



Metal Center News

www.metalcenternews.com

Your Source

The *Only* publication exclusively serving the metal distribution market with unparalleled industry coverage

- Print ■
- Online ■
- ENews ■

63 Years

Serving the North American Service Center Market

2024 MEDIA GUIDE



The only industry publication that documents 1-Year Direct Request Circulation to the metals service center industry. And that's the audience you want to reach with your advertising message.

Advertising That Works

Advertising can be hit or miss, with no guarantee the people you want to reach with your message will actually see it. That isn't a problem with **Metal Center News**, where you will always find your desired audience.

Start with a publication's BPA circulation statement. Match the industry it serves to your target audience. In the case of Metal Center News, our readers are service centers. We are the only industry publication with 100 percent personal direct circulation, which translates to active readers who sign up to receive the magazine personally addressed to them, year after year. **MCN** never uses business directory lists and association rosters to boost circulation numbers. We don't have to. Our readers seek us out.

Our 1-Year Direct Request circulation numbers for the same audience tell the same story. Each year, we ask our readers to "re-qualify," essentially an annual opportunity to renew with **MCN** and confirm valuable demographic information regarding their company and job. This continued interest in subscribing demonstrates the value our readers place on the editorial content of **MCN**. We are the only industry publication to document 1-Year Direct Request to the metals service center industry.

Advertising Effectiveness

Metal Center News is determined to deliver the most effective ways to serve our advertisers. For the seventh straight year, **MCN** will survey readers in the July edition of the magazine for their impressions on the full- and half-page advertisements that run in the issue. The survey provides invaluable feedback to equipment manufacturers, metal producers and other suppliers to the metal service center and processing communities. Their survey responses answer just how well an advertiser's message is doing at reaching its intended targets – service center decision makers.

Reach Decision Makers

Whether delivered in print, online or via email, along with our must-read editorial aimed solely at the North American service center market, your ad message is assured to reach the industry's leading decision makers month after month.

91%

of all respondents reported having purchasing involvement in one or more categories.

92%

of all respondents reported **Metal Center News** does the best job covering the metal service industry.

93%

of all respondents reported having taken one or more actions during the past year as a result of advertisements in **Metal Center News**.

*Source: Harvey Research 2023

Direct Request Circulation - 15,400



The most trusted and credible qualification source is direct request from an individual who wants to receive the magazine.

*Source: BPA June 2023

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MCN'S ANNUAL TOLL PROCESSING ISSUE

JANUARY



AD CLOSE: 12/12/2023
 MATERIALS DUE: 12/13/2023

SPECIAL FEATURES 2024 Outlook

- NASA Roundtable
- Carbon Flat-Roll
- Material Handling
- Year in Review

PRODUCT FOCUS

Cutting & Sawing

INDUSTRY EVENTS

Tampa Steel Conference,
 Jan. 28-30, Tampa Fla.

BONUS DISTRIBUTION

FMA Annual Meeting,
 Feb. 27-29, Clearwater, Fla.

FEBRUARY



AD CLOSE: 1/11/2024
 MATERIALS DUE: 1/12/2024

SPECIAL FEATURES MCN Directory of Toll Processors

- Processing Outlook
- Structural Tubing Report
- Business Systems Software
- Stainless Steel Update

PRODUCT FOCUS

Levelers and Slitters

INDUSTRY EVENTS

MSCI Steel Conference,
 Feb. 19-21, Scottsdale, Ariz.

NASPD Annual Convention,
 Feb. 21-24, Palm Desert, Calif.

MARCH



AD CLOSE: 2/8/2024
 MATERIALS DUE: 2/9/2024

SPECIAL FEATURES MCN's Annual Copper, Brass and Bronze Issue

- Appliance Outlook
- Risk Management
- Scrap Report

PRODUCT FOCUS

Pipe and Tube Processing

eMCN, Metal Center News' popular e-newsletter, offers the latest news, information and commentary delivered by email twice a month.

