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

GLOBAL REACH

About ASME

ADVERTISING OPPORTUNITIES

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

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

Multimedia (Videos & Podcasts)
Videos and podcasts that focus on a range of topics and the innovators who are working on today’s breakthrough technologies.

Quizzes
Sponsored quizzes and topic challenges generate interactions with a target audience.

Special Reports
Take a deep dive into the breakthroughs of today’s evolving technologies.

Events
Establish your company as a thought leader while connecting with prospects and customers face to face.

Lead Generation (Webinars & White Papers)
Connect with target audiences by leveraging your subject matter expertise.

Emerging Technology Awards
The Mechanical Engineering Magazine Emerging Technologies Awards is a prestigious celebration of technology excellence.

Print Advertising
(Preprint and digital classified listings also available.) The award-winning flagship publication of ASME helps readers better understand today’s technology and tomorrow’s innovations.

Branded Content Solutions
Tell your company’s story, showcase your executives or experts, and advance your position as an industry thought leader.
### 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

*May contain duplicates

### Who We Connect You With

- **Role in purchasing**
  - 63%
- **Select/Specify**
  - 58%
- **Approve**
  - 38%

### 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*

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### OUR AUDIENCE

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

*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.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Description</th>
<th>Frequency</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>TechReboot:</td>
<td>The Week in Review: A review of the week’s content and other engineering and technology news</td>
<td>weekly on Thursdays</td>
<td>40,000</td>
</tr>
<tr>
<td>TechDesign</td>
<td>Focused on design, manufacturing and automation, and the related technologies within these markets</td>
<td>weekly on Tuesdays</td>
<td>35,000</td>
</tr>
<tr>
<td>TechWorkforce</td>
<td>Delivers a perspective on the transformative impact of technology on the labor force and on workforce development</td>
<td>bi-weekly on Fridays</td>
<td>35,000</td>
</tr>
</tbody>
</table>

AD SPECS

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>Up to 600 x 600 px</td>
</tr>
</tbody>
</table>
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

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
Pre-roll
Sponsored by logo with voice-over callout
“Sponsored by” voice-over callout of brand and 10-second sponsor description
Mid-roll
Voice-over read of 20-second ad spot
Post-roll
10-second spot with call to action and sponsor link
Sponsor thank you with 10-second spot and call to action
Custom interviews also available in multiple formats.

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.

AD SPECS
Billboard: 970 x 250 px
Leaderboard: 728 x 90 px
Banner: 468 x 60 px
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
**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>
</table>

