

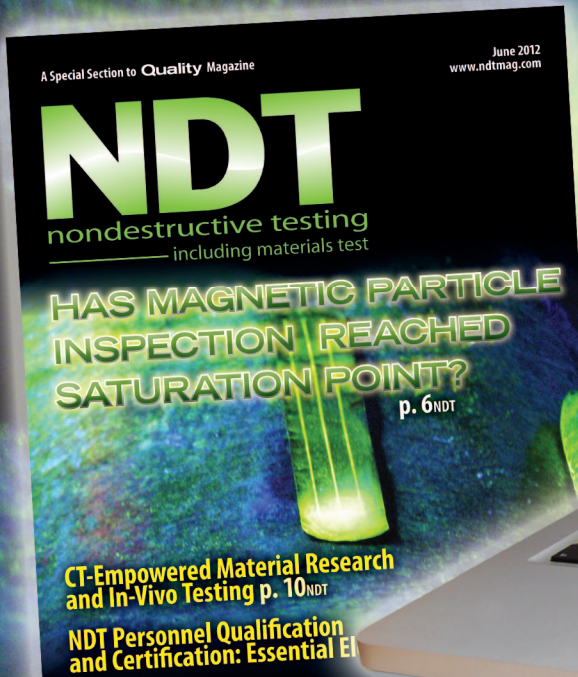
A PRACTICAL USE OF NDT AND MATERIALS TEST TECHNOLOGY

# NDT

A Special Section to Quality

nondestructive testing  
including materials test

## 2013 INTEGRATED MEDIA PLANNER



NDT REACHES YOUR KEY BUYERS 7 TIMES IN 2013!

# NDT

nondestructive testing  
including materials test

The ONLY magazine that focuses on practical, real-world applications of NDT and materials testing to improve manufacturing processes.

NDT buyers have the purchasing power for nondestructive test and materials test equipment, software and services.

**We have the numbers! We have the names! Key BUYERS from key companies are reading NDT!**

**Quality subscribers at these companies receive NDT as part of their subscription\***

General Electric	Cummins
Lockheed Martin	ATK
Parker Hannifin	3M
Northrop Grumman	Timken
Honeywell	Emerson
Eaton	Whirlpool
Ford	TRW
Caterpillar	Medtronic
General Motors	Toyota
Boeing	GKN
Goodrich	ITW
L-3 Communications	Boston Scientific
Continental	Johnson Controls
Siemens	John Deere
ITT	Honda
Philips	Borg Warner
Chrysler	Teledyne
General Dynamics	Mitsubishi
Alcoa	Abbott
Delphi	Autoliv
Pratt & Whitney	Textron/Bell
BAE Systems	Helicopter
Tyco	Trane
Cooper	Hewlett Packard
Federal Mogul	Covidien
Raytheon	

## Influential Titles Receive NDT\*

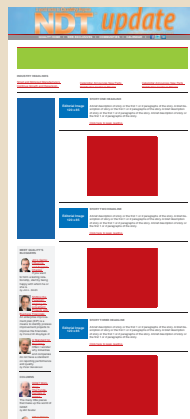
Quality Management/Engineering. . . . .	<b>10,963</b>
Manufacturing Engineering/Operations. . . . .	<b>8,950</b>
Corporate Management. . . . .	<b>4,993</b>
Engineering & Technical. . . . .	<b>1,422</b>
R&D. . . . .	<b>.600</b>
Purchasing . . . . .	<b>.279</b>
<b>Total Qualified Manufacturing Circulation . . . . .</b>	<b>27,207</b>

## Products/ equipment that our subscribers purchase

(See our February *Source Book* for a complete listing)

- Alloy Analyzers
- Borescopes
- Calibration Services
- Color Measurement and Matching equipment
- Data Collection and Analysis equipment
- Eddy Current test equipment and systems
- Film
- Flaw Detectors
- Flourescent Inspection systems
- Force Gages
- Hardness Test equipment
- Impact Testers
- Leak Test equipment
- Liquid Penetrant Test equipment
- Magnetic Particle Test equipment
- Materials Testing equipment
- Microscopes
- Phased Array Imaging
- Radiographic Test Systems
- Tensile Testing
- Transducers
- Ultrasonic Test equipment
- Videoscopes
- Weld Inspection equipment
- X-Ray

## NDT Electronic Media



### NDT Update eNewsletter

NDT Update features up-to-date news, the latest in technology and events in an interactive format. Put your message in front of more than 8,800\* buyers who regularly receive NDT Update.

