

THE ONLY MAGAZINE IN THE WORLD DEDICATED TO EDM

# EDM TODAY

by EDM'ers for EDM'ers



## 2026 Media Kit

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*EDM Today on the Web*

# Leverage the power of America's EDM Forum.

Deliver your message directly to EDM decision makers by appearing in the only publication that is solely focused on the EDM Industry.

## ▷ SPACE RATES

Size	1X frequency	2X frequency	4X frequency
Full Page	\$5,995	\$5,447	\$4,965
2/3 Page	\$5,375	\$4,824	\$4,389
½ Page Island	\$4,810	\$4,318	\$3,933
½ Page Horizontal	\$4,810	\$4,318	\$3,933
1/3 Page	\$3,271	\$2,943	\$2,678
¼ Page	\$2,437	\$2,319	\$2,102
1/6 Page	\$2,349	\$2,195	\$1,999

## ▷ COLOR RATES

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

2-Color ..... \$473  
4-Color ..... \$1,291

## ▷ COVER STORY RATE

Cover Story ..... \$2,250

See page 5 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.

## ▷ EDM TODAY NO COST EXTRAS

**Free Case Study** (See page 5 for details.)

**Free Linked Web Site Banner** (See page 7 for details.)

**Free Website Posting of News Releases**  
(See page 7 for details.)

## ▷ EDM TODAY MARKETPLACE

- Size: 2.1875" x 2.25"
- 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

RESERVATION & MATERIAL DEADLINES	Issue	Published	Reservation Deadline	Material Closing Date
	Winter	January 25th	January 10, 2026	January 15, 2026
	Spring	April 25th	April 10, 2026	April 15, 2026
	Summer	July 25th	July 10, 2026	July 15, 2026
	Fall	October 25th	October 10, 2026	October 15, 2026

## ▷ EDM TODAY MAGAZINE (Please see page 4 for detailed demographics.)

**EDM Today**  
27W675 Hickory Ln.  
Northwoods, IL 60185

**Editorial / Advertising / Production**  
860-785-4118  
FAX: 847-641-4171  
editor@edmtodaymagazine.com


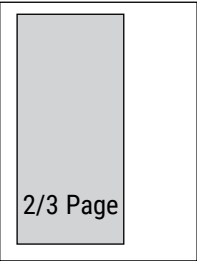
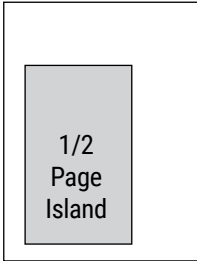
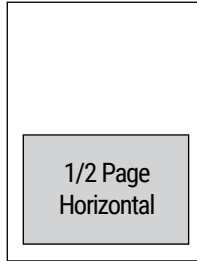
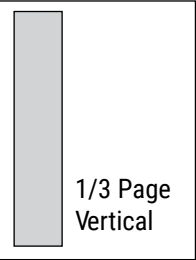
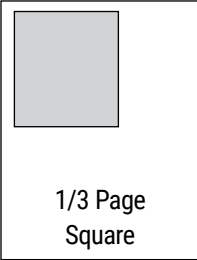
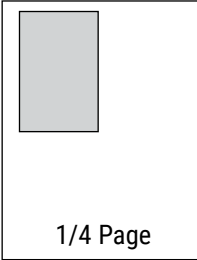
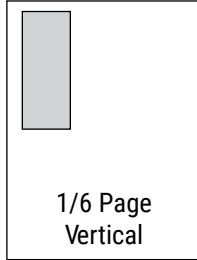
**Web**  
edmtodaymagazine.com

**Advertising Information**  
Circulation:  
Approximately 20,000



## ▶ AD SIZE REQUIREMENTS

### Non-bleed Ad Dimensions

 Full Page*	 2/3 Page	 1/2 Page Island	 1/2 Page Horizontal
7" x 10"	4.5625" x 10"	4.625" x 7.5"	7" x 4.875"
 1/3 Page Vertical	 1/3 Page Square	 1/4 Page	 1/6 Page Vertical
2.1875" x 10"	4.625" x 5"	3.5" x 5"	2.1875" x 5"

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

## ▶ 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:

- Adobe Photoshop, Adobe Illustrator 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.)

## 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

## DIGITAL SUBMISSIONS

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

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

## ▶ 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](http://edmtodaymagazine.com) website.

(See page 7 for details.)

# Every issue is packed with quality content – created for EDMers, by EDMers.

## ▶ 2025 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.

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

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

**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.

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

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

**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.

### SPECIAL FEATURES:

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

**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.

**New Faces in EDM** – Beginning in 2025, EDM Today's new feature will introduce you to the new people who have joined our industry.

