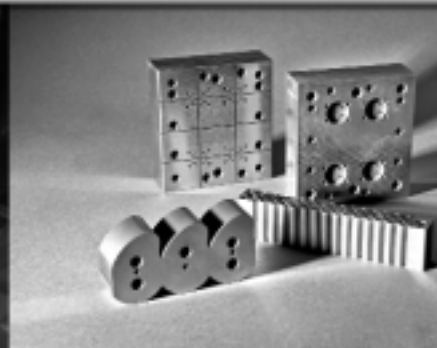
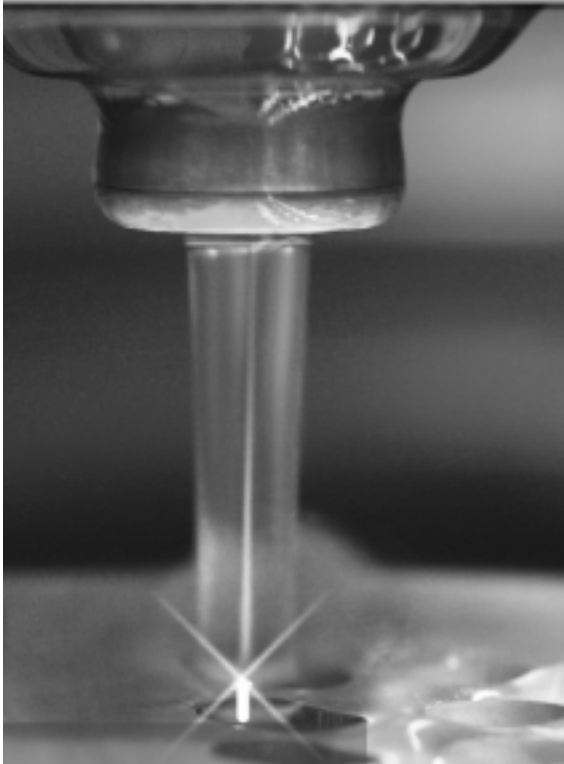


# 2009

## RATES & MEDIA



The prime information  
source for EDM and  
related technologies



*EDM Today* rate card & media information

Phone: 973-831-1334 • Fax: 973-831-1195 • E-mail: [edmtoday@optonline.net](mailto:edmtoday@optonline.net)

Web: [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com)

**space rates**

size	1X frequency	3X frequency	6X 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.

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:**

**PDF file must be saved at a resolution of 300 dpi using CMYK color and all fonts, images, and screens must be flattened and embedded. Files must be submitted with a proof.**

**color rates**

**cover rates**

**YEARBOOK rates**

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

Matched colors.....\$ 440\*  
4-Color.....\$1200.

*\*please provide files with all color created from process*

**Front Cover & Cover Story**

*(available upon Editor's approval)*

.....\$1,512.\*

*Bonus:*

*Cover Story also published on [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com)*

**Inside Front Cover**

.....\$6027.

**Inside Back Cover**

.....\$6027.

**Back Cover** .....\$6406.

*\*\$1,512. cover rate available only with a minimum 1/2 page ad insertion in the same issue.*

**Special YEARBOOK Rates Apply — See YEARBOOK Rate Card For Details.**

*The YEARBOOK is a special Buyer's Guide issue, published in April.*

*YEARBOOK ad placements do not apply toward frequency discounts.*

*Portions of the Yearbook are also published on [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com)*

- Files also accepted: Quark XPress, Adobe Photoshop,
- Platform: Macintosh
- Files Must Include: All Pictures in TIFF or JPEG, and All Fonts and Screen Fonts
- Color: CMYK Mode
- Embedded Images: 300 dpi for full color artwork or grayscale
- Proof: must be provided
- Storage: EDM Publications, Inc. does not keep a copy of electronic files. Advertisers should retain an original copy

**Magazine Size**

- Trim size: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"  
Live matter should be kept 1/2" from edges
- Bleed size: 8<sup>3</sup>/<sub>4</sub>" x 11 1<sup>1</sup>/<sub>8</sub>"

**EDM Today Services**

Inserts, Reprints, and Direct Mailing Services are available. Please contact EDM Today.

