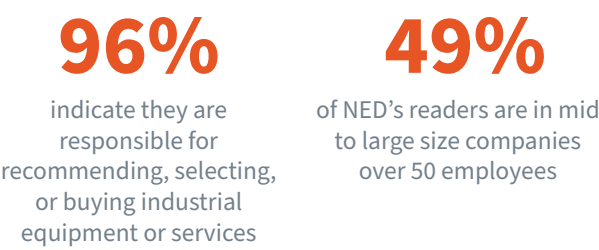
AVERAGE MONTHLY REACH



COMPANIES THAT ENGAGE



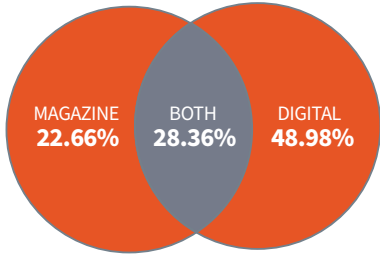
REACH PURCHASERS



Buying Team Reach	%
Corporate & Executive Management	40.26%
Engineering, R&D, IT, and Technical Management	33.70%
Operations, Production & Plant Management	18.37%
Other Management and other Titles*	7.68%

*Including Purchasing, Sourcing, Distribution, Warehousing, Logistics, Sales, Business Development, and other Management

MAGAZINE/DIGITAL OVERLAP



Top Industries Served	%
Food, Paper, Chemical, Plastics, and other Process Industries	17.09%
Primary/Fabricated Metal Manufacturing	13.45%
Machinery Manufacturing	11.52%
Automotive/Aerospace/Transportation Manufacturing	10.06%
Wholesaler or Distributor of Durable or Non-Durable Goods	8.82%
Professional, Scientific & Technical Services	8.32%
Electrical Equipment, Appliance & Component Manufacturing	6.51%
Computer & Electronic Product Manufacturing	5.43%

Purchase Authority	%
Material Handling & Packaging	57.71%
Controls & Instrumentation	52.64%
Electrical/Electronic Components	52.60%
Hydraulics & Pneumatics	48.81%
Safety	47.61%
Environmental & Energy	46.73%
Assembly & Fastening	45.73%
Facility Operations	45.11%
Tools, Hand & Power	43.99%
Machine Tools & Metalworking	41.64%
Motion Control	41.44%
Adhesives/Sealants/Lubricants/Chemicals	39.97%
Process Equipment	37.09%

The Audience Engagement Report provides an integrated view of the *New Equipment Digest* 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**] 



Our readership of plant executives and engineering leaders is a testament to our commitment to providing unparalleled insights on new technologies and solutions for manufacturing.

AVERAGE MONTHLY SESSIONS



24,956

▲ 4.6% vs Monthly Average for Previous 6 Months

AVERAGE UNIQUE MONTHLY VISITORS



20,426

▲ 1.9% vs Monthly Average for Previous 6 Months

AVERAGE MONTHLY PAGE VIEWS



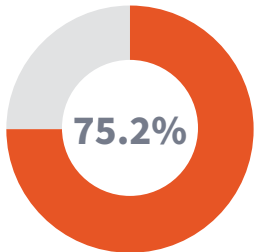
48,172

▲ 12.5% vs Monthly Average for Previous 6 Months

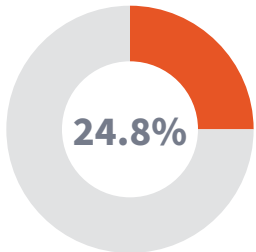
COMBINED SOCIAL REACH



5,026



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



71,500

2024 MARKS NEW EQUIPMENT DIGEST'S 88TH ANNIVERSARY.

2024 is currently predicted to be the year that we will see a slowdown in the industry, originally expected to happen in 2026. With the rise of inflation, hiked interest rates, and labor shortages, it's expected to be a bit of a tougher year. However, 2023 saw the highest rate of robot adoptions worldwide since 2018, proving that manufacturers are turning to new technologies to increase energy efficiency and enable re- and nearshoring through interconnected factories. The industry also saw the rise in advanced technologies which will further develop into 2024 with manufacturers using artificial intelligence (AI), the Internet of Things (IoT), and data and analytics to help combat labor shortages, increase production and efficiency, and reduce costs.

To manage this era of change, engineers, buying teams, and plant leaders need access to information about the latest, most innovative products and equipment on the market, plus direct connections to the vendors who supply them. With over 250 new products, implementation articles, and case studies added each month for application across the entire manufacturing industry, New Equipment Digest is driven by a mission to help these critical teams find the best new equipment, solutions, products, and tools for their capital projects and to keep those projects running long into the future.

