

Spring 2023  
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# The Shot Peener

Sharing Information and Expanding Global Markets for Shot Peening and Blast Cleaning Industries

The new mobile  
Laser Peening  
without Coating  
System

PLUS: ANALYZING WHAT WE KNOW ■ SHOT PEENING MATERIALS SCIENCE  
CHOOSING THE PROPER NOZZLE ■ MEDIA SELECTION: TO MIX OR NOT TO MIX?

The Shot Peener

# 2023 Media Kit

Reaching the shot peening industry through print and electronic media





# *The* Shot Peener

Sharing Information and Expanding Global Markets for Shot Peening and Blast Cleaning Industries

- Established in 1986
- Read in 80 countries
- Published quarterly
- Free to all subscribers

## ***We're Committed to the Success of Our Advertisers and Readers***

### ■ **Our Mission**

*The Shot Peener* is dedicated to sharing information and expanding global markets for everyone in the shot peening and blast cleaning industries. We cover topics of importance to a wide range of readers — from OEMs to engineers to academics to machine operators — in a fresh and engaging format.

### ■ **Why We Don't Charge for the Magazine**

We don't charge for *The Shot Peener*; we want the opportunity to engage and inform as many readers as possible in our industry.

As the demand for shot peening grows, we all become more successful. No other magazine in the industry is as dedicated to our readers and our advertisers.

### ■ **We Deliver: Mail, Email and Website**

Our readers have the choice of receiving the magazine by mail, email and/or reading and downloading current and past issues at our website at [www.theshotpeenermagazine.com](http://www.theshotpeenermagazine.com). All ad materials placed in the print version of *The Shot Peener* will appear in the interactive electronic version of the magazine. Each ad in the electronic magazine has a live link to the advertiser's website.

The magazine is also distributed at Electronics Inc.'s shot peening training seminars/workshops, on-site training programs, and industry trade shows.

Our lists, as of March 2023, include the following number of contacts:

- Mail: 4801
- Electronic: 1437

### ■ **Fair and Reasonable Advertising Rates**

Due to the growth of our electronic distribution program, we've controlled our print and postage expenses. We're also fortunate to have many loyal advertisers. These factors enable us to keep our rates very reasonable.

# Geographic Distribution by Continent/Country as of March 2023

## Africa

Country	Mail	Electronic
Algeria	1	
Egypt	4	2
Kenya	1	
Morocco		1
South Africa	4	10
Tunisia		2
<b>Total</b>	<b>10</b>	<b>14</b>

## Asia

Country	Mail	Electronic
Bahrain	1	1
China	111	51
Hong Kong	10	4
India	224	100
Indonesia	37	4
Israel	28	8
Japan	61	31
Kazakhstan	1	
Korea	4	6
Malaysia	31	5
Nepal	1	
Pakistan	14	2
Philippines	3	1
Qatar	2	
Russia	13	5
Saudi Arabia	4	5
Singapore	126	27
South Korea	29	11
Sri Lanka		1
Taiwan	33	7
Thailand	22	4
Turkey	40	21
United Arab Emirates	7	4
Vietnam	1	2
<b>Total</b>	<b>803</b>	<b>300</b>

## Australia

Country	Mail	Electronic
Australia	49	14
New Zealand	10	3
<b>Total</b>	<b>59</b>	<b>17</b>

## Europe

Country	Mail	Electronic
Austria	2	1
Belgium	16	9
Bosnia	2	
Bulgaria	1	
Croatia	3	2
Czech Republic	5	8
Denmark	7	2
England	5	6
Finland	15	1
France	89	35
Germany	130	75
Great Britain		2
Greece	2	3
Hungary	15	3
Italy	60	26
Lithuania	3	1
Luxembourg	3	2
Malta	2	1
Netherlands	31	15
Northern Ireland	12	6
Norway	2	1
Poland	37	11
Portugal	6	77
Romania	25	
Scotland	2	
Serbia	3	2
Slovakia		2
Slovenia	11	3
Spain	48	39
Sweden	29	14
Switzerland	10	7
Ukraine	3	2
United Kingdom	139	74
<b>Total</b>	<b>868</b>	<b>430</b>