**EDM Today Extras**

**News Releases** — We invite all advertisers to supply news releases for publication in EDM Today. News releases are run with reader service card numbers to increase lead generation without additional cost!

**EDM News** — Let our EDM readers know about your company changes. Send us your notices for our EDM News section.

**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)

**reservation & material deadlines**

*EDM Today is printed bi-monthly and issued within the first 3 weeks of the month.*

Issue	Reservation Deadline	Material Closing Date
Jan./Feb. 2009	November 28, 2008	December 8, 2008
March/April 2009	January 30, 2009	February 9, 2009
2009 April Yearbook	February 23, 2009	March 9, 2009
May/June 2009	March 30, 2009	April 13, 2009
July/Aug. 2009	June 1, 2009	June 8, 2009
Sept./Oct. 2009	August 3, 2009	August 11, 2009
Nov./Dec. 2009	September 28, 2009	October 12, 2009

**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 no more than 50 words.

Simply Fax or E-mail the ad text to EDM Today, and we will create the ad and Fax or E-mail a proof back to you for your approval.

Fax: 973-831-1195

E-mail: [edmtoday@optonline.net](mailto:edmtoday@optonline.net)

**EDM Today magazine**

EDM Today Magazine  
574 Newark Pompton Turnpike, Suite 10  
Pompton Plains, NJ 07444  
Phone: 973-831-1334 • Fax: 973-831-1195  
Web: [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com)

*Any questions, please contact:*

Sandy Montalbano  
E-mail: [edmtoday@optonline.net](mailto:edmtoday@optonline.net)

Advertising Information:  
Circulation: 26,289  
In-plant circulation: 65,723

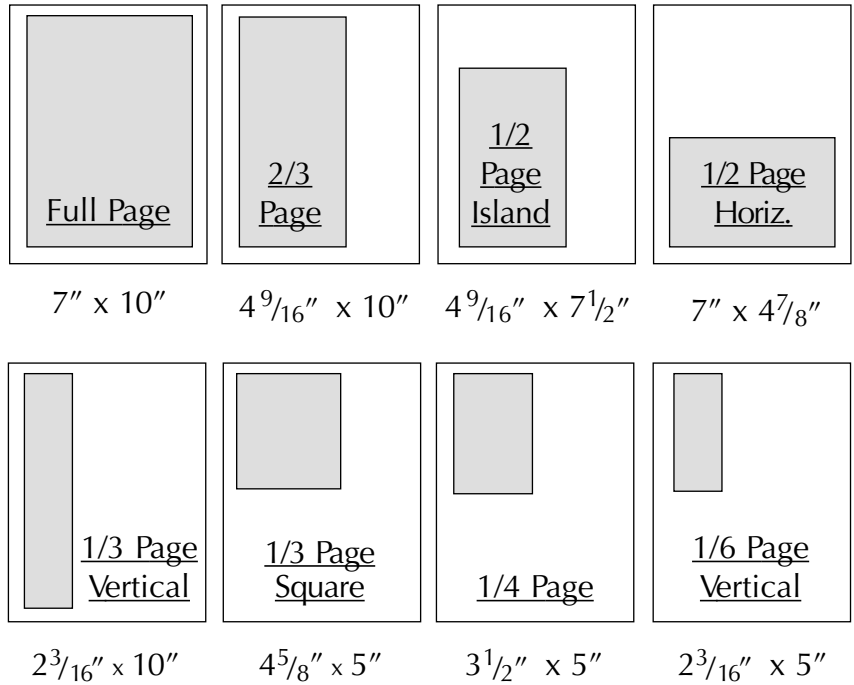
**Mailing Instructions:**  
All space contracts, insertion orders, and ad materials should be sent to:

EDM Today Magazine  
574 Newark Pompton Turnpike  
Suite 10  
Pompton Plains, NJ 07444

Phone: 973-831-1334  
Fax: 973-831-1195

E-mail:  
edmtoday@optonline.net

Website:  
www.EDMtodayMagazine.com



The *EDM Today* YEARBOOK  
will be published in  
April, 2009

## 20% Off YEARBOOK Space Rate

When you advertise in:  
• March/April 2009 *AND*  
• May/June 2009 issues  
of *EDM Today* Magazine.

