

Heat Treat Today

2026 Media Planner

**North America's Information
Leader for In-House Heat Treat
Decision Makers**



ANNIVERSARY
2016-2026

Letter From the Publisher



We're celebrating 10 years in 2026

Since our founding in 2016, **Heat Treat Today** has grown rapidly and is now the leading heat treat media brand in North America.



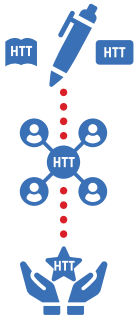
Doug Glenn

Founder/Owner/Publisher
Heat Treat Today

Over the past 10 years...

- We've grown from a 1-man operation to 12 full-time, part-time, or contract employees & partners.
- We've grown from fewer than 20 advertisers to over 200.
- We've grown from publishing ONE print magazine annually to 12 per year with a total of 53 print editions since 2016.
- We've produced and released over 120 **Heat Treat Radio** podcast episodes (now with video).
- We've recognized over 320 young leaders in the North American heat treat industry by means of **Heat Treat Today's 40 Under 40 award**.
- We are the official media partner of **Furnaces North America** and the **Metal Treating Institute**.
- Our content is now being published worldwide by at least 4 thermal processing magazines in England, Germany, Brazil, and China.

Thanks to many of you, we've grown because we've stuck to these basic principles:



- 1. Great Content:** We invest heavily in content and deliver it on a variety of platforms including our website, e-newsletters, magazines, seminars, podcasts, and videos.
- 2. Great Audience:** Because of this great content, we've built a great audience — manufacturers with their own in-house heat treat capabilities.
- 3. Great Products:** Once we have the great audience because of the great content, then we develop great products like our website, print & digital magazines, e-newsletters, and podcasts, to mention a few. These great products present that great content in ways that are meaningful and helpful to our readers/viewers.

Thanks for considering us for your 2026 marketing program. We will be helpful, easy to work with, innovative, and politely aggressive.

I hope we can be helpful to you in 2026.

We believe people are happier and make better decisions when they are well informed.

Heat Treat Today is a publication of the Doug Glenn Company, a family-owned business.

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Meet the Heat Treat Consultants & Regular Contributors

The reason our audience — your customers and prospects — connect and stay engaged with us is because our content is technical, timely, and helpful. One reason we provide this type of content is because we partner with many heat treat industry consultants. These consultants help to keep us abreast of the trends and latest technologies in the industry. They write articles for us and vet some of the content we provide.



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The Heat Treat Doctor®,
The HERRING GROUP, Inc.,
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strategic planning, periodic
articles and web posts



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planning, periodic
articles and web posts



Thomas Wingens
Wingens Consultants,
periodic guidance and
advice on market and
commercial topics



Jim Roberts
US Ignition,
monthly column on
combustion and burners

Building & Maintaining Great Content

Compelling Original Content

Most trade journals publish articles submitted by experts and advertisers. **Heat Treat Today** does that and more. We proactively look for compelling topics of interest to our audience then we go out and either research and write the article ourselves or we find experts to help. Bottom line, our audience has come to expect compelling, timely, and provocative content.

Partnerships with Global Thermal Processing Magazines

Magazines in Europe, Asia, and South America have partnered with **Heat Treat Today** in content sharing agreements. **heat processing**, a Vulcan Verlag publication from Germany, **Furnaces International**, a Quartz Media publication from the UK, Industrial Heating China, and Industrial Heating Brazil have joined forces with **Heat Treat Today** to provide the best heat treating technical content available worldwide.

Every Tuesday is “Technical Tuesday”

Every Tuesday is “Technical Tuesday” at **Heat Treat Today**. Our editors, working with our **Heat Treat Consultants** and a variety of other industry experts, provide a non-commercial technical article that helps manufacturers with in-house heat treat departments improve their operations. We often republish these “Technical Tuesday” articles in our e-newsletters and print magazines.

Heat Treat Radio

We deliver content in ways that are meaningful and available in a variety of media to meet our audience where they are. Only **Heat Treat Today** provides **Heat Treat Radio** (available on Apple Podcasts, Spotify, and YouTube or simply by Googling “heat treat radio”). We release content every month and we’ve produced more than 120 episodes so far.



