

Manufacturing<sup>digital</sup>  
how it's made

2013

Media Kit



**Maximize  
Brand  
Exposure**

Through Our  
Enhanced  
Digital Outlets

**Original  
Content**

Delivered Across  
Cutting-Edge Platforms

**Exclusive  
Insight**

From Top  
Business Leaders

## About Us

Manufacturing Digital is the premier news source for high-level professionals working in the construction industry worldwide. Its unique and innovative design delivers high quality content through the use of the latest developments in digital media, ensuring its readers access anytime, anywhere, and on an array of platforms.

Manufacturing Digital offers its audience exclusive insight into the corporate business decisions that position the industry among the most competitive in the world. Subscribers gain access to interviews with leading professionals, updates on developing technology, product launches and more – how companies find success, the mistakes that set them back, and the recoveries that will make or break their business. It's all manufacturing, all the time.

## Making An Executive Decision

Manufacturing Digital places your business directly in front of the men and women behind the companies that drive the manufacturing industry. Statistically, 96% of Manufacturing Digital subscribers fulfill executive and decision making roles within their organizations – an attractive audience for entrepreneurs, establishments in the market for expansion, or those who simply want to spread the word.

**FOR INQUIRIES:** [advertise@wdmgroup.com](mailto:advertise@wdmgroup.com)

[www.manufacturingdigital.com](http://www.manufacturingdigital.com)





“ Manufacturing Digital offers its audience exclusive insight into the corporate business decisions that position the industry among the most competitive in the world.

”

# Manufacturing<sup>digital</sup> how it's made



## WDM Group

WDM Group is a global media group that offers a diverse portfolio of interactive business magazines and web 2.0 websites covering global issues across a variety of industries and territories. With offices around the world, we have a global footprint that allows us to operate 24/7.

### B2B

---

**african**  
businessreview

**australia**  
businessreview

**northamerica**  
businessreview

**europa**  
businessreview

**américa latina**  
businessreview

**brasil**  
businessreview

**Construction**<sup>digital</sup>  
HOW IT'S BUILT

**FOODigital**  
PRODUCTION | SERVICE | BEVERAGE

Manufacturing<sup>digital</sup>  
how it's made

**supplychain**<sup>digital</sup>  
get globally connected

**energydigital**  
global energy portal

**Healthcare**  
GLOBAL 

**retaildigital**  
global portal for retailers

**technology**<sup>digital</sup>  
the tech portal



### B2C

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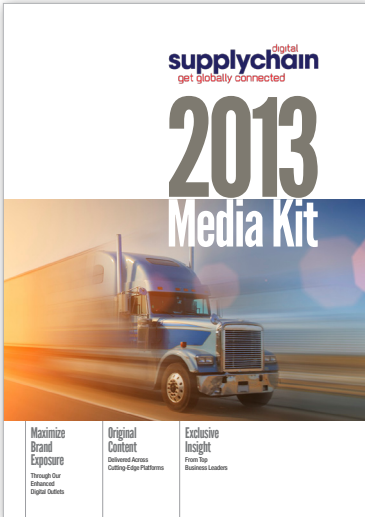
EXECUTIVE LIFESTYLE  
**EXEC** DIGITAL

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## Other WDM Media Kits

In addition to our Global Business Review Platform we have an array of other B2B and B2C magazines. Click the covers below to learn more about each.



## Demographics

Manufacturing Digital's unique content attracts a specific audience. These dedicated professionals turn to Manufacturing Digital for the latest news and developments within their growing industry. They come back regularly to check for updates and anxiously await the next issue of our monthly magazine.

