



# 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 40,000<sup>1</sup> print metalworking subscribers. 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!**

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