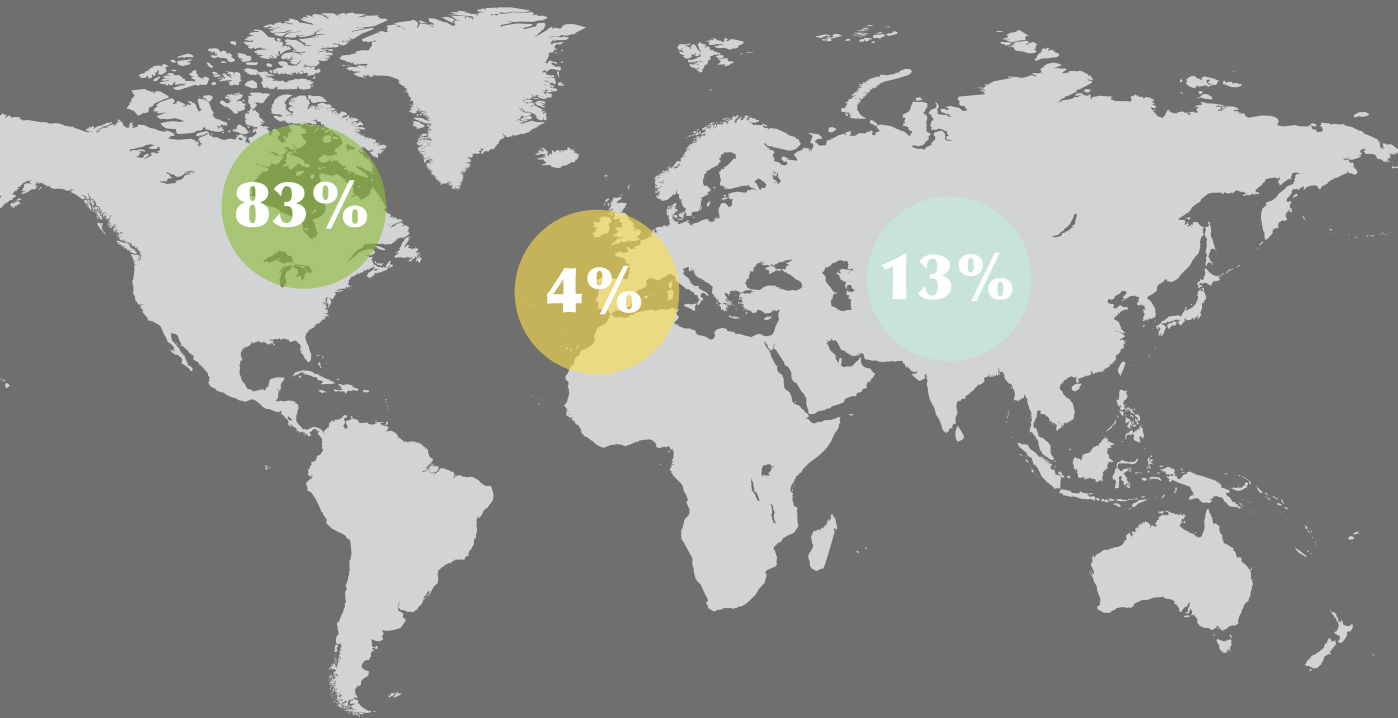




MECHANICAL
ENGINEERING

2016 CLASSIFIEDS/
RECRUITMENT
MEDIA KIT



- Americas
- UK/Europe
- Asia/Pacific

GEOGRAPHICAL REACH source: BPA Brand Report, December 2013

An unparalleled REACH

Mechanical engineering jobs is a global career resource for engineers brought to you by ASME's *Mechanical Engineering* magazine. ASME is the premier global engineering society responsible for pioneering the development of industry codes, standards, and related accreditation programs. Its publications, conferences, continuing education and professional development programs provide a foundation for advancing technical knowledge and a safer world.

With more than 130,000 mechanical engineers as members, *Mechanical Engineering's* reach into this field is unrivaled. We can help you increase the visibility of your engineering job to highly qualified professionals engaged in a variety of job functions and industries by promoting the posting both in print and online.