## GENDER

Male	66%
Female	34%

## Age

<18	4%
18-24	13%
25-34	19%
35-44	24%
45-54	23%
55-64	13%
65+	5%

## Seniority

Executives	96%
Mid-Management	2%
Non-Management	2%

## Education

Bachelors	49%
Masters	28%
Other	23%

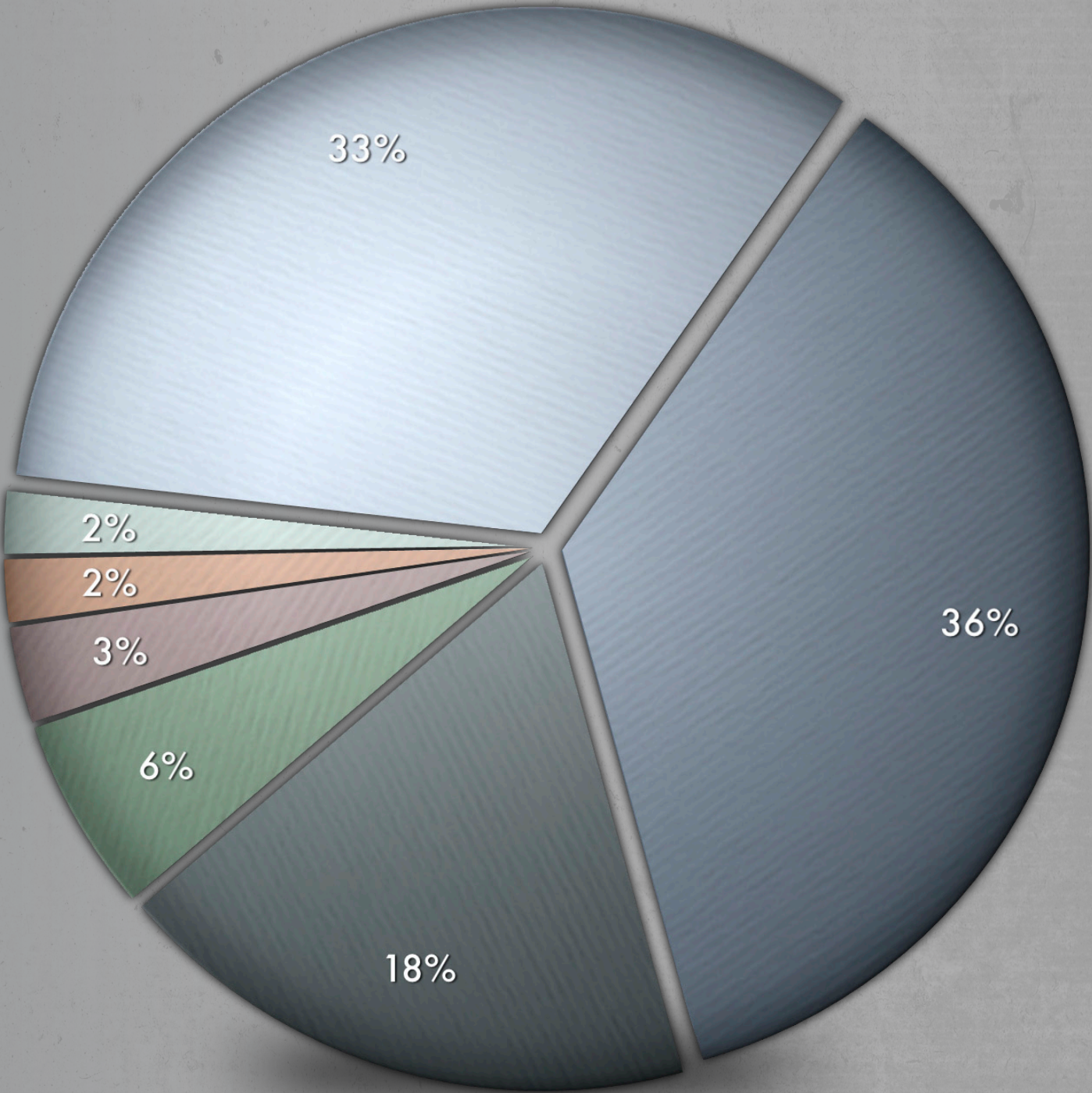
## Location

United States	36%
United Kingdom	18%
Bangladesh	6%
Canada	3%
India	2%
Australia	2%
Other	33%

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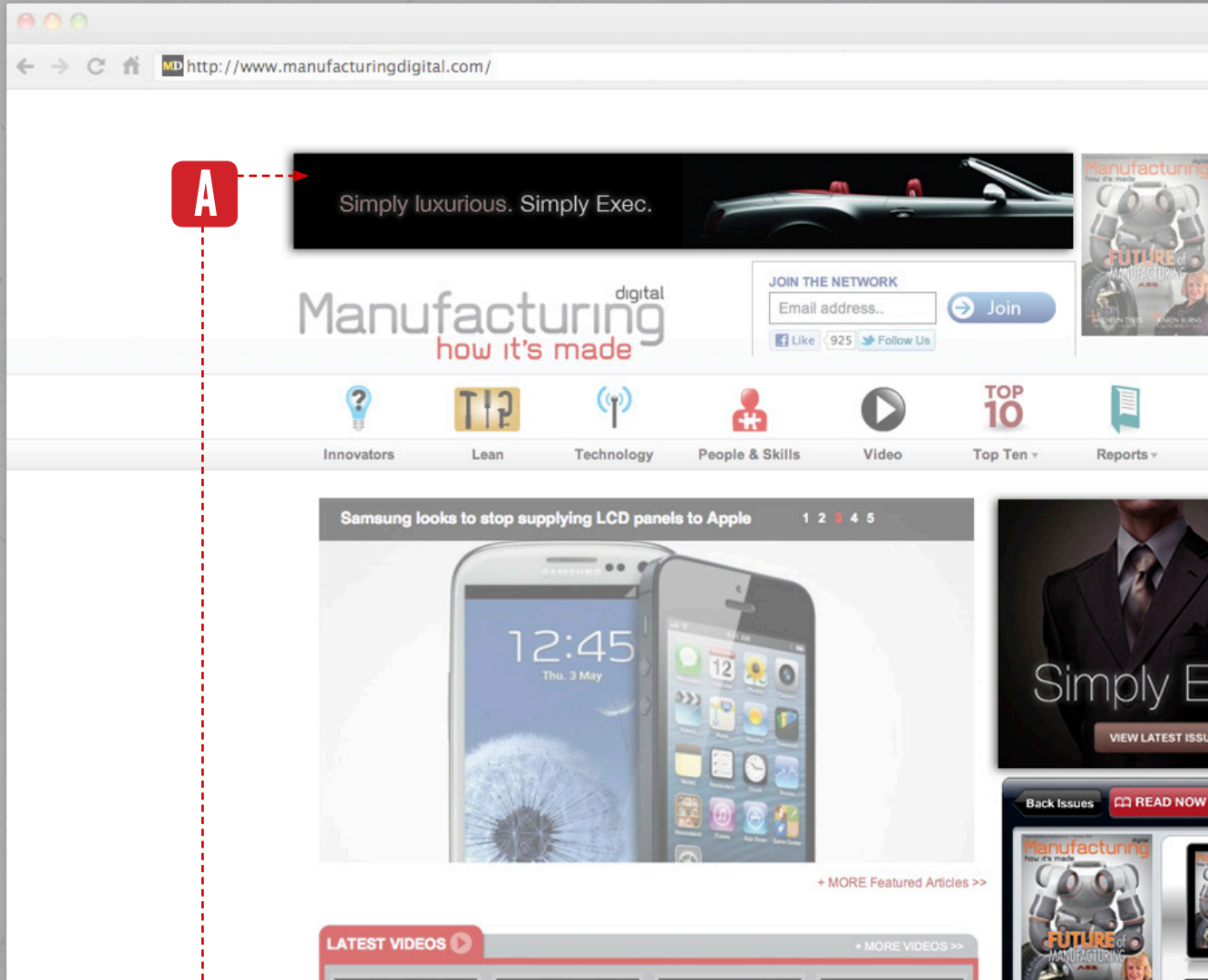
[www.manufacturingdigital.com](http://www.manufacturingdigital.com)

