

MODERN CASTING



**2023
MEDIA
KIT**

WHY ADVERTISE IN MODERN CASTING?

Modern Casting sets the standard as the industry’s most authoritative and credible source of information for the metalcasting industry. In an August 2022 reader survey, 80% of respondents said they read the magazine regularly, and 75% of respondents said they read at least half of the magazine every month.

Our engaged readers find the magazine’s content overwhelmingly applicable to their professional activities, and most reported taking specific actions based on what they have read—either by discussing or passing along an article or item, visiting a website, filing for future reference, or applying an idea, as well as seeking further information from an advertiser.

Published monthly since 1938 by the American Foundry Society, the award-winning *Modern Casting* magazine provides the metalcasting industry with technical information for operational and business decisions. More than 15,000 producers of metal castings, pattern and tooling shops, and their suppliers receive *Modern Casting* in print and online each month. The American Foundry Society is the leading U.S.-based metalcasting society, helping member companies (metalcasting facilities and industry suppliers) and individuals effectively manage their production operations, profitably market their products and services, and equitably manage their employees.

Modern Casting is distributed across North America and internationally, reaching decision-makers at foundries pouring all metals and using all metalcasting processes. *Modern Casting* has earned its reputation as the metalcasting industry’s leading source of information. Industry leaders engage with *Modern Casting* in many different ways. Combine our platforms to achieve your goals!

What readers are saying about *Modern Casting*:

“Keeps you up to date on equipment and companies.”
—Jerry Metzger, process engineer, Signicast Corp.

“*Modern Casting* shares things that allow me to increase my foundry knowledge.”
—Scott Lakey, director of foundry operations, Lodge Manufacturing Co.

“When we see something applicable in the magazine, we have a meeting with our production team and try to implement the ideas ASAP.”
—Cuahtemoc Villagomez Cantu, general manager, Hierro Gris de Monterrey S.A. de C.V.

“I use techniques described in *Modern Casting*.”
— Alfonso Garcia Carbajal, IMPRO

“From purchases to career moves, I have used the information as the market moves.”
—Douglas Starr, business development manager, Saudi Mechanical Industries

“One of the best things about *Modern Casting* is it is specific to our industry—it’s not a generic engineering magazine.”
—Jeremy Mowry, design engineer, American Cast Iron Pipe Co.

“I’ve visited websites and researched information based on what I’ve read or saw in *Modern Casting*.”
—David Snyder, Littlestown Foundry

“I’ve used lots of information that I’ve read about in our facility in one way or another.”
—Thomas Loonan, foundry engineering lead, John Deere Foundry Waterloo

2023 EDITORIAL CALENDAR

Month	Business Focus		Equipment Focus	Expanded Distribution
January	Industry forecast	Melting/Pouring	Sand molding/coremaking	AFS Cast Iron Conference
February	Casting end-use	EHS	Diecasting/permanent mold	
Automation Solutions	Mailed with the February issue, this special-focus issue will look at how today’s foundries are using automation to improve efficiencies, expand capacity, and address workforce shortages.			GIFA and Metalcasting Congress 2023
March	Metalcasting Congress Pre-Show: Preview what to expect at Metalcasting Congress, including list of exhibitors and schedule of technical and management presentations.			Metalcasting Congress 2023
April	Investment casting	Heat treating	Grinding and finishing	
May	GIFA pre-show	Casting of the Year	Metalcasting Congress post-show	GIFA 2023
Supplier Prospectus with GIFA coverage	This supplement is mailed with the May issue of Modern Casting and distributed at GIFA and presents in-depth corporate profiles of the industry’s leading technology and services suppliers. This unique publication lets you tell your customers & prospects all about your background, experience, people and productivity. A pre-view of GIFA will also be included.			GIFA 2023
June	Metalcaster of the Year	Energy management	Additive manufacturing	
July	GIFA post-show	Government affairs	Value-added services	
August	Sand molding/coremaking	Maintenance	Mold and casting handling	
September	Workforce management	Casting engineering	Foundry 4.0	
2023 Metalcasting Equipment, Supplies, and Services Supplement	A product-driven publication focusing on the latest technologies in metalcasting and delivered with the September issue of Modern Casting.			Metalcasting Congress 2024
October	Casting conversions	Quality control	Material handling and logistics	
November	Buyers Guide: This directory of metalcasting vendors and service providers provides indexes by company name and product category.			
December	Census of World Casting Production	EHS	Sand molding/coremaking	

