

NOVEMBER/DECEMBER 2023
ISSUE #1001

FREE INAUGURAL EDITION
Membership Directory Included

Midwest
Manufacturing

Journal of Midwest Manufacturers Association

WORKFORCE DEVELOPMENT:
Increasing Your Pipeline

LEGISLATIVE ACTION ALERTS:
Proposed Bills & Regulations

PARTNERING:
Manufacturing Trade with
Canada

EDUCATION:
Upcoming Meetings, Webinars,
& Networking Events

ASSOCIATIONS:
Official Magazine of AMFA,
CMMA, RRMEA, & TSMA

LEADERSHIP FEATURE:
AMFA Leaders Stepping Up



Jeff Halter



Rally Hess

Media Kit 2023

Overview

We know manufacturing.

Midwest Manufacturers Association (MMA) has been at the heart of manufacturing in the Midwest for over 30 years, giving us unrivalled reach and expertise in the industry. As technological advances drive transformation, the need for knowledge continues to grow and we are responding to that need with a printed magazine. This publication will help make sense of industry changes, communicate with manufacturers across the Midwest, report on their challenges and successes, provide insights, and create connections to help them thrive. MMA is the home office to the following manufacturer associations:



Content

Editorial calendar 2023

| Issue | Content focus | Feature item | Ad close deadline | Ad copy deadline | Target mail date |
|------------------------------|--|---|-------------------|------------------|------------------|
| Fall Oct, Nov, Dec | Inaugural edition and Membership Directory | Workforce Development, Legislative advocacy, Leadership, Membership Directory | 8/31/23 | 9/6/23 | 10/25/23 |

Included in each issue

- AMFA news & updates
- CMMA news & updates
- RRMEA news & updates
- TSMA news & updates
- Workforce development
- Leadership
- Innovation
- Advocacy
- Calendar of events

- > *Retention is increased from printed material.*
- > *Establish credibility with respected brands.*
- > *Increase favorability with loyal readers.*

Showcase your brand in *Midwest Manufacturing Journal* to reach higher engagement with our loyal members and readers. Receive consistent exposure and benefit from pass-along readership by providing readers with an asset that lasts for an indefinite amount of time.



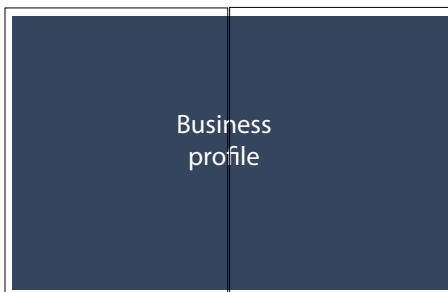
Circulation

Circulation: 4,800

Includes members of AMFA, CMMMA, RRMEA, and TSMA as well as manufacturers throughout Minnesota, western Wisconsin, eastern South Dakota and eastern North Dakota.

Readership: 12,000+

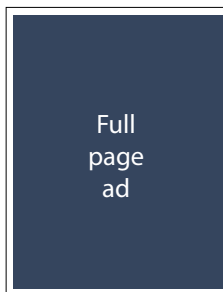
Display ads



Live area/no bleed: 16.625" w x 10.625" h

Trim size:
16.25" x 10.6875"

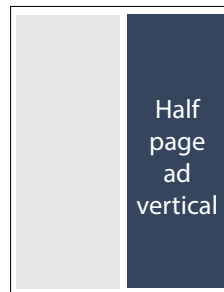
Bleed size:
17.125" x 11.125"



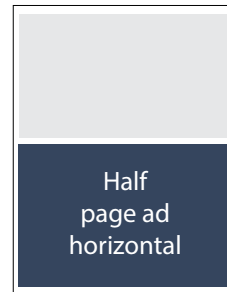
Live area/no bleed:
8.125" w x 10.875" h

Trim size:
8.125" x 10.6875"

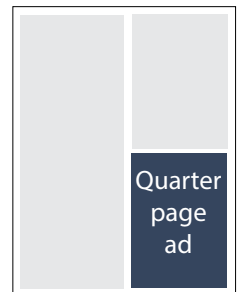
Bleed size:
8.375" x 11.125"



Live area/no bleed:
3.25" w x 10.875" h



Live area/no bleed:
7" w x 4.75" h



Live area/no bleed:
3.25" w x 4.75" h

File transfer via DropBox [here](#)
File Format: CMYK, 300 dpi, PDF

Rates

| Ad | Member | Non-member |
|-------------------------------|----------------------|----------------------|
| Full page | <u>\$1750</u> | <u>\$1965</u> |
| Full page - Premium placement | <u>\$1880</u> | <u>\$2110</u> |
| Half page vertical | <u>\$1325</u> | <u>\$1485</u> |
| Half page horizontal | <u>\$1080</u> | <u>\$1215</u> |
| Quarter page | <u>\$720</u> | <u>\$810</u> |
| Enhanced listing | <u>\$200</u> | NA |
| Business Profile (2 pg) | <u>\$2175</u> | NA |

The Business Profile is a two-page spread that includes an original feature article and photos that is your asset upon completion.

