Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit membership organization that enables collaboration, knowledge sharing, career enrichment, and skills development across all engineering disciplines, toward a goal of helping the global engineering community develop solutions to benefit lives and livelihoods. ASME’s flagship publication reaches more than 160,000 engineers in 150 countries. Combined with a full complement of digital media components, the reach is in the millions.

From college students and early-career engineers to project managers, corporate executives, researchers and academic leaders, ASME’s stakeholders are as diverse as the engineering community itself. ASME serves this wide-ranging technical community through quality programs in continuing education, training and professional development, codes and standards, research, conferences and publications, government relations, and other touchpoints.

ASME and the global engineering community
We can increase the visibility of your products and services to highly qualified professionals engaged in a variety of job functions and industries by leveraging an integrated media approach—digital, print, and in person. ASME’s combined reach, including government, academia, and others allied to the field, enables your connection with an even wider engineering community worldwide.

Source of global reader breakout: ASME Membership data 6/30/20
Membership

OUR AUDIENCE

TOTAL READERS*

MARKETS AND TECHNOLOGIES SERVED

6,806 ADVANCED ENERGY SYSTEMS
12,310 AEROSPACE
11,566 APPLIED MECHANICS
4,707 AUTOMOTIVE
4,915 BIOENGINEERING
8,947 COMPUTERS/INFORMATION STORAGE & PROCESSING SYSTEMS
1,994 ELECTRONIC & PHOTONIC PACKAGING
5,397 ENVIRONMENTAL ENGINEERING
13,108 FLUID POWER SYSTEMS & ENGINEERING
5,791 GAS TURBINES
10,493 HEAT TRANSFER
16,148 MANAGEMENT
37,457 MANUFACTURING/DESIGN ENGINEERING
13,928 MATERIALS/MATERIALS HANDLING
1,786 MICROELECTROMECHANICAL SYSTEMS (MEMS)
1,641 NANO-TECHNOLOGY
2,495 NOISE CONTROL & ACOUSTICS
7,116 NUCLEAR ENGINEERING
3,082 OCEAN, OFFSHORE & ARCTIC ENGINEERING
4,709 PETROLEUM
10,379 PLANT ENGINEERING & MAINTENANCE
14,791 POWER
10,166 PRESSURE VESSELS AND PIPELINE SYSTEMS
5,067 PROCESS INDUSTRIES
1,874 RAIL TRANSPORTATION
5,485 SOLAR ENERGY

*May contain duplicates

Facts about Mechanical Engineering readers

82% prefer reading Mechanical Engineering vs. competitive publications
86% took action after reading/seeing an advertisement in Mechanical Engineering
65% read Mechanical Engineering exclusively
46% visit a company’s website after reading about them in the magazine
40% pass information/material along to colleagues
38% purchase $1,000,000+ annually in engineering products/services

Social Media Reach*

- Twitter: 29,313 followers
- Facebook: 257,875 likes
- LinkedIn: 224,563 members

Who We Connect You With

Role in purchasing
- 63%
- 58%
- 38%

Source: ASME Mechanical Engineering Reader Profile Survey - Harvey Research, 2020

Professional Role

Engineer 46%
Management 21%
Consultant 17%
Executive Management 8%
Educator 8%
C-Level 4%
Other 2%

Source: ASME Mechanical Engineering Reader Profile Survey - Harvey Research, 2020
SPONSORED CONTENT

Reach your target audience while they are most engaged and actively looking for solutions.

- Sponsored Content creates a strong connection with readers by placing your authoritative content prominently in their information journey.
- Your content will be posted alongside ASME editorial content, Society news, and other sought-after resources in the same navigation stream across multiple dedicated areas of the website.
- Each post offers multiple options for linking back to your site – creating inbound demand for your products and services.

Available in a variety engaging content formats:
Articles \ Videos \ Infographics \ Quizzes \ Webinar Highlights

NEWSLETTERS

Focus on content
With a focus on content, Mechanical Engineering newsletters provide the opportunity to align your message with award-winning editorial.

- **TechReboot: The Week in Review**
  A review of the week’s content and other engineering and technology news
  Frequency: weekly on Thursdays
  Reach: 40,000

- **TechDesign**
  Focused on design, manufacturing and automation, and the related technologies within these markets
  Frequency: weekly on Tuesdays
  Reach: 35,000

- **TechWorkforce**
  Delivers a perspective on the transformative impact of technology on the labor force and on workforce development
  Frequency: bi-weekly on Fridays
  Reach: 35,000

AD SPECS

- **Leaderboard** 728 x 90 px
- **Text** 150 x 150 px image + up to 30 character headline and 250 character copy
- **Medium Rectangle** 300 x 250 px
NEWSLETTERS

ASME SmartBrief
Quick, up-to-the-minute digest of breaking-and important information for engineering and technology professionals.