CONFERENCES

30+

global presence



● = 25 countries

source: Publisher's data

COURSES & WORKSHOPS

200+

professional members of ASME



● = 26 members

source: Publisher's data

TECHNICAL STANDARDS

500+

standards used in 100+ countries



source: Publisher's data



PRINT

* **109,138** subscribers worldwide
 ° **294,673** global readers



ONLINE

° **90,026** monthly page views
1,443 average registrants



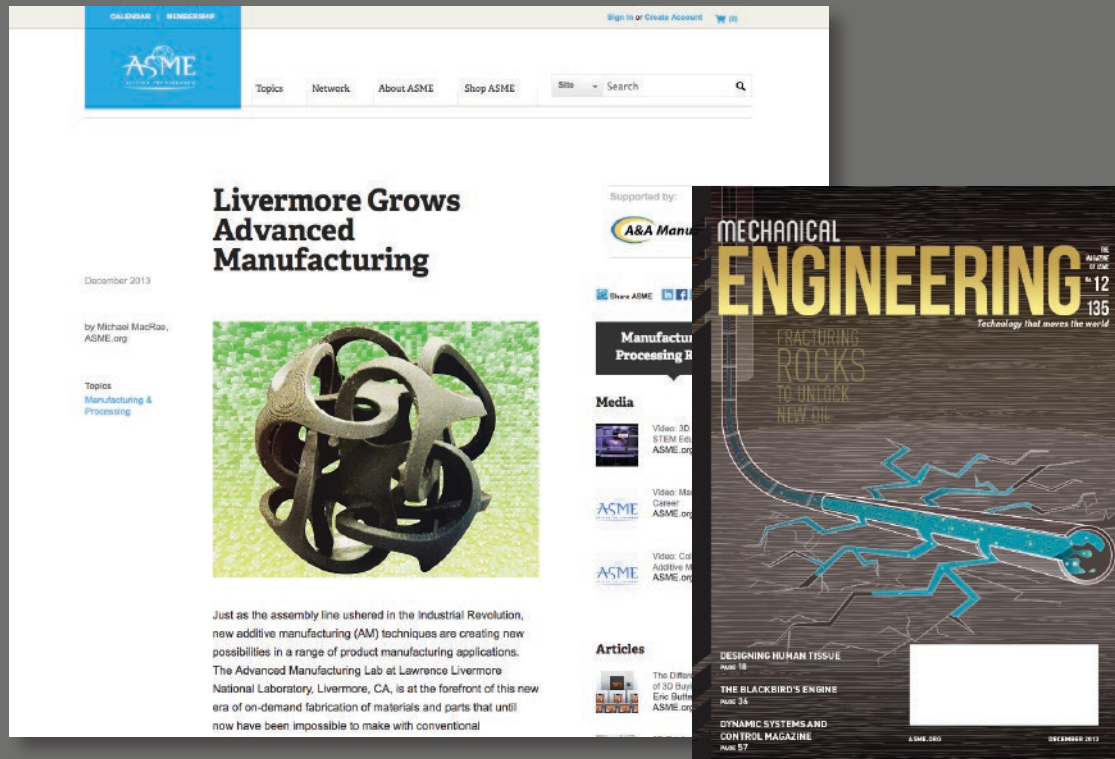
EVENTS

Distributed to thousands at events
 all over the world

* source: BPA Brand Report, December 2013
 ° source: Publisher's data

Mechanical Engineering

The Leading Monthly Publication for the Engineering Community



ENGINEERING FIELD

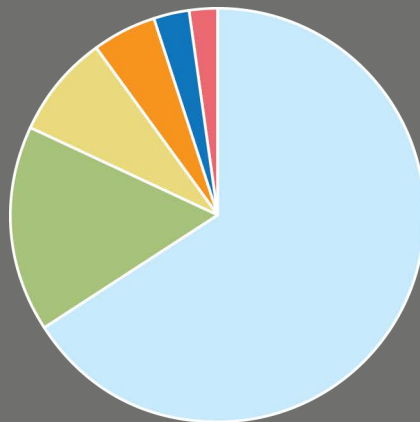
* % subscribers specify/approve/buy

Engineering Materials	85%
Electric Motors/Gear Motors/Speed Devices	83%
Instrumentation and Controls	82%
Computing and Software Equipment	77%
Power Transmission and Motion Control	76%
Fluid Power and Fluid Handling Equipment	72%
Engineering Services	62%
Building, Construction and Power Equipment	51%
Assembly Components and Processes	50%

