

POWDER COATED **Tough**

THE OFFICIAL PUBLICATION OF THE POWDER COATING INSTITUTE®

2014 MEDIA KIT

** The ONLY
publication
dedicated
exclusively
to powder
coating*



**Powder
Coating
Institute**

NOW!
6 print & digital
issues including the
Annual Buyers Guide

PRINT

ONLINE

NEWSLETTERS

EVENTS



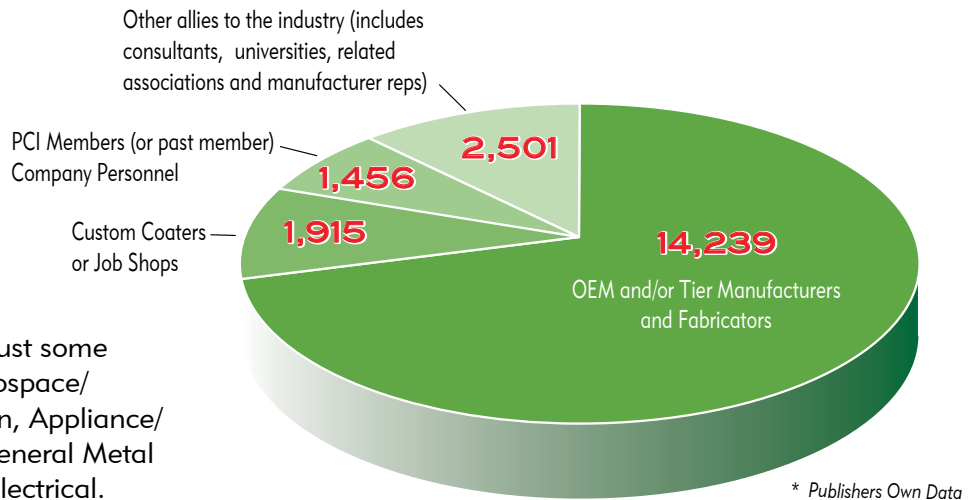
Powder Coated Tough: The VOICE of the POWDER COATING MARKET

As the official publication of The Powder Coating Institute, *Powder Coated Tough* magazine has the most engaged audience in the industry. Our readers are carefully selected from a number of sources, most notably participants in the powder coating workshops, webinars, trade show and buyers of powder coating reference material on our web site.

Key demographics of the *PCT* circulation (including print and digital editions):*

Circulation—More Than 20,000 Readers in 50 Different Industries!

The backbone of the magazine's circulation is Original Equipment Manufacturers—OEMs. Titles include Finishing Supervisors and Coordinators, Engineers, Plant Managers, Business Directors, Spray Booth Operators, QC/QA Managers, Applicators and Technical Directors. Just some of the industries covered include: Aerospace/Aviation, Agricultural and Construction, Appliance/HVAC, Automotive, Transportation, General Metal Products, Oil and Gas Pipelines and Electrical.



OUR EDITORS



Sharon Spielman, Editor, has been editing and writing for trade publications since 1991. She has worked for magazines in the finishing industry for nearly a decade, the last seven of which as the editor of *Powder Coated Tough* magazine, the official publication of The Powder Coating Institute, which she helped launch in Fall 2006.

Prior to that, she worked for BNP Media's *Industrial Paint & Powder*, *Process Heating* and *Process Cooling & Equipment* magazines. She resides in Lake County, Ill., with her husband and two teenage boys.



Kevin Biller, Technical Editor, has been developing new powder coating technology since he began his career in 1978 at the Glidden Paint Company. He held various technical positions during his 15 years there including Group Leader-Automotive Coatings, and Section Leader. Kevin has also been President/Owner of Powder Manufacturers, Technical Editor of a Coatings magazine and Technical Director for a Powder Manufacturer. In 2007, Biller established

the Powder Coating Research Group. This R&D laboratory is an innovation center for powder coating technology including product development, coating evaluation, troubleshooting and analysis.



Cover photo courtesy of Axalta Coating Systems

2014 Editorial Calendar

Ad Closing Date/Materials Due

Issue	Closing / Ad Materials Due	Issue Emphasis	Special Focus Section with Free Profile	Bonus Show Issues
January/ February	2/3 2/7	Architecture	Pretreatment/ Masking & Racking	PCI Workshops Custom Coater Summit
March/ April	4/2 4/7	Ornamental Metal/ Metal	Ovens & Burnoff	PC Summit Show Issue Columbus, OH, June 17-18
May/ June	6/2 6/6	Agricultural	Powder Manufacturers	PCI Workshops
July/ August	8/4 8/8	Appliance & HVAC	Application Equipment	Powder Coating Show Issue Indianapolis, IN, September 16-18
September/ October	10/3 10/8	Military/ Aerospace	Turnkey Systems	
November/ December	12/2 12/8	Automotive		Annual Buyers Guide Edition & 2015 Technology Preview



Every Issue Features:

PC Summitry (Bringing New Technology to Market), Ask Joe Powder Q&A, Tough Talk, and Custom Coaters Corner (dedicated to powder coating job shops).