#### Advertising Options:

- Leaderboard (728 x 90)
- Skyscraper (160 x 600)
- Medium Rectangle (300 x 250)

**Don't wait for qualified buyers to come to you... reach them with every issue of NDT Update!**

### NDT Digital Edition Sponsorship

Reach the quality professionals who receive each NDT Magazine Digital Edition by becoming a sponsor. Sponsor the digital edition and place your full page, interactive ad opposite the NDT front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving, animated rich media, audio, and/or flash elements (advertiser supplied). One sponsor per issue!

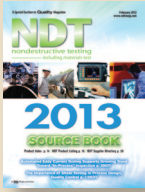


#### Quality and NDT have more online products to offer, including:

- Webinars
- Video on Q-Tube
- Q-Cast Podcasts
- Special Product Showrooms
- Microsites
- ...and more!

\*Publisher's Own Data, 2012.

# NDT Marketing Opportunities

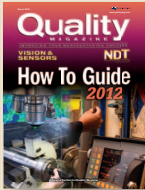


## February

### NDT Source Book

In PRINT, ONLINE and eBlast!

Reach and impact more than 27,000 quality and manufacturing professionals who buy NDT and materials test products and services. This is your chance to be seen for an entire year!



## March

### Quality/NDT "How To" Guide

Two-page, 4-color "advertorial" for just \$3,400 net!

Educate NDT subscribers by authoring an educational article on your area of expertise. Advertise in the February issue of NDT and for an additional \$3,400 (net) have your NDT "How-To" article included in the

March issue, which reaches more than 50,000\* subscribers. Reserve your exclusive topic NOW!



## July

### Aerospace Edition

The July Aerospace Special Section reaches more than 25,000\* Quality Magazine subscribers and NDT subscribers who work in this industry or buy the tools most often used in this important industry. Editorial focuses on the leading-edge, as well as tried-and-true,

tools and techniques that make aerospace a key market for so many suppliers. Bonus distribution at key aerospace shows and conferences adds to your already effective reach with this special section.

## Quality Expo 2013 Chicago, IL



Special show packages available.



- August: Pre-Show Guide
- September: Show Issue
- September: Quality Show eNewsletter
- Video Booth Tours

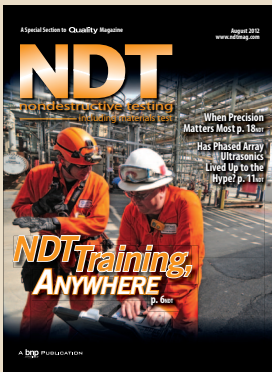
## Gold NDT Leads

We do the legwork for you in developing qualified equipment, software and services sales leads!



This **EXCLUSIVE** service provides advertisers only with leads that have been **personally** contacted and have expressed an interest in purchasing your type of product. **FREE for advertisers in April and October.**