JOB FUNCTIONS

* % of subscribers involved in this function

Project Management	62%
Design Engineering	61%
Research & Development	48%
Engineering Management	43%
Testing or Quality/Assessment	31%
Consulting/Professional Services	29%
Purchasing/Marketing/Sales	15%
Corporate Management	14%
Education/Academic Faculty	11%



PRIMARY BUSINESS

	Total
Manufacturing	66%
Energy/Power Utilities	16%
Processes Industries & materials	8%
Government	5%
Other	3%
University/Education	2%

DATA SOURCES:
 Mechanical Engineering Reader Profile Study – Erdos & Morgan, 2014
 Cumulative scores from Harvey Ad-Q Studies 2014
 BPA Publisher's Statement for 6-month period ending December 2014

*Totals add up to more than 100% because of the diversity of *Mechanical Engineering* subscribers

Advertising that is UNIQUE

We offer four different advertising options to help you find the right candidate and promote your job and organization across a wide range of sectors, disciplines and career stages:

1 OPTION

MECHANICAL ENGINEERING MAGAZINE PRINT ADVERTISING OR CLASSIFIEDS LISTING

Mechanical Engineering, published monthly, provides a broad interdisciplinary view of the mechanical engineering profession, keeping readers abreast of the industry's latest developments. Print advertising enables you to reach more than 100,000 ASME members worldwide.

2 OPTION

ASME DIGITAL COLLECTION PORTAL ONLINE CLASSIFIED LISTING

A new service provides colleges and universities with an opportunity to post open faculty positions to academics and industry researchers who access content from ASME's Digital Collection of journals, conference proceedings, and eBooks. More than 250,000 journal articles, conference papers, and eBook chapters are downloaded monthly by academics and industry researchers whose institutions maintain a site license.

3 OPTION

ME TODAY E-NEWSLETTER DIGITAL ADVERTISING

ASME's dedicated *ME Today* e-newsletter provides critical information to assist in professional development and advancement to early career engineers, engineering students, and faculty and department heads. *ME Today* is published every other month, starting in January.

4 OPTION

ASME NEWS E-NEWSLETTER DIGITAL ADVERTISING

ASME News contains the latest information about the Society and reports on the many interesting activities the organization and its members are involved in each year. The e-newsletter is sent to approximately 95,000 ASME members twice monthly.

1 OPTION

MECHANICAL ENGINEERING MAGAZINE PRINT ADVERTISING OR CLASSIFIEDS LISTING



12

Issues Per Year



85%

of Readers took action
after seeing ads in M.E.



102K+

* Monthly Readers



Did You Know?

* The typical reader has an annual budget of \$4.3 million for engineering products or services.

2016 PRINT ADVERTISING RATES AND SPECS

FOUR-COLOR ADVERTISING RATES

FREQUENCY	1X	3X	6X	9X	12X
1 pg GROSS	\$10,605	\$10,340	\$10,095	\$9,850	\$9,600
1 pg NET	\$9,015	\$8,790	\$8,580	\$8,375	\$8,160
2/3 pg	\$8,430	\$8,235	\$8,060	\$7,895	\$7,680
1/2 island	\$8,005	\$7,840	\$7,655	\$7,850	\$7,330
1/2 H/V	\$7,000	\$6,850	\$6,715	\$6,560	\$6,425
1/3 pg	\$5,585	\$5,480	\$5,380	\$5,285	\$5,170
1/4 pg	\$4,740	\$4,670	\$4,585	\$4,530	\$4,440
1/6 pg	\$4,150	\$4,090	\$4,040	\$3,985	\$3,925