11 MILLION
workers in the U.S.
manufacturing industry
account for
8.6%
of the total American
workforce.

Source: IBIS World

NED covers products and solutions designed for use across the full manufacturing industry—from **OEM components to design software, from floormats to robots, from maintenance supplies to 3D printers, and everything in between.**

As the introduction of advanced technologies, materials, and equipment accelerates, plants will be launching major upgrade and retooling projects requiring significant and capital expenditures over the next three years.

NED publishes 250 new products, equipment, solutions, and tools per month, plus critical articles and insights on implementation and investment strategies for new equipment, case studies, key equipment trends, and R&D breakthroughs that drive the equipment market forward.



\$545 BILLION

The Industrial Machinery & Equipment Industry market size has **increased 40% over the past decade and is expected to reach \$708 billion by 2027.**

Source: IBIS World

INDUSTRY EXPERTISE

Trusted global resource for manufacturing decision makers

[View our **Contributor Guidelines**] 



New Equipment Digest
Editor-in-Chief

LAURA DAVIS
ldavis@endeavorb2b.com

Laura Davis is a seasoned editor with 10 years of experience in publishing. She has been writing for the industrial and manufacturing space for seven years and uses her experience to report on the latest trends, development, and innovations that surround the manufacturing industry.



VIDEOS



NEWSLETTERS



AWARDS

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TOPICS THAT MATTER



Hands-On Reviews

User reviews and recommendations
In the field product test drives
Expert commentary on best tools and applications



Behind the Scenes

R&D projects
Innovation success stories
Product features & benefits



Equipment & Supplier Directory

250 new products added every week
Browse the 17,000+ product and supplier archive
Request a quote directly from suppliers
Save and compare products across 15 categories



Application Insights

Case studies
Implementation tips and best practices
Application success stories

Meeting Their Needs



Process, Maintenance and Operations Insight

Promoting a culture of safe, sustainable plant operations.

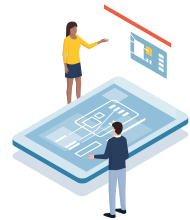
PLANTSERVICES



Products, Services and Solutions Intelligence

Insight into equipment trends, innovations, and research.

NED
NEW EQUIPMENT DIGEST

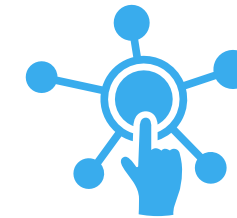


Better Informed Decision Making

Supporting manufacturing decision makers through *process and purchasing decisions*.



Guiding Decision Making



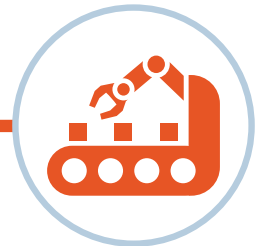
Delivering the intelligence and insights needed to help manufacturers make informed process and purchasing decisions.



FOCUS ON:

Equipment
Preventive Maintenance
Predictive Maintenance
Condition Monitoring
Automation
Energy

PLANTSERVICES



FOCUS ON:

Equipment & Products
Machinery Manufacturing
Automation
Electronics
Facility Operations
Material Handling

NED
NEW EQUIPMENT DIGEST

Engaging Content that Informs

High value content in proven channels attract and engage a combined audience reach of over 400,000.



Websites



Podcasts



Magazines



Video

Manufacturing

ENDEAVOR BUSINESS MEDIA

Learn more:

manufacturing.endeavorb2b.com

2024 EDITORIAL CALENDAR

[View our **MAGAZINE ARCHIVE**] 



