



THOMASTM

For Industry.

World Industrial Reporter

Growing your business in today's industrial market.

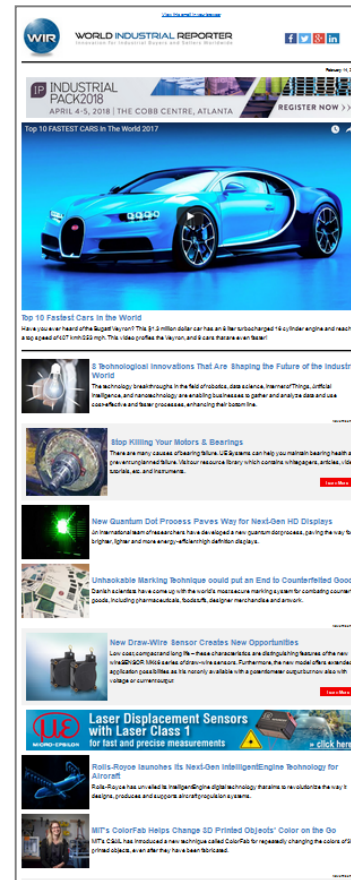
World Industrial Reporter Newsletter

The World Industrial Reporter newsletter delivers the latest innovative technologies and materials, new industrial products, and enhanced manufacturing processes from around the world. Its global audience includes engineers, managers and other professionals looking to drive their business forward.

Language: English
Countries: Global
Audience: 200,000
Frequency: 2x per month

Newsletter Benefits

- The “innovation” theme presents you as an innovative supplier
- Easy to reach a targeted, global audience of industrial specifiers and purchasers
- Access to large, multinational, industrial companies that purchase in large quantities
- Reach many smaller industrial companies that need to purchase from foreign suppliers
- Generate traffic to your website from potential customers



World Industrial Reporter Newsletter Schedule

Month	Materials Due	Delivery
January	January 1	January 8
	January 15	January 22
February	January 29	February 5
	February 12	February 19
March	February 26	March 4
	March 11	March 18
April	March 25	April 1
	April 8	April 15
May	April 29	May 6
	May 13	May 20
June	May 27	June 3
	June 10	June 17

Month	Materials Due	Delivery
July	July 8	July 15
August	August 5	August 12
September	September 2	September 9
	September 16	September 23
October	September 30	October 7
	October 14	October 21
November	October 28	November 4
	November 11	November 18
December	December 2	December 9

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%

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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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