*EDM Today's* 2009 YEARBOOK is a valuable, information packed, reference and buyer's guide that is published once a year, and has a shelf life of one year. The *EDM Today* readers will refer to it throughout 2009 when making purchases of equipment and supplies, as well as depend on it to bring them up-to-date on the latest EDM technology. Much of this YEARBOOK information is supplied by the equipment manufacturers and suppliers ... our advertisers.

Along with information about the newest EDM technology and a look into the future of the EDM industry, **YEARBOOK 2009 will include:**

**The EDM Buyer's Guide Directory** — listing complete contact information including phone, fax, e-mail and website, branch and territory information, and equipment, products, and supplies manufactured and sold.

**The Company Profiles** — highlight company expansions, introduce new product lines and developments, and showcase existing product lines as well as include key personnel and important company and contact information.

See the 2009 Yearbook Rate Card for advertising details.

Portions of the 2009 YEARBOOK will also be made available on [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com) throughout 2009.

See the  
Website Rate Card for  
advertising details.

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

Special Rates available for  
*EDM Today* magazine  
advertisers.

[EDMtodayMagazine.com](http://EDMtodayMagazine.com) offers both advertisers and readers a number of features for educational purposes, to present new advancements and technology, and information on machines and related equipment and supplies.

The website includes:

- Key articles that will assist and educate any current or future EDM user
- Advertiser Banners — including hyperlinks, e-mail links, application videos, brochure downloads, profiles and product information
- The EDM Forum — Interactive Questions and Answers • Industry News
  - Worldwide Subscription information • EDM Job Shop directory
  - The *EDM Today* YEARBOOK • Books and technical products
  - ...and much more!

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

**contact information:**

for advertising information contact:  
Sandy Montalbano

**EDM Today**  
574 Newark Pompton Turnpike,  
Suite 10  
Pompton Plains, NJ 07444

Ph: 973-831-1334  
Fax: 973-831-1195

E-Mail:  
edmtoday@optonline.net

Website:  
www.EDMtodayMagazine.com



• the 2009 april YEARBOOK

This Special Buyer's Guide Issue, **published in April 2009**, will take an in depth look into the future of the EDM Industry, as well as showcase the most comprehensive EDM technology and related products and services.

**The EDM Buyer's Guide Directory**

- Listing complete contact information including phone, fax, e-mail and website, branch and territory information, and equipment, products, and supplies manufactured and sold.
- **Free Buyer's Guide Listing for all advertisers (magazine & website).**

**The Company Profiles**

- Highlighting company expansions, introducing new product lines and developments, and showcasing existing product lines, as well as include key personnel and important contact information.
- **Free Company Profile for 1/2 page or larger ad insertions.**

**Website: 2009 YEARBOOK ON-LINE**

- Portions of the Yearbook will also be available on [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com) throughout 2009.
- *Advertising opportunities available.*

The *EDM Today* YEARBOOK is the prime EDM Reference source. The 2009 YEARBOOK will feature advertiser submitted company profiles, special reports, and a look into EDM's future. Be sure to be part of this special yearly edition.

- **See the 2009 Yearbook Rate Card for magazine & website advertising details.**

• may/june 2009 issue

**MOLDMAKING ISSUE**

- High Precision and Miniature Molds
- Better finishes & higher accuracies
- Micro EDM Applications
- Wire that can increase Moldmaking productivity
- Successful Moldmaking shops
- **Bonus distribution at EASTEC 2009, Springfield, MA**

• july/august 2009 issue

**DIEMAKING ISSUE**

- Faster set-ups, closer tolerances, and finer finishes
- Fundamentals and real world applications

**Wire and Sinker EDM**

- Advancements in EDM equipment leading to increased production applications in medical, machine component industries, aerospace, and electronics processing