# 2013 Media Kit



Geography

# Manufacturing<sup>digital</sup> how it's made



A. Large view

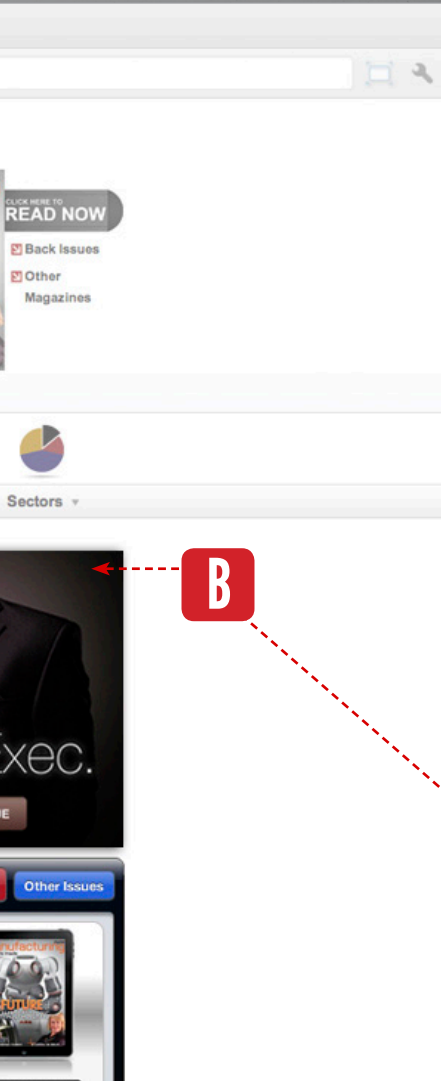
FOR INQUIRIES: [advertise@wdmgroup.com](mailto:advertise@wdmgroup.com)

[www.manufacturingdigital.com](http://www.manufacturingdigital.com)

## Website Opportunities

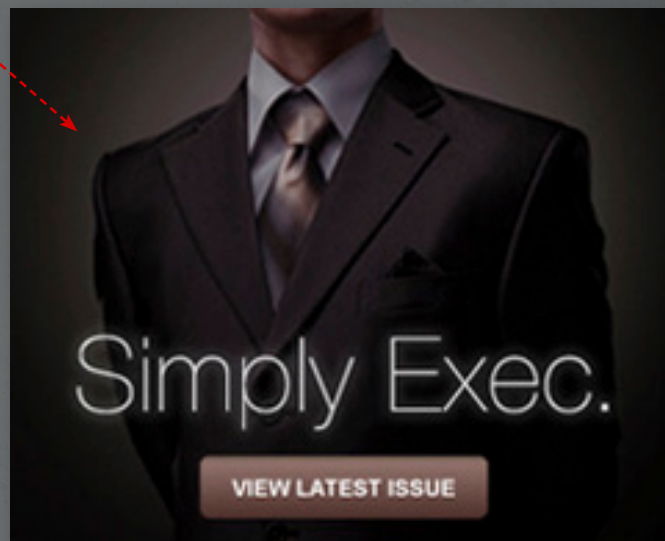
We offer a wide range of advertising opportunities to our clients, to ensure they get their message out without bombarding the reader or running their online experience. Our aim is to create a high-impact product that garners valuable impressions.

Each of these ad units can be rich media-enabled, creating an interactive experience for a longer lasting impression. Targeting is available based on your needs to reach the market segment that matters most.



## Standard Advertisements

Our standard advertisements consist of  
A. 728x90 Leaderboard,  
B. 300x250 IMU Box



*B. Large view*

## Website Opportunities

### High Impact

Many of our offerings go beyond standard ad placement to create a more significant impression on our readers. These advertisement styles include Interstitial, Expandable, Full Page, Half Page, Quarter Page, and Skin Advertisements.

### Interstitial Advertisements

Advertisements appear before the content loads, putting your message right in the middle of the screen without distractions.

### Expandable Advertisements

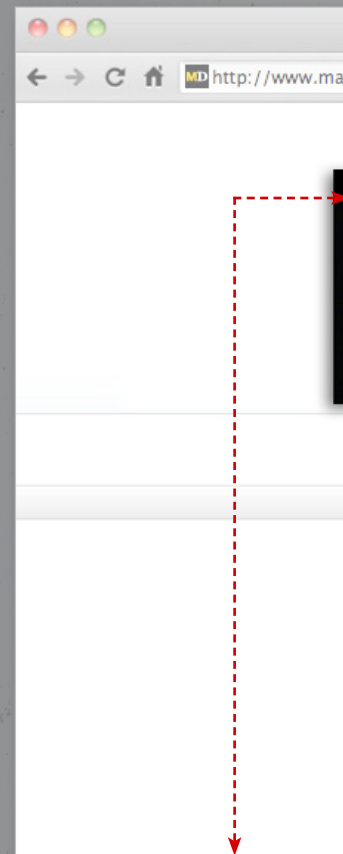
Ads will expand to a predetermined size when a user runs the mouse over them or clicks.

### Full/ Half/ Quarter Page Advertisements

These ads will load in the middle of a users screen in front of the content.

### Skin

Brand the background of a specific section on Manufacturing Digital with a static not clickable image.