Marketing opportunities include sponsorships, banner and button ads, video links, new-product promotions and more, transmitted directly to the desktops of the service center industry's key decision-makers.

eMCN ISSUE DATES

January 10
 January 24

eMCN ISSUE DATES

February 7
 February 21

eMCN ISSUE DATES

March 6
 March 20

EDITORIAL

APRIL



AD CLOSE: 3/7/2024
MATERIALS DUE: 3/8/2024

SPECIAL FEATURES Automotive Issue

- FMA Annual Meeting
- Infrastructure Report
- Defense Spending
- Developments in Cutting

PRODUCT FOCUS Coil Coating

INDUSTRY EVENTS
Copper and Brass Supply
Chain Association Convention
Apr. 23 -25, Litchfield Park, Ariz.

eMCN ISSUE DATES
April 3
April 17

MAY



AD CLOSE: 4/11/2024
MATERIALS DUE: 4/12/2024

SPECIAL FEATURES MCN's Annual Purchasing Issue

- Top 10 Service Center
Equipment Brands: Coil
Processing, Sawing,
Cutting, Material
Handling, Software
- Service Center Capital
Spending
- Aluminum Update
- Succession Planning

PRODUCT FOCUS FABTECH International Preview

INDUSTRY EVENTS
AISTech 2024,
May 6-9, Columbus, Ohio
FABTECH Mexico,
May 7-9, Monterrey

BONUS DISTRIBUTION
FABTECH Canada,
June 11-13, Toronto

eMCN ISSUE DATES
May 1
May 15, May 29

MCN'S ANNUAL INDUSTRY BUYER'S GUIDE

BUYER'S GUIDE

AD CLOSE: 4/18/2024
MATERIALS DUE: 4/19/2024

SPECIAL FEATURES MCN Buyer's Guide 2024 Directory

- Metal Producers Directory
- Equipment Manufacturers
Directory
- Computer Software Directory

MARKETING OPPORTUNITIES AND SPECIAL SECTIONS

- Advertiser Company
Snapshots
- Enhanced Listings
- Logo Stoppers

METAL MARKETPLACE DIRECTORY



MCN'S ANNUAL MASTER DISTRIBUTORS ISSUE

JUNE



AD CLOSE: 5/9/2024
MATERIALS DUE: 5/10/2024

SPECIAL FEATURES Master Distributors Directory

- Heavy Equipment Report
- Coil Coating
- Red Metals Roundup
- Trends in Coil Processing

PRODUCT FOCUS Software

INDUSTRY EVENTS
NASPD Summer Conference,
June 5-8, Santa Fe, N.M.
Steel Success Strategies, TBD

eMCN ISSUE DATES
June 12
June 26

CALENDAR

MCN'S ANNUAL SOFTWARE TECHNOLOGY SUPPLEMENT

MCN'S ANNUAL SERVICE CENTER TOP 50 ISSUE

JULY



AD CLOSE: 6/13/2024
MATERIALS DUE: 6/14/2024

SPECIAL FEATURES MCN's Annual Specialty Metals Issue

- Transportation and Logistics
- Workplace Issues
- MCN Profile
- Harvey Research AD-Qg

PRODUCT FOCUS Saws and Blades

eMCN ISSUE DATES
July 10
July 24

IT SOLUTIONS

AD CLOSE: 7/3/2024
MATERIALS DUE: 7/8/2024

SPECIAL FEATURES Software Technology Supplement

- The Latest ERP Software
- Cloud Computing
- Automating Production
- Business Intelligence
- IoT and Data Analysis

MARKETING OPPORTUNITIES AND SPECIAL SECTIONS

Vendors are invited to contribute expert editorial. For more information, call Editor-in-Chief **Dan Markham** at 219-214-6401 or email dmarkham@metalcenternews.com.



AUGUST



AD CLOSE: 7/11/2024
MATERIALS DUE: 7/12/2024

SPECIAL FEATURES MCN's Sales Compensation Survey

- Energy Pipe and Tube Report
- Pipe and Tube Directory
- Secondary Steel
- MCN Profile

PRODUCT FOCUS Testing and Measurement

INDUSTRY EVENTS
SMU Steel Market Update, Aug. 26-28, Atlanta

eMCN ISSUE DATES
August 7
August 21

SEPTEMBER

AD CLOSE: 8/8/2024
MATERIALS DUE: 8/9/2024

SPECIAL FEATURES MCN's Service Center Top 50

- Plates and Shapes
- Electrical Steel Outlook
- FABTECH PREVIEW

PRODUCT FOCUS FABTECH Preview

INDUSTRY EVENTS

MSCI Economic Summit, Sept. 11-12, Schaumburg, Ill.
NASPD Fall Conference, Sept. 25-28, Kansas City, Mo.