Issue	February	March	April	June	July	August	October	November
Ad Closing	1/4/13	2/4/13	3/4/13	5/3/13	6/3/13	7/5/13	9/3/13	10/4/13
<b>Special Coverage</b>	Aerospace Automotive Energy Medical Plastics	Aerospace Automotive Energy Medical Plastics	Aerospace Medical	Aerospace Medical	<b>AEROSPACE</b>	Automotive Plastics	Automotive Medical	Aerospace Automotive Energy Medical Plastics
<b>Features</b>	Magnetic Particle Inspection Computed Tomography NDT Certification	"How-To" Guide Quality/NDT	Eddy Current XRF Analyzers Color Matching	Ultrasonics Probes Materials Analysis	NDT in Aerospace Fatigue Testing AS9100	Remote Visual Inspection Hardness Testing Weld Process Monitoring	NDT Training Phased Array Helium Leak Testing	NDT Lab Services NDT Rental Choose the Right Equipment
<b>Back to Basics:</b> NDT & Materials Test	2013 NDT Source Book		Tensile Testing	Flaw Detection	Backlight	Wire Crimp Pull Testing	Microscopes	Leak Testing
<b>Case Studies</b>			Transducers Automated NDT	Corrosion Testing Extensometers	Compression Testing Radiation Safety	Electromagnetic Testing Laser NDT	Compliance Software Digital Radiography	Portable Imaging Materials Analysis
<b>e-Xtras</b> (Digital-Only Features, News, Interviews and More)	Eddy Current	Transducers	NDT Standards	Ultrasonics	First-Article Inspection	Holography	Spectrometers	Custom NDT Systems
<b>FREE Advertiser Bonus</b>	"Double Exposure" FREE SPACE for all advertisers!		<b>Gold NDT Leads</b> 			FREE Case Study	<b>Gold NDT Leads</b> 	
<b>Marketing Opportunities</b>	NDT Update eNewsletter Quality Showcase	NDT Update eNewsletter Quality Integrated Showcase	NDT Update eNewsletter Quality Showcase Postcards Plus	NDT Update eNewsletter Quality Integrated Showcase	NDT Update eNewsletter Quality Showcase Postcards Plus	NDT Update eNewsletter Quality Showcase	NDT Update eNewsletter Quality Showcase	NDT Update eNewsletter Quality Showcase Postcards Plus
<b>Show Distribution</b>	MD&M West February 12-14 Anaheim, CA		CONTROL May 14-17 Stuttgart, Germany	MD&M East June 18-20 Philadelphia, PA	NCSLI Conference July 14-18 Nashville, TN  CMSC July 22-26 San Diego, CA	Quality Expo September 10-12 Chicago, IL	MS&T October 27-31 Montreal, Quebec ASNT Fall Conference November 4-7 Las Vegas  WESTEC October 15-17 Los Angeles, CA	



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## NDT 2013 Net Advertising Rates

Ad Size	1-2X	3-5X* SAVE 10%	6X* SAVE 15%
Full Page	\$3,285	\$3,010	\$2,905
1/2-Page Island	\$2,400	\$2,215	\$2,125
1/2-Page	\$2,100	\$1,945	\$1,875
1/3-Page	\$1,575	\$1,475	\$1,305
1/4-Page	\$1,350	\$1,270	\$1,230

The above rates are net-per-ad and include color.

\*Note: One of these issues must be the NDT Source Book.  
 Black and white rates: inquire.

## NDT Specifications

### INSERT RATES

Contact publisher for information.

### AGENCY COMMISSION

Above net rates already include 15% agency discount.

### COPY & CONTRACT

Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

### DIGITAL AD REQUIREMENTS

Visit [www.ndtmag.com](http://www.ndtmag.com) for full advertising specifications, or contact your Quality Production Manager.

### ELECTRONIC SUBMISSION -

<http://upload.bnpmedia.com>

Files sent via e-mail should be 3 MB or less. Larger files should be posted to the FTP site. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

### Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".

<b>Spread</b> 15" x 10"	<b>Full</b> 7" x 10"
<b>2/3 V</b> 4 1/2" x 9 3/4"	<b>1/2 V</b> 3 3/8" x 9 3/4"
<b>1/2 Is</b> 4 1/2" x 7 3/8"	<b>1/3 V</b> 2 1/4" x 9 3/4"
<b>1/3 Sq</b> 4 1/2" x 4 3/4"	<b>1/4 V</b> 3 3/8" x 4 3/4"
	<b>1/2 H</b> 7" x 4 3/4"
	<b>1/3 H</b> 7" x 3"
	<b>1/4 H</b> 7" x 2 1/2"