Powder Coated Tough Annual Buyers Guide

Now in Print and Digital Formats!

Whether your potential customers use print or digital to source products, *Powder Coated Tough's* Buyers Guide is there. More than 20,000 targeted buyers will have quick access your company information 24/7.

We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links and mobile tags. And only *PCT* has a format that can be saved on buyers' computers for easy access without having web access!

Only PCI Members can be listed in the Buyers Guide so make the most of your listing. Contact your sales rep today!

Advertisers receive:

- **FREE** company logo in the Company Listings Section in Print and Digital
- **FREE** boldfacing in the Product Section in Print and Digital
- **FREE** hotlinks to your web site in the Product and Company Listings Sections

EDITORIAL MISSION

The mission of *Powder Coated Tough* magazine is to serve members by promoting the benefits of powder coating technology to current users of powder coatings and those considering using powder. *PCT* does this through unique and thought-provoking application articles, columns, industry news, trends and other departments including the Custom Coaters Corner, Preferred Suppliers List, Joe Powder Q & A, Powder Coating Summitry, Tough Talk, Executive Director's Column and much more.

* According to Powder Coating magazine web site and front cover

2014 DISPLAY ADVERTISING RATES

Ad Size	Dimensions	Color	1X	3X	6X	9X
Full Page (Bleed)	8.25" X 11"	4c	\$5,990	\$5,850	\$5,600	\$5,450
		2c	\$4,840	\$4,700	\$4,450	\$4,300
		b/w	\$4,040	\$3,900	\$3,650	\$3,500
1/2 Page Island	4.625" X 6.875"	4c	\$4,665	\$4,585	\$4,425	\$4,295
		2c	\$3,515	\$3,435	\$3,275	\$3,145
		b/w	\$2,715	\$2,635	\$2,475	\$2,345
1/2 Page Vertical Horizontal	3.4375" X 9.125"	4c	\$4,415	\$4,345	\$4,195	\$4,075
		2c	\$3,265	\$3,198	\$3,045	\$2,925
	7" X 4.5"	b/w	\$2,465	\$2,395	\$2,245	\$2,125
1/3 Page Vertical Horizontal	2.25" X 9.125"	4c	\$3,625	\$3,575	\$3,480	\$3,380
		2c	\$2,475	\$2,425	\$2,230	\$2,130
	7" X 3"	b/w	\$1,675	\$1,625	\$1,530	\$1,430
1/4 Page	3.4375" X 4.5"	4c	\$3,250	\$3,230	\$3,155	\$3,065
		2c	\$2,120	\$2,080	\$2,005	\$1,915
		b/w	\$1,320	\$1,280	\$1,200	\$1,115

PCI MEMBERS EARN 20% DISCOUNT

EXTREME FREQUENCY DISCOUNT: Run 6X in 2014 and earn 9X frequency rates!

Magazine Specifications: Trim Size 8" x 10¾" (10.75")

Colors: 4-color Process Throughout

Cover Stock: 80# Gloss Cover

Body Stock: 60# Gloss Text

Binding Method: Saddle Stitch

Ad Submission Guidelines: Fine Preparation: Please supply files as PDF0X4 or PDF-X1a compliant PDF files. All fonts

must be embedded, image resolution should be 300 dpi, and all colors must be converted to process.

File Transmission: Files less than 2 MB may be submitted as attachments to an email. Any files larger than 2 MB should be uploaded via the Kingery Printing company FTP site. For FTP instructions, please contact Brian Rhoades by email at: brhoades@kingeryprinting.com or call 309-364-3957.

EMEDIA:

Ask Joe Powder—Exclusive Integrated Sponsorship:

Package includes: Banner ad and "Sponsored by..." in print and digital editions, sponsorship included in PCI's monthly newsletter, "Sponsored by..." with logo and link to web site. Sponsor may post content on their web site with recognition to PCT.

- 3X: \$3,000;
- 6X: \$5,000

PCI Exclusive Monthly Newsletter Sponsorship:

Sponsor includes 1–2 pieces of informative, non-promotional content in PCI's monthly newsletter, plus link to web site. Content examples: case studies, white papers, video, testimonials, webinar summary and links, etc. Content to be approved by PCI staff.

- \$750 net for each sponsorship

PCT Digital Edition Advertising:

Adjacent front cover and email notification page skyscraper ad

- \$750 per issue

Powder Coated Tough Monthly Product Enewsletter:

Include description to 75 words, image, title, company contact information and link.

- \$250 net per ad
- \$450 premium top position
- 6X frequency: \$200 net per ad
- 12X Frequency: \$150 net per ad



THE POWDER COATING INSTITUTE

Lori Koning,
National Sales Manager
Office: 814-833-0681
lkoning@powdercoating.org
www.powdercoating.org