

MANUFACTURING in  
**FOCUS**

**2024 MEDIA KIT**



# MANUFACTURING in **FOCUS** Media Kit

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**At Manufacturing in Focus magazine, we are dedicated to providing you with insights into the dynamic world of North American business and industry, *month after month.***

Our digital platforms serve as your go-to source for staying informed about the latest developments and trends spanning the full economic landscape. Through exclusive interviews with industry leaders, we delve into the stories behind their triumphs, delivering their stories directly to you.

With a commitment to showcasing the wisdom and experiences of top enterprises throughout North America, we offer a clear and comprehensive perspective on the entire spectrum of economic affairs. At FMG Publishing Inc., we are dedicated to bringing the intricate tapestry of North American business into focus.



FMG Publishing Inc. is the parent company of industry focused trade publications - Business in Focus, Construction in Focus, and Manufacturing in Focus.

Our publications are your premier source for insights into North American business and industry. Through exclusive interviews and in-depth articles, we keep you informed about industry trends, success stories, and challenges. From boardrooms to factory floors to arenas for public policy, we shine a light on the stories that impact you.

# Your Storytelling Partner

Our publications are published both as online magazines and high-quality, printed hard copies. By publishing online, we are able to extend readership beyond simply a one-month cycle, keeping our articles available and Google indexed for a minimum of two years. We never hide our content behind a subscription paywall, so our clients and readers can easily access and share content and reach the widest possible audience. We print and distribute a full gloss printed edition every month, and provide a complimentary copy to each of our valued feature companies and advertisers.

We also work closely with our content partners to create a digital standalone brochure with a custom front and back cover, a powerful, independent marketing tool that allows you to directly reach your audience with your company's story and any talking points you'd like to highlight.

## The Advantages We Bring

**1**

An approach we've perfected over 12 years in business, informed by consistent leadership and core values.

**4**

Digital marketing resources (brochures, QR code graphics, etc.)

**2**

Relevant B2B networking opportunities.

**5**

Quality storytelling, design, marketing, and exposure.

**3**

Fresh and modern design and media layouts.

**6**

Working with a professional and dynamic team dedicated to showcasing the best in each client's story.

# What You Will Receive

- 1 A focused interview with an experienced member of our writing team, scheduled at your convenience with interview questions available in advance.
- 2 A professionally written and edited article, created by our in-house design team.
- 3 An opportunity to proofread the draft copy and make any desired changes.
- 4 A standalone brochure version of your story in PDF and digital formats.
- 5 The freedom to share your story in its brochure format, with no restrictions.
- 6 A story that is guaranteed to be freely accessible for at least two years following publication on our website.

