

2009



TOOLING & PRODUCTION

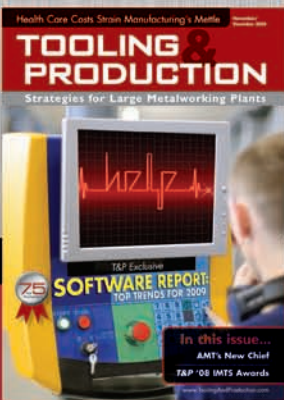
Strategies for Large Metalworking Plants

THE LARGE PLANT MEDIA CONNECTION:

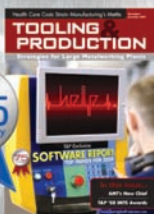
GOING GLOBAL

GOING GREEN

GOING BIGGER



MEDIA PLANNER



TOOLING & PRODUCTION

Strategies for Large Metalworking Plants

2009. NEW YEAR. NEW OUTLOOK. NEW FOCUS.

Celebrating 75 years of publishing for the metalworking industry, Tooling & Production is restructuring its vision in 2009 to better respond to the needs of both our readers and advertisers.

Editorial coverage has increased focus on the high throughput, high volume manufacturer, with emphasis on trends, productivity, technology, and products integral to the large metalworking plant.

GOING GREEN: 40,000 PRINT AUDIENCE

Dunn & Bradstreet reports over 21,000 large metalworking manufacturing plants with more than 50 employees in the U.S.

Tooling & Production has refined its print circulation to specifically target these lucrative corporate giants. This vast range of management executives, manufacturing professionals and engineers/specialists reflect both the scope and depth of our 40,000¹ print metalworking subscribers, as profiled on page 3. In 2009, there will be six, fully-packed print issues of Tooling & Production, published and mailed every other month.

GOING GLOBAL: BONUS 60,000 DIGITAL AUDIENCE

New for 2009, is the digital edition of Tooling & Production that duplicates the print magazine electronically – page by page. Sent via email, your message is seen by an additional 60,000 unduplicated opt-in metalworking professionals... more than doubling your ads's exposure *at no extra charge!* PLUS, you receive extra Web traffic from the live Web and email links, AND you get added exposure from the digital issue being posted on our Web site – accessed *free by our global audience!*

GOING BIG: TWO eNEWSLETTERS TO 40,000 with LEADS!

The demand for timely, electronic communications inspired our exclusive electronic newsletter that delivers **sales leads** to our advertisers. These pre-qualified leads include the potential buyer's name, title, company, address, zip, and email. In 2009, two new T&P "Communicators" will blast each month – both with fresh content – to an opt-in audience of 40,000 for twice the exposure, leads, and ROI.

100,000 unduplicated print & digital market!

¹ Projected BPA-audited circulation for December 2008 Statement. Current BPA Statement for June 2008: 60,000

TOOLING & PRODUCTION

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2009 MULTICHANNEL REACH

MAGAZINE: Six print issues targeting 40,000¹ metalworking professionals in large U.S. manufacturing plants, nationwide.

DIGITAL EDITION: Digital issues of the exact print content are sent to 60,000 unduplicated, opt-in subscribers and posted on the T&P Web site for free global access. Includes live Web and email links on all ads.

eNEWSLETTER WITH LEADS: two monthly Communicators, each with fresh content, reaching 40,000 opt-in email subscribers. Your eProduct Profile ad returns pre-qualified leads... including the prospect's name, title, company, address, zip, and email.

ePRODUCT PROFILE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut quis siam ut lacus portitor iaculis. Aenean quis elit. Nulla facilisi. Duis sit amet lorem eget nibh dignissim aliquet. Suspendisse eleifend.
[Include up to 3 links in ad.](#)

WEBSITE: www.ToolingAndProduction.com

Get global exposure reaching more than 100 countries. Rich media opportunities include page curl, video, oversized leaderboards, eProduct Profiles (see above), roll-overs and so much more... call your Account Director for a custom Web plan to max out your reach.

