

ASSEMBLY

WHO WE ARE

Your most complete advertising resource reaching the entire ASSEMBLY industry. ASSEMBLY delivers a valuable audience of manufacturing professionals to complement your marketing efforts. With respected editorial coverage of the entire manufacturing industry, no other publication delivers to the right customer like ASSEMBLY. Your partnership with ASSEMBLY will extend your message each month to industry executives.

ASSEMBLY INDUSTRY COMMUNITY PLUS THOUSANDS MORE

PARKER	FEDERAL MOGUL	TEXTRON
GENERAL ELECTRIC	ITW	MITSUBISHI
HONEYWELL	TE CONNECTIVITY	BAE SYSTEMS
BOEING	KOHLER	JOHNSON & JOHNSON
GENERAL MOTORS	ZF INDUSTRIES	VOLVO
CATERPILLAR	ABB INC	INGERSOLL RAND
LOCKHEED MARTIN	WOODWARD	SCHNEIDER ELECTRIC
JOHN DEERE	CROWN EQUIPMENT	TIMKEN
FORD	BORG WARNER	ATI
EATON	ROCKWELL AUTOMATION	ATLAS COPCO
NORTHROP GRUMMAN	TRIUMPH	HEWLETT PACKARD
RAYTHEON	MEDTRONIC	KAWASAKI
WHIRLPOOL	DELPHI	MODINE
3M	TOYOTA	NORDSON
COLLINS AEROSPACE EMERSON	DANFOSS	STRYKER
MOLEX	JOHNSON CONTROLS	TELEDYNE
MOOG	MAHLE	ABBOTT
UNITED TECHNOLOGIES CORPORATION	GENERAL DYNAMICS	HITACHI
FCA	HARRIS CORP	MERITOR INC
NASA	AMETEK	PHILIPS
STANLEY BLACK & DECKER	DENSO	DAIMLER
CONTINENTAL	GKN	MOTOROLA
HONDA	GRACO INC	LEAR CORP
SIEMENS	IBM	BAXTER
CUMMINS	ROCKWELL COLLINS	CISCO SYSTEMS
BOSCH/ROBERT BOSCH	HENKEL	PLEXUS
L3 COMMUNICATIONS	PRATT & WHITNEY	
	TRANE	

*sample of companies served

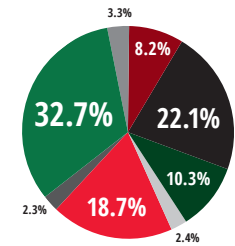
INDUSTRY PROFESSIONAL REACH

ASSEMBLY delivers your message to manufacturing and design engineers, manufacturing, design and corporate managers, and purchasing subscribers who recommend, specify and/or buy the products you sell.

31.49%	Adhesives, Tapes, Sealants and Dispensing Equipment
36.74%	Assembly Workstations, Benches, Seating and Lighting
33.94%	Automated Assembly Machines and Systems
25.89%	Bar Code Reader Systems, Printers and Readers
20.71%	Contract Assembly Services
26.01%	Conveyors and Materials/Parts/Handling Equipment
21.18%	Software and/or Data Acquisition Equipment and Instrumentation
23.35%	Fasteners and Precision Formed Parts
22.20%	Machine Vision Systems and Non-Contact Sensors
27.48%	Power and Hand Tools
25.34%	Production Equipment, Presses, Forming and Threading Machines
21.32%	Robots, End Effectors and Pick-and-Place Machines
28.14%	Test and Inspection Equipment
20.48%	Welding/Brazing/Soldering/Equipment and Supplies
20.12%	Wire Processing And Terminating Machines
21.42%	Motion Control, Positioning and Indexing Equipment
21.21%	Packaging Equipment
20.56%	Additive Manufacturing and 3D Printing
15.46%	Industrial Computers and Software

SUBSCRIBER FUNCTIONS*

Over half of ASSEMBLY subscribers have managerial functions.



Corporate Management - 32.7%
Design Management - 3.3%
Design Engineering - 8.2%
Manufacturing Management - 22.1%
Manufacturing Engineering - 10.3%
Purchasing - 2.4%
Engineering - 18.7%
Other - 2.3%

ASSEMBLY'S PORTFOLIO

ASSEMBLY OFFERS A DIVERSE PORTFOLIO OF TOOLS TO HELP MEET YOUR MARKETING GOALS.

Developing an effective marketing strategy starts with establishing your objectives. Once this is established, it's time to select the tools for your program. It is best practice to integrate your marketing message by combining online and digital tools to increase the receptivity of your company's products and services while reaching our audiences across multiple platforms.

MARKETING TOOLS

	Custom Content eNews	eNewsletter / eBlast	Native Advertising	eMagazine	Webinar / Online Events	Interactive Product Spotlight	eBook	Video	Online Retargeting	Social Media	Research	Articles	Whitepaper	Podcast	Live Events	Infographics	Infocenters	Advanced Marketing Solutions	Website Display Ads	Classified	Editorial Infographic	Conversion Infographic
BRAND AWARENESS		✓	✓	✓	✓			✓	✓	✓				✓	✓		✓	✓	✓	✓		
LEAD GENERATION	✓	✓	✓		✓		✓	✓							✓		✓					
CONTENT MARKETING	✓		✓		✓	✓	✓	✓				✓		✓	✓	✓	✓					
MARKET RESEARCH											✓											



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*ASSEMBLY June 2021 BPA Brand Report

ASSEMBLY

ASSEMBLYmag.com



For more information on who we serve, brand reach and audience engagement, visit: www.ASSEMBLYmag.com/audience

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