**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.

**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.
<table>
<thead>
<tr>
<th><strong>ISSUE &amp; DEADLINES</strong></th>
<th><strong>THEMES</strong></th>
<th><strong>SPECIAL REPORTS</strong></th>
<th><strong>INDUSTRY WATCH</strong></th>
<th><strong>MULTIMEDIA</strong></th>
<th><strong>BONUS DISTRIBUTION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feb/March</strong></td>
<td>Infrastructure: Tunneling Machines</td>
<td>Column: Energy/Manufacturing</td>
<td>Digital Engineering</td>
<td>Quiz</td>
<td>BDOG</td>
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<tr>
<td>Ad Close: December 18</td>
<td>Engineers are developing new tunnel boring machines that would allow for more durable infrastructure.</td>
<td>Tech Focus: Robotics, Automation</td>
<td>Aerospace</td>
<td>Podcast/Video</td>
<td>AM Energy</td>
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<tr>
<td>Materials Due: December 23</td>
<td></td>
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<td>Infographic</td>
<td>Digital Twin</td>
<td>Offshore Wind Summit</td>
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<td><strong>April/May</strong></td>
<td>Additive Manufacturing: Is 3D Printing the Future?</td>
<td>Column: Energy/Manufacturing</td>
<td>Engineering Careers</td>
<td>Quiz</td>
<td>Visualize MED</td>
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<tr>
<td>Ad Close: February 12</td>
<td>3D printed products filled the gap when COVID-19 shut factories. But is it ready to be a mainstream technology?</td>
<td>Tech Focus: Aerospace, Energy Bioengineering</td>
<td>Rail and Marine</td>
<td>Podcast/Video</td>
<td>Efest</td>
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<td>Materials Due: February 17</td>
<td></td>
<td></td>
<td>Webinar Series</td>
<td></td>
<td>Turbo Expo</td>
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<tr>
<td><strong>June/July</strong></td>
<td>Clean Energy: Zero Carbon Power</td>
<td>Column: Energy/Manufacturing</td>
<td>Advanced Manufacturing</td>
<td>Quiz</td>
<td>RFIM Summit</td>
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<tr>
<td>Ad Close: April 16</td>
<td>What would it take to eliminate carbon emissions from the power sector over the next 15 years?</td>
<td>Tech Focus: Design, Transportation Additive Manufacturing</td>
<td>Power Generation</td>
<td>Podcast/Video</td>
<td>Digital Twin</td>
</tr>
<tr>
<td>Materials Due: April 21</td>
<td></td>
<td></td>
<td>Infographic</td>
<td>AM Medical</td>
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<tr>
<td><strong>August/September</strong></td>
<td>Workforce Development: Engineering Jobs</td>
<td>Column: Energy/Manufacturing</td>
<td>Bioengineering</td>
<td>Quiz</td>
<td>IMECE</td>
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<td>Ad Close: June 14</td>
<td>Find out which industries are poised to hire the most early and mid-career engineers.</td>
<td>Tech Focus: Bioengineering, IoT Aerospace</td>
<td>Automotive</td>
<td>Podcast/Video</td>
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<td>Materials Due: June 17</td>
<td></td>
<td></td>
<td>Infographic</td>
<td></td>
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<tr>
<td><strong>October/November</strong></td>
<td>Robotics &amp; Automation: Artificial Intelligence</td>
<td>Column: Energy/Manufacturing</td>
<td>Clean Energy</td>
<td>Quiz</td>
<td></td>
</tr>
<tr>
<td>Ad Close: August 13</td>
<td>As AI becomes more prevalent, engineers are asking whether it’s safe for robots to think for themselves.</td>
<td>Tech Focus: Energy, Aerospace, Additive Manufacturing</td>
<td>Fluid Power</td>
<td>Podcast/Video</td>
<td>Webinar Series</td>
</tr>
<tr>
<td>Materials Due: August 18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>December/January</strong></td>
<td>Emerging Technology Awards: The fifth annual showcase of innovators and the innovations that are poised to become market leaders.</td>
<td>Column: Energy/Manufacturing</td>
<td>Robotics</td>
<td>Quiz</td>
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<td>Ad Close: October 19</td>
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<td>Tech Focus: Bioengineering, Robotics, Automation</td>
<td>Infrastructure</td>
<td>Podcast/Video</td>
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<td>Materials Due: October 22</td>
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*Editorial features are subject to change
■ Online Exclusives
PRINT ADVERTISING

MECHANICAL REQUIREMENTS

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<th>SPACE</th>
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<th>WIDTH</th>
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<td>10 7/8&quot;</td>
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<td>1/2 pg</td>
<td>Vertical</td>
<td>4 3/8&quot;</td>
<td>10&quot;</td>
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<tr>
<td>1/2 pg</td>
<td>Island</td>
<td>4 3/8&quot;</td>
<td>7 3/8&quot;</td>
</tr>
<tr>
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<td>Vertical</td>
<td>3 3/8&quot;</td>
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</tr>
<tr>
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<td>Horizontal</td>
<td>7&quot;</td>
<td>4 3/8&quot;</td>
</tr>
<tr>
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<td>Vertical</td>
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<tr>
<td>Resource File</td>
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<td>3 1/4&quot;</td>
<td></td>
</tr>
</tbody>
</table>

*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 1/8" 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"
MAGAZINE TRIM SIZE WITH ADDED 1/8"-INCH BLEED ALL AROUND IS 8 3/8" X 11 3/8"

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.
CONNECT

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