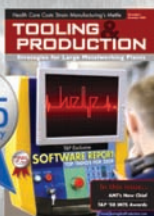
eDIRECT SERVICE: Partnering with ePostDirect, the world's premiere email management firm, T&P delivers your message to a pre-qualified audience – guaranteed 100% deliverable! Print advertisers receive deep discounts. Call your Account Director for details.

CORPORATE PROFILE: Double your impact with a full page ad at the earned frequency, then add a Corporate Profile page at half price to get the full impact of a spread! Or turn your half page insertion into a full page for just an additional 50%.

RESEARCH SURVEYS: Sponsor an industry study or conduct a product survey to monitor product awareness or brand recognition. Discounts available for print advertisers.



¹ Projected BPA-audited circulation for December 2008 Statement. Current BPA Statement for June 2008: 60,000



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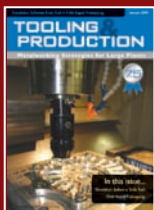
2009. REACH BIG. REACH DEEP.

Below is a sample list of the corporate giants Tooling & Production reaches each month and some of the titles of our subscribers.¹ We have 75 years of editorial trust built within the metalworking sector – put our experience to work for you.

Large plants are the backbone of American manufacturing. Their massive purchasing expenditures frequently require a team approach, so each month, Tooling & Production delivers up to 350 issues to these corporations... to subscribers who have personally requested the magazine and whom we have carefully vetted for their importance to the purchasing process.

21,628¹ plants are reached by T&P print magazine

SAMPLE OF COMPANIES WITH UP TO 350 T&P SUBSCRIBERS



- | | | |
|----------------------|---------------------|---------------------|
| 3M | General Electric | Motorola |
| Alcoa | General Motors | Northrop Grumman |
| BAE Systems | Hamilton Sundstrand | Parker Hannifin |
| Becton Dickinson | Harley-Davidson | Pratt & Whitney |
| Boeing | Honda | Raytheon |
| Borg Warner | Honeywell | Rockwell Automation |
| Boston Scientific | IBM | Rockwell Collins |
| Caterpillar | ITT | Rolls Royce |
| Cessna Aircraft | John Deere | Siemens |
| Copeland Corporation | Johnson Controls | Solar Turbines |
| Crown Equipment | Kohler Company | Timken Company |
| Chrysler | L3 Communications | Toyota Corporation |
| Delphi | Lear Corporation | Trane Corp |
| Eaton Corporation | Lockheed Martin | TRW |
| Federal Mogul | Medtronic | Tyco Electronics |
| Ford Motor Corp | Mercury Marine | Whirlpool |
| General Dynamics | Moog Inc | Zimmer Inc |

SAMPLE OF T&P SUBSCRIBERS' TITLES

- | | | |
|------------------------|----------------------------|---------------------|
| Manufacturing Manager | President | Quality Manager |
| Manufacturing Engineer | Engineering Manager | Systems Engineer |
| Engineer | Tooling Buyer | Plant Engineer |
| Design Engineer | Principal Engineer | Electrical Engineer |
| Plant Manager | Sr. Manufacturing Engineer | VP Manufacturing |
| Project Engineer | Sr. Project Engineer | Sr. Staff Engineer |
| VP Purchasing | VP Research-Development | Staff Engineer |
| Senior Engineer | Mechanical Engineer | |

¹ Tooling & Production November/December 2008 Issue, Publishers' Own Data.

TOOLING & PRODUCTION

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2009 PRINT/DIGITAL EDITORIAL CALENDAR

(MATERIALS DUE THE 15TH OF THE MONTH PRIOR TO THE 1ST MONTH OF ISSUE)

January / February

FEATURES

Industry Outlook
CNC Choices — How to Decide
Swiss Turning
Quality — Elizabeth Maze-Emery
Cutting Tool Advances
Enterprise Metrology
Metalworking Webified
Centerless Grinding
Wire EDM
Visionaries

SOFTWARE SOLUTIONS

Simulation

March / April

FEATURES

Medical Machining
Aerospace Report
Five-Axis Machining
WESTEC Preview
Quality — Elizabeth Maze-Emery
Enterprise Metrology
Metalworking Webified
Lean Manufacturing Update
Threadmaking
Magnetic Workholding
Visionaries