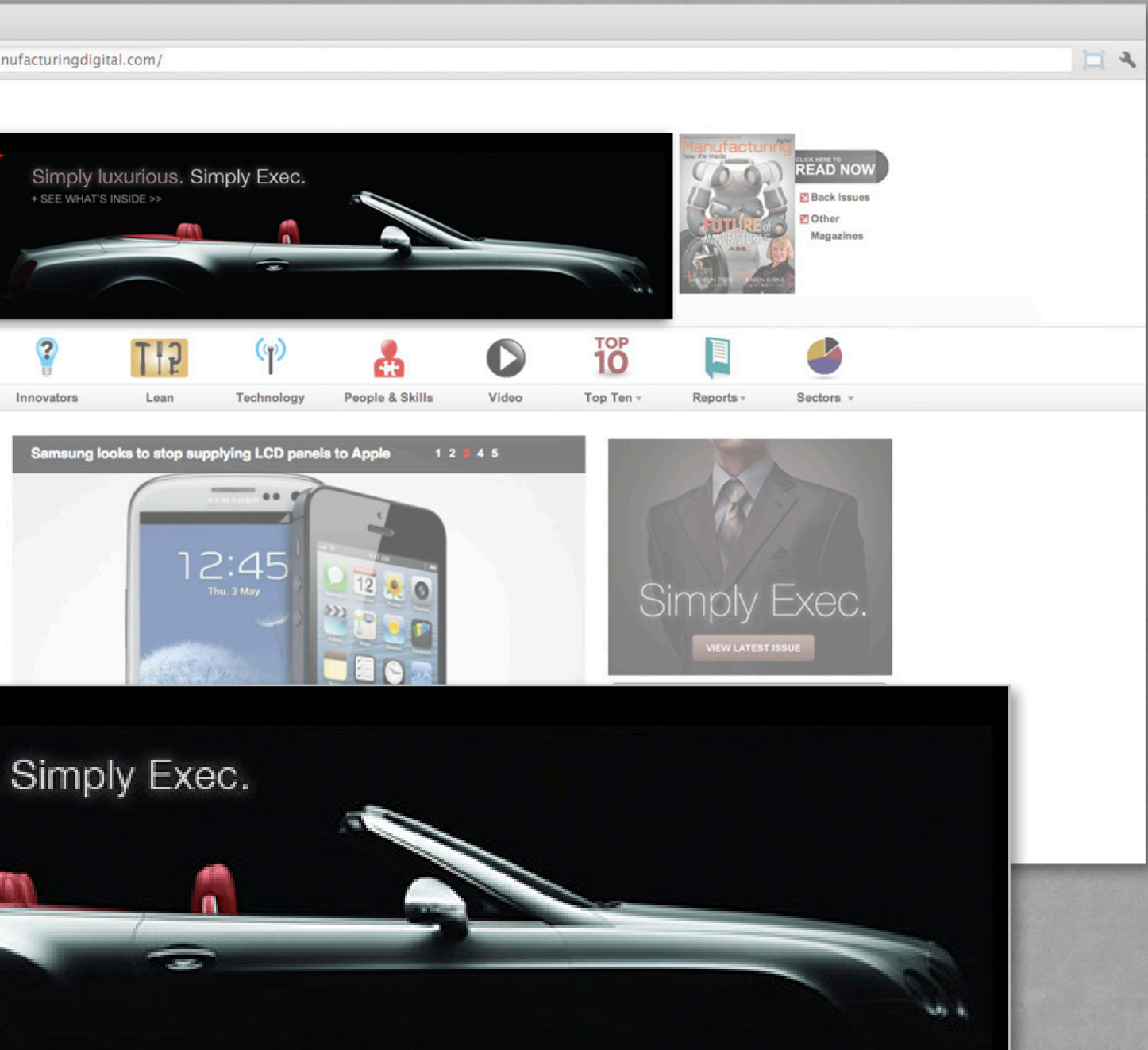


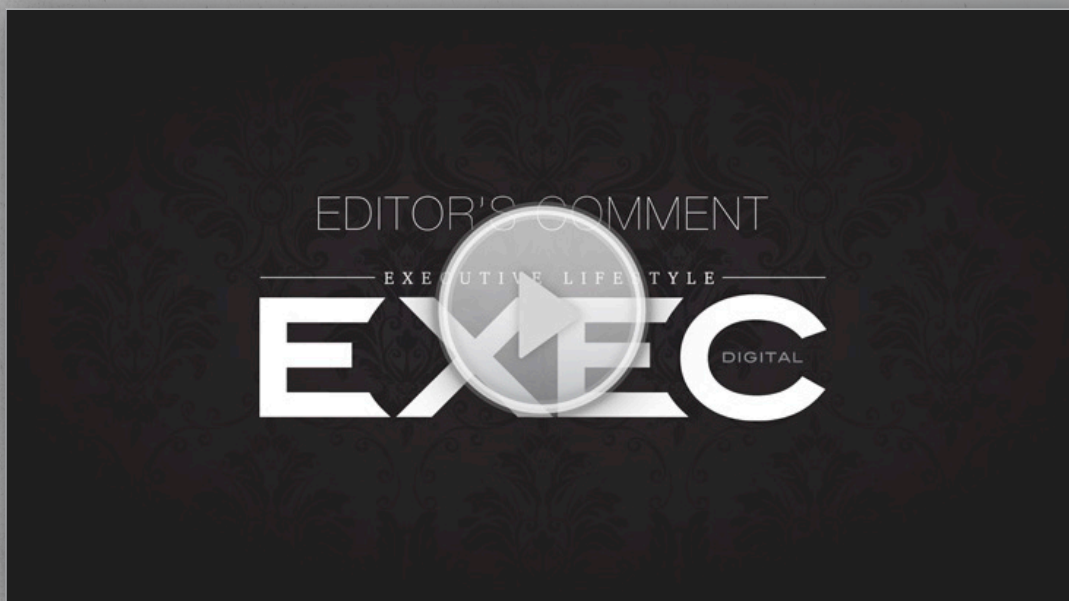
Large view

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*Pre Roll*



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## Website Opportunities

### Video Advertisements

Videos are becoming more commonly used across the web, providing advertisers with the flexibility to get their message in front of the desired audience. Through the use of embed advertisements within the desired video content. Our video ad offerings include Pre Roll and 1/3 Overlay options.

### Pre Roll

A :15 second ad that appears before the video plays.

### 1/3 Overlay

The ad will appear on the bottom of the player as the video streams.



*1/3 Overlay*

## Magazine

Our digital magazines are available online and on the iPad. We are constantly improving the technology behind them and working hard to give the reader a unique experience that keeps them coming back for more. Each of our magazines is offered free of charge across all platforms.

## Standard Magazine Advertisements

A. Full Page

B. Double Page Spreads



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businessreview

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**Take your business farther with FedEx Freight® Priority.**

Need a great LTL (less-than-truckload) service to increase your speed to market? You've got one in FedEx Freight Priority.

At FedEx Freight we're continuously streamlining our network to ensure your freight shipping is faster and more efficient.

And now we've made FedEx Freight Priority faster than ever to help take your business farther.

When you combine FedEx Freight Priority fast transit times with our proven reliability and nationwide coverage, you've got just what you need to:

- Increase customer satisfaction
- Expand your geographic reach and customer base
- Reduce your inventory carrying costs

Go to [fedex.com/us/freight/services](http://fedex.com/us/freight/services) or call 1.800.393.4700 to learn more and start shipping now.

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**THE EXECUTIVE CHOICE**  
AT YOUR FINGER TIPS

EF3

CLICK TO JOIN EXEC DIGITAL'S ELITE SOCIAL NETWORK

**Read Exec on the iPad.**  
Get the entire magazine plus exclusive video, audio, slideshows and more.

**Download Now**

**B**

# InteractiveAds

Make Your Ad Come to Life



*Click on the color to change the color of your ride.*

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## Magazine

### Interactive Magazine Ads


Take your message to the next level by utilizing our digital capabilities. Interactive advertising engages your audience, grabbing their attention and entertaining them simultaneously.

### Video Advertisements

Include a video on your advertisement, or embedded within the content of the magazine. This unit allows a simple print ad to become an engaging commercial inside of the magazine.

### Interactive Advertisements

Gives the users the chance to change the features in your advertisement. Whether it be choosing the color of their next car, or seeing which accessories go best with their new suit.