An enhanced listing will help your prospects find you! The enhanced listing includes:

1. **Midwest Manufacturing Journal** — your company logo included in the annual membership directory in the Fall Issue.
2. **Website** — an upgraded listing in our **online directory** including an expanded description, company logo, additional photos, video links, additional website links, 5 linking bullet points, map link, and additional key words (SEO).

Only \$200

Save 10% on listed prices on the first issue of this publication!

Take advantage of the lower prices for our first issue!
Questions: Contact Rachel@MidwestManufacturers.com

Purchase

MMA Directory

The inaugural issue of the Midwest Manufacturing Journal will include the 2023 MMA Membership Directory with information on over 600 members. **All members of AMFA, CMMA, RRMEA, and TSMA are listed in the directory for FREE without a logo.**

Display ads

Reach all of our new readers and your prospects with a display ad in the magazine. See the rates section on page 3.

Enhanced listing - Only \$200

Members can add a logo to your listing with the purchase of an **enhanced listing**.



Sample of enhanced listing in magazine

Cental McGowan

123 Roosevelt Road

St. Cloud, MN 56301

Primary: (320) 257-4800

Julie Berling, VP, Marketing • julieb@centralsmcgowan.com

centralsmcgowan.com

Employees: 130

Automation Systems, Hand Tools, MRO Supplies, Welding Gases & Supplies

Membership: CMMA, RRMEA



Sample of free listing in magazine

Cental McGowan

123 Roosevelt Road

St. Cloud, MN 56301

Primary: (320) 257-4800

Julie Berling, VP, Marketing • julieb@centralsmcgowan.com

centralsmcgowan.com

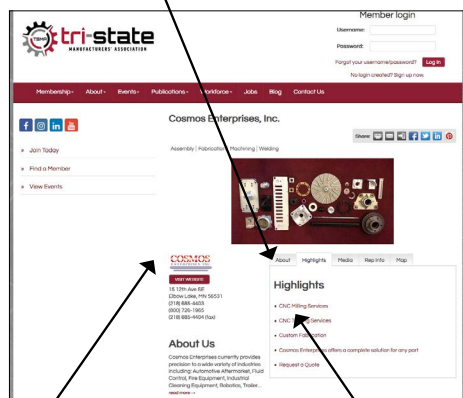
Employees: 130

Automation Systems, Hand Tools, MRO Supplies, Welding Gases & Supplies

Membership: CMMA, RRMEA

The enhanced listing also includes an expanded listing in our online directory including a longer description, company logo, additional photos, video links, additional website links, 5 linking bullet points, map link, and additional key words (SEO) in our online directory.

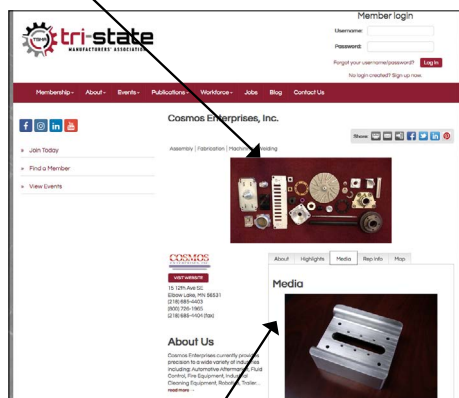
Website directory expanded description



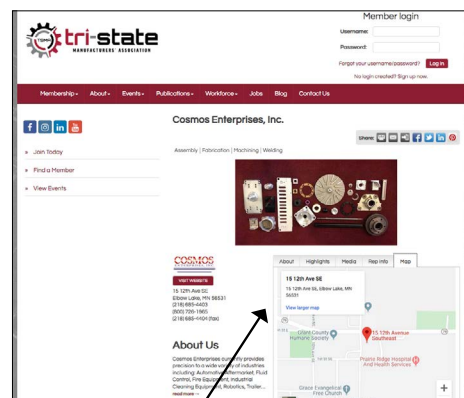
Company logo

5 linking bullet points

Additional photos



video links



map link

Deadline

August 31, 2023

Purchase

- eCommerce at MidwestManufacturers.com/store/
- Invoicing

**Purchase
Enhanced
listing**



MidwestManufacturers.com • 800-654-5773

PO Box 742 • Sauk Rapids, MN 56379

Fostering the creation, growth, and success of manufacturing associations throughout the Midwest since 1990.