



THOMASTM

For Industry.

World Industrial Reporter

Growing your business in today's industrial market.

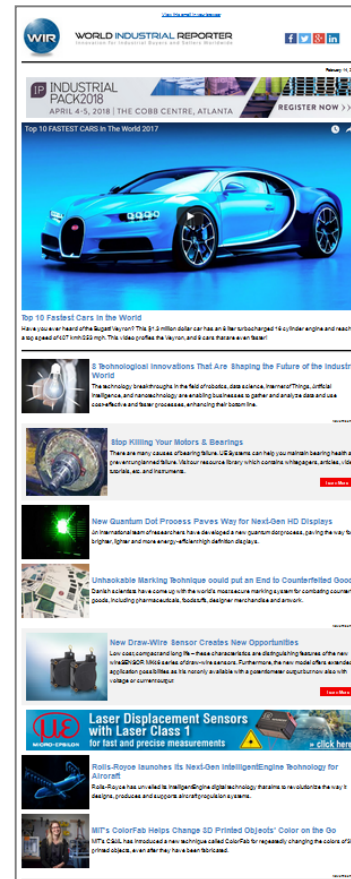
World Industrial Reporter Newsletter

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 12	January 19
February	February 2	February 9
	February 10	February 23
March	March 2	March 9
	March 16	March 23
April	April 6	April 13
	April 20	April 27
May	May 4	May 11
	May 18	May 25
June	June 8	June 15
	June 22	June 29

Month	Materials Due	Delivery
July	July 6	July 13
August	August 10	August 17
September	August 31	September 7
	September 14	September 21
October	October 5	October 12
	October 19	October 26
November	November 2	November 9
	November 23	November 30
December	December 7	December 14

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; 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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