BLACK AND WHITE ADVERTISING RATES

FREQUENCY	1X	3X	6X	9X	12X
1 pg GROSS	\$8,380	\$8,115	\$7,870	\$7,625	\$7,375
1 pg NET	\$7,120	\$6,900	\$6,690	\$6,485	\$6,285
2/3 pg	\$6,205	\$6,010	\$5,835	\$5,650	\$5,455
1/2 island	\$5,780	\$5,615	\$5,430	\$5,255	\$5,105
1/2 H/V	\$4,775	\$4,625	\$4,490	\$4,335	\$4,200
1/3 pg	\$3,360	\$3,255	\$3,155	\$3,060	\$2,945
1/4 pg	\$2,515	\$2,445	\$2,360	\$2,305	\$2,215

SPREAD AD (2 PAGES)

COLOR	GROSS	NET
Four-Color	\$20,180	\$17,150
Black and White	\$15,830	\$13,455

Note: Your order may be subject to sales tax in your jurisdiction. If necessary we will include the applicable sales tax to your invoice. If you are tax exempt, please send us your tax exemption certificate so we can update our records and process your order accordingly.

* source: Mechanical Engineering Reader Profile Survey - Erdos & Morgan 2014

° source: BPA Brand Report, December 2014

NON-DISPLAY ADVERTISING

CLASSIFIED: \$43 per line; approximately 50 characters per line, includes space and punctuation, five line minimum. E-mail copy to peroj@asme.org. Closing date: 25th of the second month prior to issue.

RECRUITMENT: We request that your ads be e-mailed. Please include your billing address and if you need a Purchase Order number. E-mail ads to peroj@asme.org. Closing date: 25th of the second month prior to date of issue.

IMPORTANT INFORMATION

Send or email all Product Display orders and materials (all should be digital with a color proof) to: Production Supervisor, ASME/ Mechanical Engineering Magazine Two Park Avenue New York, NY 10016-5990 **Phone:** 212-591-7783

Fax: 212-591-7841

Email: peroj@asme.org

- Email Recruitment Display and Non-Display to peroj@asme.org
- Please specify if it is display or non-display. Display orders must specify the size of the ad requested.
- No cancellations will be accepted after the closing date.
- ME magazine is a monthly publication published the first day of every month.

2 OPTION

ASME DIGITAL COLLECTION PORTAL ONLINE CLASSIFIED LISTING



250K+

* Articles Downloaded Monthly



399K+

° Monthly Users



26

ASME Academic Journals

Logo Job: Insert a company or institution logo to reinforce your brand.

Featured Job: Ensure relevant candidates see your position first. Posts appear near the top of the page for 30 days.

ONLINE FACULTY POSITIONS CLASSIFIEDS LISTING

Mechanical Engineering magazine is pleased to offer a new service which provides colleges and universities with an opportunity to post open faculty positions, and provides academics, students, and industry researchers who access content from The ASME Digital Collection a convenient way to view open faculty positions.

The Faculty Positions service enables colleges and universities to reach the right candidates across a wide range of engineering disciplines. Posts can be customized with a choice of upgrades including adding a logo or highlighting the post in the 'Featured Positions' section of the site. This service acts as a complement to the faculty positions being promoted in the Classifieds section of the monthly magazine.

If your institution is based in the UK and Europe, please contact James Rhoades-Brown (email) james.rhoadesbrown@husonmedia.com (phone) +44 (0) 1932 564999 for pricing, specs and more details. North America/Rest of World-based institutions can contact James Pero (email) peroj@asme.org (phone) +1 212-591-7783.

ADVERTISING RATES

LEADERBOARD AD	SKYSCRAPER AD	PILLOW AD
\$3,500	\$3,000	\$2,000

SPECIFICATIONS

LEADERBOARD AD	SKYSCRAPER AD	PILLOW AD
720x90 pixels	160x600 pixels	300X250 pixels

Did You Know?

ASME holds more than 30 technical conferences annually.

