

GET REAL.  
GET PERSONAL.  
WITH TODAY'S JOB SHOPS.



Bob Olree  
VP, Publisher



2009

WATERJET  
TOOLHOLDING  
WELDING  
NC MACHINE TOOLS  
WORKHOLDING  
DM CAD/CAM  
MACHINING CENTERS

**T**he metalworking Job Shop continues to grow in revenue and global impact. In fact, it is one of the four most active entities in U.S. manufacturing. According to Dunn and Bradstreet, Job Shops, now represent 92% of all U.S. metalworking manufacturing plants (NAICS codes 331-339).

To survive, these highly aggressive Job Shops, Contract Manufacturers, and OEMs must invest in the highest levels of machine tools, cutting tools, software, QC, abrasive technology, plus all the necessary support systems.

**MAN provides a personal connection to this dynamic market.**

MAN media was the first to exclusively target this emerging industry five years ago. We've established the relationships. We know them by name. We even know the products they specify or buy (and audit the results). We know their problems and we provide the real-world solutions they need.

**Peer-to-peer marketing is their preferred way of doing business.**

MAN maintains open lines of communication with this profitable audience so you can build personal connections with these buyers. Our editorial provides the know-how and real-world solutions that others don't. It hits home and our readers respond. We've built a portfolio of media channels incorporating our monthly ebook, electronic eNewsletters, interactive Web sites, direct email, trade show events, and specialized research that allows you to piggy back your message with our content to hit the mark and get results.

**MAN media delivers real returns.**

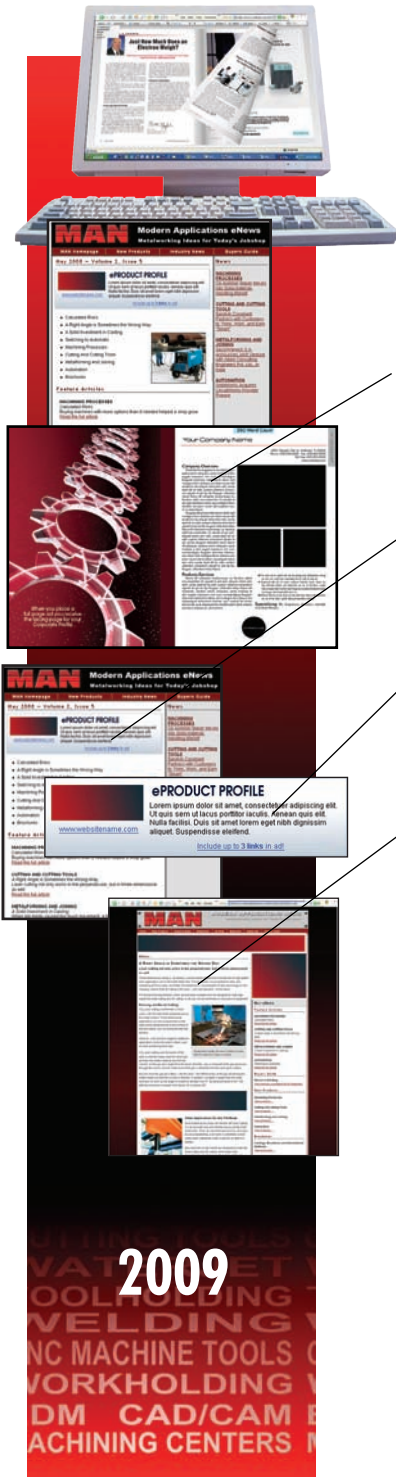
To reach the busy Job Shop, you need frequency and impressions. MAN has the tools to deliver your message and return the responses you need.

We've developed an exclusive lead generating product that provides you with pre-qualified leads... the actual names, titles, companies, addresses, zips, and emails of your potential buyers... real returns, real ROI.

**Why shoot for the moon when you can make a personal connection?**

The MAN audience prefers peer-to-peer solutions. We take their needs personally. We deliver the same personal service to our advertising audience with intelligent solutions, timely response, and an understanding of the industry that 42 years of experience has engineered. Give us a call. If we don't know the answer, we'll dig until we find it for you. Job Shops are our business, and connecting you to the inside will be our personal pleasure. Call us.

