

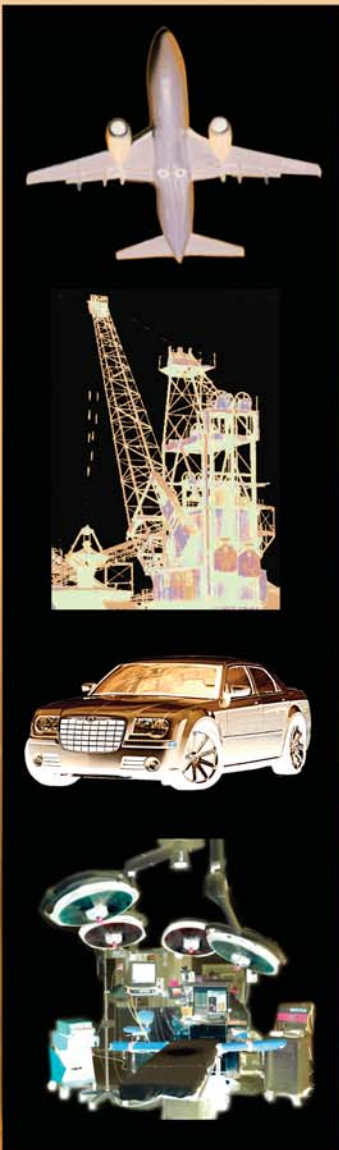
T&P

TOOLING &
PRODUCTION

Strategic Guidance for Large Plant Management

2008

MACHINING CENTERS
MANUFACTURING CELLS
TURNING CENTERS
QUALITY
ABRASIVE MACHINING
TRANSFER LINES
CUTTING TOOLS
SOFTWARE
ROBOTICS
WATERJET MACHINING
EDM
DRILLING & HOLEMAKING
MILLING



MEDIA INFORMATION

DELIVERING BIG

- **BIG plants:** T&P focuses on this unique niche of high-throughput, high-speed manufacturers working in facilities with 100 or more employees.
- **BIG technologies:** T&P reports on the latest products and services available in metalworking, leading to a longer shelf-life and reader involvement.
- **BIG audience:** T&P delivers innovative ways for readers to improve the process with best practices for lean production and provides you with access to this audience through print, email, and online products.

Integrated Access means Bigger Audiences:

1. BPA-audited magazine:

Reach 60,000¹ print subscribers, with an extended pass-along of up to 126,000² potential buyers with an ad in T&P magazine. In fact, more than 90% of T&P subscribers prefer getting their product information from print magazines.² With its highly respected columnists, the best new products, and commentary on improving lean production, your message breaks through to management looking to spec or buy your product. But your reach doesn't stop with print. To build presence and branding, T&P offers you a multi-pronged approach.

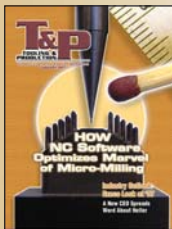
2. T&P e-news = Leads:

(name, title, email, etc.)

While others give you impressions or click-throughs, the monthly T&P e-newsletter produces daily leads for you...complete with names, titles, addresses, phone, and email addresses. T&P e-news goes global and gives you a *real-time opportunity* to contact potential buyers the same day they show interest in your product!

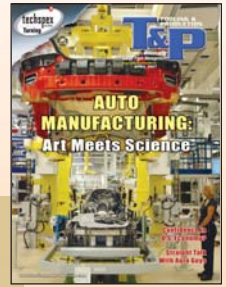
3. T&P website:

Print advertisers automatically receive a web link on the T&P home page, PLUS a unique RSLeads™ web URL in your print ad. The RSLeads exclusive service tracks impressions generated from your print ad or article mention. The T&P website offers the perfect opportunity to build branding and drive traffic to your own website with a multitude of rich-media programs.



SOURCE ¹ T&P BPA Statement, December 2006

² February 2007, T&P Subscriber Profile Survey



T&P: BLAZING A PATH TO IMTS

In 2008, T&P will present a comprehensive guide to the Chicago super show. Well before the McCormick Place doors open, T&P readers will have an early look at the breadth and depth of products scheduled for the aisles of IMTS...from software to cutting tools...from waterjets to machining centers.

The IMTS Product Preview begins in January and culminates with the T&P Readers' Choice Awards announced in the August issue and presented during IMTS. The seven category winners will be featured in the November issue, rounding out a year of new product celebrations!

