

# MEDIA PACK

2025

[ismr.net](http://ismr.net)



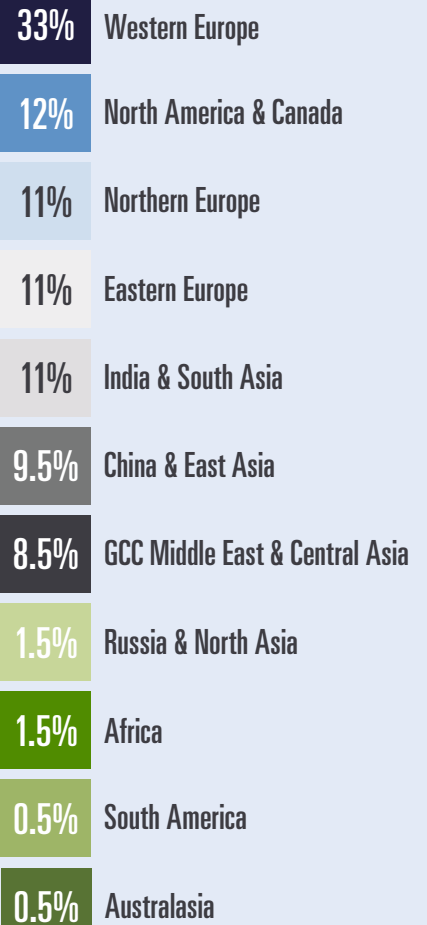
The Global Sheet  
Metal Forming and  
Fabrication Journal

**PRINT | ONLINE | SOCIAL**  
THE GLOBAL SHEET METAL FORMING AND FABRICATION JOURNAL

THE WORLD'S  
ONLY INTERNATIONAL  
SHEET METAL  
MAGAZINE



## GLOBAL CIRCULATION



### Circulation by Job Title:

Managing Director/C.E.O./General Manager/  
Member of the Board **60%**  
Production and Engineering Managers **20%**  
Production and Manufacturing Directors **14%**  
Sales, Marketing and Designers **6%**

### Circulation by Industry Sector:

(Readers of ISMR are involved in one  
or more of the following industry sectors)  
Subcontract presswork / fabrication **68%**  
Automotive **36%**  
Electrical / electronic **16%**  
Domestic / consumer **18%**  
Construction / process engineering **18%**  
General / light engineering **12%**  
Defence / aerospace **12%**  
Marine / offshore / shipbuilding **7%**  
Other **13%**

# ESSENTIAL READING FOR SHEET-METAL PROFESSIONALS

## Stay One Step Ahead

The magazine is carefully targeted at the key companies, manufacturers and subcontractors in the most buoyant sectors of the industry and many of its international readers are actively involved in the buying chain. Each issue, both print and digital, will reach over 64,000 qualified registered readers.

Acknowledged as the number one international sheet-metal forming and fabrication journal, International Sheet Metal Review offers truly global and independent coverage.

The success of this 25-year-old publication lies in a unique blend of technology, analysis and business issues presented in a fresh and lively format.

Incorporating interviews with leading international industry, government figures, academic and association figures, International

Sheet Metal Review offers a strategic insight into the latest news; company and product developments; technological and technical advances; market trends and forecasts; innovations and new business opportunities.

Key issues are debated and regular, independent analysis into market prospects, opportunities and barriers can be found in each issue.

It also covers the latest industry trends and directions such as Industry 4.0; 3D printing/additive manufacturing; artificial intelligence; smart factories; IoT; digitalisation; sustainability and augmented/virtual reality.

Published ten times per year, *ISMR* reaches global decision-makers in major end-user sectors such as subcontract job shops; automotive; defence; medical; domestic appliances, construction and aerospace.

# ADVERTISING PRICE LIST

## Print and Digital Editions

Back Cover	£5500	€6600	\$7535
Inside Front Cover	£5000	€6000	\$6850
Inside Back Cover	£4500	€5400	\$6165
Double Page Spread	£6500	€7800	\$8905
Full Single Page	£3750	€4500	\$5137
Half Page	£2400	€2880	\$3288
Quarter Page	£1350	€1620	\$1850

(Image and branding subject to approval)

All prices are based on four-colour adverts and are subject to VAT at standard rate.

## DIGITAL OPPORTUNITIES

To enhance and complement your exposure to your customers through the magazine, you can also advertise on our website and e-newsletter.

- A. Header Banner - 728(w) x 90(h) pixels - €3000/month**
  - B. Side Banner - 390(w) x 300(h) pixels - €1200/month**
  - C. Footer Banner - 728(w) x 90(h) pixels - €800/month**
  - D. Job Listing - €700**
  - E. Events - €700 (include logo - €800)**
- 1. E-newsletter regular banner - 600(w) x 100(h) pixels - €1500**
  - 2. E-newsletter large banner - 600(w) x 200(h) pixels - €2500**
  - 3. E-newsletter sponsorship banner - 600(w) x 300(h) pixels - €4000**

Click [here](#) to see an example

**Double-page spread advert in a digital issue of ISMR - €6000**

Click [here](#) to see an example

**Online review of your products** (independently edited)

**Maximum 200 words plus one high-resolution picture**

**- €2500 per product review**

**Maximum 500 words plus two high-resolution picture**

**- €4000 per product review**

Click [here](#) to see an example

**Partner message e-newsletter to 59,000+ industry professionals.**

**Max. four per annum - €7000 per e-blast**

Click [here](#) to see an example

**Share your videos with our audience - €1200 per video**

Click [here](#) to see an example

**Online business case study** (independently edited)

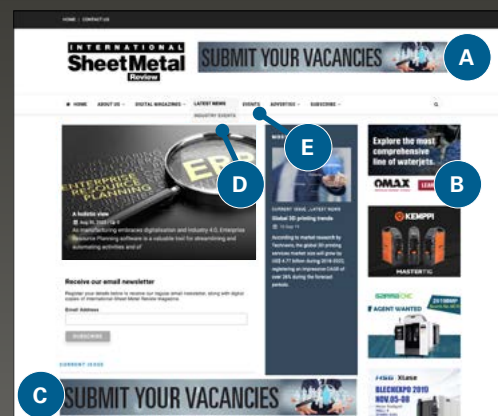
**Up to 1000 words plus two high-resolution images - €6000 per case study**

