



THOMASTM

For Industry.

World Industrial Reporter

Growing your business in today's industrial market.

World Industrial Reporter Newsletter Schedule

Month	Materials Due	Delivery
January	January 9	January 16
	January 23	January 30
February	February 6	February 13
	February 20	February 27
March	March 6	March 13
	March 20	March 27
April	April 3	April 10
	April 17	April 24
May	May 1	May 8
	May 15	May 22
June	June 5	June 12
	June 19	June 16

Month	Materials Due	Delivery
July	July 10	July 17
August	August 7	August 14
September	September 4	September 11
	September 18	September 25
October	October 2	October 9
	October 16	October 23
November	October 30	November 6
	November 13	November 20
December	December 4	December 11

World Industrial Reporter Newsletter Audience

Region	%
Asia/Pacific	20%
Europe	31%
Middle East/Africa	6%
North America	39%
South/Central America	4%

Job Function	%
Corporate/General Management	29%
Engineering	28%
Logistics/Technical Management	1%
Plant Operations/Maintenance/Production	25%
Purchasing/Buying	6%
Research & Development	6%
Sales & Marketing	4%
Test & Quality Control	2%

Primary Activity	%
Automotive/Aircraft/Transportation	8%
Chemical/Rubber/Plastics	12%
Construction	2%
Electrical Equipment/ Electronics	15%
Engineering/Consulting/Research	9%
Food/Beverage/Tobacco Processing	5%
Government/Defence	2%
Importers/Dealers/Distributors	3%
Library/Education	2%
Machinery	6%
Medical/Precision Equipment	4%
Metal Industry	6%
Mining/Gas/Petroleum	3%
Miscellaneous Manufacturing	15%
Paper/Printing/Publishing	2%
Stone/Clay/Glass/Concrete Products	1%
Textile/Apparel/Leather	1%
Utilities/Water/Energy	3%
Wood/Lumber/Furniture	1%

World Industrial Reporter Newsletter

AD DESCRIPTIONS				
Ad Type	Max Ads	Image (JPEG or GIF)	Text	Link
Display Ad	2	728 x 90px; 8KB max	No	Yes
Native Ad	6	180 x 150px	Title: 10 words Body: 50 words max	Yes

NATIVE AD RATES	
Frequency	Rate
3x	\$4,200
6x	\$8,000
12x	\$15,250

DISPLAY AD RATES	
Frequency	Rate
3x	\$3,600
6x	\$6,840
12x	\$13,000



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