Monday Spotlight: Energy
Wednesday Spotlight: Transportation
Friday Spotlight: Biotechnology
Reach: 30,000

ASME News
The latest information about the Society and activities the organization and its members are involved in each year.

Frequency: bi-weekly on Fridays
Reach: 54,000

ME Today
Assists early-career engineers in advancing their careers, their professional awareness, and their understanding of the practice and business of engineering.

Frequency: bi-monthly
Reach: 80,000

NEWSLETTERS

MULTIMEDIA SPONSORSHIPS

Videos and podcasts

ASME TechVideos and ASME TechCast
Biweekly videos and podcasts that focus on a range of topics and on the innovators who are working on today's breakthrough technologies. Topics include design, manufacturing, automation, robotics, IoT, energy, bioengineering, and more.

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Videos</th>
<th>Podcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-roll</td>
<td>Sponsored by logo with voice-over callout</td>
</tr>
<tr>
<td>Mid-roll</td>
<td><em>Sponsored by</em> voice-over callout of brand and 10-second sponsor description</td>
</tr>
<tr>
<td>Post-roll</td>
<td>Voice-over read of 20-second ad spot</td>
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<tr>
<td></td>
<td>Sponsor thank you with 10-second spot and call to action</td>
</tr>
</tbody>
</table>

Custom interviews also available in multiple formats.

AD SPECS

| Billboard: | 970 x 250 px |
| Leaderboard: | 728 x 90 px |
| Text Ad: logo | 120 x 60 px + |
| Headline: 50 characters + |
| Image: 180 x 150 (optional) + |
| Copy: 300 characters |

| Banner: 468 x 60 px |
| Text: 150 x 150 image + up to 30 character headline and 250 character copy |
| Text: 150 x 150 image + up to 30 character headline and 250 character copy |

Dedicated Sends

Dedicated send emails provide the opportunity to distribute your message to our audience. Share information about your company and products or promote access to your content. Since you provide the email you have control of the branding and messaging.

Reach: 30,000+ subscribers

QUIZZES

Generate interactions

Sponsored quizzes and topic challenges generate interactions with a target audience by testing their knowledge on a range of topics. A related content module, on the results page, leads to high engagement with your content and messaging.
**SPECIAL REPORTS**

Provide context for today's evolving technologies

*Mechanical Engineering* Special Reports

Take a deep dive into the breakthrough impact of today's evolving technologies and provide context on how they are transforming industries and the economy.

Each report consists of:

- **A feature story** on ASME.org
- **Original video(s) and podcast(s)** allowing visitors to see/hear the impact of the technology
- **A quiz** testing the user's knowledge on the topic

**SPONSORSHIP INCLUDES**

<table>
<thead>
<tr>
<th>Branding</th>
<th>Logo on quiz, website and promotions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Alignment</td>
<td>Sponsor-provided sidebar in feature story, SME interviewed for video and/or podcast</td>
</tr>
<tr>
<td>Thought Leadership</td>
<td>Sponsor-provided case study or article included on landing page</td>
</tr>
</tbody>
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**LEAD GENERATION**

ASME's lead generation programs connect you with your target audience by leveraging your subject matter expertise.

**White Papers/Case Studies**

Get your content into the hands of design and mechanical engineers worldwide. Promotions occur over a three-month period and may include a mix of dedicated send emails, newsletters and banner ads.

**Webinars**

Engage with an audience who has a demonstrated interest in your product segment or brand. Your content and speakers can help to educate industry professionals worldwide about emerging areas of research, technology applications, best practices and issues impacting the engineering community.

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**EMERGING TECHNOLOGY AWARDS**

Recognizing innovation

The *Mechanical Engineering* Magazine Emerging Technologies Awards is a prestigious celebration of technology excellence. The annual awards recognize innovation and bring together the top people, initiatives, and ascending technologies that are poised to remake the world. One innovation is selected from each area of manufacturing, robotics, clean energy, bioengineering, and pressure technology.

Along with strategic sales and marketing benefits, participation reinforces your position as a thought leader in the industry segments on which we focus.
### ISSUE & DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close:</th>
<th>Materials Due:</th>
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<tbody>
<tr>
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<td>December 18</td>
<td>December 23</td>
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<tr>
<td>April/May</td>
<td>February 16</td>
<td>February 19</td>
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<td>June/July</td>
<td>April 20</td>
<td>April 23</td>
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<td>August/September</td>
<td>June 14</td>
<td>June 17</td>
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<td>October/November</td>
<td>August 16</td>
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<tr>
<td>December/January</td>
<td>October 19</td>
<td>October 22</td>
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</table>

### THEMES

#### Editorial Spotlight
- Infrastructure: Tunneling Machines
- Additive Manufacturing: Is 3D Printing the Future?
- Clean Energy: Zero Carbon Power
- Workforce Development: Engineering Jobs
- Robotics & Automation: Artificial Intelligence
- Emerging Technology Awards: The fifth annual showcase of innovators and the innovations that are poised to become market leaders.