**Tell our readership about your webinar, Open House and virtual presentation events.**

**Listed in both our print and online events diaries - €1200 per entry**



### Website



### E-Newsletter





# EDITORIAL FEATURES - Month by Month

## FEBRUARY 2025

### Distribution at Southern Manufacturing and TIMTOS

- Hydraulic and mechanical presses
- Press brakes and folders
- Precision engineering
- CAD/CAM
- Deep drawing
- Welding
- Industry report: Automotive market
- Regional report: Asian markets
- Exhibition previews: STOM-TOOL and Global Industrie

## MARCH 2025

### Distribution at STOM-TOOL and Global Industrie

- Fasteners in focus
- Laser cutting
- Hydroforming
- Tube forming
- Inspection, measurement and monitoring
- Regional report: France
- Industry report: Medical market
- Exhibition previews: Made In Steel and LAMIERA

## APRIL 2025

### Distributed at Made In Steel and LAMIERA

- Handling, storage and stacking
- Focus on coil processing
- Focus on additive manufacturing/3D printing
- Press brakes and folders
- Joining
- Punch presses
- Regional report: Italy
- Industry report: Domestic/consumer sector
- Exhibition preview: ITM Industry Europe

## MAY 2025

### Distribution at ITM Industry Europe

- Automation and robotics
- Waterjet
- Tooling
- CAD/CAM
- Surface finishing
- Plasma cutting
- Regional report: Poland
- Industry report: Aerospace sector
- Exhibition previews: Subcon and Smart Manufacturing Expo

## JUNE 2025

### Distribution at Subcon and Smart Manufacturing Expo

- Hydraulic and mechanical presses
- Precision engineering
- Welding, joining and fastening
- Flexible manufacturing systems
- Hybrid technologies
- Deep drawing
- Industry report: Shipbuilding/marine markets
- Regional report: UK
- Exhibition previews: FABTECH and UK Metals Expo

## JULY/ AUG 2025

### Distribution at UK Metals Expo

- Tubefforming
- Control technologies
- Press brakes and folders
- Roll forming
- Focus on additive manufacturing/3D printing
- Laser and plasma cutting
- Focus on materials
- Industry report: Defence market
- Regional report: Turkey
- Exhibition previews: EMO and SCHWEISSEN & SCHNEIDEN

## SEPTEMBER 2025

### Distribution at FABTECH, SCHWEISSEN & SCHNEIDEN and EMO

- Focus on Germany
- Punch presses
- Inspection, measurement and monitoring
- Stamping and pressing
- Tooling
- Industry report: Power generation
- Regional report: USA
- Exhibition previews: Blechexpo and Advanced Engineering

## OCTOBER 2025

### Distribution at Blechexpo and Advanced Engineering

- Focus on coil processing
- Automation and robotics
- Handling, storage and stacking
- Press brakes and folders
- Materials
- Surface finishing
- Industry report: Electronic/general engineering
- Regional report: Germany

## NOVEMBER 2025

- Waterjet
- CAD/CAM
- Welding, joining and fastening
- Punch presses
- Industry report: HVAC/air conditioning
- Regional report: Latin America
- Exhibition preview: SteelFab

## DEC 2025/JAN 2026

### Distribution at SteelFab

- Flexible manufacturing systems
- Roll forming
- Coil processing
- Handling, storage and stacking
- Control technologies
- Laser and plasma cutting
- Industry report: Construction market
- Regional report: Middle East
- Exhibition previews: Southern Manufacturing and TIMTOS

# ADDITIONAL PROMOTIONAL OPPORTUNITIES

## Full Organisation Profile

Including interviews with management as well as technology/product launches, case studies, anniversary reviews and company overview. In short, a thought-leadership opportunity. You can choose from a range of options below (depending upon number of pages) or replace some of the options below with your own ideas:

- Front cover.
- Contents page (if required).
- A4 advert on inside front page or outside back page (or elsewhere, as specified).
- Company introduction (one or two pages).
- Interview with CEO (on strategy, future direction, figures to date, investment patterns, company ethos, views on market etc.)
- Interview with sales or marketing director (on breakdown/overview of markets/sales, new products/technology launches, customers, market trends etc.)
- Interview with production manager (production facilities, equipment, efficiencies etc.)
- Customer case study (testimonials, product use, benefits etc.)
- Conclusion.

The profile is to establish thought leadership in the market, offer an overview of a company, its ethos, success and thoughts on markets/trends/customers as well as its technology/product break-throughs (backed up with, in some cases, comments from customers).

The profile can be bound into the centre of the magazine, as a pull-out, and run-on copies of the profile can also be provided as an option. The profile can also be uploaded onto the *ISMR* website too, for an additional fee.

Profiles can be four, six, eight or twelve pages long. Example costings are provided below. Please email [bobby@in2publishing.co.uk](mailto:bobby@in2publishing.co.uk) to discuss your requirements.

**8 pages including covers - £10,000**

**12 pages including covers - £14,000**

## CONTACT

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