• september/october 2009 issue

**Wire and Sinker EDM — Running At Top Efficiency**

- Faster cutting times, better finishes, more accuracy
- Reducing costs and increasing productivity
- High Performance EDM equipment
- Management Strategies to stay competitive
- Adapting to the new EDM technology for success and longevity

• november/december 2009 issue

**EDM TechTransport**

**Interactive Literature & Technology Review** advertiser supplied brochure downloads and video clips

*FREE to all November/December Advertisers*

- You supply a hi-res 4-color photo of your brochure or video clip and a 50 word description. This photo and description will appear in a special, expanded, **Literature & Technology Review Section in EDM Today Magazine.**
- Readers will also be directed to the **EDM TechTransport Literature & Technology Review section on the web, at [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com).** Readers will **view the video clips** and, review and **download brochures** in their entirety.
- **Please Submit:**
  - 50 word description *for magazine*
  - hi-res, 4-color photo *for magazine*
  - **SCREEN QUALITY PDF** brochure file *for the web*
  - **Video Clip File** (limit 2 minutes) *for the web*
- Submissions from advertisers may include: applications video clip, brochure, newsletter, spec sheet, product information, or press release.
- Your E-mail address will be set-up as a *link* so that readers will easily be able to contact you directly after viewing video or downloading brochure. Available for all November/December advertisers at no additional charge.
- *Please submit information with insertion order.*

• january/february 2009 issue

**Wire and Sinker EDM**

- Shops expanding, profiting and thriving from advances in EDM equipment, state-of-the-art technology, consumables and application specific machines.
- Competitive Manufacturing

**Complementing Technologies Focus:**

- The strategies and benefits of combining high precision EDM with high speed Waterjet, and HSM

• march/april 2009 issue

**Wire and Sinker EDM**

- Precision Manufacturing Equipment & Systems

**Evaluation**

- Evaluate advanced technologies, production methods, and management concepts

**Small Hole Technology**

- Close tolerances, interactive programming, and high production
- **Bonus distribution at WESTEC 2009, Los Angeles, CA**

**\*20% off YEARBOOK Space Rate**

When you advertise in the *EDM Today*

- March/April 2009 and May/June 2009 issues
- see rates listed below

YEARBOOK space rates

April YEARBOOK 2009 Ad Size	April YEARBOOK 2009 Dimensions	April YEARBOOK 2009 Space Rate	20% Space Rate Discount*
<b>Full Page</b>	7" x 10" Image Area Trim Size: 8-3/8" x 10-7/8" Bleed Size: 8-3/4" x 11-1/8"	<b>\$5315.</b>	<b>\$4252.</b>
<b>2/3 Page</b>	4-9/16" x 10"	<b>\$4686.</b>	<b>\$3749.</b>
<b>1/2 Page Island</b>	4-9/16" x 7-1/2"	<b>\$4210.</b>	<b>\$3368.</b>
<b>1/2 Page Horiz.</b>	7" x 4-7/8"	<b>\$4210.</b>	<b>\$3368.</b>
<b>1/3 Page Vertical</b>	2-3/16" x 10"	<b>\$2823.</b>	<b>\$2258.</b>
<b>1/3 Page Square</b>	4-5/8" x 5"	<b>\$2823.</b>	<b>\$2258.</b>
<b>1/4 Page</b>	3-1/2" x 5"	<b>\$2178.</b>	<b>\$1742.</b>
<b>1/6 Page</b>	2-3/16" x 5"	<b>\$2123.</b>	<b>\$1698.</b>

— Color charges are listed below. —

*EDM Today's* YEARBOOK 2009 is a valuable, information packed, reference guide that is published once a year and has a shelf life of one year. The *EDM Today* readers will refer to it throughout 2009 when making purchases of equipment and supplies, as well as depend on it to bring them up-to-date on the latest EDM technology. Much of this YEARBOOK information is supplied by the equipment manufacturers and suppliers ... our advertisers.