Why wait? Build your buzz for IMTS now. The T&P editorial calendar on pages 5 and 6 details which month will feature your product category. Simply submit your new product press release and photos for possible inclusion in the IMTS Product Preview...at no charge! Email Editor Dennis Seeds at dseeds@nelsonpub.com Then expand your recognition and branding with an ad in the T&P magazine, on the T&P website, and in the monthly T&P e-news!

To further enhance show coverage, T&P will debut a special monthly IMTS e-newsletter focusing on the big show. Machine Tool Financing will be discussed and T&P's Four Star Columnists will add their own sizzle to coverage of the greatest show in North American manufacturing.

IMTS is metalworking's big story. Make sure you're part of it with a comprehensive T&P marketing program. Call your sales rep now to learn about the innovative, **integrated marketing packages** that include print, web, email, direct mail, rich media, and more!



SPECIAL IMTS 2008 COVERAGE:

- Monthly IMTS New Product Preview — in print and online
- Readers' Choice Awards announced in August, presented at show
- Special editorial on Machine Tool Financing
- IMTS monthly e-newsletters



BIG PLANTS

With more than 74 years serving the manufacturing industry, T&P's circulation of 60,000¹ is constantly assessed and refined to target large plants in high-throughput manufacturing.

- **71% of T&P subscribers work in plants with more than 100 employees.²**

BIG REACH


- **T&P averages 3.1 readers per issue³ to reach 186,000 potential buyers each month...**

...readers not interested in just buying the spindle, the slide, or the pallet, but *improving the process and productivity*. Readers who believe the true value of a new product is not how inexpensive it is, but how much value it will contribute in the long run.

BIG OPPORTUNITY

- **96% of T&P subscribers are involved in the acquisition of metalworking and manufacturing equipment/products/services.³**
- **Over two-thirds of subscribers have purchased a product they saw advertised in T&P magazine.³**
- **79% of T&P subscribers plan to purchase new machine tools within the year - up 11% from previous year's figures. Reasons why:³**

To replace old machinery  53%

To add capacity by improving productivity  47%

To remain competitive  41%

To diversify  19%

To enter a new market niche  11%

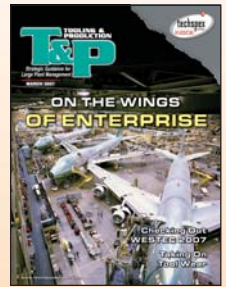
- **64% of T&P subscribers plan to purchase CNC automatic precision machining.³**

SOURCE

¹ T&P BPA Statement, December 2006

² Publisher's Own Data, May 2007 issue

³ February 2007, T&P Subscriber Profile Survey



DIVERSE AUDIENCE

Percentage of T&P subscribers who perform specific processes in their plants: ¹

Milling	90%
Drilling/Holemaking	88%
Turning	87%
Tapping/Threading	83%
CNC automatic precision machining	80%
Sawing	71%
Grinding/Abrasive machining	70%
Deburring/Finishing	69%
Welding	60%
Bending	41%
Broaching	40%
Shearing	34%
Punch press	33%
EDM	29%

ACTIVE PARTICIPATION

- **79% of T&P subscribers have visited an advertisers website as a direct result of seeing ads or reading articles in T&P.** ¹
- **75% of subscribers say they locate supplier or product websites from web addresses found in T&P ads.** ¹
- **60% of T&P subscribers save their copy of T&P for future reference - most for 6 months or more, enhancing repeated exposure of an advertiser's message.** ¹

EDITORIAL CALENDAR



ISSUE & CLOSING DATE	FEATURES	MACHINING CENTERS	TURNING CENTERS	GRINDING	CUTTING TOOLS & TOOLING
JAN Dec 3	Industry Outlook Swiss Turning EDM Strategies Robotics	Yes	Yes		Yes
FEB Jan 2	Grinding Medical Devices Drilling/Tapping Enterprise Metrology	Yes	Yes	Yes	Yes
MAR Feb 1	Into the Blue Yonder: Aerospace Manufacturing High-Speed Machining	Yes		Yes	Yes
APR Mar 3	Manufacturing's Open Road: Automotive Machining Enterprise Metrology	Yes	Yes		Yes
MAY Apr 1	The Latest Look At Medical Machining Metalforming Rotary Transfer Machining	Yes			Yes
JUN May 1	Five-Axis Machining Honing/Finishing Workholding Wonders Enterprise Metrology	Yes	Yes		Yes
JUL Jun 2	Hot Markets Review: Autos, Aero, Medical Cutting Tools	Yes		Yes	Yes
AUG Jul 1	IMTS PREVIEW ISSUE	Yes	Yes	Yes	Yes
SEP Aug 1	Multitask Machining Coolant Management Grinding Enterprise Metrology	Yes			Yes
OCT Sep 2	Automation 2008 Moldmaking Laser Strategies Metalforming	Yes	Yes		Yes
NOV Oct 1	Software Special Report Drilling/Tapping Today Enterprise Metrology IMTS Post-Show Report	Yes			Yes
DEC Nov 3	Aerospace Machining Cutting Tools	Yes	Yes	Yes	Yes

