

Manufacturing Business Technology

IT FOR MANUFACTURING EXECUTIVES

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2009

Editorial Calendar

"Manufacturing Business Technology gives manufacturing executives the tools they need to turn information technology into a competitive advantage."

— Sidney Hill, Jr., Executive Editor *Manufacturing Business Technology*

Print

| | January/February Ad Closing 1/9/2009 | March/April Ad Closing 3/11/2009 | May/June Ad Closing 5/8/2009 | July/August Ad Closing 7/13/2009 | September/October Ad Closing 10/4/2009 | November/December Ad Closing 11/9/2009 |
|--------------------------|---|---|-----------------------------------|--|--|--|
| Enterprise Issues | Advanced sales & operations planning | Maintaining a lean supply chain | Managing supply chain risk | Measuring business performance | The current state of SaaS applications | Emerging software vendors |
| Plant Operations | The business case for green manufacturing | How advanced control systems boost productivity | The energy-efficient plant | Does SOA work on the plant floor? | Control-system safety and security | Manufacturing intelligence solutions |
| Product Innovation | The PLM-MES connection | The culture of innovation | Sharing design data | Innovation Insight Awards | Best practices in product data management | Digital prototyping |
| Computing Infrastructure | Google in the enterprise | The collaborative infrastructure | Mobile computing in manufacturing | Evaluating integration platforms | Industrial wireless | Plant-floor architectures |
| Industry Spotlight | Global sourcing strategies | Protecting intellectual property | Emerging manufacturing markets | Managing materials costs | Global trade management | Competing for talent |
| Editorial Webcasts | Sustainability/green business strategies | SOA as a business process management tool | Lean in the global supply chain | Profiting from manufacturing/business intelligence | How PLM satisfies the product maker's need for speed | How advanced automation solutions improve business performance |

Online

mbtmag.com attracts more than 50,000 unique users each month looking for a wide range of critical content...

- Industry updates and analysis including eight years of MBT archives
- Targeted Webcasts, podcasts, blogs
- White papers and research library
- Audience response and community talkback features
- Our *Mid-Day Report* and topic specific eletters
- Software Finder, and directories of industry associations and events

Our Audience



Manufacturing Business Technology differentiates itself from other publications by offering the most qualified target audience available—an audience of key manufacturing industry decision makers, including IT, corporate, and operations management job functions.

- * **100%** of our subscribers have purchasing influence, which can be broken out across 35 relevant product categories
- * **80%** of our subscribers hold Director, C-level or above titles
- * **100%** of our subscribers have directly requested our publication



*Source: June, 2008 BPA Statement

Opportunities

Editorial opportunities

Our audience is very interested in your developments. Please contact us to discuss editorial opportunities.

Marketing opportunities

Manufacturing Business Technology helps you target our uniquely desirable audience through a wide range of marketing products across multiple platforms.

- Lead / demand generation
- Brand awareness / thought leadership
- Traffic drivers / SEO
- Database marketing
- Market intelligence

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