

THE ONLY MAGAZINE IN THE WORLD DEDICATED TO EDM

# EDM TODAY

by EDM'ers for EDM'ers

## 2024 Media Kit

### CONTENTS:

PAGE 2

Rates, Deadlines,  
Production Details

PAGE 3

Ad Dimensions, Issue Features

PAGE 4

Print Demographics,  
Feature Guidelines

PAGE 5

*EDM Today on the Web*

Size	1X frequency	2X frequency	4X frequency
Full Page	\$5,734	\$5,211	\$4,749
2/3 Page	\$5,141	\$4,615	\$4,198
1/2 Page Island	\$4,601	\$4,130	\$3,763
1/2 Page Horizontal	\$4,601	\$4,130	\$3,763
1/3 Page	\$3,129	\$2,816	\$2,562
1/4 Page	\$2,331	\$2,219	\$2,011
1/6 Page	\$2,247	\$2,100	\$1,913

## Color Rates

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

2-Color .....	\$462
4-Color .....	\$1,260

## EDM Today No Cost Extras

**Free Case Study:** See page 4 for details.

**Free Linked Web Site Banner:**

See page 5 for details.

**Free Website Posting of News Releases:**

See page 5 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, 2024	January 15, 2024
Spring	April 25th	April 10, 2024	April 15, 2024
Summer	July 25th	July 10, 2024	July 15, 2024
Fall	October 25th	October 10, 2024	October 15, 2024

## EDM Today Marketplace

- Size: 23<sup>3</sup>/<sub>16</sub>" x 21<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:

editor@edmtodaymagazine.com

## EDM Today Magazine

### EDM Today

27W675 Hickory Ln., Northwoods, IL 60185

### Editorial:

860-785-4118

editor@edmtodaymagazine.com

### Advertising / Production:

860-785-4118

editor@edmtodaymagazine.com

**Web:** edmtodaymagazine.com

### Advertising Information:

Circulation: 20,000

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: 300dpi 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"

**Note: For help with ad specifications and setup, refer to our Ad Preparation Guide located under the Advertising tab on our website.**

### 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.)

## News Releases

We invite all EDM industry suppliers to supply news releases concerning new products or company information for publication in *EDM Today*.

We will also post advertisers' news releases to the Breaking News section of the edmtodaymagazine.com website.

See page 5 for details.



**Mailing Instructions:**

All space contracts and insertion orders should be sent to:  
[editor@edmtodaymagazine.com](mailto:editor@edmtodaymagazine.com)

**EDM Today**

27W675 Hickory Ln., Northwoods, IL 60185

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

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

**Editorial:**

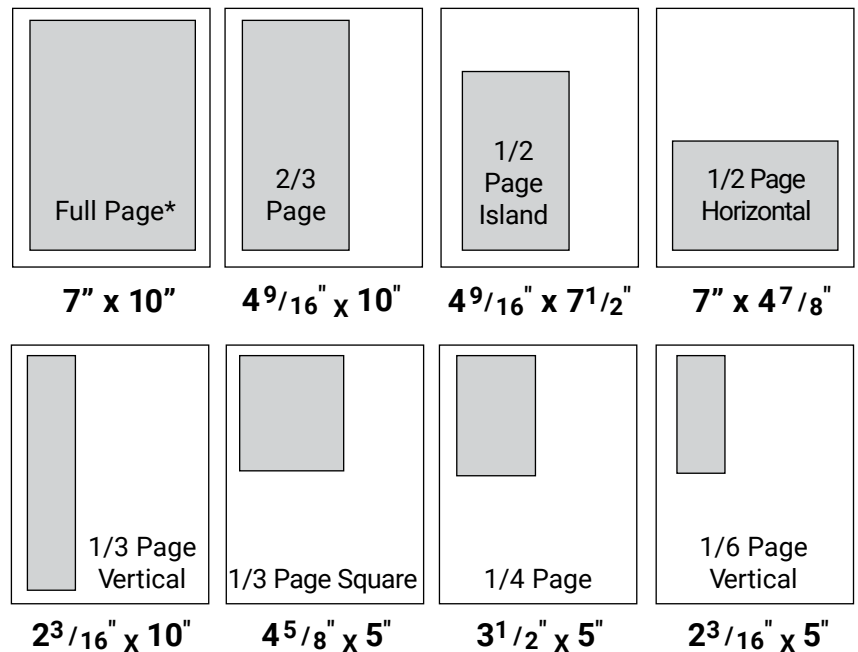
860-785-4118  
[editor@edmtodaymagazine.com](mailto:editor@edmtodaymagazine.com)