	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
AD CLOSE	1/8	3/4	5/3	7/5	9/6	11/1
MATERIAL DUE	1/19	3/15	5/16	7/19	9/20	11/13
DIGITAL OPPORTUNITIES						
EHANDBOOKS <i>*In collaboration with partner brand Plant Services</i>	Sensors/Instrumentation	Compressed Air (March) Condition-Based Maintenance (April)	Machine Safety (May) Motors & Drives (June)	Lubrication (July) Compressed Air (August)	Electrical Safety (Sept) Predictive Maintenance (Oct)	CMMS Software (Nov) Pumps & Systems (Dec)
PRODUCT SPOTLIGHT GALLERIES	Smart Factories	Electrical & Electronics	Machine Tools & Metalworking	3D Printing	Supply Chain Management & Material Handling	Safety & Ergonomics
PRINT MAGAZINE SCHEDULE						
ISSUE THEME	Product Trends	Leaders in Manufacturing I	Hot Technologies	Plant Operations & Maintenance	Leaders in Manufacturing II	Innovation Awards
TECH TOOLBOX <i>*In collaboration with partner brand Plant Services</i>	IR Thermography	Bearings & Seals	Motors & Drives	Compressed Air	CMMS/EAM Software	Ultrasound
BONUS ISSUES	Material Handling & Logistics Bonus Issue	Material Handling & Logistics Bonus Issue	Forging Bonus Issue	Material Handling & Logistics Bonus Issue	Material Handling & Logistics Bonus Issue	Forging Bonus Issue
BONUS TOPICS	Warehouse Automation	Improving Forklift Safety & Productivity	Emerging Technologies for Forging Operations	The State of U.S. Logistics	Top 10 Forklift Manufacturers	2024/25 Forging Buyers Guide
PRINT / DIGITAL COVERAGE						
NED INNOVATION AWARDS	Click here to learn about our awards program	Submissions open	Submissions due	Finalists announced and voting begins	Voting closes and Winners notified	Winners announced
MAJOR TRADE SHOWS	CES Coverage	MODEX Coverage	AUTOMATE Coverage		IMTS Coverage	

MAGAZINE ADVERTISING SPECS

[View our **MAGAZINE ARCHIVE**] 



DIMENSIONS (inches)	Non Bleed	Trim
Standard Page	7.0625 x 8.25	7.4375 x 8.75
1/2 Standard Isl	4.625 x 6.125	n/a
1/2 Standard H	7.0625 x 4	n/a
1/2 Standard V	3 x 6.75	n/a
1/3 Standard V	2.25 x 8.25	n/a
1/3 Standard Square	4.375 x 4.3125	n/a
1/4 Standard	3 x 4	n/a
Tabloid Page	9.75 x 11.5	10.25 x 12
1/2 Tabloid H	9.5 x 5.75	n/a
1/3 Tabloid V	3.0625 x 11	n/a
Cover Snipe Ad	3.0 x 3.0 x 4.125 - [Triangle Shape]	

Standard Size		Rate		
Full Page - Standard		\$6,800		
1/2 Page - Horizontal, Vertical, Island		\$4,500		
1/3 Page - Square or Vertical		\$3,900		
1/4 Page		\$2,600		
Tabloid Size		Rate		
Full Page - Tab		\$9,000		
1/2 Page Horiz-Tab		\$4,800		
1/3 Page Square - Tab		\$3,800		
Product Express		Rate		
1 Inch		\$450		
2 Inches		\$800		
3 Inches		\$1,000		
Classified Ad Specs (inches)	1-Column	2-Column	3-Column	Max Height
	3.125	6.452	9.75	10
Lit Digest				
1/8 Standard				

PRINT AD SERVICES MANAGER:
Melissa Meng
mmeng@endeavorb2b.com

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

- * Ads with bleed – extend bleed 0.125 inches beyond the trim
- * All live matter not intended to bleed should be kept 0.25 inch from trim. Spread ads should allow a total of 0.1875 inch safety in gutter.

Endeavor Business Media reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions listed.

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
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. Please use mmeng@endeavorb2b.com in the [Email To] field for your upload. 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