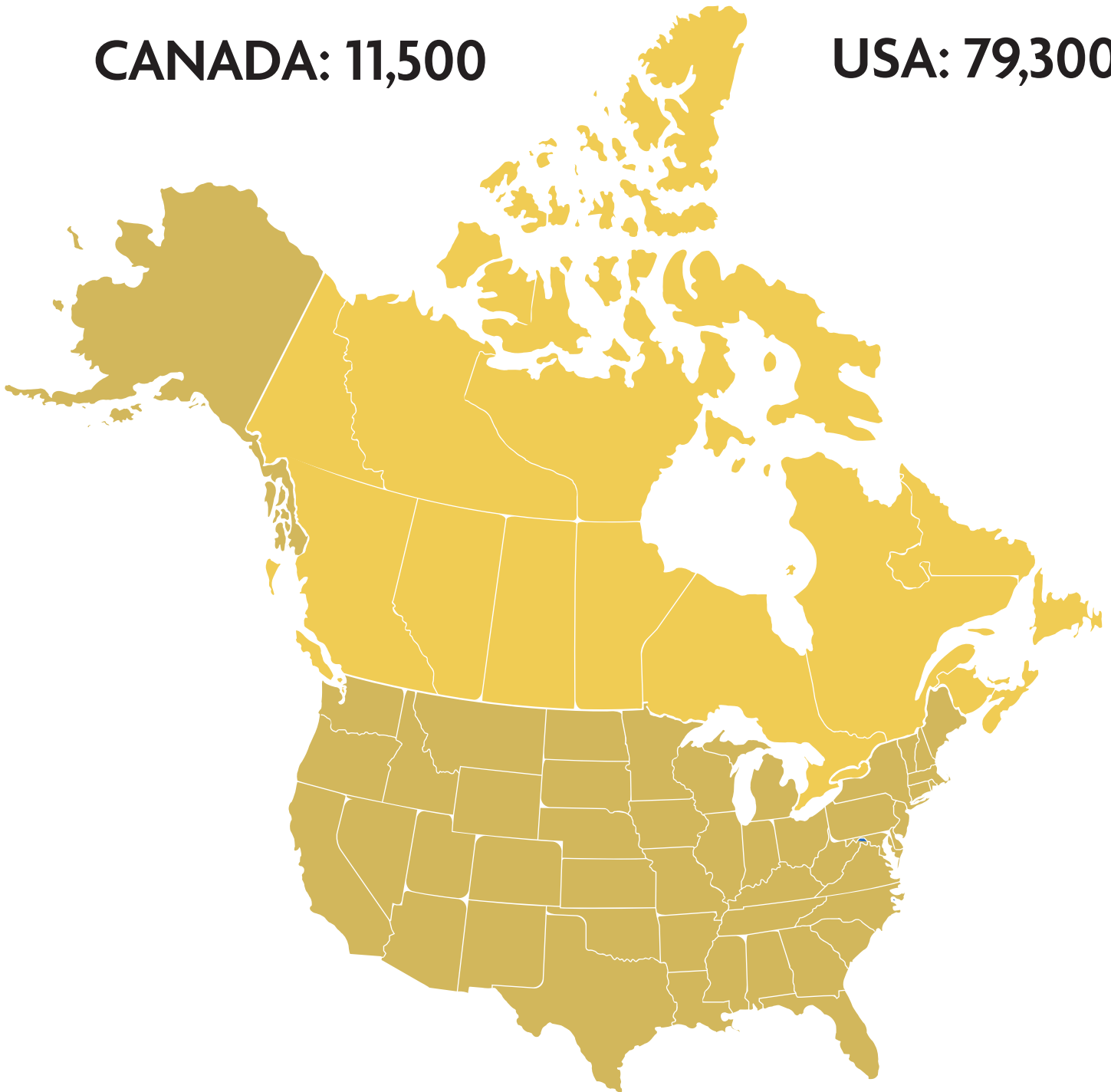


# READERSHIP: 90,800

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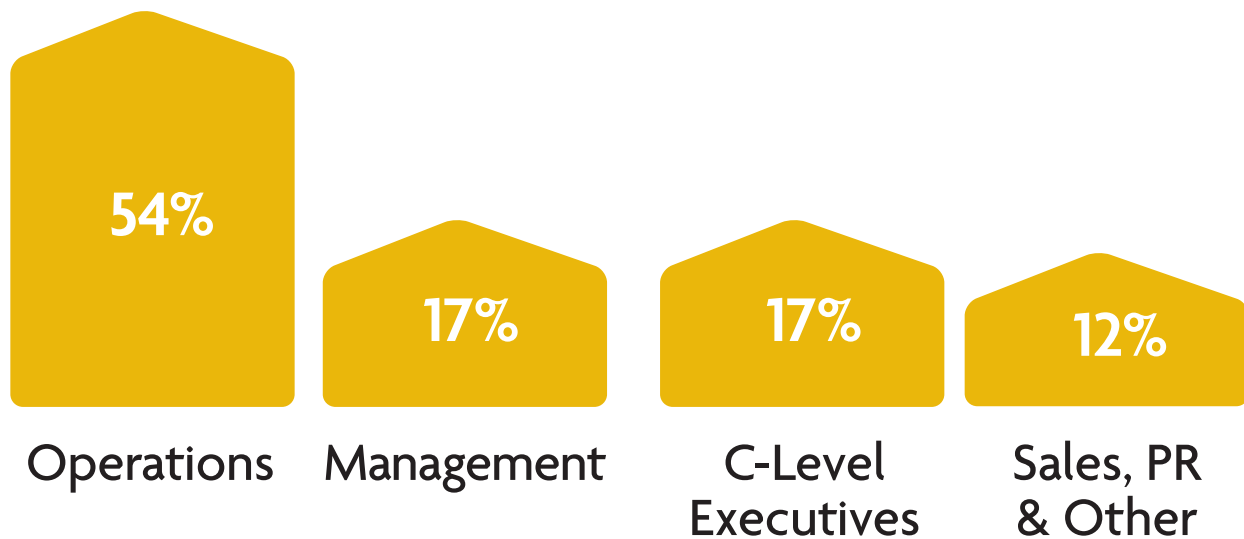
**CANADA: 11,500**