**Advertising / Production:**

860-785-4118  
 FAX: 847-641-4171  
[editor@edmtodaymagazine.com](mailto:editor@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

## 2024 Features & Editorial Schedule

### Regular Features:

**Ask EDM** — Each issue we'll present the most interesting reader questions and answers from our Online Applications Assistance Desk.

**Cover Story** — Headline article highlighting an advertiser and their featured new product or services.

**Feature Articles** — Written by one of our Feature Editors, all of whom are recognized authorities on Electrical Discharge Machining.

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

**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.

**The Interview** — Insight from EDM industry leaders.

**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.

**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.

**New Technology** — New developments in EDM Technology.

### Special Features:

**Special Event** — Editor's "on scene" commentary and photos of special industry events such as new facility openings or product introductions.

**Quality Corner** — This 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.

**Case Study** — How customers use EDM equipment, consumables, and technology.

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

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

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

**EDM Pioneer** — We recognize and profile one of the people who has made a significant impact on the growth and development of EDM.

**Old Dog New Tricks** — The feature documents Roger's experiences during factory operator training classes.

**Movers and Shakers** — A column authored by a leading figure in our industry addressing industry issues or trends.

**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.

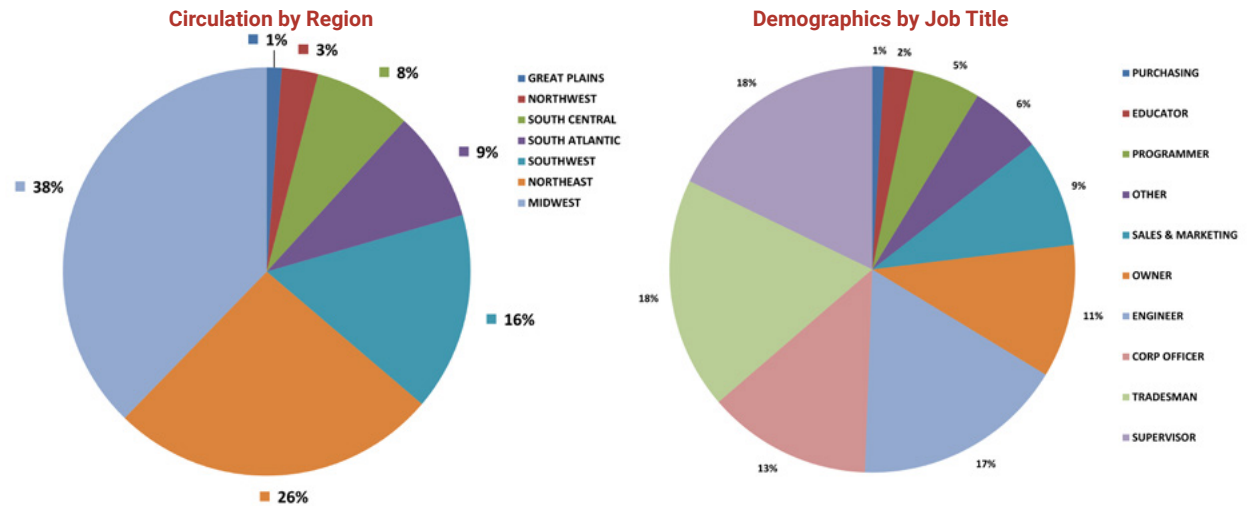
**Top Shop** — Be it the largest number of machines, largest workpieces, smallest workpieces, most unusual EDM applications, or most sophisticated quality system, we'll bring the details to our readers.

**Legal News & Views** — Coverage of legal issues that impact the EDM community.

## Demographics (as of 11-15-2023)

### 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 2024.



## Put Your Company on the Cover



An *EDM Today* Cover Story is an outstanding opportunity to promote your company to our 20,000+ subscribers.

The EDM industry's most notable brands have successfully utilized *EDM Today* Cover Stories to promote their company's image, technology, and products. A Cover Story puts your company, front and center, before EDM industry decision makers each time they pick up their copy of the magazine.