2023 SPECIAL ISSUES

February **Automation Solutions**
Deadline: January 18, 2023

Mailed with the February issue, this special-focus issue will look at how today's foundries are using automation to improve efficiencies, expand capacity, and address workforce shortages. Companies who purchase display ads in this supplement issue will also have the opportunity to submit their own 500-word articles describing their automation technologies.

May **Metalcaster Prospectus + GIFA Boost**
Deadline: March 1, 2023

The popular Metalcaster Prospectus is back, and this year it is perfectly timed for bonus distribution at the once-every-four-years global trade show, GIFA, in Germany. This piece will be mailed with the May issue of **Modern Casting** and presents in-depth corporate profiles of the industry's leading technology and services suppliers. This unique publication lets you tell your customers and prospects all about your background, experience, people, and productivity. A preview of GIFA will also be included.

September **2023 Metalcasting Equipment, Supplies, and Services Supplement**
Deadline: August 17, 2023

Highlight your important foundry solutions in this product-driven publication focusing on the latest technologies in metalcasting and delivered with the September issue of **Modern Casting**. Advertising opportunities include one-quarter page, four-color units that are categorized by topic, including additive manufacturing, melting/pouring/refractories, mold/coremaking, sand preparation/conditioning/testing, shakeout/cleaning/finishing, software/engineering, and testing/measurement/quality.

PRINT EDITION



"I've used **Modern Casting** to help customers improve their processes and point out new products."
—Tim Gilbreath, sales manager, Midvale Industries

DIGITAL
EDITIONS

E-NEWSLETTER

DIRECT
MAIL

VIDEO

EVENTS

WEBINARS

WEBSITE

PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK & WHITE)					
	18x	12x	6x	3x	1x
Full page	\$5,100	\$5,400	\$5,640	\$5,820	\$6,000
1/2 Island	\$3,545	\$3,755	\$3,920	\$4,045	\$4,170
1/2 Page	\$3,305	\$3,495	\$3,650	\$3,770	\$3,885
1/3 Page	\$2,770	\$2,935	\$3,065	\$3,165	\$3,260
1/4 page	\$2,055	\$2,175	\$2,270	\$2,342	\$2,415
1/6 Page	\$1,720	\$1,825	\$1,905	\$1,965	\$2,025

COLOR RATES (PER INSERTION)

4 Color Process \$985

"A consistent presence in **Modern Casting** is an essential tool for telling the story of our people, customers, equipment and services."

—Peter Reich, Director, LAEMPE REICH

COVER RATES

Inside Front Cover Earned Rate +15%

Inside Back Cover Earned Rate +10%

Back Cover Earned Rate +20%

Ask your representative about availability.

PRINT SPECIFICATIONS

AD SIZES (W x D)			
Full Page	7.875" x 10.875"	1/3 Vertical	2.125" x 10"
2/3 Page	4.5" x 10"	1/3 Square	4.5" x 4.875"
1/2 Island	4.5" x 7.375"	1/4 Square	3.375" x 4.875"
1/2 Horizontal	7" x 4.875"	1/4 Horizontal	7" x 2.375"
1/2 Vertical	3.375" x 10"	1/6 Page	2.125" x 4.875"
Single Adlet	2" x 1.5"	Double Adlet	2" x 3"

Resolution: 300 DPI or greater. PDF/X-1a files preferred.

Bleed: 8.125" x 11.125", applicable to full pages only. Keep type in the live area 0.5" from bind edges (top, sides and bottom).