Build multiple lines of communication with the Job Shop using MAN's multichannel programs:



**MAN MAGAZINE SCORES IN THE JOB SHOP**

Reach deep into our high-tech shops with subscribers operating in Job Shops, and as contract manufacturers and OEM's. When this audience needs answers they want short, concise, practical solutions. They want MAN.

**GET BONUS LEADS WITH YOUR eBook AD**

A full page ad qualifies for that month's electronic leads collected from your category's product section in the MAN eNewsletter.

**A CORPORATE PROFILE AD DOUBLES YOUR IMPACT**

Purchase a full page ad at the earned frequency, and add a Corporate Profile page at **half price** to get the full impact of a spread! Or turn your half page insertion into a full page for just an additional 50%.

**MAN eNEWS WITH PRE-QUALIFIED LEADS!**

Our monthly MAN eNews blasts to 47,000 opt-in online subscribers and pays you back with pre-qualified leads... including the name, title, company, address, zip, and email of all potential buyers interested in your ad.

Your eProduct Profile ad provides up to 3 links, driving traffic to your site.

More than just an email, the MAN eNews content links to an exclusive Web site, rich in additional Web 2.0 ad opportunities.

**WEB SITE: [www.ModernApplicationsNews.com](http://www.ModernApplicationsNews.com)**

Reach a global metalworking audience on this well-trafficked site. Take advantage of video, oversized leaderboards, text banners that blend with editorial, roll-overs, and so much more! Have an idea? We can accommodate it for the ultimate in branding and recognition.

**eDIRECT SERVICE**

MAN has partnered with ePostDirect, the world's premiere email management firm to deliver your message to our pre-qualified audience, selectable by the products they actually specify or buy. Best of all — it's 100% guaranteed deliverable! Call your Account Executive for details.

**RESEARCH SURVEYS**

Sponsor an industry study or conduct your own product survey to monitor **product awareness** or brand recognition. Ask your account executive for a demonstration.

Issue & Date Closing	Special Features	Product Spotlight	Cutting Tools & Tooling	Drilling Boring Tapping	Machining Centers	Software Solutions	Turning Centers	Welding Forming Fabricating	Workholding
<b>JAN</b> Dec 1	Abrasives/Grinding Machines Lasers: Cutting/ID Marking Presses/Press Brakes/Tooling Workholding	Cutting Tools	Yes		Yes		Yes		Yes
<b>FEB</b> Jan 5	CAD/CAM Software CNC/Machine Controls Coolants/ Lubes/Filters Drilling/Boring/Tapping	Welding/Cutting Plasma/Oxy	Yes	Yes	Yes	Yes	Yes	Yes	Yes
								PREVIEW	
<b>MAR</b> Feb 2	Cutting Tools Sawing Toolholding/Tool Mgt. Workholding <i>Westec Show Issue</i>	Machining/ Turning Centers	Yes	Yes	Yes	Yes	Yes	Yes	Yes
								SHOW ISSUE	
								PREVIEW	
<b>APR</b> Mar 2	Finishing/Cleaning/Deburring Presses/Press Brakes/Tooling QC/Measurement/Inspection Waterjet/Plasma/EDM Welding <i>PMTS Show Issue</i>	ID Marking	Yes		Yes	Yes	Yes	Yes	Yes
								SHOW ISSUE	
								PREVIEW	
<b>MAY</b> Apr 1	ID Marking Machining/Turning Centers Toolholding/Tool Mgt. Workholding <i>Eastec Show Issue</i>	Quality Control/ Measurement Inspection	Yes	Yes	Yes	Yes	Yes		Yes
								SHOW ISSUE	
<b>JUN</b> May 1	Automation/Robotics CAD/CAM Software Holemaking/Drilling/Boring/Tapping Sawing	Abrasives/Grinding Machines	Yes	Yes		Yes		Yes	Yes
<b>JUL</b> Jun 1	Forming/Fabricating Machining/Turning Centers Toolholding/Tool Mgt. Workholding	Lasers	Yes		Yes		Yes		Yes
<b>AUG</b> Jul 1	Abrasives/Grinding Machines Cutting Tools ID Marking Waterjet/Plasma/EDM	CNC/ Machine Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>SEP</b> Aug 3	Machining/Turning Centers QC/Measurement/Inspection Sawing Welding/Cutting/Plasma/Oxy <i>Wisconsin Machine Tool Preview</i>	Holemaking/ Drilling/ Boring/Tapping	Yes		Yes		Yes		Yes
								PREVIEW	
<b>OCT</b> Sep 1	Cutting Tools Finishing/Deburring/Cleaning ID Marking Machining/Turning Centers <i>Wisconsin Machine Tool Show Fabtech Preview</i>	CAD/CAM Software	Yes	Yes	Yes	Yes	Yes	Yes	Yes
								SHOW ISSUE	
								PREVIEW	
<b>NOV</b> Oct 1	Lasers: Cutting/ID Marking Presses/Brakes/Tooling Waterjet/Plasma/EDM Welding <i>Fabtech Show Issue</i>	Forming/ Fabricating/Welding	Yes		Yes	Yes	Yes	Yes	Yes
								SHOW ISSUE	
<b>DEC</b> Nov 2	Coolants/Lubes/Filters Cutting Tools Machining/Turning Centers Toolholding/Tool Mgt. Workholding	Waterjet Cutting	Yes	Yes	Yes		Yes		Yes