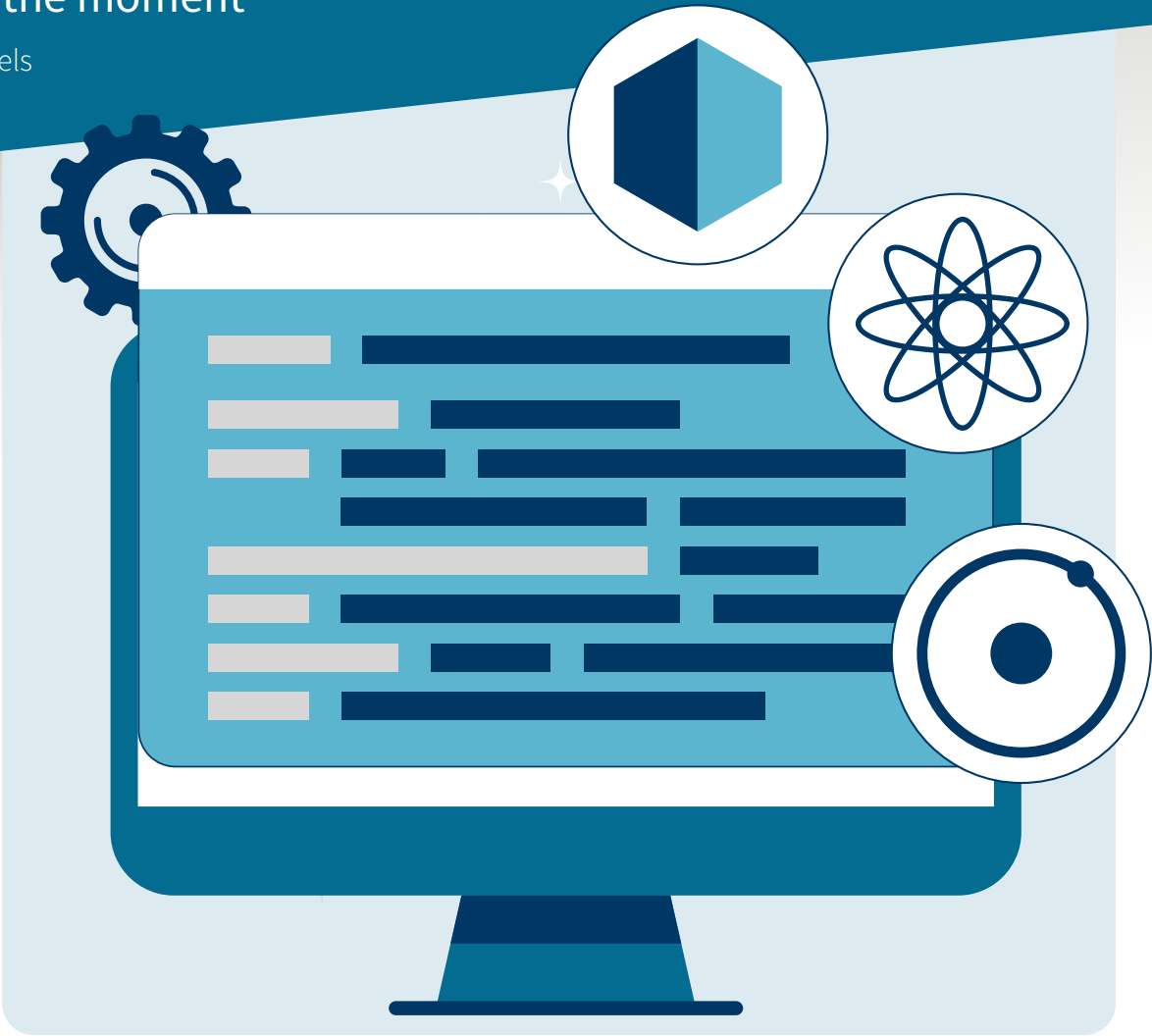
Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.



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	\$100
Billboard	\$150
Billboard Video	\$175
Sticky Leaderboard	\$150
Rectangle	\$100
Expanding Rectangle	\$125
In-Banner Video	\$130
Half Page	\$120
Expanding Half page	\$125
Reskin	\$150
Welcome Ad	\$300
In-Article Video	\$125
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
Visit Our Website: newequipment.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 publication.
Send creative to: webtraffic@endeavorb2b.com

Click to view
**OUR
NEWSLETTERS
AD SPECS**

Click to view
**OUR
NEWSLETTERS**

Industry Insider

A daily collection of the latest news, trends, tools, and NED exclusives that covers the evolving state of the U.S. and global manufacturing industries.
Daily: Monday - Friday

Stats
Subscribers..... 28,667
Avg Total Open Rate* 34.68%

Net Per Issue
Weekly Position 1 \$1,750
Weekly Position 2 \$1,240
Daily Positions available \$300/day

Week In Review

Each issue covers current events, past triumphs, and upcoming challenges at the most efficient and most profitable manufacturing companies. **Weekly: Sundays**

Stats
Subscribers..... 13,551
Avg Total Open Rate* 36.70%

Net Per Issue
Exclusive Position..... \$1,000

Tools & PPE

Your source for the most reliable and innovative tools, equipment, and applications built to keep workers and equipment safe and productive in the plant and in the field. **Monthly**

Stats
Subscribers..... 19,764
Avg Total Open Rate* 30.68%

Net Per Issue
Exclusive Position..... \$2,000

Material Handling & Robotics

The inside scoop on the latest robots, material handling, and automation gear transforming your enterprise. **Monthly**

