

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:

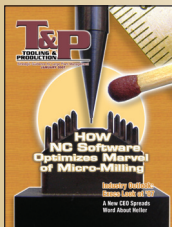
Reach 60,000¹ print subscribers, with an extended pass-along of up to 126,000² potential buyers with an ad in T&P magazine. In fact, more than 90% of T&P subscribers prefer getting their product information from print magazines.² With its highly respected columnists, the best new products, and commentary 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.)

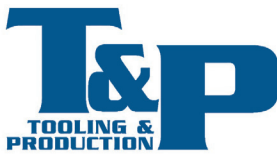
While others give you impressions or click-throughs, the monthly T&P e-newsletter produces daily leads for you...complete with names, titles, addresses, phone, and email addresses. T&P e-news goes global and gives you a *real-time opportunity* to contact potential buyers the same day they show interest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

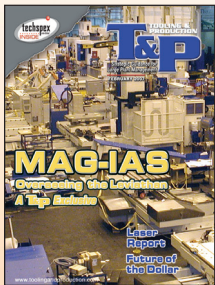
IMTS is metalworking's big story. Make sure you're part of it with a comprehensive T&P marketing program. Call your sales rep now to learn about the innovative, **integrated marketing packages** that include print, web, email, direct mail, rich media, and more!



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