Black

Red

White

Yellow

## Magazine

### Content Opportunities

Content opportunities offer a unique way to deliver your message as part of the magazine's editorial content. These options include Sponsored Editorial and Advertorial.

### Magazine Reader Advertising

Not only can you advertise inside of the magazine, but you can advertise around it on the digital display. These options include Reader Skin and 160x600 Skyscrapers.

### 160X600 Skyscraper

All advertisements are noncompeting within the digital display to ensure your message is heard.

### Reader Skin

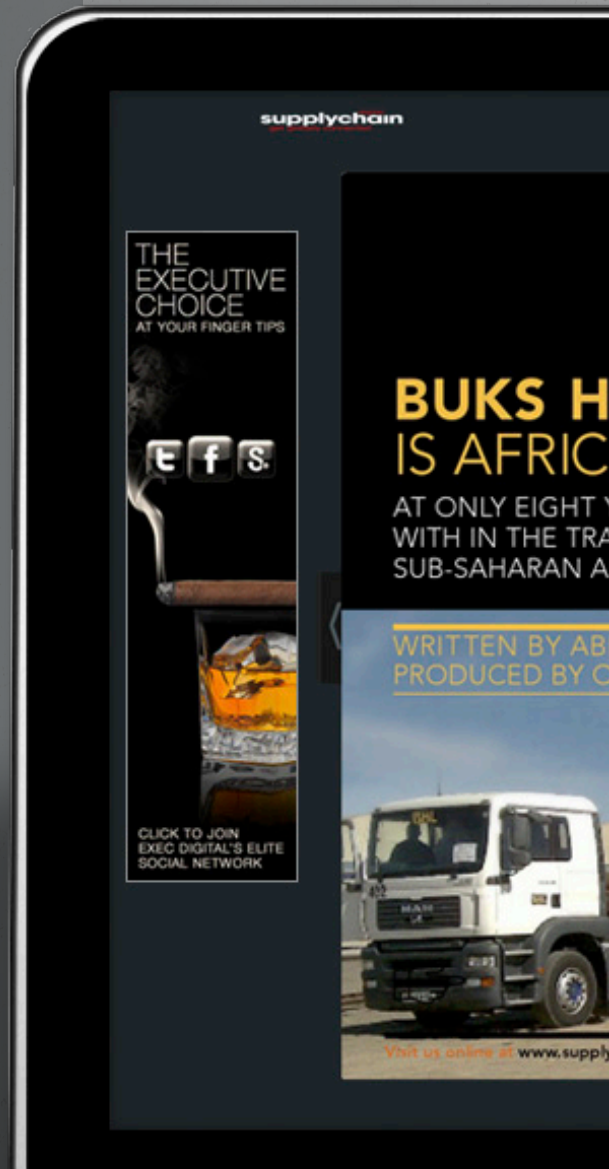
Overlay our reader with your creative and your message for an impression that will last as long as the user is in the magazine.

### Sponsored Editorial

You work with the editorial staff to provide a targeted message to our readers.

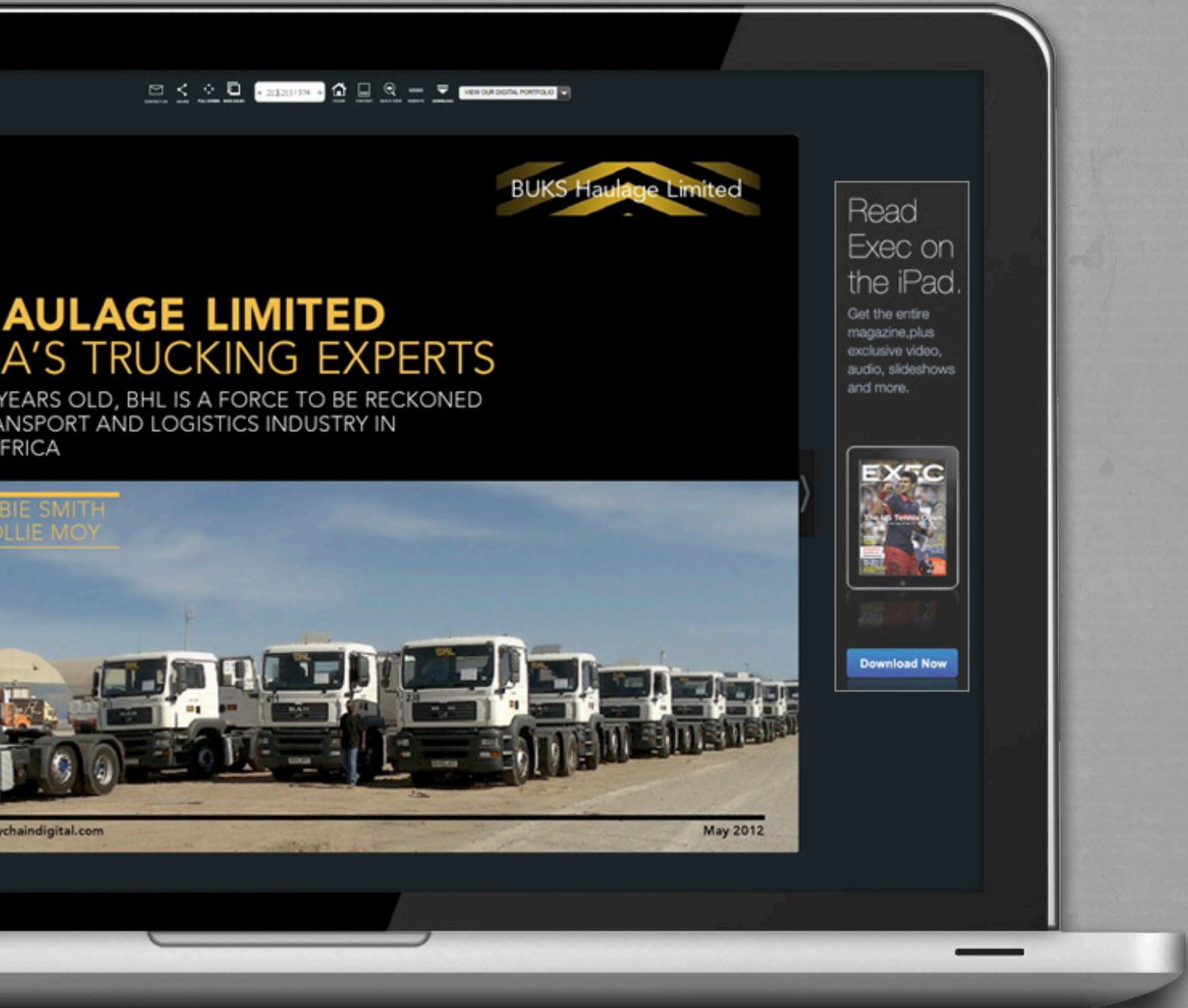
### Advertorial

A branded article within the magazine which will also be featured on the website



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event in Dusseldorf, Germany, the prototype reinforced bonnet is constructed from ultra strong carbon fibre reinforced plastic (CFRP), more commonly associated with state-of-the-art racing vehicles or...

