

America's EDM Forum

# EDM TODAY

by EDMers for EDMers

## 2016 Media Kit



Size	1X frequency	2X frequency	4X frequency
Full Page	\$5461.	\$4963.	\$4523.
2/3 Page	\$4896.	\$4395.	\$3998.
1/2 Page Island	\$4382.	\$3933.	\$3584.
1/2 Page Horiz.	\$4382.	\$3933.	\$3584.
1/3 Page	\$2980.	\$2682.	\$2440.
1/4 Page	\$2220.	\$2113.	\$1915.
1/6 Page	\$2140.	\$2000.	\$1822.

color rates

These rates are in addition to the black and white space rates listed above.

2-Color .....	\$440
4-Color .....	\$1200

EDM Today no cost extras

**Free Case Study:** Publish a one page application success story for your product. See page 4 for details

**Free Linked Web Site Banner:** Regular advertisers can have their linked banner posted on the home page of edmtodaymagazine.com Please contact the editor for details

cover story rate

Cover Story .....\$1,995

See Page 4 for details

premium placement

Inside Front Cover .....	\$1,250
Inside Back Cover .....	\$1,000
Back Cover .....	\$1,250

Premium placement is only available for full page 4-color ads.

These rates are in addition to all other rates

reservation & material deadlines

Issue	Published	Reservation Deadline	Material Closing Date
Winter	January 25th	January 10, 2016	January 15, 2016
Spring	April 25th	April 10, 2016	April 15, 2016
Summer	July 25th	July 10, 2016	July 15, 2016
Fall	October 25th	October 10, 2016	October 15, 2016

EDM Today marketplace

- Size: 2<sup>3</sup>/<sub>16</sub>" x 2<sup>1</sup>/<sub>4</sub>"
- Rate: \$295.00
- Marketplace ad copy should be less than 50 words.
- Email the ad text to EDM Today
- EDM Today will create the ad
- A proof will be supplied for approval

Email:  
askroger@edmtodaymagazine.com

EDM Today magazine

**EDM Today**  
6 Turnstone Road, Essex, CT 06426

**Editorial:**  
860-224-4935  
askroger@edmtodaymagazine.com

**Advertising / Production:**  
860-224-4935  
askroger@edmtodaymagazine.com

**Web:** www.EDMtodayMagazine.com

**Advertising Information:**  
Circulation: 22,000  
Please see page 4 for detailed demographics

production details

**EDM Today** uses computer-to-plate technology. All advertisers are requested to supply digital files using the following file formats:

**Press Optimized**

**PDF Files Required:**

Submitted PDF files must meet Adobe PDF/X-1a:2001, version 1.3 specification. All font and high-resolution image data must be embedded within the file. Images must be at least 300dpi. **Only CMYK color can be used.** Files using RGB or spot colors or saved to PDF versions higher than 1.3 may produce unfavorable results.

**Files also accepted:**

- Quark XPress, Adobe Photoshop or Adobe InDesign

**Files Must Include:**

- All pictures in TIFF or JPEG and all printer and screen fonts
- Color: **CMYK Mode**
- Embedded images: 300 dpi for full color artwork or grayscale
- Storage: **EDM Today** does not keep a copy of electronic files. Advertisers should retain an original copy.

**Magazine Size:**

- Trim size: 8.375" x 10.875"  
Live matter should be kept 1/2" from trim
- Bleed size: 8.625" x 11.125"

**EDM Today Services:**

Inserts, Reprints, and Direct Mailing Services are available. Please contact **EDM Today** Ph: 860-224-4935

Email:  
askroger@edmtodaymagazine.com

**Agency Discount**

15% is allowed to advertising agencies providing ad files, only if payment is made within 30 days of invoice.

(15% advertising discount does not apply to marketplace ads)

EDM Today extras

**News Releases** — We invite all advertisers to supply news releases concerning new products or company information for publication in **EDM Today**.

Email:  
askroger@edmtodaymagazine.com

**Mailing Instructions:**

All space contracts and insertion orders should be sent to:  
askroger@edmtodaymagazine.com

**EDM Today**

6 Turnstone Road, Essex, CT 06426

All files containing advertising materials should be uploaded to our secure Dropbox.