2008

FREE PR OPPORTUNITY

WORKHOLDING	SOFTWARE	QUALITY MFG	MACHINE TOOL FINANCING	BONUS DISTRIBUTION	IMTS NEW PRODUCT CATEGORIES	ISSUE & CLOSING DATE
	Multitasking	Yes			Workholding/ Toolholding Materials Due: Nov. 1, 2007	JAN Dec 3
Yes	CAD/CAM		Yes		Cutting Tools Materials Due: Dec. 3, 2007	FEB Jan 2
	Five-Axis Machining			WESTEC 2008 March 31-April 3 Los Angeles, CA	Quality/Inspection Materials Due: Jan. 2	MAR Feb 1
Yes	PLM		Yes		Software Materials Due: Feb. 1	APR Mar 3
	CAD/CAM	Yes		EASTECH 2008 May 20-22 West Springfield, MA	Waterjet/Lasers/ Mfg Cells Materials Due: Mar. 3	MAY Apr 1
Yes	Solids-Based Machining		Yes		Grinding/Abrasive Machining Materials Due: Apr. 1	JUN May 1
	SPC				Machining Centers/ Turning Materials Due: May 1	JUL Jun 2
Yes	Yes	Yes		IMTS 2008 Sept. 8-13 Chicago, IL	Readers' Choice Winners Announced	AUG Jul 1
	Simulation		Yes		Readers' Choice Awards presented at IMTS	SEP Aug 1
Yes	CAD/CAM	Yes				OCT Sep 2
	Software Special Report				It's a Wrap: IMTS 2008 Post Show Coverage	NOV Oct 1
Yes	PLM Review 2008	Yes				DEC Nov 3



2008 PRINT RATES

BLACK & WHITE RATES

Run of Book	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$4,988	\$4,845	\$4,694	\$4,541	\$4,394	\$4,250	\$4,158	\$3,940
1/2 Island plus	4,683	4,551	4,403	4,265	4,124	3,990	3,902	3,700
2/3 Page	3,838	3,730	3,612	3,494	3,381	3,268	3,199	3,032
1/2 Island	3,450	3,352	3,244	3,141	3,038	2,944	2,875	2,728
1/2 Page	2,998	2,909	2,822	2,732	2,638	2,551	2,496	2,369
1/3 Page	2,148	2,088	2,020	1,956	1,892	1,832	1,793	1,700
1/4 Page	1,553	1,509	1,465	1,415	1,372	1,327	1,297	1,229
1/6 Page	1,386	1,347	1,302	1,263	1,223	1,179	1,155	1,096
1/9 Page	939	914	885	856	826	801	782	743
Banner	2,106	2,055	1,919	1,821	1,746	1,638	1,568	1,451

COLOR RATES

per page

per fractional

Standard 2-color, per color, extra

\$ 650

\$ 490

Matched color, per color, extra

995

750

4-color process, 1st page, extra

1,365

995

Metallics & DayGlo®

1,230

Fractional rates are for 1/3 page or smaller. The same color/colors used on additional pages in same issue is discounted 55%.

Advertisers may combine their total number of ad insertions in T&P and MAN - Modern Applications News during any 12-month interval to earn the best frequency discount.

SPECIAL POSITIONS & INSERTS Publisher reserves the right to select position.

Guaranteed positions are *non-cancelable*. Preferred positions may be requested on a non-guaranteed basis, subject to production limitations. Inserts are accepted as supplied or as Publisher-printed.

Contact your sales rep for information.

COVERS

Rates include color and are sold on a 12x, non-cancelable basis.

Outside Back \$ 7,680

Inside Front \$ 7,400

Inside Back \$ 7,150

1/2 ISLAND PLUS

A **full page** for your sales message at a **fraction of the cost!** Run a 1/2 Island ad and get the remaining half page of space for your product copy and illustrations/photos. Create an integrated sales message while building sales leads with individual RSLeads URLs under each product displayed. This is an excellent way to promote secondary product lines in a dramatic, full-page space.