**USA: 79,300**

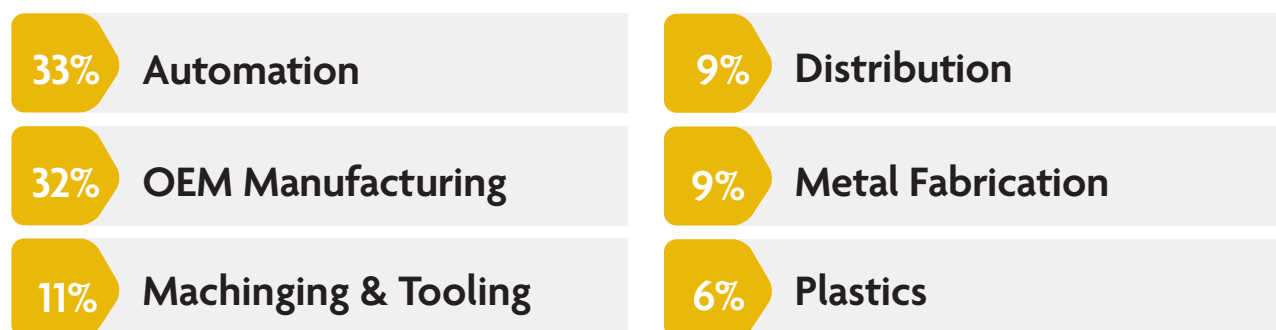


# ONE OF NORTH AMERICAS LEADING B2B TRADE PUBLICATIONS.

## Titles



## Industries



Shawn Horton, Director of Marketing and Business Development  
**AIS Technologies Group**

“The team was professional, courteous, willing to engage our staff authentically and very generous with their time. FMG did a great job at capturing the essence of where AIS Technologies Group fit within the North American technology landscape. Since the article was published, we have received lots of interaction through our social media profiles and gained a valuable piece of content we can link on our website and provide to clients..”



**“GAINED A VALUABLE PIECE OF CONTENT”**

Chloe Nelson, Sales and Marketing Specialist  
**Polyplex**

“We have worked with FMG twice now on two articles for our organizational expansions that were featured in Business in Focus and Manufacturing in Focus Magazines. I had the pleasure of working with [FMG] who were very comprehensive in their work. They gathered all the needed information for the articles without imposing on too much of our time. The team organized quick, but effective, calls and kept us updated on all the different steps. We couldn't have asked for an easier process and group to work with. Providing photographs for the articles was as easy as emailing them to the production team.”



**“COULDN'T HAVE ASKED FOR AN EASIER PROCESS  
AND GROUP TO WORK WITH”**



Josh Anton, Senior Marketing Communications Specialist  
**Coherix**

“Manufacturing in Focus Magazine was great to work with! Their entire team was very professional, always prepared and provided us with an effective marketing tool. We truly appreciate the well-articulated article with an outstanding design!

[They] did a great job coordinating and gathering information for us, he also offered useful advice to make the process go as smooth as possible. Nate Hendley made our team feel comfortable and was well prepared for the informational interview with our CEO. Nate’s article was very impressive, the way he articulated our complex business was simply amazing! ”



**“PROVIDED AN EFFECTIVE MARKETING TOOL”**

Jeff Killin Director of Defence Sales – International Custom Products, Inc.  
**International Custom Products, Inc.**

“Dealing with the Manufacturing in Focus team was a pleasure. They are understanding of time restraints on our end and worked hard to make our team look as good as possible. We greatly appreciate the feedback and interest they showed, as well as the opportunity to review the article prior to publishing to ensure it is “on message” for us. Overall, the experience was fantastic. We encourage any company wishing to further their marketing efforts and showcase advanced manufacturing in Canada to reach out to them directly for potential engagement.”