The Dropbox URL is:  
<https://dropbox.hightail.com/EDMTODAY>

**Editorial:**

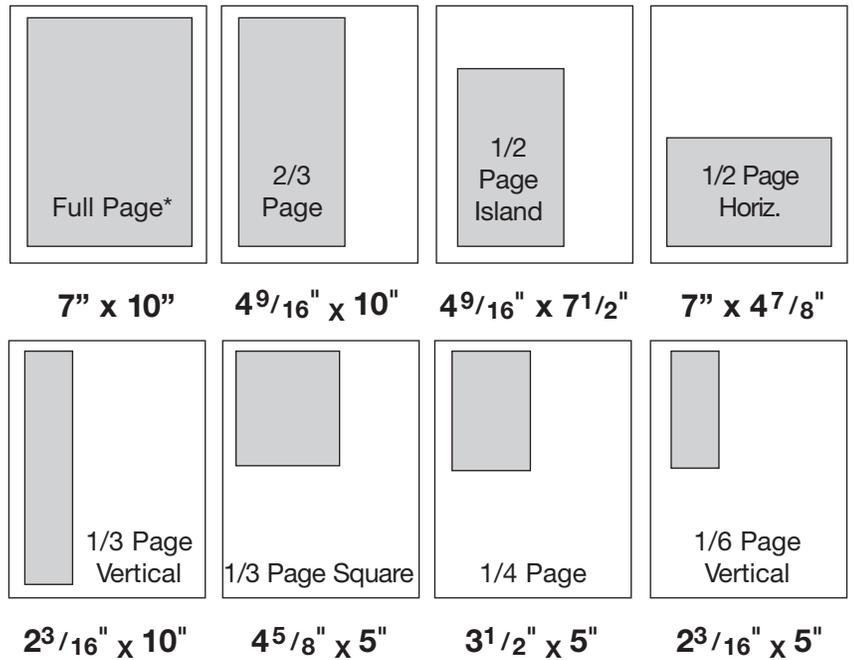
860-224-4935  
askroger@edmtodaymagazine.com

**Advertising / Production:**

860-224-4935  
Fax: 860-225-1986  
askroger@edmtodaymagazine.com

**Website:**

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

**Non-bleed Ad Dimensions**

\*Full bleed: Trim: 8.375" x 10.875", Bleed: 8.625" x 11.125", Live: 1/2" from trim

## 2016 features &amp; editorial schedule

**Regular Features:**

**Ask Roger** — Each issue we'll present the most interesting reader Questions and Answers from our On-Line Applications Assistance Desk.

**EDM Pioneer** — Each issue we'll recognize and profile one of the people who has made a significant impact on the growth and development of EDM.

**Feature Articles** — written by Bud Guitrau, a recognized authority on Electrical Discharge Machining.

**Industry News** — Breaking news from our EDM community

**Movers and Shakers** — Each issue will include a column authored by a leading figure in our industry addressing industry issues or trends.

**OEM Q & A** — This section presents a wide range of brand-specific machine applications and service questions and answers provided by 11 participating EDM machine manufacturers.

**Reader Tech** — We'll solicit and publish the best of our readers' EDM applications tips. Those readers who submit tips that we publish will receive cash awards and well deserved notoriety.

**Roger's Rant** — Editorial comments by the Editor on timely industry topics.

**Tech Tips** — Presenting useful ideas and techniques from the Editor and other industry experts.

**Toolbox Treasures** — A continuing series devoted to introducing items that are "must haves" for most EDM'ers based upon the Editor's 50 years of experience in the trade.

**Top Shop** — Be it the largest number of machines, largest work pieces, smallest work pieces, most unusual EDM applications, or most sophisticated quality system, we'll bring the details to our readers.

**Vintage Q&A** — This section presents a wide range of machine applications and service questions and answers for older machines provided by Independent EDM service organizations.

**What's New** — New product and services announcements

**Special Features:**

**Quality Corner** — This occasional feature will explore different aspects of quality as they relate to the EDM industry.

**Who's Who** — Throughout the EDM industry, there are numerous individuals who labor tirelessly behind the scenes to assist or educate members of the EDM community. We'll introduce them to our readers in this feature.

**Expert's Corner** — Presenting technical articles written by world renowned EDM experts

**Management Minute** — This occasional feature will present management concepts and tips that will be useful for the shop owner, manager, or foreman.

**Road Warrior Stories** — This occasional article series will present humorous and instructive anecdotes by industry service and applications engineers concerning their experiences dealing with customers' EDM related issues.

**Working it Out** — This occasional feature will explore "people" issues that can have a significant impact on shop productivity and harmony.