For the past five years, Cover Stories have been sold out!

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.

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 interesting and aesthetically pleasing cover and article.

## Publish Your Case Study



A Case Study is a one to two page story with photos that illustrates the successful application of an advertiser's technology to solve a customer's problem.

There will be no charge for publishing a Case Study, however, the advertiser will be

required to place a minimum 1/3rd page full color ad in the issue containing the Case Study.

## Special Event Coverage



**Would you like to have your next special event featured in *EDM Today*?** We are now offering this new service to our regular advertisers.

**Here's how it works:** If you have a significant special event such as a new facility opening, open house or product introduction, an *EDM Today* Editor will personally cover it, take photos and write a minimum three page article for inclusion in the next published issue of *EDM Today* at no cost.


**So, what's the catch?** You must be a regular advertiser with continuous half page or larger full color ads in every

issue. You will also need to cover the editor's travel and accommodation expenses.

Our new Special Event Coverage is a great way to promote your company and event to more than 20,000 EDM'ers.

**Contact EDM Today to make your reservation.**

## EDM TODAY ON THE WEB




### Latest issue mailing now!

Fall 2023 EDM Today

Are you a subscriber to EDM Today? Subscriptions are free to industry professionals in the US.

[Subscribe](#)



Annual Statistics for  
[edmtodaymagazine.com](http://edmtodaymagazine.com)

Put Your Breaking News  
Online!

Linked Home Page  
Banners



Please visit our EDM Today Advertisers



**Number of unique visitors:** 20,596  
**Number of visits:** 31,720  
**Number of pages:** 156,097  
**Views - Number of hits:** 1,056,911

**EDM Today is more than "just" a magazine!**

**edmtodaymagazine.com** is a treasure trove of technical information visited by hundreds of EDM'ers every month.

Our indexed archives include:

- Feature Articles
- Tech Tips
- OEM Q&A
- Vintage Q&A
- Ask EDM
- Toolbox Treasures
- Magazine issues beginning in 2010

Advertisers benefit from additional online exposure since many website visitors read our back issues online.

The **Breaking News** feature is now active on the [edmtodaymagazine.com](http://edmtodaymagazine.com) home page. One click will give website visitors access to advertisers' press releases on a virtually real time basis.

Most press releases have an immediacy to them, and sometimes waiting for the next publication date of our quarterly magazine is not the most timely or efficient way to get your message to the EDM community, especially if it's an event announcement.

To address this situation and to provide maximum exposure for our advertisers, we will immediately post news releases to the **Breaking News** section of [edmtodaymagazine.com](http://edmtodaymagazine.com)

What's the catch? There is none! We offer **Breaking News** posts as a free service to our advertisers. If you have an ad in the current quarterly issue of the magazine, we'll post your releases at no cost!

Of course, we'll continue to publish press releases of interest to our readers, regardless of advertising status, in the **Industry News** and **What's New** sections of the magazine.

The [edmtodaymagazine.com](http://edmtodaymagazine.com) website is visited by hundreds of EDM'ers each month. Your linked banner can be front and center on our home page to drive our visitors to your website.

For any regular continuous display advertiser who either is or will commit to advertising in each issue of *EDM Today*, we will prominently place a linked 190 x 60 pixel banner consisting of your company's logo and tag line on the home page of the magazine website [edmtodaymagazine.com](http://edmtodaymagazine.com)

The *EDM Today* linked banner is shown below for your reference:



In order to promote the most efficient use of our website page real estate, the JPEG file containing your banner should be the same size and similarly constructed with the tag line centered and below the logo and confined to the width of the logo.

While not a requirement of this program, we urge advertisers to consider the public relations benefits of providing the *EDM Today* linked banner on their home page which will give their customers direct access to the wealth of EDM technical information available at [edmtodaymagazine.com](http://edmtodaymagazine.com)

# EDM TODAY

EDM Today

27W675 Hickory Ln., Northwoods, IL  
60185

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

Editorial: 860-785-4118

[editor@edmtodaymagazine.com](mailto:editor@edmtodaymagazine.com)

Advertising/Production: 860-785-4118

[editor@edmtodaymagazine.com](mailto:editor@edmtodaymagazine.com)