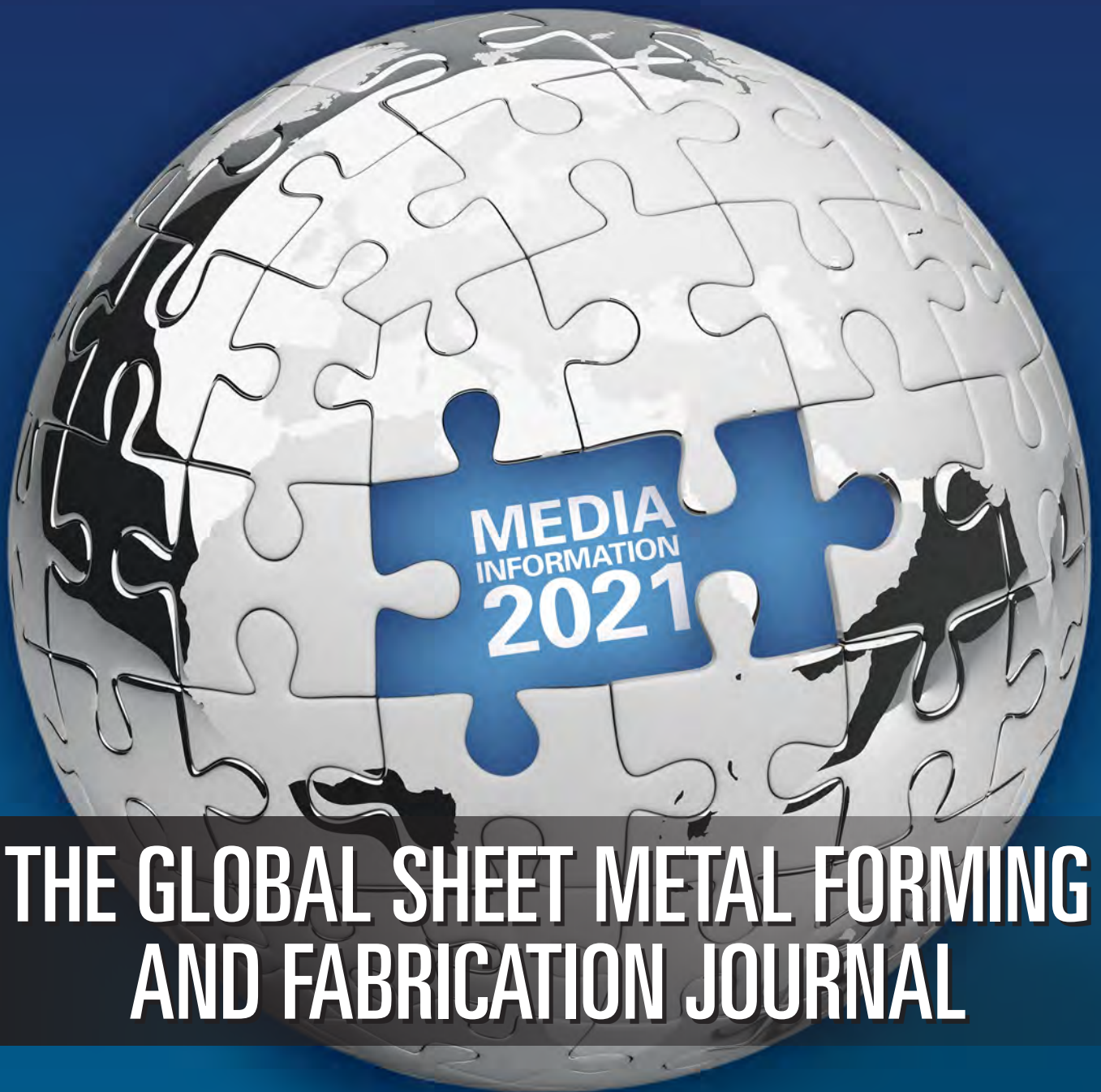


I N T E R N A T I O N A L

sheetmetalplus.com

SheetMetal

Review



**THE GLOBAL SHEET METAL FORMING
AND FABRICATION JOURNAL**

PRINT | ONLINE | SOCIAL

THE GLOBAL SHEET METAL FORMING AND FABRICATION JOURNAL

ESSENTIAL READING FOR SHEET METAL PROFESSIONALS

Stay One Step Ahead

ISMR is the
world's ONLY
international sheet
metal magazine

The magazine is carefully targeted at the key companies, manufacturers and subcontractors in the most buoyant sectors of the industry and many of its readers are actively involved in the buying chain. Each issue, both print and digital, will reach over 35,000 qualified registered readers.