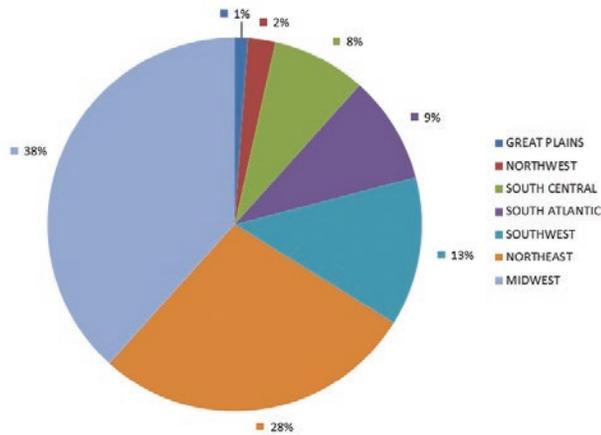
**2016 Editorial Schedule**

- Winter:** • EDM Glossary Part 2
- Spring:** • Fine Wire EDM
- Summer:** • Tales From the Factory Floor
- Fall:** • Tall/Large Workpiece Wire EDM

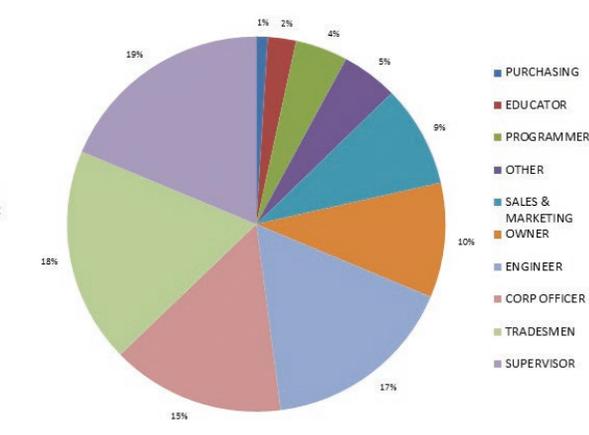
**EDM Today Reaches Decision Makers —**

Two thirds of our subscribers are either decision makers or directly influence decision makers. Our unique combination of EDM industry focus, engaged readers and readers who specify or buy your products makes *EDM Today* your best advertising value in 2016.

**Circulation by Region**



**Demographics by Job Title**



**guidelines for cover story articles**

A Cover Story typically consists of the magazine front cover and an accompanying four page article. The length of the edited article depends upon the amount of information and number of photographs supplied by the advertiser and is at the discretion of the Editor. Cover Story participation is contingent upon the advertiser committing to a full page 4-color ad in the same issue.

The Cover Story concept provides a win-win opportunity for the reader and the advertiser, since the reader is exposed to interesting new technology and applications while the advertiser gets front cover recognition, premiere exposure, and the opportunity to tell his story to a uniquely targeted audience.



It is important to note that in the overall scheme of things, the reader's interests must be given the highest priority since if the reader either skips over the cover story or abandons it after only reading a few paragraphs, nobody's interests are well served.

Thus, Cover Story program participants must be keenly aware that a cover story must be substantially more than a paid advertising plant. The Cover Story will

provide the advertiser with the opportunity to build his brand's credibility and promote his products. However, that must be accomplished within the fabric of a story that is both interesting and informative, exposing the reader to new technology and its benefit to real world applications that might benefit him.

An excellent Cover Story is the result of a partnership between the advertiser, the Editor, and our graphic artist, who brings all the elements together into an aesthetically pleasing cover and article. The final details of the layout of the Cover and the accompanying article are at the discretion of the Editor.

**case study guidelines**

**Premium Graphite Grade Lowers Total Job Cost**

Over the past couple of decades, significant performance improvements have been made in EDM Sinker technology. As a result of these improvements, CNC Sinker can now complete jobs without significant operator intervention. However, these improvements have led to a false sense of security that the machine will perform to its optimum, regardless of the electrode material used. We decided to conduct a test to determine the effect different graphite grades have on the total cost of a job processed in a CNC Sinker.

	EDM Cost	EDM Cost	% Diff.
Electrode Cost (3 electrodes)	\$10.00	\$29.00	- 65.3%
Surface Finish in cavity	35.00	39.00	N/A
EDM Burn Time	2:15:00	2:14:00	+ 0.5%
EDM Cost (\$25/hr)	\$53.75	\$53.50	+ 0.5%
<b>Total Cost</b>	<b>\$102.75</b>	<b>\$101.50</b>	<b>- 1.2%</b>

**Results:** As can be seen in the chart, the total job cost was 42% lower with the more expensive electrode material. In this case, the coarser microstructure of

A Case Study is a one page story with photos that illustrates the successful application of an advertiser's technology to solve a customer's problem. The *EDM Today* Case Study program is subject to the following:

- All Case Study submissions are subject to Editor approval.
- The subject of the Case Study must relate to EDM in some way.

- The problem and solution in the Case Study must be substantive and of interest to our readers.
- The Case Study submission must include at least one photo.
- The Case Study text will be composed by the advertiser.
- The Case Study text will be subject to editing by EDM Today.

There will be no charge for publishing a Case Study, however the advertiser will be required to place a minimum 1/3 page full color ad in the issue containing the Case Study.



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