Stats
Subscribers..... 31,243
Avg Total Open Rate* 34.49%

Net Per Issue
Exclusive Position..... \$2,250

Maintenance & Operations

Up-to-the-minute insight on the latest products and solutions designed to keep both machines and plants running smooth. **Monthly**

Stats
Subscribers..... 21,428
Avg Total Open Rate* 29.46%

Net Per Issue
Exclusive Position..... \$2,250

* Audience Engagement Report 2023

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

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

[Click to view
OUR
NEWSLETTERS
AD SPECS](#)

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OUR
NEWSLETTERS](#)



Solution 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 and safe 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.....	37,648
Avg Total Open Rate*	35.70%
Net Rate	
Position 1	\$1,875
Position 2	\$1,725
Position 3	\$1,650
Lower Position	\$1,500

Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com

IMTS Preview

The IMTS Preview 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
Avg Total Open Rate*	38.61%
Net Rate	
5 Positions	\$1,600

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.

* Audience Engagement Report 2023

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
Avg Total Open Rate*	37.90%
Net Rate	
Exclusive Position.....	\$3,750



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

EVENTS



IndustryWeek. OPERATIONS LEADERSHIP SUMMIT



Accelerate Your Journey To Operational Excellence

June 26-28, 2024
Indianapolis Marriott
Downtown



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.

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PRODUCED BY: **IndustryWeek. Smartindustry.**

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

EHSToday
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] 

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.

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SPECIAL OPPORTUNITIES

Industry Insider Video Program

Reach thousands of industrial buyers by sponsoring NED's Industry Insider Product Review Video. NED's Industry Insider Video Program is designed to build the trust of the viewer by creating content that educates on best practices, leading to informed purchasing decisions. Videos are not commercials or meant to pitch or sell specific products, they are designed to educate and help industrial decision-makers find product solutions that best meet their needs.

Program deliverables include:

- 60 to 90-second Industry Insider Product Review Video.
- Placement in Industry Insider eNewsletter, sent to 30,520 subscribers.
- Written review to 71,490 NED print and digital subscribers.
- Promotion of video on the NED website via in-article or in-banner video—10,000 impressions.
- Additional social and digital promotions across our Manufacturing Group platforms.

97% of NED subscribers use videos as helpful resources when finding out about new products and services.

AMERICAN MACHINIST®

IMTS Topic Page Sponsorship

By sponsoring the IMTS Topic Page on the *American Machinist* site, your company and products will be front and center for your target audience. Showcase your product information (case studies, white papers, videos, etc.) alongside IMTS articles and content published by *American Machinist* to establish brand awareness. Includes 2 products, 2 content pieces, and an exclusive 728x90/300x250 banner.

Contact your sales representative for more information.

MH&L[®] Material Handling & Logistics

Material Handling & Logistics Bonus Section

Four times a year, the *MH&L* bonus section in *New Equipment Digest* reaches over 60,000 manufacturing and supply chain professionals throughout the USA. Connect with your sales representative to see how you can showcase your brand.

Publishing Dates in MHL:
February, April, August, October

FORGING[®]

Forging June and December

Two times a year, the *Forging* special bonus section in *New Equipment Digest* reaches over 71,490 industrial end-users, which includes 5,000 forging plants throughout the USA.

Connect with your sales representative to see how you can showcase your brand.

Publishing Dates in Forging:
June and December



Sample Give-Aways

Tap into the mind of manufacturing professionals and give them the opportunity to take your development kit or new product on a test run. Sponsors are required to meet the T&Cs of the program, fulfilling the giveaway. A landing page is hosted on the brand site with a form and full contact leads provided to the sponsor.

Product Launch Programs

We've created pre-built launch programs that take advantage of all the right NED channels to ensure that your new product launches successfully. 3 options with varying exposure levels including options for cover callouts.



Leaders in Manufacturing Print (March/April & September/October)

Our new Leaders in Manufacturing sponsorship showcases you as a thought leader and innovator by presenting your story in a unique way to NED's manufacturing buyers.

In 600 words and 2 images, 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 help create a safer workplace for their employees.



Sponsorship

- Your profile and a full-page ad in a dedicated section in New Equipment Digest's March/April & September/October issues.
- Digital distribution to 71,490 manufacturing buyers.
- Company profile posted on www.newequipment.com and featured in our March/April & September/October issue and digital distribution to 100,000 subscribers.



NED Innovation Awards

The NED Innovation Awards celebrates the most disruptive innovations in industrial and manufacturing technology, tools, solutions, and equipment. We offer 15 product categories to cover the entire spectrum of industry—one winner is chosen for each category.