Acknowledged as the number one international sheet metal forming and fabrication journal, International Sheet Metal Review offers truly global and independent coverage.

The success of this publication lies in a unique blend of technology, analysis and business issues presented in a fresh and lively format.

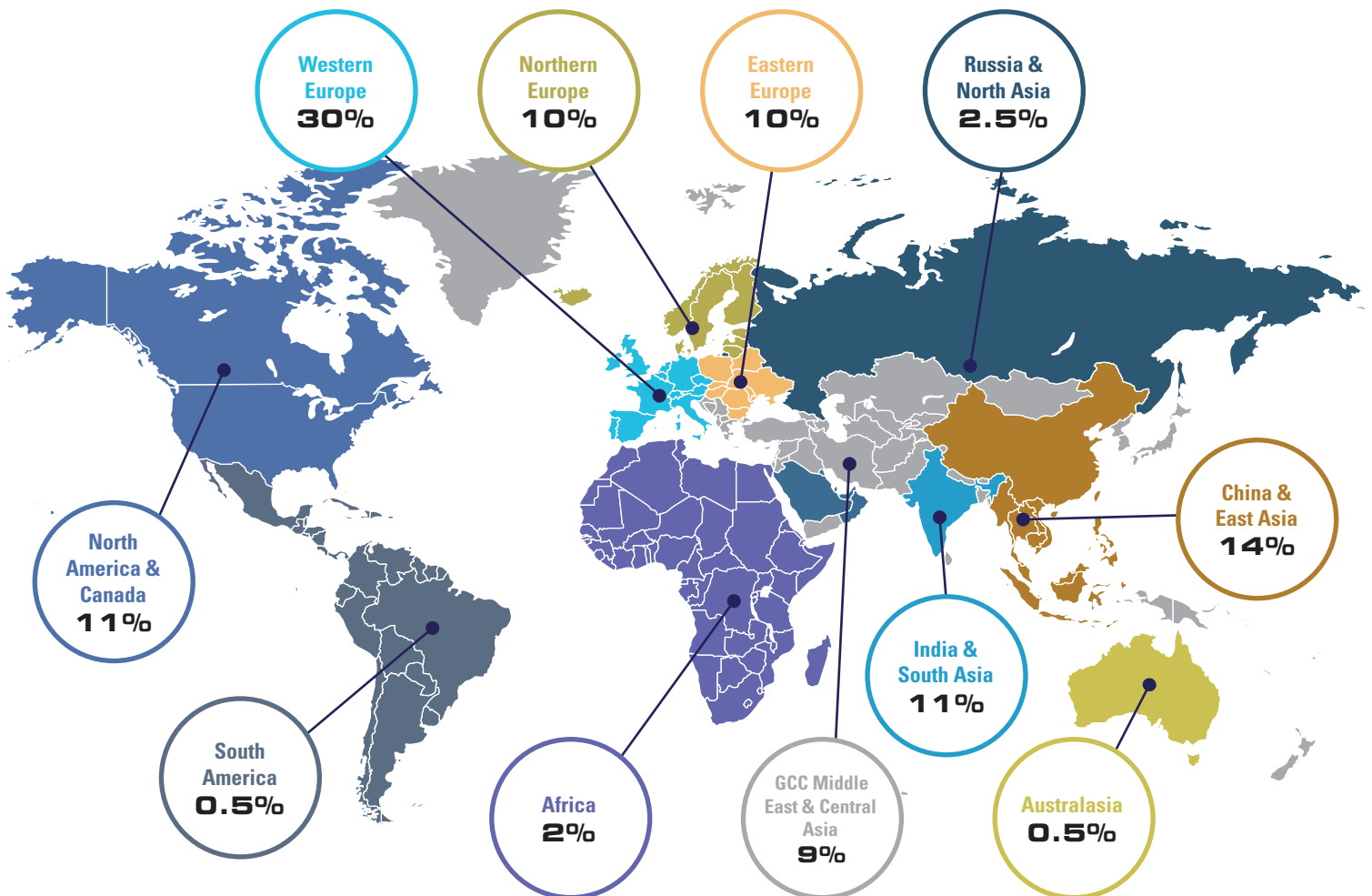
Incorporating interviews with leading international industry, government figures, academic and association figures, International Sheet Metal Review offers a strategic insight into the latest news, company and product developments, technological and technical advances, market trends, innovations and new business opportunities. Key issues are debated

and regular, independent analysis into market prospects, opportunities and barriers can be found in each issue.