**“[FMG] WORKED HARD TO MAKE US LOOK AS GOOD AS POSSIBLE”**

## WHO WE'VE WORKED WITH

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# ASSOCIATIONS & PARTNERSHIPS

MICHIGAN  
MANUFACTURING  
TECHNOLOGY  
CENTER

MANUFACTURE SMARTER



MICHIGAN  
MANUFACTURING  
TECHNOLOGY  
CENTER

MANUFACTURE SMARTER



- Grotnes
- Atlas Technologies 2023
- Diversified Tooling Group
- Aerostar Manufacturing
- Aluminum Blanking Company, Inc.
- Rock Hard Landscape Supply
- Temperform, LLC
- Trenton Forging Company
- Cobra Family
- Ausco Products, Inc.
- Lapeer Plating & Plastics
- Impact Fab
- Dyna Products

- Sirois Tool
- Hirsh Precision
- JV Manufacturing Co., Inc.
- Boulevard Machine and Gear
- Chick Machine Company
- Highpoint Tool & Machine
- Bourn & Koch, Inc.

At the **FOREFRONT** of **INDUSTRIAL REVOLUTION**

**MICHIGAN MANUFACTURING TECHNOLOGY CENTER**

**MANUFACTURE SMARTER**



**Written by William Young**

The Michigan Manufacturing Technology Center (MTC) has launched several initiatives with the support of the United States Trade Administration (USTIA) to help manufacturers in Michigan, Indiana, and Ohio improve their competitiveness in the global market.

The center is a leader in industrial innovation through the U.S. Department of Commerce. Center President Roger Tighe says, "The MTC is excited to support manufacturing in the U.S. and the MTC is now over five years old."

Tighe, as the President of Business Development and Strategic Center, says the center's role is to help the manufacturing industry in Michigan, Indiana, and Ohio. He says the center is a leader in industrial innovation through the U.S. Department of Commerce. Center President Roger Tighe says, "The MTC is excited to support manufacturing in the U.S. and the MTC is now over five years old."

The center has been a great place to work in. It has helped me in many ways, including helping me to improve my performance and my skills. I have learned a lot from the center and I am grateful for the support and guidance I have received. I have also been able to connect with other professionals in the industry and that has been a great benefit. I am looking forward to continuing to work with the center and to contributing to the success of the industry.

**Written by Robert Stuber**

Robert Stuber, CEO of Grotnes, says the center has been a great place to work in. He says the center is a leader in industrial innovation through the U.S. Department of Commerce. Center President Roger Tighe says, "The MTC is excited to support manufacturing in the U.S. and the MTC is now over five years old."

Stuber says that there is a real opportunity in the manufacturing industry. He says the center is a leader in industrial innovation through the U.S. Department of Commerce. Center President Roger Tighe says, "The MTC is excited to support manufacturing in the U.S. and the MTC is now over five years old."

Stuber says that there is a real opportunity in the manufacturing industry. He says the center is a leader in industrial innovation through the U.S. Department of Commerce. Center President Roger Tighe says, "The MTC is excited to support manufacturing in the U.S. and the MTC is now over five years old."