Heat Treat Radio

a podcast of **Heat Treat Today**

Available: Video, Audio, Transcribed Text

Available on



We develop Great Content in a way that is innovative and forward-looking.

Our Products and Partners

Our Products

Heat Treat Radio
a podcast of Heat Treat Today

Heat Treat Daily
a product of Heat Treat Today

Heat Treat Shop
a product of Heat Treat Today

Heat Treat Boot Camp
an event of Heat Treat Today

Heat Treat Green
Sustainable Technologies
for the North American Heat Treat Industry

Heat Treat Buyers Guide
a service of Heat Treat Today

Heat Treat Webinars
a service of Heat Treat Today

Aerospace Heat Treat
a product of Heat Treat Today

Automotive Heat Treat
a product of Heat Treat Today

Energy Heat Treat
a product of Heat Treat Today

Medical Heat Treat
a product of Heat Treat Today

Our Partnerships with Global Thermal Processing Magazines

heat
processing

Industrial Heating
新钢文化 | 商业热处理大会及热处理论坛会刊

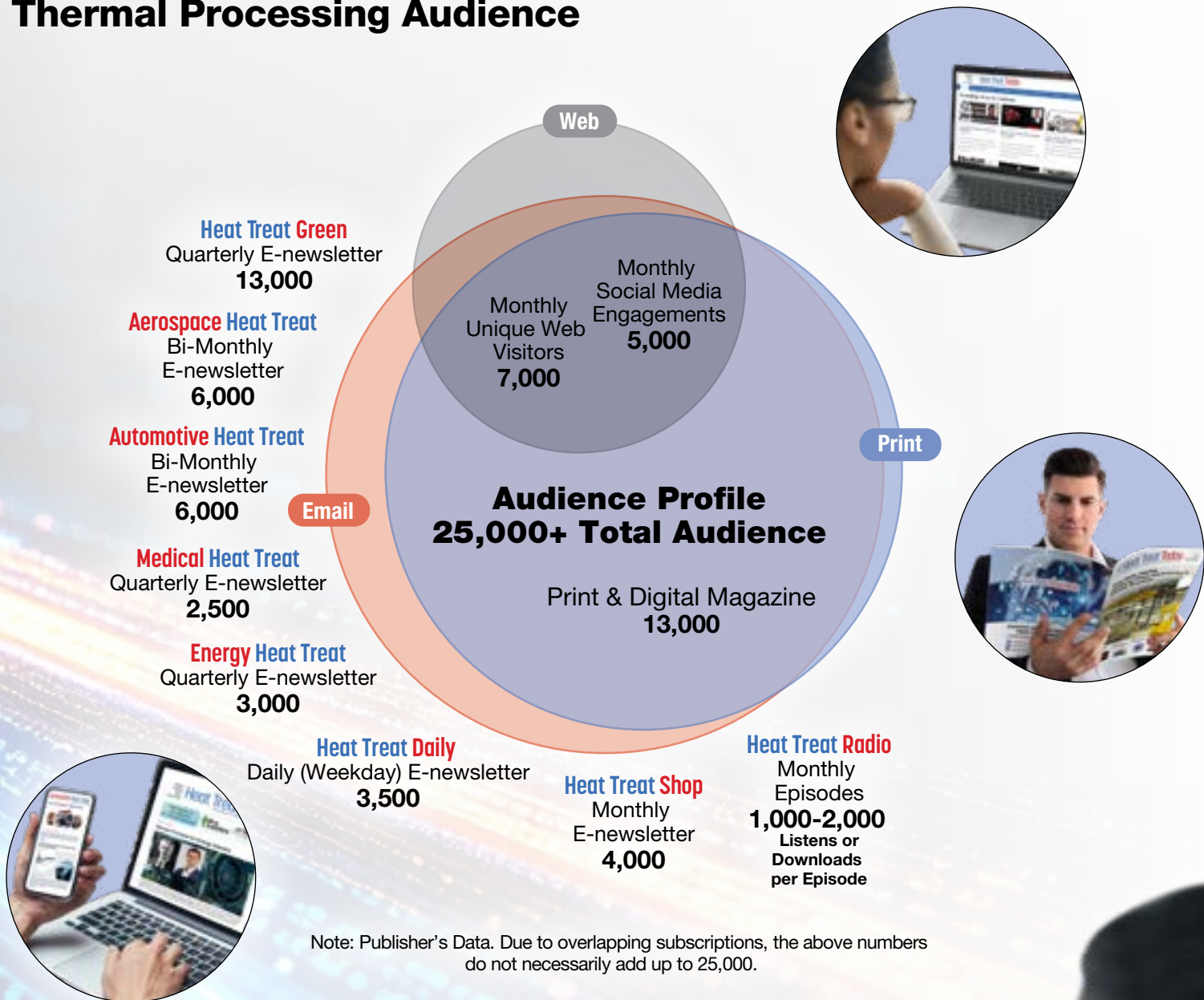
FURNACES
INTERNATIONAL
FURNACE TECHNOLOGY FOR THERMAL PROCESSING OF METALS, GLASS & MATERIALS