We also cover the latest industry trends and directions such as Industry 4.0, 3D printing/ additive manufacturing, Artificial Intelligence, smart factories, IoT and Virtual Reality.

Published ten times per year, ISMR reaches global decision-makers in major end-user sectors such as sub-contract job shops; automotive; defence; medical; domestic appliances, construction and aerospace.

GLOBAL CIRCULATION



Circulation by Job Title:
 Managing Director/C.E.O./General Manager/
 Member of the Board **61%**
 Production and Engineering Managers **20%**
 Production and Manufacturing Directors **14%**
 Sales, Marketing and Designers **5%**

Circulation by Industry Sector:
 (Readers of ISMR are involved in one or more of the
 following industry sectors)
 Subcontract presswork / fabrication **66%**
 Automotive **34%**
 Electrical / electronic **18%**

Domestic / consumer **18%**
 Construction / process engineering **17%**
 General / light engineering **11%**
 Defence / aerospace **10%**
 Marine / offshore / shipbuilding **6%**
 Other **17%**

MEDIA INFORMATION 2021



Advertising Price List

Back Cover	£5253	€5778	\$6848
Inside Front Cover	£4770	€5276	\$6253
Inside Back Cover	£4282	€4710	\$5582
Double Page Spread	£6335	€6969	\$8259
Full Single Page	£3569	€3926	\$4653
Half Page	£2185	€2403	\$2848
Quarter Page	£1223	€1345	\$1589

(Image and branding subject to approval)

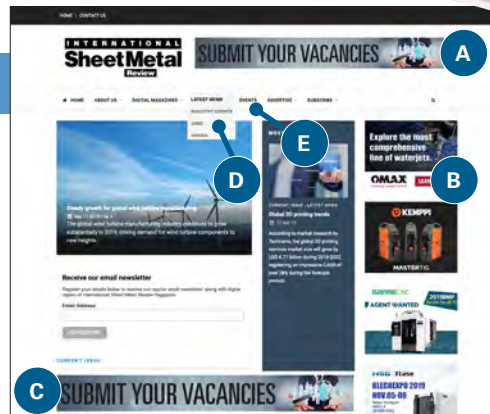
All prices are based on four-colour adverts and are subject to VAT at standard rate.

Digital Opportunities

To enhance and complement your exposure to your customers through the magazine, you can also advertise on our website and E-newsletter.

- A. Header Banner - 728(w) x 90(h) pixels - £2000/month**
- B. Side Banner - 390(w) x 300(h) pixels - £700/month**
- C. Footer Banner - 728(w) x 90(h) pixels - £500/month**
- D. Job Listing - £700**
- E. Events - £700 (include logo - £800)**

Website



E-Newsletter



- 1. E-newsletter small banner - 200(w) x 100(h) pixels next to news - £1000**
- 2. E-newsletter large banner - 200(w) x 320(h) pixels next to news - £1500**
- 3. E-newsletter sponsorship - 600(w) x 300(h) pixels above news - £3000**

Double page spread advert in a digital issue of ISMR - £4000

Click [here](#) to see an example

Online review of your products

Maximum 200 words plus one high resolution picture - £1500 per product review

Maximum 500 words plus two high resolution picture - £3000 per product review

Click [here](#) to see an example

E-blast to 26,000+ industry professionals. Max. four per annum - £5000 per e-blast

Click [here](#) to see an example

Share your videos with our audience - £1000 per video

Click [here](#) to see an example

Large e-newsletter sponsorship banner - £3000 per banner

Click [here](#) to see an example

Online business case study. Up to 1000 words plus two high-resolution images - £4000 per case study

Click [here](#) to see an example

Tell our readership about your webinar, Open House and virtual presentation events.

Listed in both our print and online events diary - £700 per entry



MEDIA INFORMATION 2021

Additional Promotional Opportunities

Full Company Profile

Including interviews with management as well as technology/product launches, case studies and company overview - in short, a thought-leadership opportunity.