**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 our editor'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.

**New Technology** – New developments in EDM Technology.

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

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



**EDM TODAY WILL  
NEVER USE AI TO  
CREATE CONTENT.**

We firmly believe that the insights and expertise of our editors and contributors truly breathe life into our features and technical articles. That said, there is definitely a role for AI technology at EDM Today. It serves as a valuable tool for enhancing our photographs. It is also a valuable tool for analyzing our analytics data and providing a better focus.

## ▶ FEATURE 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 full-color multiple 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 1/2 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.

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.**

## ▶ 2024-2025 STATISTICS FOR EDMTODAYMAGAZINE.COM (11/1/2024-11/12/2025)



Number of unique visitors: **36,121**  
 Number of visits: **57,160**  
 Number of pages: **391,340**  
 Views - Number of hits: **1,945,451**

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

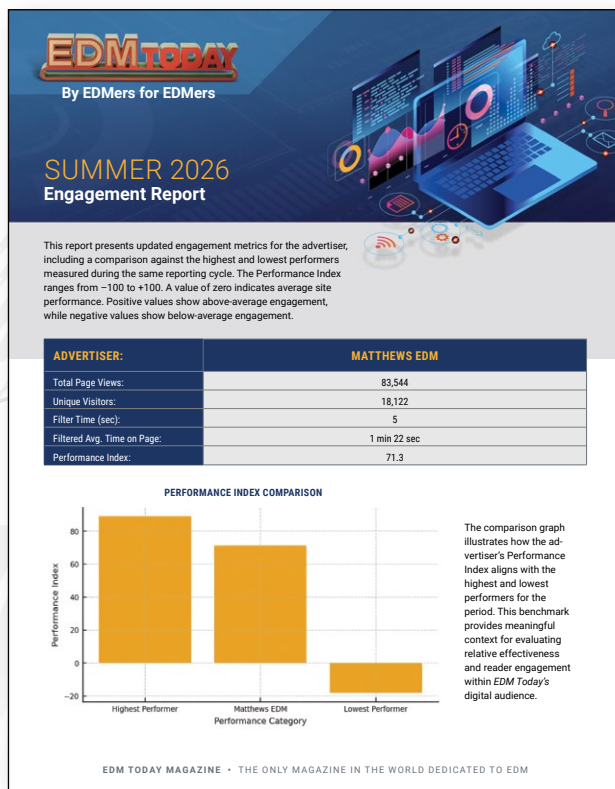
**edmtodaymagazine.com** is a treasure trove of technical information visited by hundreds of EDM'ers every month.

**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.

EDM Today will offer advertisers enhanced insights into how readers engage with the website and digital content. Our advertisers have identified improved analytics as a top marketing priority. Using Google Analytics, we will address this by providing more detailed information, including breakdowns by region. Advertisers will gain valuable insights into regional industry trends and the types of EDM equipment currently in use.



Sample Digital Magazine Analytics Report



**In 2026 EDM Today is launching a NEW digital magazine server.**

It provide an enhanced reader experience and collect data from the readers visit. EDM Today will provide reports to advertisers to help them understand how their Ad performed in comparison to the average engagement of all ads.

Engagement data will be available for both advertisements and features.



**EXPANDED  
INTERNATIONAL  
SUBSCRIPTIONS**

EDM Today will offer free subscriptions to our international readers. This will significantly increase our international circulation, particularly in Canada, bringing greater value to our advertisers. Beginning with the Winter 2025 edition, EDM Today will invest in a digital publishing platform offering readers a high-resolution, engaging, interactive experience. The new digital platform will also collect engagement analytics to provide advertisers insight into how well their advertisements and features perform.