**CONNECTING & ADVANCING**  
the U.S. Precision Manufacturing Industry




**Written by Robert Stuber**

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- Molded Precision Components
- International Custom Products, Inc.
- IDP Group Inc.
- Lorik Tool & Automation
- Genecis Bioindustries Inc.
- Advanced Test and Automation, Inc.
- Cassidy Manufacturing
- Arshon Technology Inc.
- CCRM

- ARxIUM, Inc.
- iWALKFree, Inc
- ESBE Scientific Industries
- Photodigm, Inc.
- Torvan Medical
- PAMA Manufacturing and Sterilization
- SterileCare Inc
- NephroCan Inc
- Life Sciences BC
- bioLytical Laboratories Inc





**FEBRUARY**

**Innovations in Solar Energy**

**SMEs in Manufacturing**



**MARCH**

**A Shortage of Sand and  
Alternative Solutions**

**Welcoming Women  
Maternal Care**



**JUNE**

**Surgical Robotics**

**Material Handling**



**JULY**

**A Place for Plastics**

**Use of 3D Printing in Marine  
Manufacturing**



**OCTOBER**

**Use of Alternate Materials in the  
Forming Industry**

**Nautical Behaviour - Modern  
Shipbuilding**



**NOVEMBER**

**Metal Forming**

**Innovations in Packaging**



**Yes SF, An Urban Sustainability Challenge**

Automation



**New Moves in Automotive Manufacturing**

International Decade of Sciences for Sustainable Development



**Upgrading Legacy Equipment**

Celebrating Black Business Month



**The Modern Machine Shop**

3D Printing for Mass Customization



**AI in Manufacturing**

Heavy Equipment

# Your Advertising Partner

Our philosophy is simple: the effectiveness of advertising thrives with reach and sustained exposure. At FMG Publishing Inc., your advertisements will enjoy extensive visibility through our monthly print and digital editions, as well as a sustained presence on our website where they will be featured for a minimum of two years. Partnering with us means access to our skilled in-house design team who can craft your advertisement at no extra cost. Plus, unlike other publications, you retain full reproduction rights for your custom advertisements beyond our platform.

At FMG Publishing Inc., it is our business to help promote your business. Our subscriber base is one of the strongest in the North American market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.



## INTEC Energy Systems

Everybody at INTEC Engineering GmbH who was involved in the cooperation with you regarding the placement of our ad within the Polyplex publication was pleased with the way we worked together and appreciated your support and quick responses to our questions and requests. Most of all, we were glad about your free of charge advertisement design service which was a big help for us in a busy time and with a tight schedule. And when we could only send you our picture rather late and then also had some last-minute requests for modifications, we valued a lot that all of this wasn't a problem for you. We are definitely looking forward to working with you again when the opportunity arises.

Nicole Merz, Sales and Marketing







# Double-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

420 mm x 297 mm | 16.54" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

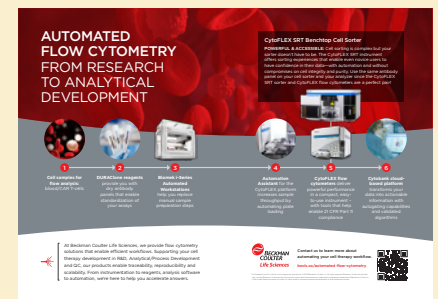
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## MANUFACTURING in FOCUS

Here are some examples of double-page ads in previous editions. Click to view within the magazine.



# Full-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 297 mm | 8.27" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## MANUFACTURING in FOCUS

Here are some examples of full-page ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 145 mm | 8.27" x 5.7"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

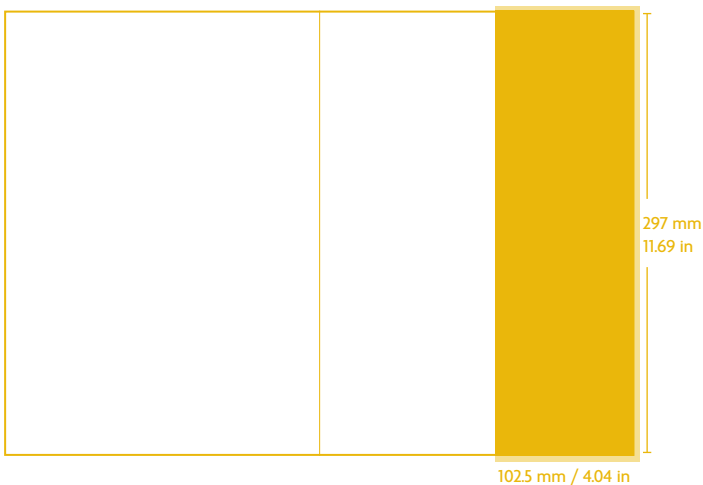
## MANUFACTURING in **FOCUS**

Here are some examples of half-page horizontal ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