**MONTHLY eNEWSLETTER: 47,000 opt-in subscribers**

Your "eProduct Profile" ad with 50 words of text, graphic, and up to 3 links in MAN eNews pays you back with qualified leads!

**Real leads. Real ROI.** Receive the name, title, company, address, zip, and email of all readers who click on your message. This UNIQUE monthly email publication provides an effective method of communicating with your customers plus it delivers leads directly back to you.

**More than just an email,** MAN eNews links to its own Web site, rich with more ad opportunities and exposure as 47,000 eNews subscribers search the feature articles. As a sponsor, you'll receive leads from these interested readers... including their name, title, company, address, and email.

**MAN WEB SITE: OUR DOOR IS OPEN TO THE WORLD!**  
[www.ModernApplicationsNews.com](http://www.ModernApplicationsNews.com)

**Roadblock**

Stop traffic (literally) as visitors enter the MAN Web site. Display your oversized graphic, flash, or message box, over a faded image of the MAN home page, for full visual dominance.

**Page Curl**

Take possession of the upper right hand corner of the MAN site. With every mouse roll-over, your message curls down over our Web home page.

**Leaderboard**

Grab full impact with a double-wide banner and MAN's top banner position that heads up our editorial listings.

**Video or Block Ad - Grab Attention with Eye Catching Visuals**

Pull in site visitors! Your video, animated or static ad (with ability to go to full screen) dominates our home page.

**FREE Link for eBook Advertisers**

Receive a link to your Web site, listed by product category, for the month your ad runs in the MAN ebook.

**Banner**

Multiple positions available, framed by must-read editorial.

**eProduct Profile**

Text ad blends in with our editorial... 50 words of copy, your photo, animated gif or logo, and up to 3 separate links.

**Skyscraper**

Get full impact with an animated or static skyscraper ad as the reader scrolls down through our content.

**Button**

Brand your logo or product photo with a linked button ad.

JOIN THE JOB SHOP  
"TECHNOLOGY TRANSFER"

**Meet your MAN Account Executives:**

Get a jump start into the country's most active Job Shops from seasoned job shop experts. We understand what our shops need and have been sharing "technology transfer" for decades. We'll help you translate the job shop jargon. Give us a minute and we can help you navigate through this lucrative world. Call us!



**BOB OLREE**

From chipping welds and twisting railing balusters on an old pipe threading machine at age 14, to serving as a jet mechanic in the Air Force on B52 bombers and KC135 refueling tankers and building my own airplane — metalworking was the basis for my career in B2B manufacturing. After becoming VP of Manufacturing at Jersey Crane Corp., where I was able to use my Welding and Fabricating experience for over 10 years, I moved to Florida and joined Nelson Publishing in 1990. From Regional Sales Manager to VP, Publisher, I am proud that MAN's shop-level case history editorial has helped so many of our fellow mechanics build strong profitable Job Shops that have become the focal point of the 21st century manufacturing revolution. I look forward to sharing opportunities of communication with you and this vital industry. Call me.



**DICK HUNT**

After starting in corporate advertising and regional sales engineering for Westinghouse, a Fortune 15 company, I moved to American Cyanamid Building Products Division as Promotion Manager, then to the New England ad agency, Wilson Haight & Welch. With a solid advertising marketing background as support, I moved to Iron Age, which at the time was a metalworking news weekly and one of the five largest magazines in the B2B world. After rising to National Sales Manager, I became an Independent Rep starting with Tooling & Production, MetIfax, and the new Quality in Manufacturing Magazines. But, when the Internet emerged I couldn't resist and moved to Vertical Net, the prospective leader in B2B eCommerce. In 2003, I returned to Tooling & Production, and in 2006 joined MAN, the world premiere Job Shop magazine. I represent a heap of inside information and would love to share the wealth! Call me.