[Read More](#)

## 5. Nampak's 'green' milk achieves zero waste to landfill



The European-based company manufactures HDPE (High Density Polyethylene) bottles for the food and drink industry, with a strong focus on the dairy sector. Nampak's longstanding commitment to...

[Read More](#)

## Company Reports



**Bradken Rail**  
A commitment to client specialization and service diversity makes Bradken Rail a global leader in Australian train manufacturing...

[Read More](#)



**DoALL Sawing Products**  
The name says it all. DoALL is committed to offering customers the total package of sawing solutions, assistance and expertise...

[Read More](#)



**All Weather Windows**  
All Weather Windows takes an inspiring approach to more than just its products, also to people...

[Read More](#)



**Centelsa**  
Centelsa offers quality products and services in the energy and telecommunications sectors...

[Read More](#)



## Stronger People, Stronger Business

Learn how exceptional companies leverage employees to outperform peers and competitors.



Apple Yahoo! Google Maps YouTube Wikipedia News

Newsletter

Manufacturing Digital Magazine Newsletter. Having

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## Top 5 Stories This Week

### 1. Robotic take-up rises as manufacturing becomes res...

The most recent set of statistics from the International Federation of Robotics (IFR) seems to indicate a continued glowing future for robots. The statistics show that 165,000 robots were sold last year, a 10 percent up on the previous year and the highest level recorded in 10 years.

[Click here to read this article in the Manufacturing Digital Magazine Newsletter.](#)

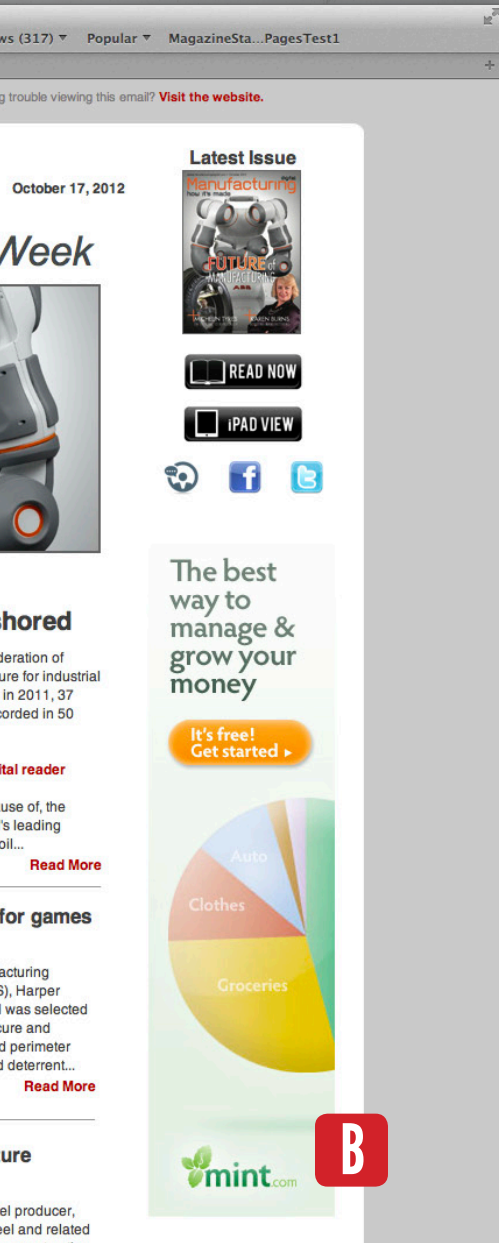
This increase in sales comes in spite of, or perhaps because of, the world economic crisis, which has seen many of the world's leading industrial nations hit by varying degrees of financial turmoil.

### 2. UK manufacturer wins gold medal for security

Assisted by the Manufacturing Advisory Service (MAS), Chalice Group Limited has won the award to supply its FenceSecure PulseSecure electrified fence intrusion detection and alarm system.

### 3. Cordys help Tata steel itself for further expansion

As a world leading steel manufacturer, Tata Steel supplies steel products to clients in the automotive, construction, energy and infrastructure sectors.



## Newsletter Opportunities and Email Marketing

Send your message directly to our readers, instead of waiting for them to find it. Manufacturing Digital's newsletter is distributed weekly to our rapidly growing circulation. Whether you want to target a specific audience or our entire database, we will customize your campaign to produce the maximum results.

### Email Marketing

We offer email marketing services to all of our clients with specific marketing objectives. To meet your goals, we can target your audience by industry, territory, market sector, and more. We can also handle all lead generation requests and micro site development.

### Newsletter Advertisements

- A. 728x90 Leaderboard
- B. 120x600 Skyscraper
- B. 160x600 Skyscraper

## iPad App

For the executives on the go, access Manufacturing Digital through our iPad app. This cutting edge technology keeps you in the know no matter where you are.

## Sideline Reader Ad

320x480 Box Ad

This advertisement will be placed alongside the cover once a magazine is open.