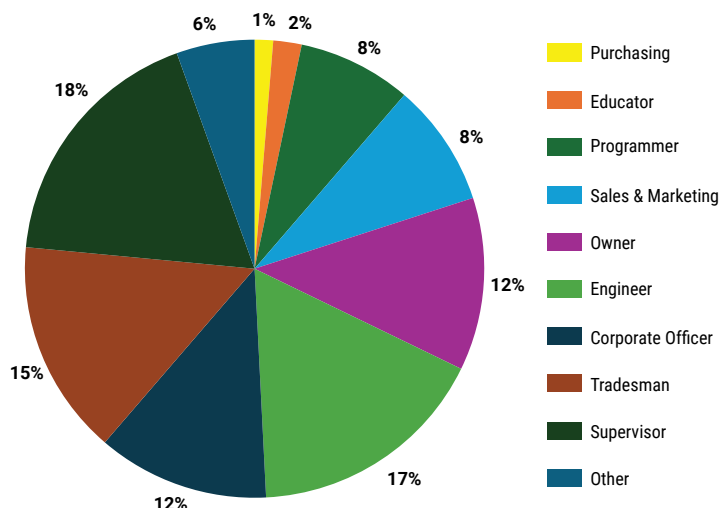


## DEMOGRAPHICS (AS OF 11-15-2025)

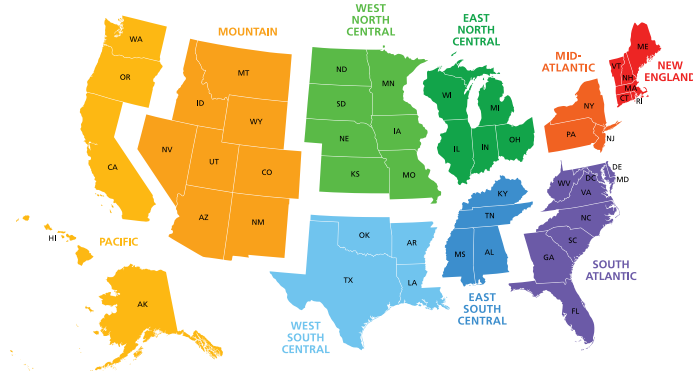
### EDM Today Reaches Decision Makers —

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 2026.

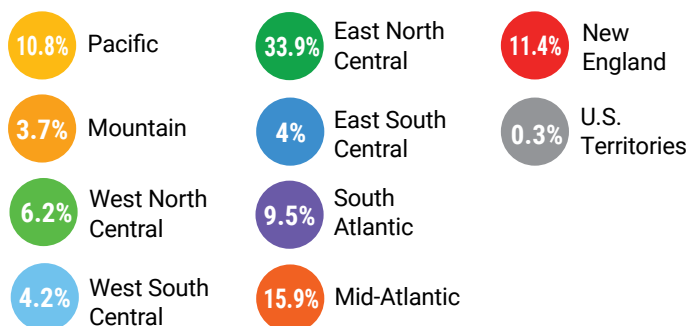
#### DEMOGRAPHICS BY JOB TITLE



### US MAILING DISTRIBUTION PERCENTAGE BY REGION



#### UNITED STATES DEPARTMENT OF COMMERCE ECONOMIC REGIONS



## EDM TODAY ON THE WEB

### ▷ POST YOUR BREAKING NEWS ONLINE!



The **Breaking News** feature is now live on the edmtodaymagazine.com home page. With one click, visitors can access advertisers' press releases in near real time.

Because most releases are time-sensitive, especially event announcements, waiting for our next quarterly issue isn't always ideal. To provide maximum exposure, we'll now post advertiser news immediately in the **Breaking News** section.

What's the catch? There isn't one. If you have an ad in the current issue, we'll post your releases for free.

We'll also continue publishing press releases of interest, whether or not you advertise, in the **Industry News** and **What's New** sections.

### ▷ LINKED HOME PAGE BANNERS

The edmtodaymagazine.com website draws hundreds of EDM'ers each month, and your linked banner can appear front and center on our home page to drive traffic to your site.

Continuous display advertisers—those committed to every issue of EDM Today—will receive a prominently placed 190 x 60 pixel linked banner featuring their logo and tagline on our home page.

To ensure efficient use of space, your JPEG banner should match this size, with the tagline centered beneath the logo and within the same width.

While optional, we also encourage advertisers to add the EDM Today linked banner to their own home page, giving customers direct access to the extensive EDM technical content on edmtodaymagazine.com.



# IMTS 2026

SEPTEMBER 14 - 19, 2026  
MCCORMICK PLACE, CHICAGO



## ▷ 2026 IS AN IMTS YEAR

**If you are exhibiting, let EDM Today help direct traffic to your booth.**

For our advertisers, we will be publishing an IMTS Preview special feature in our Spring Issue. This will have a summary of your booth, what you are showing, and who will be there – or anything else that you would like EDM Today readers to know about your booth. It will also include your logo, and photos of what you will be showing.



**During IMTS, advertisers get full booth coverage and a booth interview.**

EDM Today covers your booth for the many potential customers that were not able to attend the show. This includes photos of your booth and staff. The booth coverage will appear in EDM Today's Fall issue.



**For our advertisers that are not exhibiting at IMTS, we offer a special Extended Coverage section.**

Although not at IMTS, many advertisers may have products or services that EDM Today readers should know about. The extended coverage was offered for the 2024 show and was very popular with readers.

**CONTACT EDITOR JOE BALLEK**

TO LEARN HOW *EDM TODAY* CAN HELP YOU GET THE MOST OUT OF YOUR INVESTMENT IN IMTS.

## EDM TODAY

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Northwoods, IL 60185

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