## North America

Country	Mail	Electronic
Canada	286	91
Costa Rica	2	
El Salvador	2	1
Mexico	152	50
Panama	1	
Puerto Rico	1	
United States	2657	531
<b>Total</b>	<b>3101</b>	<b>673</b>

## South America

Country	Mail	Electronic
Argentina	14	13
Brazil	78	28
Chile	1	3
Colombia	9	6
Ecuador		1
Peru	4	1
Venezuela	3	3
<b>Total</b>	<b>109</b>	<b>55</b>

### Distribution Totals

**Mail** 4801  
**Electronic** 1437

*The magazine is also available for download at its website and is distributed at Electronics Inc.'s workshops, on-site training programs and industry trade shows.*



# The Shot Peener

Sharing Information and Expanding Global Markets for Shot Peening and Blast Cleaning Industries

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- Published quarterly
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## Please specify Ad Rate, Ad Placement and Ad Materials

### 4-Color Ad Rates

Frequency Contract Discounts

	1 Time	2 Times	3 Times	4 Times
Back Cover*	<b>Reserved through Fall 2023</b>	<input type="checkbox"/> \$1366	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1300
Inside Front Cover*	<b>Reserved through Summer 2023</b>	<input type="checkbox"/> \$1226	<input type="checkbox"/> \$1164	<input type="checkbox"/> \$1164
Inside Back Cover*	<b>Reserved through Fall 2023</b>	<input type="checkbox"/> \$1164	<input type="checkbox"/> \$1106	<input type="checkbox"/> \$1106
Full Page	<input type="checkbox"/> \$1156	<input type="checkbox"/> \$1097	<input type="checkbox"/> \$1042	<input type="checkbox"/> \$990
Half Page	<input type="checkbox"/> \$580	<input type="checkbox"/> \$551	<input type="checkbox"/> \$523	<input type="checkbox"/> \$497
Quarter Page	<input type="checkbox"/> \$289	<input type="checkbox"/> \$275	<input type="checkbox"/> \$261	<input type="checkbox"/> \$248

\*Covers are for full page, 4-color ads only. Current advertisers have first right of refusal.

All rates are per insertion

We do not offer an agency commission — these rates are non-commissionable

## Ad Placement

Summer 2023    Fall 2023    Winter 2024    Spring 2024

## Ad Materials

Repeat ad from last year: \_\_\_\_\_ (Issue number)

Will send new materials (Please note closing dates)

To obtain the protected issue rate, the issues must be specified at the time the contract is accepted. Advertisers using less than the contracted space will be short-rated if they do not use the amount of space during the time period on which billing has been based. Advertisers are rate protected for the duration of their contract.

## Ad Specifications

Please submit the ad in print-ready PDF. Email materials to [info.prose@yahoo.com](mailto:info.prose@yahoo.com).

## Ad Sizes width x height

Full Page .....	7" x 10" (178 mm x 254 mm)
Full Page with Bleed .....	8 <sup>1</sup> / <sub>4</sub> " x 11" (209 mm x 279 mm)
Live area .....	7" x 10" (178 mm x 254 mm)
Half Page (Horizontal) .....	7" x 4 <sup>11</sup> / <sub>16</sub> " (178 mm x 119 mm)
Half Page (Vertical) .....	3 <sup>3</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> " (86 mm x 241 mm)
Quarter Page .....	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>11</sup> / <sub>16</sub> " (86 mm x 119 mm)

**Magazine Dimensions .....8" x 10<sup>3</sup>/<sub>4</sub>" (203 mm x 273 mm)**

## Design Services

Creative services are available from our advertising agency, InfoProse. Please contact Kathy Levy at [kladservices@sbcglobal.net](mailto:kladservices@sbcglobal.net) for a quote.