You can choose from a range of options below (depending upon number of pages) or replace some of the options below with your own ideas:

- Front cover.
- Contents page (if required).
- A4 advert on inside front page or outside back page (or elsewhere, as specified).
- Company introduction (one or two pages).
- Interview with CEO (on strategy, future direction, figures to date, investment patterns, company ethos, response to COVID-19 etc.)
- Interview with sales or marketing director (on breakdown/overview of markets/sales, new products/technology launches, customers, market trends etc.)
- Interview with production manager (production facilities, equipment, efficiencies etc.)
- Customer case study (testimonials, product use, benefits etc.)
- Conclusion.

The profile is to establish thought leadership in the market, offer an overview of a company, its ethos, success and thoughts on markets/trends/customers as well as its technology/product break-throughs (backed up with, in some cases, comments from customers).

The profile can be bound into the centre of the magazine, as a pull-out, and run-on copies of the profile can also be provided as an option. The profile can also be uploaded onto the *ISMR* website too, for an additional fee.

Profiles can be four, six, eight or twelve pages long. Example costings are provided below. Please email bobby@in2publishing.co.uk to discuss your requirements.

4 pages (8 sides including covers) costs £7,000

6 pages (12 sides including covers) costs £10,000



EDITORIAL FEATURES – Month by Month

FEBRUARY 2021

- Hydraulic and mechanical presses
- Press brakes and folders
- Precision engineering
- CAD/CAM
- Deep drawing
- Welding
- Industry report: Automotive market
- Regional report: Germany
- Exhibition previews: EuroBLECH (Germany), TIMTOS (Taiwan) and Global Industrie (France)

MARCH 2021

Distribution at EuroBLECH (Germany), WIN Eurasia (Turkey), TIMTOS (Taiwan), Global Industrie (France) and Made in Steel (Italy)

- Fasteners in focus
- Laser cutting
- Hydroforming
- Tube forming
- Inspection, measurement and monitoring
- Regional report: Turkey
- Industry report: Medical market
- Exhibition previews: Southern Manufacturing (UK) and BLECH India (India)

APRIL 2021

Distribution at Southern Manufacturing (UK) and BLECH India (India)

- Handling, storage and stacking
- Focus on coil processing
- Focus on additive manufacturing/3D printing
- Press brakes and folders
- Joining
- Punch presses
- Regional report: India
- Industry report: Domestic/consumer sector
- Exhibition preview: Metallobrabotka (Russia) and LAMIERA (Italy)

MAY 2021

Distribution at Metallobrabotka (Russia) and LAMIERA (Italy)

- Automation and robotics
- Waterjet
- Tooling
- CAD/CAM
- Surface finishing
- Plasma cutting
- Regional report: Russia
- Industry report: Construction sector
- Exhibition preview: SteelFab (Sharjah)

JUNE 2021

Distribution at SteelFab (Sharjah)

- Hydraulic and mechanical presses
- Precision engineering
- Welding, joining and fastening
- Flexible manufacturing systems
- Hybrid technologies
- Deep drawing
- Industry report: Oil and gas market
- Regional report: Middle East
- Exhibition Preview: Schweissen and Schneiden (Germany)

JULY/ AUG 2021

- Tubeforming
- Control technologies
- Press brakes and folders
- Roll forming
- Focus on additive manufacturing/3D printing
- Laser and plasma cutting
- Focus on materials
- Industry report: Defence market
- Regional report: Italy
- Exhibition preview: FABTECH 2020 (USA) and EMO Milan (Italy)

SEPTEMBER 2021

Distribution at FABTECH (USA), Schweissen and Schneiden (Germany) and EMO Milan (Italy)

- Focus on Germany
- Punch presses
- Inspection, measurement and monitoring
- Stamping and pressing
- Tooling
- Industry report: Power generation
- Regional report: USA
- Exhibition preview: Blechexpo (Germany)

OCTOBER 2021

Distribution at Blechexpo (Germany)

- Focus on coil processing
- Automation and robotics
- Handling, storage and stacking
- Press brakes and folders
- Materials
- Surface finishing
- Industry report: Electronic/general engineering
- Regional report: Asian markets
- Exhibition preview: ITM Industry Europe (Poland)

NOVEMBER 2021

Distribution at ITM Industry Europe (Poland)

- Waterjet
- CAD/CAM
- Welding, joining and fastening
- Punch presses
- Industry report HVAC/air conditioning
- Regional report: Poland

DEC 2021/JAN 2022

- Flexible manufacturing systems
- Roll forming
- Coil processing
- Handling, storage and stacking
- Control technologies
- Laser and plasma cutting
- Industry report: Aerospace market
- Regional report: Latin America

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