Along with information about the newest EDM technology and a look into the future of the EDM industry, **YEARBOOK 2009 will include:**

**The EDM Buyer's Guide Directory** — listing complete contact information including phone, fax, e-mail and website, branch and territory information, and equipment, products, and supplies manufactured and sold.

**The Company Profiles** — highlight company expansions, introduce new product lines and developments, and showcase existing product lines as well as include key personnel and important contact information.

2009 on-line YEARBOOK RATES

color charges

electronic files

**on-line YEARBOOK RATES**

Portions of the *EDM Today* YEARBOOK will be available on [www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com) at no additional cost

- **EDM Today Yearbook Magazine advertisers** may also run their YEARBOOK ad at the top of the **on-line YEARBOOK** web page for the balance of 2009 for a **one time charge of \$300.**

- **EDM Today Banner Advertisers** may add an additional banner icon at the top of the **on-line YEARBOOK** page which will access their current banner page for a **one time charge of \$350.**

**Four Color charge:**  
**\$1200.00**

**Matched Color charge:**  
**\$440.00**

*These charges are in addition to the black & white space rates listed above.*

All advertisers are requested to supply digital files using the following standardized file formats:

**Press Optimized PDF files are required:**

- The PDF file must be saved at a resolution of 300 dpi
- CMYK color
- All fonts, images, and screens must be embedded and flattened
- Files must be submitted with a color proof.

**contact information:**  
advertising: Sandy Montalbano

*EDM Today*  
574 Newark Pompton Turnpike  
Suite 10  
Pompton Plains, NJ 07444

Ph: 973-831-1334  
Fax: 973-831-1195

E-Mail:  
[edmtoday@optonline.net](mailto:edmtoday@optonline.net)

Website:  
[www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com)



Reservation Deadline: February 23, 2009  
Material Closing Date: March 9, 2009  
Published April 2009

## The Company Profile

If you are placing a 1/2 page or larger ad in the 2009 EDM Today YEARBOOK, you are eligible for a **FREE Company Profile**.

- **Reservation deadline: February 23, 2009.**

Please provide the following information (below), in an attached WORD document, or cut and paste your text directly on your e-mail, along with hi-res full color photo(s), and Insertion Order.  
E-mail to: [edmtoday@optonline.net](mailto:edmtoday@optonline.net)

- |                           |                      |                                |
|---------------------------|----------------------|--------------------------------|
| • Company Name            | • Fax                | • Key Personnel                |
| • US Headquarters Address | • E-Mail             | • Products & Services          |
| • Branch Offices          | • Website            | • Latest Product Developments  |
| • Phone                   | • Company Background | • Include Hi-res, 4-C photo(s) |

### Electronic Files — You can design and submit your finished Company Profile digitally:

- **Press Optimized PDF files are required:**

PDF file must be saved at a resolution of 300 dpi, using CMYK color. All fonts, images, and screens must be flattened and embedded.  
Files must be submitted with a proof.

- Trim size: 8-3/8" x 10-7/8"  
Live matter should be kept 1/2" from edges
- Bleed size: 8-3/4" x 11-1/8"
- **Free Full Page Company Profile:**  
1 Full Page Company Profile is complimentary with a Full Page Ad Insertion.
- **Free Fractional Company Profile:**  
Balance of page is complimentary, and filled with a Company Profile with 1/2 Page or larger fractional ad insertion.

## The Buyer's Guide Listing

If you advertised in ANY issue of EDM Today from May 2008 through YEARBOOK 2009, you will receive a **FREE Buyer's Guide Listing**

Please provide the following typed information.

- |                           |                                 |
|---------------------------|---------------------------------|
| • Company Name            | • Website                       |
| • US Headquarters Address | • Equipment Manufactured/Sold   |
| • Branch Offices          | • Type of:                      |
| • Phone                   | Tooling, Supplies, Accessories, |
| • Fax                     | Manufactured / Sold             |
| • E-Mail                  |                                 |

Let us know via Phone, Fax, or E-mail if you would like to run the same Buyer's Guide Listing as last year.