MARKETPLACE ADS

Four-color section features eight 3-1/2" x 2-1/2" ads per page. You provide 50-60 words of text and a high resolution digital photo, and T&P does the rest!

1x \$ 1,205

3x \$ 1,120

6x \$ 1,075

12x \$ 995

2008 PRINT SPECS



CLOSING DATES & DISCOUNTS

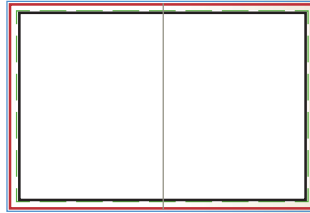
- Published monthly, mailing the 1st day of the month of issue.
- Closing is the 1st, one month prior to the issue date (ie: the May issue closes April 1). Extensions are possible, please contact your T&P sales rep.
- **Cancellations are not accepted after the closing date.**
- Materials are due within 7 days of the closing date.
- Ads requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Late changes cannot be guaranteed and are subject to additional charges.
- Frequency rate is determined by number of insertions within the 12-month contract period. Unless Publisher receives written notification, the contract period is the calendar year.
- Frequency discounts apply to any size ad except covers. Please contact the Publisher for frequency rates over 36x. Rate adjustments are made at the time of earned frequency rate.

Send insertion orders, contracts, proofs, requests for information, and all production materials to:

Contracts Manager
 Laura Moulton
 800-226-6113 x 172
 prod@nelsonpub.com

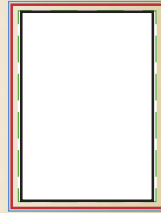
Ad Traffic
 941-966-9521 x 180
 tptraffic@nelsonpub.com

Production
 941-966-9521 x 175



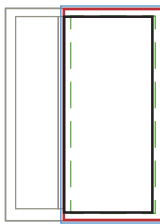
Two Page Spread

- Non-Bleed 15 1/4" w x 10" h
- Bleed 16 1/4" w x 11" h
- Live area 15 1/4" w x 10" h
- Trim 16" w x 10 3/4" h



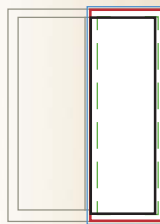
Full Page

- Non-Bleed 7" w x 10" h
- Bleed 8 1/4" w x 11" h
- Live area 7 1/4" w x 10" h
- Trim 8" w x 10 3/4" h



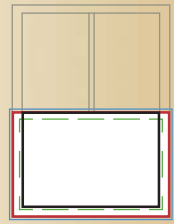
2/3 Vertical

- Non-Bleed 4 1/2" w x 9 3/4" h
- Bleed 5 1/4" w x 11" h
- Live area 4 1/4" w x 10" h
- Trim 5" w x 10 3/4" h



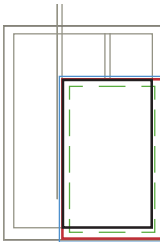
1/2 Vertical

- Non-Bleed 3 7/8" w x 9 3/4" h
- Bleed 4 1/8" w x 11" h
- Live area 3 1/8" w x 10" h
- Trim 3 7/8" w x 10 3/4" h



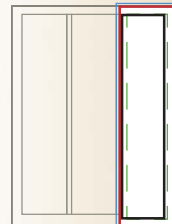
1/2 Horizontal

- Non-Bleed 7" w x 4 3/4" h
- Bleed 8 1/4" w x 5 5/8" h
- Live area 7 1/4" w x 4 5/8" h
- Trim 8" w x 5 5/8" h



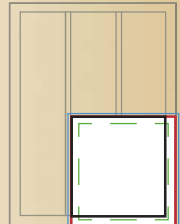
1/2 Island

- Non-Bleed 4 1/2" w x 7 3/8" h
- Bleed 5 1/4" w x 8 1/4" h
- Live area 4 1/4" w x 7 1/4" h
- Trim 5" w x 8" h



1/3 Vertical

- Non-Bleed 2 1/4" w x 9 3/4" h
- Bleed 3" w x 11" h
- Live area 2" w x 10" h
- Trim 2 3/4" w x 10 3/4" h



1/3 Square

- Non-Bleed 4 1/2" w x 4 3/4" h
- Bleed 5 1/4" w x 5 5/8" h
- Live area 4 1/8" w x 4 3/8" h
- Trim 5" w x 5 3/8" h