102.5 mm x 297 mm | 4.04" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

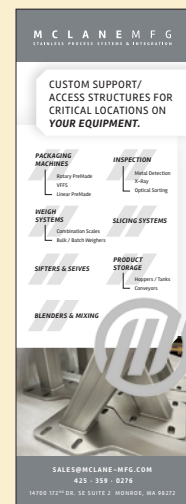
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

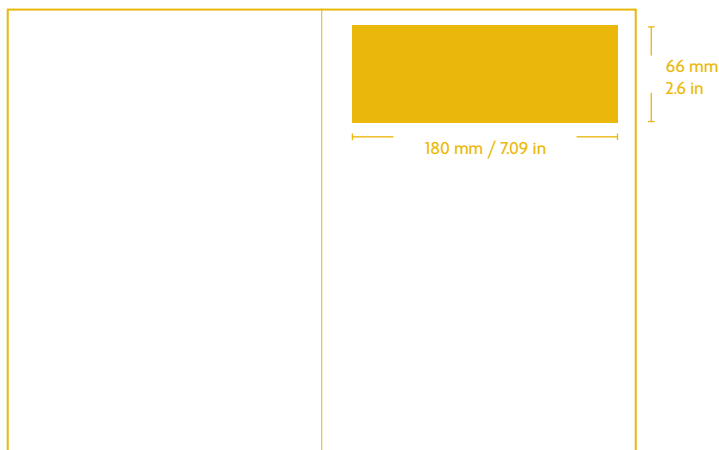
## MANUFACTURING in FOCUS

Here are some examples of half-page vertical ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

180 mm x 66 mm | 7.09" x 2.6"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

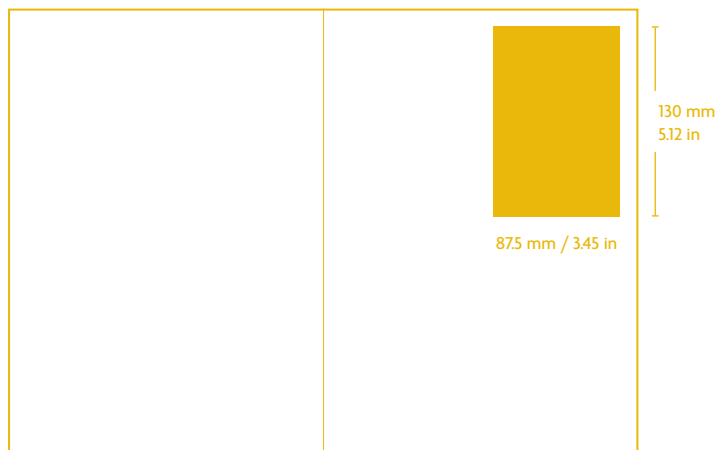
Design@fmgpublishing.com

Here are some examples of quarter-page horizontal ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

875 mm x 130 mm | 3.45" x 5.12"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

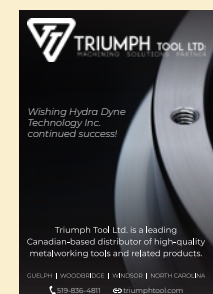
PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

Here are some examples of quarter-page vertical ads in previous editions. Click to view within the magazine.



**CONTENT DEVELOPMENT**

cd@fmgpublishing.com

857-297-9360

**SALES**

sales@fmgpublishing.com

902-298-1036

**PRODUCTION**

production@fmgpublishing.com

647-479-2164

**ACCOUNTS**

accounts@fmgpublishing.com

647-479-2163

**DESIGN**

design@fmgpublishing.com

647-479-2164

**GENERAL INQUIRIES**

info@fmgpublishing.com

647-479-2163

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**ManufacturinginFocus.com**

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Discover our other publications by clicking the links below.

CONSTRUCTION in  
**FOCUS**

BUSINESS in  
**FOCUS**