For changes to last year's Buyer's Guide Listing, or a new Buyer's Guide Listing, Mail/Fax/E-mail information to:

**EDM Today, 574 Newark Pompton Turnpike, Suite 10  
Pompton Plains, NJ 07444**

**Ph: 973-831-1334 • Fax: 973-831-1195**

**E-mail: [edmtoday@optonline.net](mailto:edmtoday@optonline.net)**

- **Deadline 3/9/2009**

- **Free BOLD FACE Buyer's Guide Listing:** when you advertise in the 2009 YEARBOOK. Your ad and page number will be referenced below your Buyer's Guide listing.

### contact information:

for advertising information contact:  
Sandy Montalbano

**EDM Today**  
574 Newark Pompton Turnpike  
Suite 10  
Pompton Plains, NJ 07444

**Ph: 973-831-1334**

**Fax: 973-831-1195**

**E-Mail:**  
[edmtoday@optonline.net](mailto:edmtoday@optonline.net)

**Website:**  
[www.EDMtodayMagazine.com](http://www.EDMtodayMagazine.com)



contact information:

EDM Today  
574 Newark Pompton Turnpike  
Suite 10  
Pompton Plains, NJ 07444

Ph: 973-831-1334  
Fax: 973-831-1195

E-Mail:  
edmtoday@optonline.net

Website:  
www.EDMtodayMagazine.com



www.EDMtodayMagazine.com works hand-in-hand with EDM Today Magazine. The EDM Today "on-line" magazine works in conjunction with our printed publication — enhancing the information our over 26,000 national and international readers have come to expect and enjoy over the past 18 years. The EDM Today website is used for furthering education, enhancement, demonstrations, and introductions of our advertisers products and services. www.EDMtodayMagazine.com offers more depth into new products and applications for the metalworking professional.

2009 Website Rate Information

What is an Advertiser Banner Web Page?

A Page dedicated to your company on the EDM Today Website. This page showcases your company and products.

How is my web page accessed?

Your company logo is displayed on the EDM Today Home Page under the heading "Showcase Companies". A simple click on your company logo, brings the reader to your Banner Web Page.

Basic Banner Web Page

Includes:

- main headquarters and individual branch contact information including: key personnel, address, phone, fax, e-mail and website address
- product and service listing and description
- company and product description
- company logo
- up to 6 product photos 72 dpi, GIF format

Live E-Mail Link enables reader to click on your e-mail address and automatically contact you directly

Basic Banner Web Page Rates:

- \$300. per month with a 6 month commitment
- \$250. per month with a 12 month commitment

Extended Banner Web Page:

Includes:

- main headquarters and individual branch contact information including: key personnel, address, phone, fax, e-mail and website address
- product and service listing and description
- company profile description
- company logo
- up to 15 product photos 72 dpi, GIF format

Live E-Mail Link enables reader to click on your e-mail address and automatically contact you directly

Live Hyper-Link Links Directly to your Company Website

Extended Banner Web Page Rate:

- \$500. per month 6 month commitment
- \*See below for EDM Today Magazine advertiser discount

\*Special Discount Applies to Magazine Display Advertisers

The Extended Banner Web Page is available with 6 consecutive insertions in EDM Today Magazine (Insertion order required). Rate: \$225. per month / 12 month banner commitment (a \$275. monthly savings)

Additional Banners

Your banner icon can be positioned on additional website pages such as the EDM Forum, Industry News or the YEARBOOK for an additional \$50. each per month

2009 On-Line YEARBOOK Ad Placements

EDM Today Yearbook Magazine advertisers may also run their YEARBOOK ad at the top of the on-line YEARBOOK web page for the balance of 2009 for a one-time charge of \$300.

EDM Today Banner Advertisers may add an additional banner icon at the top of the on-line YEARBOOK page which will access their current banner page for a one-time charge of \$350.

On-Line Job Shop Directory

EDM Today offers 3 types of on-line EDM Job Shop listings. A Free, limited listing is available to all EDM Today readers — or choose one of the enhanced, paid packages. Visit the website for details.