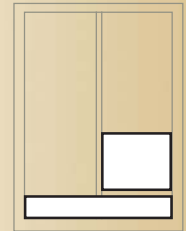
1/4 Vertical

- Non-Bleed 3 3/8" w x 4 3/4" h
- Bleed 4 1/8" w x 5 5/8" h
- Live area 3 1/8" w x 4 5/8" h
- Trim 3 7/8" w x 5 3/8" h



1/6 Vertical

- Non-Bleed 2 1/8" w x 4 7/8" h
- Live area 2 1/8" w x 3 1/8" h



Literature Marketplace

- Non-Bleed 3 3/8" w x 2 1/2" h
- Banner
- Non-Bleed 7" w x 1 1/2" h

For complete file submission information visit:
www.ToolingandProduction.com/advertise.asp



INTEGRATE WITH ONLINE SUPPORT

MONTHLY E-NEWSLETTER



Your ad in T&P e-news pays you back with real leads...daily!

Receive the actual name, title, address, phone and email address of all readers who click on your message! This UNIQUE monthly email publication extends your reach beyond print advertising and delivers excellent ROI. Display your text message alongside your logo or small photo of your product, and watch the daily leads add up!

Get a better return with our opt-in eList. Blast your IMTS promotion to a select audience who specs and buys your product line! Call your sales rep for more details.

T&P WEBSITE



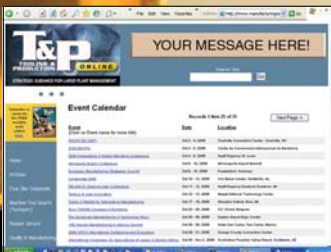
www.ToolingandProduction.com Buttons, Banners, Blogs, and Branding...

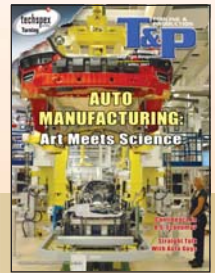
Your imagination is the only limit with T&P online... go beyond impression counts to build your brand and promote sales with many forms of rich media:

- product videos
- sponsorship of white papers and blogs
- animated audio buttons
- industry blogs
- instant research polls
- curling page banners
- interactive Q&A



Take advantage of video, audio, text, links, and graphics in a comprehensive web-based media buy. Ask your sales rep for a customized program that ensures your sales message is informative, accessible, and available...24/7.





T&P's stellar editorial team sorts through industry noise to deliver comprehensive coverage on the technologies that can refine or improve the process — now.



Dennis Seeds brings more than 30 years of professional experience to the post of editor-in-chief, including 12 years as a webmaster. Winner of 11 awards from press associations, he has covered stories from all areas. His *Larger Margin* column enlightens readers with thoughtful insight into metalworking manufacturing.

FOUR STAR COLUMNISTS



Stan Modic, author of T&P's *Straight Talk* is the 2006 recipient of the ASBPE Lifetime Achievement Award. As a staunch defender of the free-enterprise system, Modic is known for his hard-hitting and incisive commentary on manufacturing. His commentary has been widely quoted and reprinted, including material submitted to Congress highlighting what must be done to reverse the industry's deteriorating competitive situation.



Steve Rose's *Shop Talk* column applies common sense to production problems, offers programming tips and challenging quizzes aimed at supplying skills training for the workforce. Rose created the Comprehensive CNC training program and remains the chief instructor at the RTSI training facility in Solon, Ohio.



John Hummel, author of *Financial Analysis*, is president and a founder of AIS Futures Management LLC and AIS Capital Management LLC, a registered investment advisor. Hummel has 40 years of investment experience managing equity, fixed income, and futures portfolios.



Richard Clark, author of T&P's *Quality* column, is a metrologist who has developed Measurement Systems Analysis programs for multiple facilities to meet QS-9000 and TS-16949 requirements. He is also the author of the book *Exposing the Myths of Industrial Precision Measurement*.

Nelson Publishing Inc. specializing in business-to-business communications for more than 46 years with delivery of monthly trade magazines, websites, and information resources to management professionals in:

MANUFACTURING



TECHNOLOGY



HEALTHCARE



SALES CONTACTS

**MIDWEST / MI / IN / OH
KY / ONTARIO**
Tom McNulty
847-842-9429
Fax: 847-842-9583
tmcnulty@nelsonpub.com

**EAST COAST / CENTRAL
QUEBEC**
Larry Mahan
800-226-6113 x 110
Fax: 941-966-2590
lmahan@nelsonpub.com

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John McCarthy
818-706-8066
Fax: 818-706-8326
jmccarthy@nelsonpub.com