



THOMASTM

For Industry.

World Industrial Reporter

Growing your business in today's industrial market.

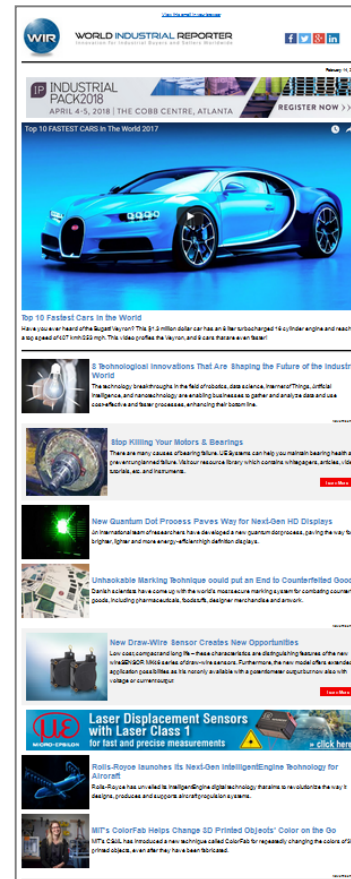
World Industrial Reporter Newsletter

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: 190,000
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 6	January 13
	January 20	January 27
February	February 3	February 10
	February 17	February 24
March	March 3	March 10
	March 17	March 24
April	April 7	April 14
	April 21	April 28
May	May 5	May 12
	May 19	May 26
June	June 2	June 9
	June 16	June 23

Month	Materials Due	Delivery
July	July 7	July 14
August	August 11	August 18
September	September 1	September 8
	September 15	September 22
October	September 29	October 6
	October 13	October 20
November	October 27	November 3
	November 10	November 17
December	December 1	December 8

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; 158KB 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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