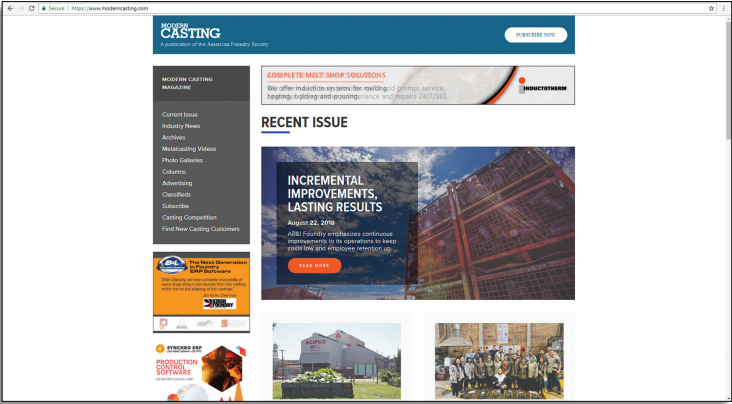
Trim: 7.875" x 10.875"

Please do not send artwork with crop marks.

WEBSITE ADVERTISING

moderncasting.com

The official website for *Modern Casting* averages more than 17,000 page views per month. All banner ads appear in rotation. Inventory is limited.



	12 Months	6 Months	3 Months	1 Month
Leaderboard (728 x 90 pixels)	\$695/month	\$865/month	\$990/month	\$1,350/month
Sideboard (300 x 250 pixels)	\$525/month	\$650/month	\$830/month	\$1,100/month

VIDEO ADVERTISING

EMBEDDED VIDEOS IN THE DIGITAL EDITION

Bring your products to life by embedding a video into your ad in the digital version of the magazine. All ads that appear in the print issue of Modern Casting also appear in the digital edition.

RATE:
\$600 per month
Analytics data available for benchmarking.

AFS TARGETED PROGRAMMATIC DIGITAL ADVERTISING

Create more visibility, brand awareness, and web traffic through our targeted digital advertising program. Three customizable options serve your digital display ads across the web. Whatever you choose, transparent metrics reporting lets you watch your total investment pay off by tracking every part of your campaign's reach.

SITE RETARGETING

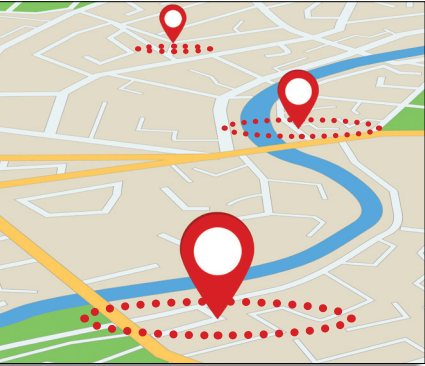
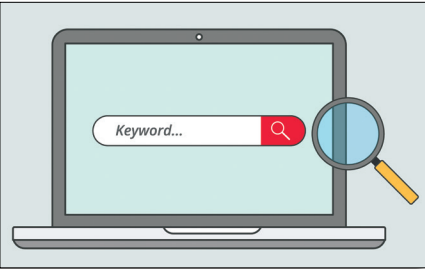
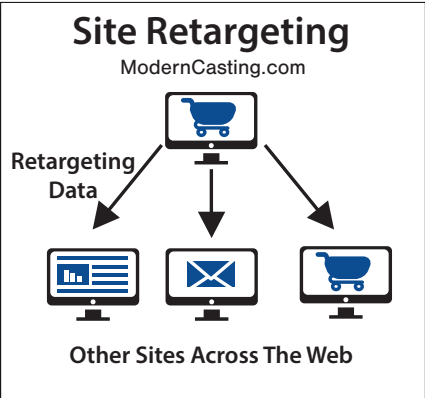
Continue to serve your advertisement to **moderncasting.com** visitors on thousands of websites after they leave ours. Your ad will continue to reach our audience off-site, across the web and on mobile. We can also provide a pixel to re-target people who have visited your website!