Entrants receive repeated, positive exposure within industry with finalists and winners featured in the November/December print issue, a special online gallery, and product listings on the NED directory with finalist or winner badges.

[[LEARN MORE](#)] 

Sponsorships Opportunities

Take your product to the next level with one of 3 different packages:

SILVER:

- Products placement in 1 Industry Insider newsletter.
- 5,000 banner impressions.
- Fractional page ad in the print issue of your choice prior to the November/December issue.
- Fractional page ad in the November/December issue.
- 1 product placement in the Solutions Spotlight newsletter.

GOLD:

- Products placement in 2 Industry Insider newsletters.
- 7,500 banner impressions.
- Full-page ad in the print issue of your choice prior to the November/December issue.
- Full-page ad in the November/December issue.
- 1 product placement in the Solutions Spotlight newsletter.

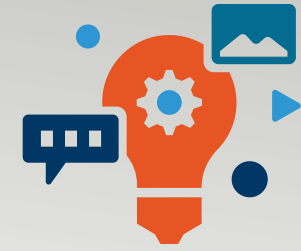
PLATINUM:

- Products placement in 3 Industry Insider newsletters.
- 10,000 banner impressions.
- Tab page ad in the print issue of your choice prior to the November/December issue.
- Tab page ad in the November/December issue.
- 1 product placement in the Solutions Spotlight newsletter.

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.

 — Lead Generation



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.



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.



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. 📡

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. 📡

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



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.



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.



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.

Podcasts



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.

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. 📶

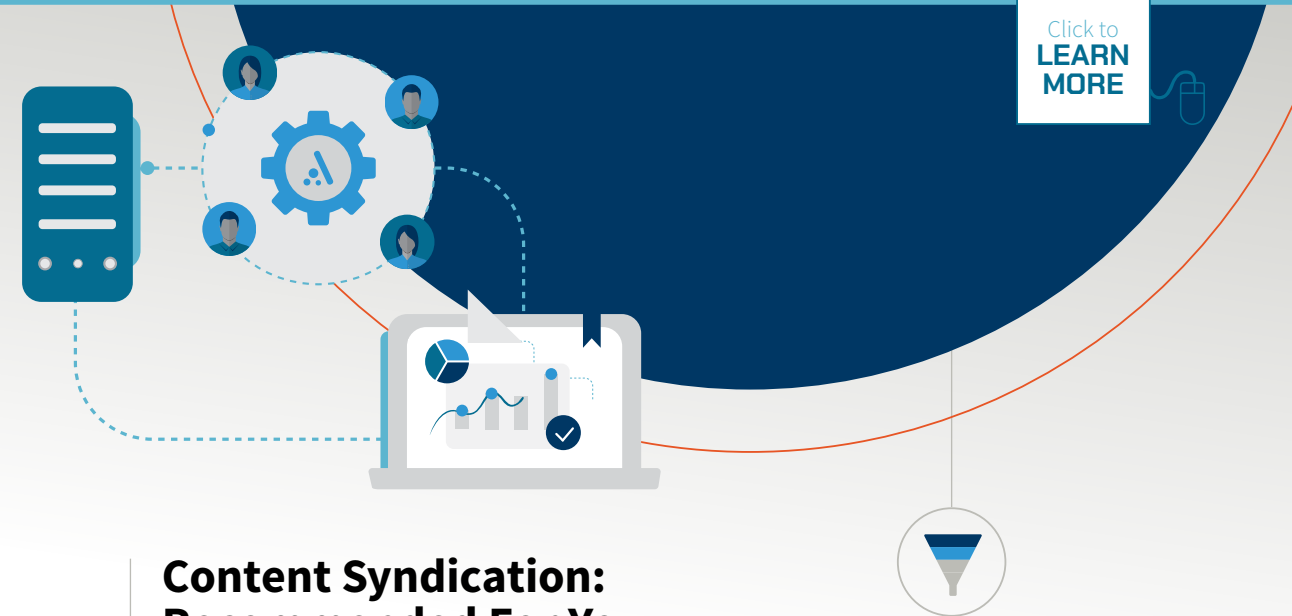
Content Syndication: Recommended For You

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. 📶

Click to
**LEARN
MORE**



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. 📶

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. 📶

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. 📶

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.



Click to
**LEARN
MORE**

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.



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Print Ad Services Manager



Website



Marketing Website



Twitter



Facebook



LinkedIn



Directory

WE KNOW THE MARKETS

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