## Contact Information

The Shot Peener  
56790 Magnetic Drive  
Mishawaka, Indiana 46545 USA  
Telephone: 1-574-256-5001

All ad materials in the print version of The Shot Peener will appear in the interactive electronic version of the magazine. Each ad in the electronic magazine has a live link to the advertiser's website. The electronic version is emailed to our electronic subscribers and is available for download at [www.theshotpeenermagazine.com](http://www.theshotpeenermagazine.com).

Issue Dates	Advertising Material Due Date	Publication Date
Winter Issue .....	November 8 .....	January
Spring Issue .....	February 8 .....	April
Summer Issue .....	May 8 .....	July
Fall Issue .....	August 8 .....	October

Please print or attach your business card

Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

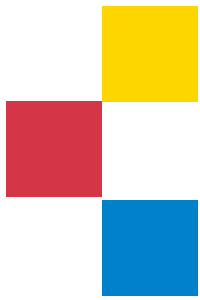
Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Fax contract to: 1-574-256-5222 or scan and email to [kladservices@sbcglobal.net](mailto:kladservices@sbcglobal.net) • Attn: Kathy Levy, Advertising Coordinator



The Shot Peener

# Writer's Guidelines

*How to Submit an Article*

## Topics

We welcome articles that present solutions and promote the quality and control of the shot peening and blast cleaning processes. For example, we want stories on new technology, techniques, and processes that improve the productivity and value of our industry.

*The Shot Peener* is read by a wide range of readers—from machine operators to shop foremen to business owners to researchers—in more than 80 countries. An article can't be of interest to all of these people but keep at least one of these market segments in mind when you prepare an article.

If you have a concept but don't have the time or inclination to write an article, share the idea with us anyway. If we like the concept, we will interview you and your staff, assist with research, and write the article for you. You will have the opportunity to review and approve the final material.

We do not publish theoretical design or research articles unless we specifically request your materials. If you send us an unsolicited paper of this nature, we will review it and determine if it is of interest to our readers. If we publish it, we will publish only the abstract and introduction and make the paper available in its entirety in the online library at [www.shotpeener.com](http://www.shotpeener.com).

## Review and Editing

*The Shot Peener* staff will review your article and get back to you within two weeks of article submission to let you know if your article has been approved for publication. If your article is approved for publication, we reserve the right to edit your work when necessary and we will advise you of any editing.

## Article Length and Format

We accept articles of 500 to 2,000 words. Please provide the article in a text document. Do not double-space after a period (one space only, please) and do not use ALL CAPS. Do not insert photos in the text;

photos must be submitted separately. See the following section on Images for more information on photography.

## Images

Drawings, illustrations and photographs must be 4 inches / 101.6 mm wide with a 300 dpi resolution. Images downloaded from the Internet do not have an acceptable resolution. Please credit the source if the images are not the property of you or your company. If the ownership of the image is in doubt, we will not use it.

We request professional photography. A photo shot in your facility by a you or a co-worker with a low-resolution digital camera is probably not going to be accepted. People usually look at the images before reading an article and they make instant judgments on you, your company and our magazine based on the photograph's quality.

## Due Dates for Articles

<i>Issue Dates</i>	<i>Closing Dates</i>	<i>Publication Dates</i>
Winter Issue	November 8	January
Spring Issue	February 8	April
Summer Issue	May 8	July
Fall Issue	August 8	October

## Compensation

We do not pay for articles but you can include a short statement on yourself and/or on your company's products and services. You may include your photograph but please read the section on Images before submitting the photo.

We will provide a PDF of the article for reprints and publication at your web site. Publicity in *The Shot Peener* is an excellent marketing tool and our contributors profit from the experience.

## Contact Information

Email: [kladservices@sbcglobal.net](mailto:kladservices@sbcglobal.net)

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**Inclusion of editorial in *The Shot Peener* does not indicate that *The Shot Peener* management endorses, recommends or approves of the use of any particular commercial product or process or concurs with the views expressed in articles contributed by our readers.**

***The Shot Peener* • 56790 Magnetic Drive • Mishawaka, Indiana, USA • 1-574-256-5001 • [www.theshotpeenermagazine.com](http://www.theshotpeenermagazine.com)**