Aquecimento Industrial
Revista Brasileira da Tecnologia Térmica
By Heat Treat Today



North America's largest and most preferred heat treat industry media brand

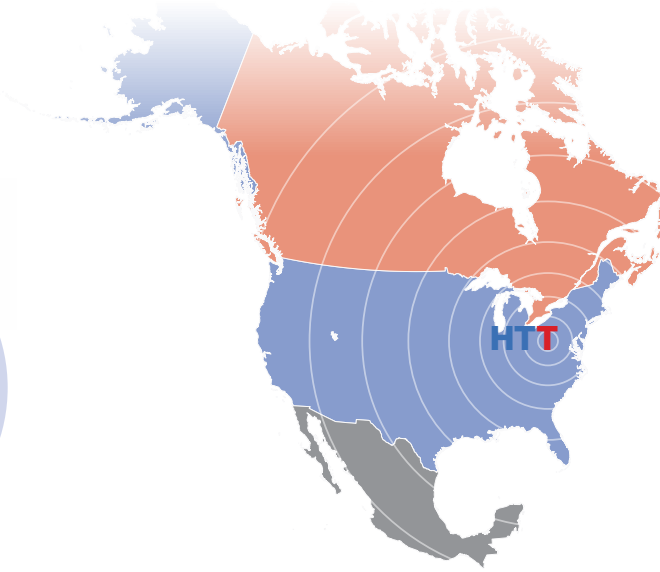
North America's Largest and Most Engaged Thermal Processing Audience



Targeting Our Great Content to the Right People, Location, and Industries

Target Geography

90%+ North America, Canada, USA, Mexico



Target Job Titles

Thermal Processing Decisionmakers including metallurgical engineers, production and process engineers, plant managers, heat treat department heads, engineering managers, product/project leads, general managers, VPs, presidents, and owners

Target Industries

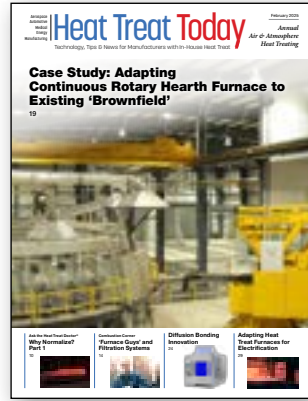
Aerospace, Automotive, Medical, Energy, and General Manufacturing including any industry where high-temperature (800°F/430°C and higher) thermal treatments are used in the processing of metals or ceramics