BONUS DISTRIBUTION
FABTECH 2024, Oct. 15-17, Orlando, Fla.

eMCN ISSUE DATES
September 11
September 25

MCN'S ANNUAL CUTTING & SAWING SUPPLEMENT

OCTOBER



AD CLOSE: 9/10/2024
MATERIALS DUE: 9/11/2024

SPECIAL FEATURES MCN's Annual Aluminum Issue

- End-Use Outlook: Aerospace
- Construction Report
- SMU Conference Report
- Sawing Advancements

PRODUCT FOCUS Material Handling

INDUSTRY EVENTS

METALCON, Oct. 30-Nov. 1, Atlanta

THE CUTTING EDGE

AD CLOSE: 10/3/2024
MATERIALS DUE: 10/4/2024

SPECIAL FEATURES Special Cutting and Sawing Supplement

- Oxyfuel, Plasma, Laser, Waterjet Technology
- Automating Cutting and Sawing Operations
- Cutting High-Strength Steels
- Latest in Blade Designs

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eMCN ISSUE DATES
October 9
October 23

NOVEMBER



AD CLOSE: 10/7/2024
MATERIALS DUE: 10/8/2024

SPECIAL FEATURES MCN's Annual Producers Issue

- Service Centers Rate the Mills
- Master Distribution
- Medical Metals
- Hiring and Training
- FABTECH Roundup

PRODUCT FOCUS Safety Equipment

INDUSTRY EVENTS

MSCI Annual Products Division Conference, TBD

eMCN ISSUE DATES
November 6
November 20

MCN'S ANNUAL CORPORATE PROFILES ISSUE

DECEMBER



AD CLOSE: 11/7/2024
MATERIALS DUE: 11/8/2024

SPECIAL FEATURES MCN's 28th Annual Service Center Executive of the Year

- 2025 Mill Outlook
- SBQ Report
- Copper Update

PRODUCT FOCUS Fabrication Equipment

eMCN ISSUE DATES
December 4
December 18



Online Banner Advertising for MetalCenterNews.com and eMCN

Minimum 3-month buy. Net rates.

Banner Ads offer the most exposure for your brand.

Leader Board: (web only) 750 pixels wide x 80 pixels high	\$1,400/month
Masthead Banner: (web only) 468 pixels wide x 68 pixels high	\$1,400/month
Large Square (web only) 250 pixels wide x 250 pixels high	\$800/month
Horizontal Square (home page only) 468 pixels wide x 68 pixels high	\$550/month
Horizontal Banner (enews only) 468 pixels wide x 68 pixels high	\$800/month
Vertical Banner: (enews only) 150 pixels wide x 325 pixels high	\$700/month
Medium Square (enews only) 150 pixels wide x 150 pixels high	\$550/month

MCN Digital Advertising Options

Landing Page, Full (current print advertiser)	\$1,000/month
Landing Page, Full (non-print advertiser)	\$2,500/month
Other Page, Full	\$2,500/month
Featured Video of the Month	\$900/month
Featured Product	\$900/month

Custom eBlasts

Have a new product or program and you want to get the word out right away? Send your exclusive message with these single-company-sponsored email blasts directly to industry decision-makers. **\$3,000 (response data provided)**. Contact our Sales Staff for further information.

MetalCenterNews.com, eMCN & MCN Digital Opportunities

Just as *Metal Center News* magazine is the only publication dedicated exclusively to the metals service center industry, MetalCenterNews.com, eMCN and MCN Digital are the only online resources specifically targeting distributors and processors of steel, aluminum and copper products, as well as toll processors.

Our website, MetalCenterNews.com, averages 13,000 visitors per month. Our twice monthly eMCN, averages an open rate of 28%. MCN Digital, an online reading experience that looks just like the monthly print edition, has achieved similar open and click rates. Custom eBlasts, delivering sponsored ad messages directly to readers' email, have seen open rates up to 25%.

Submission Guidelines

- Material Submission:** FTP site: www.hightail.com
Enter Ads@metalcenternews.com and upload the file you want to send.
- For optimum quality, files should be submitted in the following formats:
 - Banners:** gif or jpg format (animated gifs accepted) 80KB max file size
 - eBlasts:** HTML or Image file: 547 width x 768 height (gif/jpg), 180KB max file.
- Please include a contact email and URL with all submissions
- To submit material or for more information, contact **Cindy Lockman**, Production Manager
Ads@metalcenternews.com or 630-571-1067

Black & White Rates (GROSS RATES*)

2024	1x	3x	6x	9x	12x
Full page	\$4,961	\$4,729	\$4,494	\$4,248	\$4,002
2/3 page	4,026	3,830	3,633	3,437	3,178
1/2 page-island	3,437	3,265	3,117	2,947	2,723
1/2 page	2,909	2,762	2,627	2,503	2,300
1/3 page	2,379	2,244	2,146	2,037	1,889
1/4 page	1,903	1,816	1,729	1,631	1,504

*Gross rates are based on the total space contracted for and used in one year from date of first insertion.