SOFTWARE SOLUTIONS

PLM

May / June

FEATURES

Wireless Data Collection
Flexible Manufacturing
EASTEC Preview
Quality — Elizabeth Maze-Emery
Lean and Large
Rotary Transfer Machining
Enterprise Metrology
Metalworking Webified
CAM Automation
Waterjet Cutting
Visionaries

SOFTWARE SOLUTIONS

NC Software

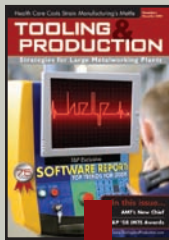
REGULAR TOPICS:

Machining Centers
Cutting Tools & Cutting
Grinding
Workholding
Turning Centers



WESTEC
March 30 - April 2
Los Angeles, CA

EASTEC
May 19 - 21
West Springfield, MA



BONUS!

July / August

FEATURES

High Speed Machining
Fluid Solutions
4 + 1 Axis Machining
CMM
Quality — Elizabeth Maze-Emery
Lasers: Focus on Productivity
Medical Device Advances
Enterprise Metrology
Metalworking Webified
Visionaries

SOFTWARE SOLUTIONS

Swiss CAM

September / October

FEATURES

Aerospace Report
Drilling/Tapping
Lathe Report
Quality — Elizabeth Maze-Emery
Horizontal Machining Centers
Enterprise Metrology
Metalworking Webified
Sinker EDM
Five-Axis Applications
Visionaries

SOFTWARE SOLUTIONS

CAD/CAM

November / December

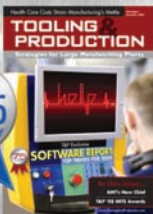
FEATURES

Super Alloy Machining
Rapid Prototyping
Tangential Milling
Special Software Report
Green Brings Gold
Quality — Elizabeth Maze-Emery
Enterprise Metrology
Metalworking Webified
Visionaries

SOFTWARE SOLUTIONS

STEP





TOOLING & PRODUCTION

Strategies for Large Metalworking Plants

2009 MAGAZINE RATES (gross)

includes BONUS monthly digital edition sent to 60,000 at no charge!

B&W	1X	3X	6X	9X	12X	18X	24X
Full Page	4,485	4,350	4,215	4,085	3,995	3,945	3,895
2/3 Page	3,415	3,305	3,205	3,095	2,995	2,895	2,845
1/2 Island	3,145	3,045	2,950	2,855	2,765	2,670	2,575
1/2 Page	2,695	2,610	2,530	2,450	2,368	2,287	2,207
1/3 Page	1,930	1,870	1,810	1,755	1,695	1,640	1,580
1/4 Page	1,395	1,350	1,305	1,265	1,225	1,180	1,140
1/6 Page	1,215	1,175	1,135	1,100	1,065	1,030	990
1/9 Page	810	785	760	735	710	685	660
Banner	1,795	1,740	1,685	1,635	1,580	1,525	1,470

COLOR RATES

per page per fractional (1/3-page or smaller)

Std. 2-color, per color, extra	475	375
Matched color, per color, extra	795	595
4-color process	995	695
Metallics & DayGlo	1,130	

COVERS

6x non-cancelable basis.

COLOR INCLUDED

Outside Back	6,185	Inside Front	5,895	Inside Back	5,695
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Advertisers may combine their total number of ad insertions in Tooling & Production and MAN-Modern Applications News during any 12-month interval to earn the best frequency discount.

Special Positions & Inserts: Publisher reserves the right to select position. Guaranteed positions are non-cancelable.

Preferred positions may be requested on a non-guaranteed basis, subject to production limitations.

Inserts are accepted as supplied or as Publisher-printed.

Contact your Account Executive for information.

MARKETPLACE ADS

(gross)

1x	3x	6x	9x	12x	18x	24x
965	935	905	880	850	820	790

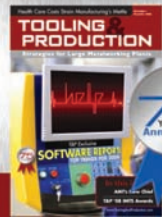


BONUS DISTRIBUTION

Digital editions are sent to 60,000 unduplicated metalworking professionals at NO charge. Ask your Account Executive about enhanced options that will help your ad stand out electronically: videos, tabs, belly bands, and more.