## FOR SALE

### 2005 EDM MACHINE

- 600 hours (10 months)
- Chiller
- Resin Bottle
- Tooling

Contact John At  
708-633-4226

## HELP WANTED

Leader in the injection mold industry is seeking highly qualified candidates who enjoy a professional work environment utilizing state-of-the-art equipment. Must have minimum 4 years experience and perform own set-ups. Excellent opportunity.

Send resume to:

**INJECTION MOLD COMPANY**  
300 Main Street  
Chicago, IL 60006

## EDM Repair

**Fast Reliable  
Service**

**Wire • Sinker •  
CNC**

**EDM REPAIR COMPANY**

(800) 222-3003 • Fax: (800) 222-4004

### contact information:

EDM Today  
574 Newark Pompton Turnpike  
Suite 10  
Pompton Plains, NJ 07444

Ph: 973-831-1334  
Fax: 973-831-1195

E-Mail:  
edmtoday@optonline.net

Website:  
www.EDMtodayMagazine.com

### CLASSIFIED ADVERTISING

#### What Is The Marketplace?

The **Marketplace** is the classified section featured in every issue of *EDM Today*. It offers an inexpensive opportunity to advertise Equipment For Sale, Help Wanted, or Special Services.

A **Marketplace** ad is 2-3/16" x 2-1/4" as shown. Each Marketplace block is \$295., however, more than one block may be purchased. *Add \$50. for accent color.*

#### How Do I Place An Ad In The Marketplace?

To place an ad in the **Marketplace** section, simply fax, mail, or e-mail your typewritten text to *EDM Today* (approx. 50 words). We will then create the ad and E-mail/Fax a proof back to you for your approval.

***It's that simple!***



#### How Can I Access the EDM Today Mailing List?

In order to maintain the integrity of the magazine, the *EDM Today* mailing list is never distributed in any form directly to a mailing customer, advertiser or bonded mailing house. The list can be accessed, however, by shipping your printed mailing pieces to *EDM Today* so that we can execute the mailing from our facility.

- EDM Today* reserves the right to review and approve all material to be used in the mailing
- List Rental cost is .25 per name
- Mailing services cost will be determined when specific size, weight and materials to be supplied by mailing customer have been determined. Mailing services cost includes: printing mailing labels, affix labels, possible stuffing, sealing and metering of envelopes, sort, tie, bag and deliver to post office.
- Postage — must be paid in advance of mailing

**contact information:**

*EDM Today*  
574 Newark Pompton Turnpike  
Suite 10  
Pompton Plains, NJ 07444

Ph: 973-831-1334  
Fax: 973-831-1195

E-Mail:  
edmtoday@optonline.net

Website:  
www.EDMtodayMagazine.com

**Qualified Sales Leads**

*EDM Today* covers 100% of your market. We offer the most thorough saturation of the EDM market available, with over 26,000 EDM readers in over 14,000 shops throughout the U.S. and Canada. *EDM Today* reaches EDM buyers new to the EDM process, as well as seasoned EDM purchasers, every issue — **generating qualified, bi-weekly sales leads.** The result ... an expanded customer base, cost effective marketing, and increased sales.

**who reads *EDM Today*?**

- **MOLDMAKERS**

Today, the vast majority of Molds, both large and small, are produced by EDM. With all the changes and improvements in EDM equipment, accessories, and supplies, the Moldmakers, Mold Designers, and Supervisory Personnel keep up-to-date by reading *EDM Today*.

- **DIEMAKERS**

Wire EDM has forever changed the face of Diemaking. There are many different Wire EDM Machines on the market and they are used in different ways by different Die Manufacturers. Diemakers that employ only carbide materials use one procedure, while dies made of tool steel are handled differently. Diemakers get the latest information by reading *EDM Today*.

- **PRODUCTION SHOPS**

Production Shops are the largest growing users of EDM, both Wire and Sinker. Many thousands of Medical tools and devices are produced from special alloys that can best be machined by EDM. Minute parts that would be almost impossible to machine conventionally, are being ganged up

and Wire cut untended. *EDM Today* writes about this and Production Shops learn about it by reading each issue.