## Library Advertisement

728x90 Leaderboard

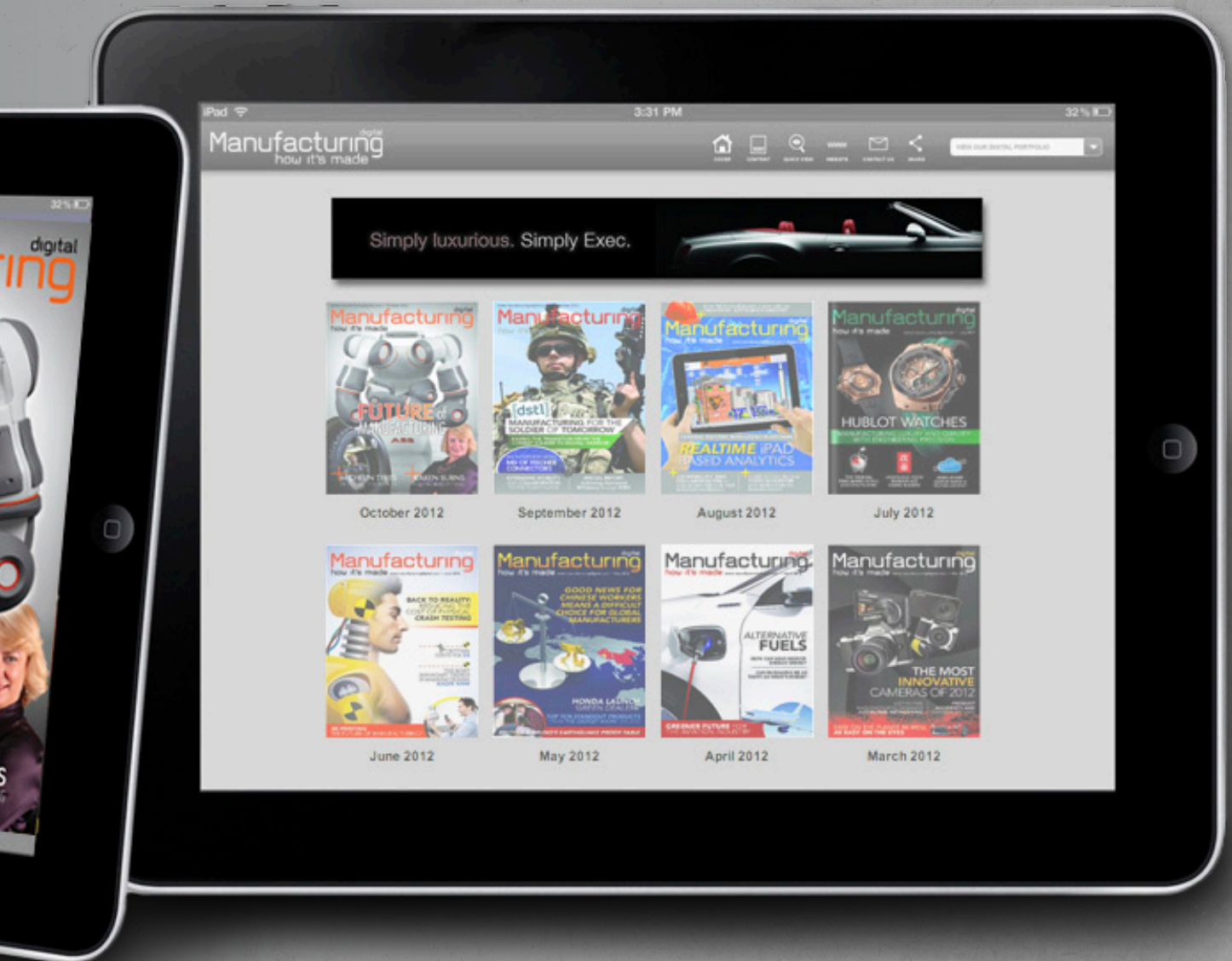
This unit will be placed on top of our bookshelf within the app where readers pick which issue they want to read or download.



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# 2013 Media Kit



## Ad Specs

### General Guidelines

- All ads must be launched in a new browser window when clicked on.
- Audio must be user initiated with a clear on/off button.
- Expandable ad units must be user initiated.
- Floating ad units must have a clear close button on the top of the unit.
- DFP is used to serve all WDM Group's ad units
- RoboMail is used to serve all Newsletter placements as well as serve client email campaigns.
- All ads are served via Java Script tags

### Lead Time

- Standard/Static images:
  - Three business days
- Rich Media:
  - Five business days
- All floating ad creative's
- All video ad creative's
- Expanding ad creative's

## Rich Media

- Flash files must be coded properly for proper click and impression tracking.
- All Flash files must be submitted as a SWF file with accompanying back up GIF/JPG for display to users who do not accept Flash.
- A click through URL and Default image must also be supplied for each SWF ad unit.

## Specs

1. Create an invisible button over the area that you want 'active/clickable' to users.
2. On that invisible button, put the following action: on(release) {getURL(\_level0.clickTag,"\_blank");}
3. Export the SWF and test by opening the SWF and clicking on the intended 'active' area. If a new browser window opens upon click, the ad has been coded correctly for DFP tracking. Please note: the ad must spawn a new browser window.
4. All interstitial ads must have docpt=ist value within the coding to coordinate with DFP ad tags.

## Terms And Conditions

- WDM Group has final approval for all ads.
- WDM Group reserves the right to remove an advertisement from its web properties at any time for any reason.
- Changes to an existing campaign must receive at least 3 business days prior to the change.
- WDM Group reserves the right to terminate a campaign at any indication that it is not being properly served.

Units	Dimensions	File Type
<i>Magazine</i>		
Full Page Ad	210mm x 297mm	PDF, GIF, JPG and A4 click URL
DPS AD	420mm x 297mm	A4
Interactive Full Page	210mm x 297mm	Flash - Action Script 2
Interactive DPS	420mm x 297mm	Flash - Action Script 2
Skyscraper	160x600	GIF, Flash, Rich Media, 3rd Party/HTML
Reader Skin	*Email for additional specs	
<i>Website – Standard</i>		
Rectangle	300x250	GIF, Flash, Rich Media, 3rd Party/HTML
Leaderboard	728x90	3rd Party/HTML
<i>Website – High Impact</i>		
Interstitial	640x480	SWF (include clickTag), JPG or GIF, and click URL
Full/Half/Quarter Page	*Email for additional specs	GIF, Flash, Rich Media, 3rd Party/HTML
Expandable	728x90 to 728x270 300x250 to 600x250	SWF and back up image as JPG or GIF
Skin	1400x1050	GIF or JPG
:15 sec Intro & Pre Roll	N/A	beta tape or electronic
1/3 Overlay	*Email for additional specs	MPEG, QuickTime, or AVI
<i>Newsletter</i>		
Newsletter Leaderboard	728x90	GIF or JPG and click URL
Newsletter Skyscraper	160x600/120x600	
<i>ipad</i>		
Sideline Reader Ad	320x480	JPG/GIF/3rd Party
Loading Page	320x480	JPG/GIF/3rd Party
Library Ad	728x90	JPG/GIF/3rd Party

