

Fields Served:

Quality Magazine serves manufacturing professionals involved in quality-related activities in manufacturing industries and others allied to the field, including plastics and rubber products, primary metal, fabricated metal products, machinery, computer and electronic products, navigation/measuring/electromedical/control instruments, electrical equipment/appliance/components, transportation equipment, motor vehicle/body/trailers/parts, aerospace products/parts, medical equipment and supplies, furniture and fixtures, and miscellaneous manufacturing.

QUALITY MEDIA WILL GENERATE MORE THAN 1,000,000 IMPRESSIONS IN THE SECOND HALF OF 2009.*

KEY MEDIA

- NDT Special Section
- Vision & Sensors Special Section
- Aerospace Special Section
- Quality "How-To" Guide
- Quality Plan Book
- Quality Update eNews
- Q-Tube Video
- Q-Cast Podcasts
- Quality Measurement Conferences

PRINT SOLUTIONS

Media	Audience ¹
July Issue	56,018
July Vision & Sensors Special Section	25,000*
July Aerospace Special Section	25,000*
August Issue	56,018
August NDT Special Section	25,000*
September Issue	56,018
September Vision & Sensors Special Section	25,000*
October Issue	56,018
October NDT Special Section	25,000*
November Issue	56,018
November NDT Special Section	25,000*
Mid-November Buyers Guide	56,018
December Issue	56,018
December Vision & Sensors Special Section	25,000*
Quality Magazine subscribers are 100% request and 100% all-manufacturing.*	

ONLINE MEDIA

Month	Impressions ²	Unique ²
January	34,555	14,991
February	39,456	16,207
March	46,896	19,411
April	43,573	17,650
May	36,643	16,454
June	37,245	17,631

Now BPA audited, Quality online media generates an **average 39,700+ impressions²** each month.*

Marketing opportunities include Button Ads, Banner Ads, Skyscraper Ads, Video, Rich Media Ads, Showrooms, Podcasts, White Paper Posts, Blog Sponsorships and more!



NEWSLETTERS & DIGITAL

Media	Impressions*
Quality Update eNewsletter (weekly)	18,000
NDT Update eNewsletter (monthly)	18,000
Vision & Sensors Update eNewsletter (monthly)	18,000
Custom eNewsletter/Subscriber E-mail Blast	35,000
Digital Edition Delivery	3,600

Banners, Buttons, Text, Video, White Paper and classified advertising is available. Average **open rate 16.2%** generating **3,800+ average click-throughs.***



LIVE EVENTS

Event Sponsorship	Impressions*
Educational Webinar	127,693
Event	Bonus Distribution*
Quality Expo	1,950
ASNT Fall Conference	850
MS&T	500

Quality media connects you with executive-level decision-makers at trade shows and networking conferences across the country.

¹ Publisher's Projection for July-Dec. 2009 as of Sept. 2009. June 2009 BPA Statement Average Qualified Circulation 56,018.

² BPA Interactive Data, 39,728 Average Jan.-June 2009. * Publisher's own data.