Color Rates*

4-color process, per page	\$1,445
Metallic color, each, per page (Metallic PMS)	1,275
Matched color, each, per page (PMS)	1,195
Standard red, blue, green, yellow (process)	930

*Per page or fractional page

Agency Commission:

15% of gross billing is allowed to recognized agencies on space, color and position. Backup charges, printing of inserts and binding charges are non-commissionable.

Sequential Liability:

Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Refer to SRDS Business Publications Rates and Data for additional contract and copy regulations.

Advertiser Company Snapshots:

Available in February (Toll Processor issue), Metal Distribution (Spring issue), June (Master Distributor issue), July (Logistics) and September (Pipe and Tube). Includes your company color logo, headquarters information, key personnel and expanded details on products and services.

1/4 page (Net)	\$995
1/2 page (Net)	\$1,595

Polybags

Standard Insert (full run)	\$6,560
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Bellybands:

Available full and partial run. Quotes available.

Covers & Special Position Rates, Insert Rates, Custom Ad Design

See your regional sales manager for rates and availability.

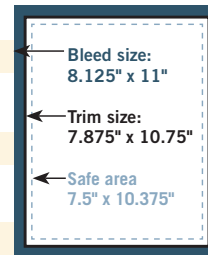
Production Specifications

Page Trim Size: 7-7/8" x 10-3/4" (7.875" x 10.75")

Method of Printing: Body and covers—web offset.

Type of Binding: Saddlestitch bound—jogs to head.

Ad Unit Sizes	Non-bleed	Bleed Ads* Trim Size
Space	Width x Depth	Width x Depth
Full page	6.875" x 9.75"	7.875" x 10.75"
2/3 page	4.5" x 9.75"	
1/2 island	4.5" x 7.5"	
1/2 horizontal	6.875" x 4.875"	
1/2 vertical	3.375" x 9.75"	
1/3 square	4.5" x 4.875"	
1/3 horizontal	6.875" x 3.125"	
1/3 vertical	2.125" x 9.75"	
1/4 page	3.375" x 4.875"	
1/6 page	2.125" x 4.875"	
1/8 page	2.125" x 3.75"	
Spread	14.75" x 9.75"	15.75" x 10.75"
1/2 page spread	14.75" x 4.875"	15.75" x 5.375"
1/3 page spread	14.75" x 3.125"	15.75" x 3.625"



EXAMPLE FULL PAGE BLEED AD

ALL BLEED ADS need to add 1/8" (.125") bleed beyond trim size on all sides that trim.

ALL ADS should keep essential matter 3/16" (.1875") in from trim size.

Furnished inserts and digital ad specifications

Preferred File Format: Acrobat PDF/X-1a:2001.

Please use this industry standard when submitting your ads.

Resolution: When creating your ad, please make sure that all images placed in your ad are 300 dpi at 100% size for the best reproduction. Lower dpi images such as 72 dpi will result in preflight errors and less than ideal print quality.

Color: Please make sure that all .eps files placed in your ad are CMYK format, with all fonts converted to outlines and that the .eps file contains no Pantone or spot colors. Please make sure that all photos placed in your ad are also CMYK format, not rgb or another format.

Ad Size: Please make sure that the ad you create is the correct size that you purchased. See production specifications above.

Crop marks for full page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads should extend beyond trim crop marks by 1/8". Allow a safety of 3/16" in from the trim for live matter on bleed ads.

Material Submission: FTP site: www.hightail.com

Enter Ads@metalcenternews.com and upload the file you want to send.

Please include ad designer's name and contact information when uploading files.

Proofs Accepted: Ads requiring a color match on press should provide an acceptable high-end color proof, such as a Kodak Approval, Iris, Matchprint, or similar quality proof.

Contact: Please include the name, phone number and address of the creator of the ad.

Production Contacts/Mailing:

Send all contracts, insertion orders and advertising materials to:

Metal Center News

Cindy Lockman, Production Manager
1010 Jorie Blvd., Suite 44, Oak Brook, IL 60523
630-571-1067 or FAX: 630-572-0689
Ads@metalcenternews.com

Furnished Inserts: All inserts are noncancellable.

Inserts furnished by advertiser should be complete and ready for binding. Before ordering printing, advertiser should check with publisher to determine quantity, mechanical requirements, paper specs, and shipping instructions. MCN can print your inserts as well; contact your regional sales manager for options.