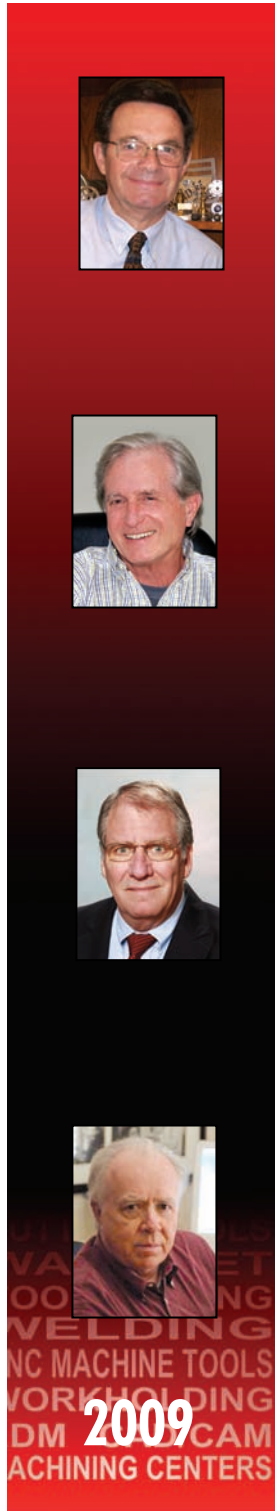
**JOHN BISHOP**

With a Midwest education from Northwestern University, I began at Chilton Publishing (formerly Cahners Publishing) where I serviced IMPO (Industrial Maintenance & Plant Engineering) for 5 years as well as other mainline metalworking magazines. During the 1990's I remained in the outer Chicago suburbs working my management magic with a large chain of community newspapers, followed by a national grocery chain. In 1999, I rejoined Manufacturing B2B with Nelson Publishing, Inc. as an Account Executive for MAN magazine. My Job Shop expertise now spans nearly a decade and I can give you directions past all the hurdles. Call me.



**JOHN McCARTHY**

I started with The New York Times and then Conde Nast Publications before spending 10 years as Advertising Sales Manager for House & Garden magazine. In 1990, I moved to the West Coast to become the exclusive worldwide ad rep for Emmy magazine, The Academy of Television Arts & Sciences official publication. After building Emmy magazine into a million-dollar ad sales club, I was appointed ad rep for the annual Golden Reel Awards Program by the Sound Editors Guild. This led to joining the staff of Industry Week magazine as Regional Sales Manager, and as ad rep for IW/Growing Companies. My knowledge of the manufacturing sector grew, with the addition of Executive Edge, Managing Automation, and Start magazine. In 2006, I teamed up with MAN to apply my knowledge of B2B manufacturing to these fine publications. I'd love to help you make your mark. Give me a call.



**LET US HELP YOU GET RESULTS!**



UTTING TOOLS  
ATERJET  
OOLHOLDING  
VELDING  
NC MACHINE TOOLS  
ORKHOLDING  
DM CAD/CAM  
ACHINING CENTERS

### MAN ACCOUNT EXECUTIVES

SOUTHEAST / CENTRAL / OH / KY

**Bob Olree** 941-966-9521 x 203

rolree@nelsonpub.com

PACIFIC / WEST COAST / WEST CANADA

**John McCarthy** 818-706-8066

jmccarthy@nelsonpub.com

MIDWEST / MI / IN / ONTARIO

**John Bishop** 847-486-9846

jbishop@nelsonpub.com

NORTHEAST / TN / NC / QUEBEC

**Richard Hunt** 401-527-2861

rhunt@nelsonpub.com

### CLASSIFIED ADS

**Larry Mahan** 941-966-9521 x 110

lmahan@nelsonpub.com

### EDITORIAL STAFF

EDITORIALLY SPEAKING, Pete Nofel and staff produce straight talk coverage to answer practical everyday entities in manufacturing: labor, tools, software, processes, automation, tooling, in high changeover, low-volume plants, usually with under 50 employees... better known as the U.S. Job Shop. Our audience.