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Max Length (secs)	Loops	Max Size (GIF, JPG, PNG)	Max Size (Flash)
static	static	N/A	N/A
static	static	N/A	N/A
*Email for additional specs			
*Email for additional specs			
N/A	3	20kb	40kb
:30	3	20kb	40kb
:30	3	25kb	40kb
:10	N/A	75kb	74kb
:30	3	75kb	100kb
:15	3	40kb	80kb
N/A	N/A	N/A	N/A
1 to 15	N/A	N/A	N/A
static	static	25kb	static
static	static	25kb	static
static	static	10kb	static
static	static	10kb	static
static	static	10kb	static

## Our Mission

To inspire, engage and interact with business leaders from around the globe with a professional interest in the relevant industry. Our mission is to keep them up-to-date with the latest industry news, trends and developments and to deliver this information using innovative technology and social media.

How we aim to achieve this each and every day.

## Our Products

Our online channels and magazines promote the best of global business. We are dedicated to providing engaging, informative and accurate content via stimulating and interactive portals. Editorial integrity, modern design and an engaging format set us apart from our competitors; through continuous improvement and innovation, we ensure our reader experience is second to none.

Our brands showcase the very best in industry by profiling key decision makers, by discussing the latest trends and by challenging the status quo. Our brands are a one-stop-shop for business leaders in industry; we are

constantly abreast of the latest trends, news, developments and people and present this information in a quick, easily digestible, interactive format.

## Our Industry Focus

Energy Digital  
Manufacturing Digital  
Supply Chain Digital  
Construction Digital  
Healthcare Global  
Retail Digital  
Technology Digital  
Food and Drink Digital

## Our Clients

Our dedicated team of Researchers and Content Directors continuously search for the largest, most successful and innovative companies the world over. From there we offer our clients the opportunity to showcase their latest achievements and discuss industry trends across a variety of online platforms. We give our clients the tools they need to build and maintain a professional digital footprint.

## Our Readers

WDM Group has revolutionized the way you absorb news and information. Our channels are interactive and

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engaging which means that you can share news with your peers and also create content.

Our industry brands attract global audiences of key decision makers, business leaders, and c-level executives with a professional interest in the relevant industry.

## Our Team

We know that as we deliver in each of these areas, we enjoy the kind of success that provides our founder Glen White and each of WDM Group's employees with the enthusiasm to look towards continuous improvement across our product portfolio. Each and every department works cohesively to achieve a professional, insightful and quality end product that our readers can experience, that our clients can utilise and that our employees can enjoy creating.

Our editors specialise in their particular industry and enjoy voicing their opinion on significant topics. They work tirelessly to gather, edit and generate industry relevant news and information from around the globe.

## Industry Focus Brands About Us

Our industry-focused brands are innovative, forward thinking digital publications and websites aimed at bringing business executives up-to-date with the latest news, information and trends from across their industry.

Aimed at informing, engaging, educating and interacting with business executives the world over, our industry brands take an in-depth look at trends, advances in technology, prominent business leaders, success stories and lessons to be learned in business.

With a physical presence in many of the world's largest economies, our industry brands are abreast of news and developments occurring around the clock. We aim to keep our ears to the ground and our fingers on the pulse to bring busy executives a breakdown of the biggest and most interesting updates from across the world's largest and most influential industries.

Everyday we aim to generate open dialogue with our readers to influence industry for the better and create an interactive client development tool.

	<b>OPERATIONAL EXCELLENCE</b>	<b>P&amp;S</b>
<b>April</b>	Lean Manufacturing	Time Management
<b>May</b>	Kaizan	Mbas
<b>June</b>	Six Sigma	Training
<b>July</b>	Continious Improvement Culture	Workforce It Solutions
<b>August</b>	5S	Lean Culture
<b>September</b>	Lean Tools	Lean Education
<b>October</b>	Tmp	Leadership
<b>November</b>	S & Op	Recruiting
<b>December</b>	Culture Change	
<b>January</b>	Operational Excellence Award Winners	Apprenticeships

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# Annual Calendar 2013

<b>MANUFACTURING IT</b>	<b>SCM</b>	<b>TOP 10</b>
Erp	Freight Management	Manufacturers
Design Software	3PI	Best Plants
E-Procurement	Rfid	Coollest Products
Supply Chain Software	Palletised Distribution	Leaders
Saas	Transportation And Logistics	Countries
Lean It	The Lean Supply Chain	Lean Manufacturers
Plm	Materials Handling	Biggest Supply Chains
Manufacturing Security	Carbon Reducation	Designers
Mobile	Shipping	Startups
Lean Technology	Warehouse Technologies	Green Manufacturers

## Production Schedule

ISSUE	CONTENT DEADLINE	CREATIVE DEADLINE	LIVE DATE*
Dec/Jan 2012/2013	Friday, November 2	Friday, November 23	Monday, December 3
February 2013	Friday, December 14	Friday, January 18	Monday, January 28
March 2013	Friday, January 25	Friday, February 15	Monday, February 25
April 2013	Friday, February 22	Friday, March 15	Monday, March 25
May 2013	Friday, March 22	Friday, April 12	Monday, April 22
June 2013	Friday, April 19	Friday, May 10	Monday, May 20
July 2013	Friday, May 17	Friday, June 7	Monday, June 17
August 2013	Friday, June 14	Friday, July 5	Monday, July 15
September 2013	Friday, July 12	Friday, August 2	Monday, August 12
October 2013	Friday, August 9	Friday, August 30	Monday, September 9
November 2013	Friday, September 6	Friday, September 27	Monday, October 7
December 2013	Friday, October 4	Friday, October 25	Monday, November 4
January 2013	Friday, November 1	Friday, November 22	Monday, December 2

*\*Subject to change*

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If interested in running any of our offerings please contact a member of our media team for a customized proposal. As these rates are subject to change depending on volume and frequency of the campaign. A member of our team can better assist you in maximizing your ROI.



## Contact

5901 Priestly Drive  
Suite 300  
Carlsbad, CA 92008

For more information contact:

*Lee Harris*

Director of Media Sales

Tel: 760.579.7875

Cell: 858-847-5026

[Lee.Harris@wdmgroup.com](mailto:Lee.Harris@wdmgroup.com)

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