ADDRESS-TARGETING

Reach *Modern Casting* readers where they receive the hard copy of the magazine by geographic location (work or home!). Plus, customize your campaign by adding in any location you're targeting as a prospect so they are familiar with your company.

KEYWORD SEARCHES

Target professionals using search terms associated with your product or service. Your digital advertisement will reach users searching for industry-specific terms, including competitors' names if you wish. After searching a key word, they will be retargeted across the web at a fraction of the cost of Ad Words.

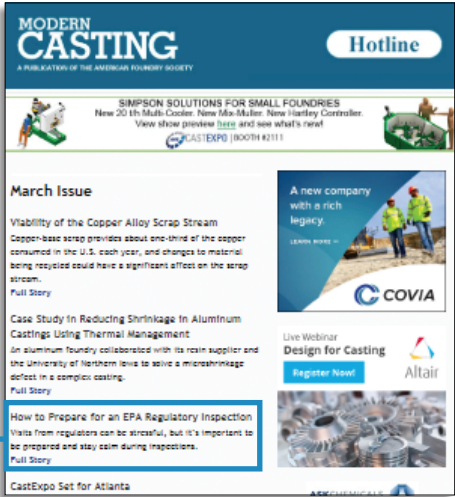


BASIC EXPOSURE	ADVANCED EXPOSURE	DOMINANT EXPOSURE
30,000 impressions/month	50,000 impressions/month	100,000 impressions/month
3 Months \$1,800 Total \$600 per month	3 Months \$3,420 Total \$1,140 per month	3 Months \$6,480 Total \$2,160 per month
6 Months \$3,420 Total \$570 per month	6 Months \$6,480 Total \$1,080 per month	6 Months \$12,240 Total \$2,040 per month
12 Months \$6,480 Total \$540 per month	12 Months \$12,240 Total \$1,020 per month	12 Months \$23,040 Total \$1,920 per month

MODERN CASTING HOTLINE AND FOUNDRY FILES E-NEWSLETTERS

Two editorially driven e-newsletters are sent each month to 15,000 opt-in subscribers. Hotline Online delivers the newest issue of *Modern Casting* and Foundry Files reports the latest industry news. Each carries a maximum of four banner ads per edition and an inline native text ad. It is a great way to get your message out to foundries and people involved with the foundry industry. Repetition is key for brand and message recall. Delivered 2nd and 4th Wednesdays of every month.

Inline Text Native Ad



Analytics data available for benchmarking.

AD RATES PER MONTH	12x	6x	3x	1x
Leaderboard (728 x 90 pixels)	\$1,100	\$1,500	\$2,000	\$2,250
Skyscraper (300 x 500 pixels)	\$1,500	\$2,000	\$2,500	\$3,000
Sideboard (300 x 250 pixels)	\$750	\$1,000	\$1,200	\$1,500
Inline Text Native Ad	\$700	\$900	\$1,100	\$1,300

AFS INSIDER NEWS WEEKLY E-NEWSLETTER

AFS Insider News is a weekly e-newsletter delivered to 4,200+ card-carrying AFS members in the metalcasting industry. It carries a maximum of one leaderboard and three sideboard ads per edition. The newsletter goes out every Thursday and ads are sold in monthly flights.

DIGITAL SPECIFICATIONS:

- File Format: Static or animated GIF or PNG
 - File Size: Max of 1MB
 - Resolution: 72 DPI or greater
- Leaderboard Size: 728x90 pixels
 - Sideboard Size: 300x 250 pixels
 - URL link optional



	Months with Five Weekly Issues	Months with Four Weekly Issues
Leaderboard (728x90) (top-of-page)	\$3,000	\$2,400
Sideboard (300x250) (right-hand column)	\$2,250	\$1,800

E-MAIL BLAST PROGRAM

MULTIPLE WAYS TO TARGET:

E-mail blasts are an excellent way to target segments of the *Modern Casting* database. Your customized program includes list fees and all administrative costs. Database is not available for purchase—all email blasts must be administered in-house by Modern Casting staff.