- **HIGH PRECISION SHOPS**

High Precision Shops have solved many accuracy problems by turning to EDM for "low tenths" accuracies. By eliminating tool pressures and being able to cut sharp corners and intricate shapes with wire as fine as .001" Diam., a whole new world is open to High Precision Shops. *EDM Today* keeps them informed and up-to-speed.

**Leads via e-mail**

*EDM Today* has a proven track record of producing high quality, qualified inquiries time and again. Leads are always produced and available in two forms:

- on quality pressure-sensitive labels to easily send out product literature.
- leads via e-mail
- *select one method, or both*

# MAGAZINE Publisher's Statement

September 1, 2008

## EDM Today Magazine

Frequency: 6 times/year plus 1 Sourcebook

Published by EDM Publications, Inc.

574 Newark Pompton Turnpike, Suite 10 • Pompton Plains, NJ 07444

Ph: 973-831-1334 • Fax: 973-831-1195

E-Mail: edmtoday@optonline.net

Web: www.EDMtodayMagazine.com

### CIRCULATION

#### Circulation: 26,289

Businesses/Business People by name.

United States and International Subscriptions

### GEOGRAPHIC DATA for 2008

United States distribution by state and U.S. Territories.

Alabama	Hawaii	Michigan	North Carolina	Texas
Alaska	Idaho	Minnesota	North Dakota	Utah
Arizona	Illinois	Mississippi	Ohio	Vermont
Arkansas	Indiana	Missouri	Oklahoma	Virginia
California	Iowa	Montana	Oregon	Virgin Islands
Colorado	Kansas	Nebraska	Pennsylvania	Washington
Connecticut	Kentucky	Nevada	Puerto Rico	West Indies
Delaware	Louisiana	New Hampshire	Rhode Island	West Virginia
DC (Washington)	Maine	New Jersey	South Carolina	Wisconsin
Florida	Maryland	New Mexico	South Dakota	Wyoming
Georgia	Massachusetts	New York	Tennessee	

International distribution by country.

Canada	India	Korea	Poland	Sweden
France	Ireland	Mexico	Portugal	Taiwan
Germany	Japan	Netherlands	Spain	United Kingdom

We certify that to the best of our knowledge all data set forth in this Publisher's Statement is true.

Parent Company: EDM Publications, Inc.

Jack Sebзда   Kathi Petrarca   Sandy Montalbano



574 Newark Pompton Turnpike, Suite 10, Pompton Plains, NJ 07444  
 Ph: 973-831-1334 • Fax: 973-831-1195 • e-mail: edmtoday@optonline.net  
 Website: www.EDMtodayMagazine.com

DATE: \_\_\_\_\_

Insertion Order/Purchase Order #: \_\_\_\_\_

**EDM Today 2009**  
**ADVERTISING INSERTION ORDER**

**ADVERTISER:** \_\_\_\_\_

\_\_\_\_\_

Ph: \_\_\_\_\_

**BILL TO:**

\_\_\_\_\_

\_\_\_\_\_

Ph: \_\_\_\_\_

Fax: \_\_\_\_\_

**PUBLICATION:** *EDM TODAY*  
 933 Route 23 South, Suite 1  
 Pompton Plains, NJ 07444  
 Attn: Sandy Montalbano  
 Tel. 973-831-1334 Fax: 973-831-1195  
 E-mail: edmtoday@optonline.net

**INSERTION DATE: Size / Color**

**Jan/Feb 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**March/Apr 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**YEARBOOK 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**May/June 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**July/Aug 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**Sept/Oct 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**Nov/Dec 2009** \_\_\_\_\_

Trade Show Info: \_\_\_\_\_

**SIZE/COLOR:** \_\_\_\_\_

**MATERIALS:** \_\_\_\_\_

**FREQUENCY RATE:** 1X    3X    6X

**Space/4-Color Charge:** \$ \_\_\_\_\_ (gross) each issue

**Less 15% Agency Discount:** \$ \_\_\_\_\_

**NET COST:** \$ \_\_\_\_\_

**Please sign and return:**

\_\_\_\_\_