*source: Publisher's Data

° source: Google Analytics, (Period of March 3 to April 2, 2015)

3
OPTION

**ME TODAY E-NEWSLETTER
DIGITAL ADVERTISING**



6

Issues Per Year



95K+

Monthly Circulation

ME Today
a publication for early career engineers

Leaderboard 764x90

Features

Working in the Aerospace Industry
Working in the Aerospace Industry whether it be commercial or defense can be hard work, fun and a rewarding career. Jenn Dandrea, Engineering Flight Line Manager at The Boeing Company and Anita Rebarchak, Senior Systems Engineer at Pratt & Whitney provide their perspectives. [read more...](#)

Visit the ME Today Blog

L'Oréal USA For Women in Science Fellowship Program

Skyscraper 168x300

The L'Oréal USA For Women In Science fellowship program will award five post-doctoral women scientists in the United States this year with grants of up to \$60,000 each. [apply today...](#)

Engineering For Change

Amazon May Drone on about Unmanned Delivery, but Developing Countries will be the First to Benefit
Unmanned aerial delivery drones may be more practical in developing countries than in the regulated skies of the global West.

Diverse Group of Early Career Engineers start Internship Program
We are proud to announce incoming early career engineer interns, selected for the ASME Early Career Leadership Intern Program to Serve Engineering (ECLIPSE) starting this June (2014). The candidates represent a diverse group of experience in engineering. [read more...](#)

Standard Banner 468x60

ME Today reaches 95,000+ subscribers — early career engineers with up to three years of engineering practice, plus engineering undergraduate students, faculty and ME department heads. It provides timely, relevant information to assist in career and professional development and advancement. Published bi-monthly starting in January, ME Today is distributed to ASME members and non-members.

REMAINING 2015 ISSUE DATES AND DEADLINES

ISSUE	PUBLICATION DATE	DEADLINE FOR AD MATERIALS
July	July 7	May 23
September	September 8	July 28
November	November 3	September 29

ADVERTISING RATES

STANDARD BANNER AD	SKYSCRAPER AD	LEADERBOARD	1X RATE TEXT AD
\$3,000	\$2,000	\$3,500	\$3,500

SPECIFICATIONS

STANDARD BANNER AD	SKYSCRAPER AD	LEADERBOARD	TEXT AD
468x60 pixels	160x300 pixels	764x90 pixels	up to 40 words and company logo

Did You Know?

ASME members provide engineering and technical expertise to policy makers in Congress, the White House Office of Science and Technology policy, and key federal agencies.

4 OPTION

ASME NEWS E-NEWSLETTER DIGITAL ADVERTISING



24

Issues Per Year



90K+

Circulation



Did You Know?



ASME offers over 200 professional development courses in multiple formats.

YOUR ONLY VEHICLE TO ACCESS THE MECHANICAL ENGINEERING MAGAZINE SUBSCRIBER BASE VIA EMAIL.

ASME News' rich and contemporary new look provides expanded functionality for ASME members (subscribers of *Mechanical Engineering* magazine) and gives them access to the latest information about the organization and its members.

ASME NEWS INCLUDES:

- Articles and features about ASME
- Columns by ASME officers
- Useful links to other newsletters the Society generates
- Updated links to division pages, ASME websites, and other products and areas of interest within the Society
- A link to late-breaking industry news of the day

A complimentary website, www.asmenews.org, serves as the web hub for e-newsletter's content. Available across mechanicalengineering.com. Together, *Mechanical Engineering* magazine and ASMEnews are the central communication points between the Society and its members.

SPECIFICATIONS

RIGHT COLUMN BANNER	LEFT COLUMN BANNER	SPONSORSHIP MESSAGE
168x80 pixels	368x60 pixels	up to 40 words and company logo

ADVERTISING RATES:

\$3,000 for the first newsletter of the month
\$5,000 for both newsletters in the month

Deadline: 15 days before posting

To learn more about our advertising opportunities, please contact us!

James Pero

Advertising & Sponsorship Sales Representative

Tel 1.212.591.7783 Fax 1.212.591.7841

peroj@asme.org

Greg Valero

Manager, Integrated Media Sales

Tel 1.212.591.8356 Fax 1.212.591.7841

valerog@asme.org

ASME Headquarters

Two Park Ave.

New York, NY 10016-5990 U.S.A.

Tel 1.212.591.7000 Fax 1.212.591.7674

www.asme.org



MECHANICAL
ENGINEERING