TOOLING & PRODUCTION

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2009 COMMUNICATOR eNEWS RATES (net)

Two eNEWSLETTERS WITH LEADS are available monthly, each with fresh content. Reach 40,000 opt-in email subscribers with your message and receive verified ROI response.



Your eProduct Profile ad returns pre-qualified leads... including the prospect's name, title, company, address, zip, and email.



LEADS

jsmith@aerospace.com	JIM	SMITH	ENGINEER	AEROSPACE CO.	111 SPACE RD.	ANYTOWN	FL	33456	555-555-5252
bjones@solar.com	BOB	JONES	SR PROJECT ENGINEER	SOLAR CO.	123 JONES ST.	DARIEN	TX	98787	555-555-5334
tbarns@auto.com	TED	BARNES	VP PURCHASING	AUTO INC.	PO BOX 444	BILLINGS	MI	67484	555-555-5567
bbrown@airlines.com	BART	BROWN	TOOLING	AIRLINES CORP.	PO BOX 123	DORRAN	WA	39485	555-555-8788

TOP POSITION Includes logo, or product photo, 50 words of copy, up to 3 URL links to your Web pages, email address, etc. 1,950

LOWER POSITIONS Includes logo, or product photo, 50 words of copy, up to 3 URL links to your Web pages, email address, etc. 1,450



TOOLING & PRODUCTION

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2009 COMMUNICATOR EDITORIAL CALENDAR

TWO MONTHLY E-NEWSLETTERS WITH LEADS

JANUARY 1-15

Feature CAD/CAM Software
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

JANUARY 16-31

Feature Reverse Engineering
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

FEBRUARY 1-15

Feature Metrology
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

FEBRUARY 16-28

Feature Rapid Prototyping
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

MARCH 1-15

Feature Fluid Management
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

MARCH 16-31

Feature Wire EDM
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

APRIL 1-15

Feature Machine Tool Financing
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

APRIL 16-30

Feature Workholding
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software

MAY 1-15

Feature CNC Software
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

MAY 16-31

Feature Oil, Gas Industry
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

JUNE 1-15

Feature Web Cam Monitoring
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

JUNE 16-30

Feature Lean Management
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software

THE NEWSLETTER WILL BLAST THE 1ST AND 3RD WEDNESDAY OF EACH MONTH. CLOSING IS TWO WEEKS PRIOR TO EACH ISSUE.

TOOLING & PRODUCTION

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2009 COMMUNICATOR EDITORIAL CALENDAR

TWO MONTHLY E-NEWSLETTERS WITH LEADS

JULY 1-15

Feature Aerospace Report
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

JULY 16-31

Feature Metalforming
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

AUGUST 1-15

Feature Four-Slide Technology
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

AUGUST 16-31

Feature Latest in Cutting Tools
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software

SEPTEMBER 1-15

Feature Honing/Finishing
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

SEPTEMBER 16-30

Feature Composites
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

OCTOBER 1-15

Feature Waterjet Cutting
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

OCTOBER 16-31

Feature Quality/Inspection
 Update
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software

NOVEMBER 1-15

Feature Die & Mold Update
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

NOVEMBER 16-30

Feature Toolholding
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection

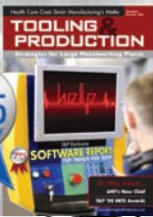
DECEMBER 1-15

Feature Multi-task Machining
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Literature for Large Plants

DECEMBER 16-31

Feature Automation - Large
 & Small
 Departments Machining
 Cutting/Holding
 Software
 Quality/Inspection
 Products Machining
 Cutting/Holding
 Software

THE NEWSLETTER WILL BLAST THE 1ST AND 3RD WEDNESDAY OF EACH MONTH. CLOSING IS TWO WEEKS PRIOR TO EACH ISSUE.