For a list of targeting parameters, contact your representative.

5,000 addresses: \$2,500

4,000 addresses: \$2,300

3,000 addresses: \$2,000

2,000 addresses or fewer: \$1,500

Ad materials: HTML file and click through link.

Analytics data available for benchmarking.



SPONSORED WEBINARS

A sponsored webinar is one of the strongest lead generation tools available to suppliers. Registrants voluntarily provide detailed contact information in return for the opportunity to view a presentation on a topic of your choice. And a carefully developed webinar presentation not only establishes you as a key expert in the field, but also can be used continually across different platforms.

Promotions for webinar presentations are distributed to the *Modern Casting* database through all available online channels for 3-4 weeks prior to the presentation date. (In-print promotion can be added at your discretion.) In addition, all administrative and technical needs for the staging of the webinar are handled by *Modern Casting* staff. Finally, shortly after the live presentation, the data collected on all registrants is provided to the sponsor.

As sponsored webinars are considered co-branded content, your topic and presentation will also receive the benefit of review and feedback from the *Modern Casting* editorial staff.

Order deadline: 8 weeks prior to week of presentation.

REGISTRANTS	PRICE	REGISTRANTS	PRICE
200+	\$12,000	100-124	\$9,000
150-199	\$11,250	75-99	\$7,500
125-149	\$10,500	50-74	\$5,000

If registration does not reach 50, sponsor will have the option to cancel, reschedule or accept a reduced number of registrants. Webinar topic and presentation content subject to final approval by *Modern Casting* staff.

Analytics data available for benchmarking.

ANNUAL BUYER'S GUIDE

Since 1963, the *Modern Casting Annual Buyer's Guide* is the one complete reference source that metalcasters instinctively turn to again and again, all year long. Be there when buying decisions are being made! It is the most comprehensive and easy-to-use reference source for suppliers of equipment, materials, and services.

Regular *Modern Casting* ad rates apply for display advertising. Adlets placed within directory listings are reserved for AFS Corporate Members and can be placed within any of the product classifications available. Perfect opportunity for multiple exposures!



B&W	5+ ADLETS	4	3	2	1
Double Adlet (2 x 3 in.)	\$515	\$540	\$570	\$640	\$720
Single Adlet (2 x 1.5 in.)	\$380	\$415	\$460	\$525	\$610

COLOR	5+ ADLETS	4	3	2	1
Double Adlet (2 x 3 in.)	\$665	\$690	\$720	\$790	\$870
Single Adlet (2 x 1.5 in.)	\$530	\$565	\$610	\$675	\$760

PRINT

Modern Casting's editions are archived digitally, so your print ad in the Buyer's Guide can be seen by anyone referencing this issue at any time.

MANUFACTURING INDEX LOGOS

PRICE

Member

\$250

SUPPLIER MARKETPLACE

SupplierMarketplace.net is an exclusive online marketplace of foundry industry suppliers, featuring only those companies which are current Corporate Members of AFS.

Custom listings on *SupplierMarketplace.net* feature high-performance SEO capabilities and built-in flexibility that allows metalcasters to search for suppliers by keywords, location, and over 600 product categories. Profiles include direct links, videos, marketing materials, contact details, traffic reports and even lead generation.

To guarantee maximum exposure for your company, there is a premium Corporate Member Advantage plan that increases the available features for only \$250 a month, accessible through the profile dashboard under "Increase Visibility."

ADDITIONAL MARKETING OPPORTUNITIES

METALCASTING CONGRESS SHOW GUIDE

Exhibitors have the exclusive opportunity to promote their participation in the *Metalcasting Congress 2023 Show Guide* given to all attendees at *Metalcasting Congress 2023*. Make it easy for them to find your booth and see any "Show Specials" you will be offering.