#### Technology Focus
- Column: Energy/Manufacturing
- Tech Focus: Robotics, Automation
- Column: Energy/Manufacturing
- Tech Focus: Aerospace, Energy Bioengineering
- Column: Energy/Manufacturing
- Tech Focus: Design, Transportation Additive Manufacturing
- Column: Energy/Manufacturing
- Tech Focus: Bioengineering, IoT Aerospace
- Column: Energy/Manufacturing
- Tech Focus: Energy, Aerospace, Additive Manufacturing
- Column: Energy/Manufacturing
- Tech Focus: Bioengineering, Robotics, Automation

### SPECIAL REPORTS
- Digital Engineering
- Engineering Careers
- Advanced Manufacturing
- Bioengineering
- Clean Energy
- Robotics

### INDUSTRY WATCH
- Aerospace
- Rail and Marine
- Power Generation
- Automotive
- Fluid Power
- Infrastructure

### MULTIMEDIA
- Quiz
- Podcast/Video
- Webinar Series

### BONUS DISTRIBUTION
- BDOG
- AM Energy
- Digital Twin
- Offshore Wind Summit
- Visualize MED
- Efest
- Turbo Expo
- RFIM Summit
- Digital Twin
- AM Medical
- IMECE

*Editorial features are subject to change
■ Online Exclusives
## MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
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<tr>
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<td>Magazine full-page bleed*</td>
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<td>11 1/8&quot;</td>
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<td>Vertical</td>
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<td>Resource File</td>
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<td>3 1/8&quot;</td>
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*BLEED SPECIFICATIONS*
For FULL-PAGE BLEED ADS, trim size is 8 1/8" x 10 7/8".
Design ads at trim size and add an extra 1/8" bleed beyond the trim on each side; keep live matter at least 1/2" from binding edge and 1/4" from outside trim edges.

WEIGHT: If using stock heavier than 80 lb., submit sample for approval.

METHOD OF PRINTING: Web offset

METHOD OF BINDING: Perfect

## Ad Size Guide

### MAGAZINE TRIM SIZE IS 8 1/8" X 10 7/8"

<table>
<thead>
<tr>
<th>SPACE</th>
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<td>4 1/8&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 pg</td>
<td>Vertical</td>
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<td>4 1/8&quot;</td>
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<tr>
<td>1/6 pg</td>
<td>Vertical</td>
<td>1 1/4&quot;</td>
<td>4 1/8&quot;</td>
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### MAGAZINE TRIM SIZE WITH ADDED 1/8-INCH BLEED ALL AROUND IS 8 3/8" X 11 1/8"

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<th>DEPTH</th>
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<tbody>
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<td>Vertical (Island)</td>
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<td>4 1/8&quot;</td>
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<tr>
<td>1/2 pg</td>
<td>Vertical (Horizontal)</td>
<td>4 1/8&quot;</td>
<td>4 1/8&quot;</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>Vertical (Dissos)</td>
<td>4 1/8&quot;</td>
<td>4 1/8&quot;</td>
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## PRINT ADVERTISING

### BRANDED CONTENT SOLUTIONS

Tell your company’s story
Showcase your executives or experts, and advance your position as an industry thought leader. Work with ASME editors to create custom articles, white papers, executive briefs, videos, infographics and quizzes. Build credibility and subject matter expertise while educating prospects about your company and solutions.

### White Papers
Build credibility and subject-matter authority while educating prospects about your solutions.

### Executive Briefs
Showcase your executives or experts through engaging multimedia profiles created by our editors. Part Q&A, part “day in the life,” Executive Briefs help build a personal interest and connection with your leadership.

### Custom Video
Highlight your value proposition and differentiate yourself from your competition to an audience that is actively seeking new solutions. Available formats include single-speaker deep dives, 1:1 interviews, whiteboard sessions, and more.

### Infographics
Turn your data into compelling visuals that grab the audience’s attention. Great for building top-of-funnel interest and educating prospects.

### Articles
Need a resource to support your Sponsored Content program? Our team will create a series of articles to fuel your next campaign.

### Quizzes
Build your own interactive quiz to generate engagement and drive urgency among your target audience by testing their knowledge on topics, leading back to your solution. Also available as polls and assessments.