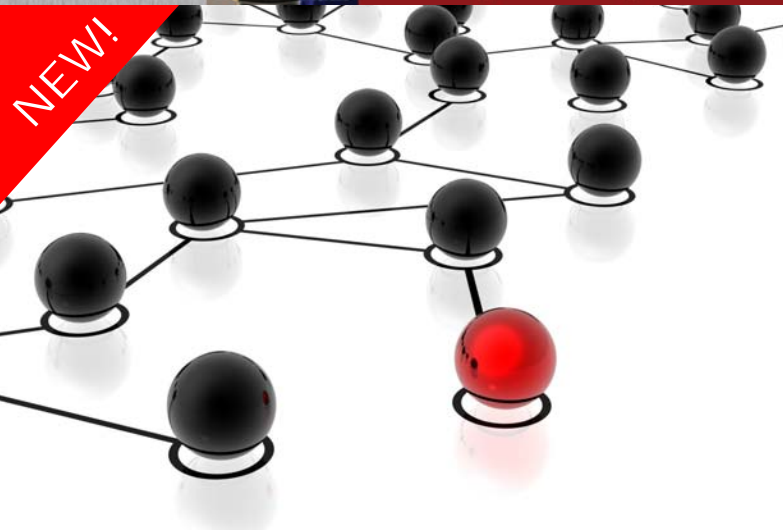


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2009

NEW!



MAKE ONE-TO-ONE CONNECTIONS WITH OUR eDIRECT SERVICE

Why blast your message into cyberspace when we guarantee a personal connection to your buyers?

Introducing eDirect Service.

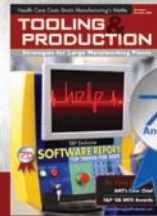
Tooling & Production has partnered with e-PostDirect, the world's premier email management firm. As a BPA-audited publication, Tooling & Production's exclusive circulation offers pre-qualified email names of metalworking professionals, with demographic breakouts.

So go ahead. Get connected. Ask your Account Director for more details.

- **100% guaranteed deliverable**
- Pre-qualified names from T&P's BPA-audit
- Expert service, fast turn-around
- All inclusive service — no extra fees

\$419 / 1000 email connections (minimum order \$750)
Deep discounts available to print advertisers!





EDITORIAL EXCELLENCE

T&P's stellar editorial team sorts through industry noise to deliver comprehensive coverage on the technologies that can refine or improve the process – now.



Dennis Seeds brings more than 30 years of professional experience to the post of editor-in-chief, including 12 years as a webmaster. Winner of 11 awards from press associations, he has covered stories from all areas. His *Larger Margin* column enlightens readers with thoughtful insight into metalworking manufacturing.



Peter Alpern, associate editor, has more than 10 years of writing and editing experience. Specializing in management strategies, he is dedicated to covering technology trends, stories of successful large companies and in-depth research conducted by the T&P support staff.

FOUR STAR COLUMNISTS



Stan Modic, author of T&P's *Straight Talk*, is the 2006 recipient of the ASBPE Lifetime Achievement Award. As a staunch defender of the free-enterprise system, Modic is known for his hard-hitting and incisive commentary on manufacturing. His commentary has been widely quoted and reprinted, including material submitted to Congress highlighting what must be done to reverse the industry's deteriorating competitive situation.



Steve Rose's *Shop Talk* column applies common sense to production problems and offers programming tips and challenging quizzes aimed at supplying skills training for the workforce. Rose created the Comprehensive CNC training program and remains the chief instructor at the RTSI training facility in Solon, Ohio.



John Hummel, author of *Financial Analysis*, is president and a founder of AIS Futures Management LLC and AIS Capital Management LLC, a registered investment advisor. Hummel has 40 years of investment experience managing equity, fixed income, and futures portfolios. Hummel offers readers his keen analysis on economic matters.



Elizabeth Maze-Emery's *Quality* column provides a look into the quality/inspection field. She is a Certified Quality Engineer and a Certified Six Sigma Black Belt. She has written on a variety of quality issues, and is affiliated with the American Society of Quality, Cincinnati and Dayton sections.

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