BELLY BAND

Ideal for a product, service or special announcement. The band wraps around the entire magazine and must be removed before reading. Pricing may vary depending on the thickness of the magazine, stocks used and size of belly band. Please contact your sales representative for a detailed quote.

ADVERTISER FURNISHED FLYERS

Feature your own pre-printed flyer insert inside the *Modern Casting* magazine or we can include loose flyers in a polybag with the magazine.

AFS CONFERENCE SPONSORSHIPS

Each year, AFS hosts a variety of professional, executive, and invitation-only conferences covering a variety of topics. Low-cost, high-impact sponsorships are now available for most of them. For complete information, please contact: **Kim Farrugia** at kfarrugia@afsinc.org or **630-930-4401**.

DIRECT MAIL PROGRAM

Direct mail places tangible information in your customers' hands. Your customized program includes list fees and all sorting and handling costs. Outsource design and printing services also can be included on request. Database is not available for purchase—direct mail programs are administered in-house by *Modern Casting* staff. For a list of targeting parameters and a custom quote, contact your representative.

CONTENT MARKETING

Utilize your current white papers, videos, print advertisements, magazine editorials, testimonials, etc., that are buried on your company website or marketing drive. Let the staff at *Modern Casting* build your content into an easy-to-read custom digital publication and e-blast it to our database on your behalf.

METALCASTING EQUIPMENT, PRODUCTS, AND SERVICES SUPPLEMENT

The supplement mails each year with the September issue of *Modern Casting* magazine and goes to its entire circulation. Content is exclusively product-oriented, by category. Sizes offered: special, formatted, one-quarter page Action Ads, full-page ads, and half-page horizontal display ads. Extra copies will be printed for trade show distribution.

Horizontal half page: \$2600

Full page: \$3500

Actions ads: \$1450 for one, \$1200 each for two or more

PRINTED INSERTS AND ARTICLE REPRINTS

Both are available from *Modern Casting* magazine on a custom basis. Ask your advertising representative for details and pricing.

ADVERTISING SPECIFICATIONS

AD SIZES (W x H)	
Full Page	7.875" x 10.875"
2/3 Page	4.5" x 10"
1/2 Island	4.5" x 7.375"
1/2 Horizontal	7" x 4.875"
1/2 Vertical	3.375" x 10"
Single Adlet*	2" x 1.5"
1/3 Vertical	2.125" x 10"
1/3 Square	4.5" x 4.875"
1/4 Horizontal	7" x 2.375"
1/4 Square	3.375" x 4.875"
1/6 Page	2.125" x 4.875"
Double Adlet	2" x 3"
Single Adlet	2" x 1.5"
Leaderboard	728 x 90 pixels
Sideboard	300 x 250 pixels

Resolution: 300 DPI or greater. PDF/X-1a files preferred.

Bleed: 8.125" x 11.125", applicable to full pages only.

Keep type in the live area 0.5" from bind edges
(top, sides and bottom).

Trim: 7.875" x 10.875"

Please do not send artwork with crop marks.

DIGITAL SPECIFICATIONS

Sideboard Banner/E-Newsletter: 300 x 250 pixels

Resolution: 72 DPI or greater.

File Format: Static or animated GIF or PNG preferred.
While there is no limit, a maximum file size of 1 MB is recommended.

Videos: Videos should be submitted as MP4 files. There is no file size limit, but be aware that file size can affect load time.

CONTACT INFORMATION

ADVERTISING SALES REPRESENTATIVES

Midwest, West, Western Canada, International

FABIO CAVALIERI

708-670-9721

Fabio@afsinc.org

Northeast, Ohio,

Southeast, Eastern Canada

DAVID KATHE

630-841-8804

dkathe@afsinc.org

EDITORIAL MANAGING EDITOR

SHANNON WETZEL

847-824-0181 Ext. 266

swetzel@afsinc.org

MAILING ADDRESS

1695 N. Penny Lane

Schaumburg, IL 60173