January Technologies & Products to Watch



February Annual Air & Atmosphere Heat Treating



March Annual Aerospace Heat Treating



April Induction Heating & Melting



May Sustainable Heat Treat Technologies



June 6th Annual Buyers Guide



July Heat Treat Super Brands



August Annual Automotive Heat Treating & FNA 2026 Pre-Show Issue



September People of Heat Treat & FNA 2026 Show Issue



October Ferrous & Nonferrous Heat Treatments & Mill Processing



November Annual Vacuum Heat Treating



December Annual Medical & Energy Heat Treating



Print & Digital Editions - 2026 Calendar

	January	February	March	April	May	June
Issue Name	Technologies & Products to Watch	Annual Air & Atmosphere Heat Treating	Annual Aerospace Heat Treating	Induction Heating & Melting	Sustainable Heat Treat Technologies	6th Annual Buyers Guide
	<p>This Special Focus Edition will highlight technologies and products to watch in 2026. Advertisers get equivalent space to talk about their latest technology and/or product. Don't miss this issue.</p> <p>www.heatreattoday.com/2026January</p>	<p>This annual equipment edition focuses on air and atmosphere heat treating systems. Whether you manufacture batch or continuous systems or you supply components or sub-systems to these furnaces, this is an issue you will NOT want to miss.</p> <p>www.heatreattoday.com/2026February</p>	<p>This annual edition focuses on the aerospace industry and is one of our largest issues of the year. Whether it be aerostructures or aerospace engine components, this is the issue for you.</p> <p>www.heatreattoday.com/2026March</p>	<p>This print & digital edition will zero in on induction heating & melting technologies as well as materials testing & characterization, part cleaning, and standards compliance. Don't miss this issue.</p> <p>www.heatreattoday.com/2026April</p>	<p>If your heat treating equipment and technology supports sustainability efforts, you'll want to be in this special annual edition which focuses on sustainable heat treating technologies.</p> <p>www.heatreattoday.com/2026May</p>	<p>Heat Treat Today brings you North America's best annual buying resources. This is a can't-miss issue regardless of the heat treat product or service you supply.</p> <p>www.heatreattoday.com/2026June</p>
Focus Topics*	<ul style="list-style-type: none"> • HIP, 3D Printing & AM • Sintering & Powder Metallurgy • Parts Washing & Cleaning • Laser Heat Treating 	<ul style="list-style-type: none"> • Air/Atmosphere Heat Treating • Nonferrous Melting & Processing • Industrial Gases & Combustion • Alloys, Materials & Fixtures 	<ul style="list-style-type: none"> • Vacuum Surface Modification & HIP • Ceramics, Refractories & Insulation • Controls & Instrumentation • Quenching, Quenchants & Cooling 	<ul style="list-style-type: none"> • Materials Characterization & Testing • Parts Washing & Cleaning • Standards, Compliance & Pyrometry • Induction Heating & Melting 	<ul style="list-style-type: none"> • Alloys, Materials & Fixtures • Industrial Gases & Combustion • Nonferrous Melting & Processing • Air/Atmosphere Heat Treating 	<ul style="list-style-type: none"> • All Heat Treating Products & Services
Supplemental Topics**	<ul style="list-style-type: none"> • Cooling Systems • Power Supplies & SCRs 	<ul style="list-style-type: none"> • Atmosphere Generators • Insulating Materials 	<ul style="list-style-type: none"> • Graphite & Composite Materials • High Temperature Alloys 	<ul style="list-style-type: none"> • Induction Coils & Tooling • Material Handling Systems 	<ul style="list-style-type: none"> • Compliance Software • Vacuum Pumps & Hot Zones 	<ul style="list-style-type: none"> • Atmosphere Generators • Insulating Materials
Advertiser Bonus	<ul style="list-style-type: none"> • FREE Technology Spotlight for All Advertisers (BOGO offer). Equivalent space to highlight your company's best heat treating technology, product, or service. • Quick Start REMINDER: 2.5% Off and a \$125 Program Credit for All 2026 Programs Booked in January. See details at www.heatreattoday.com/quickstart2026. 	<ul style="list-style-type: none"> • FREE Medium Rectangle or Sponsored Content Ad in Upcoming 2026 Medical Heat Treat or Energy Heat Treat Quarterly E-newsletter (limited availability) 	<ul style="list-style-type: none"> • FREE Social Media Post or Repost in March or April 2026 	<ul style="list-style-type: none"> • 1 FREE Website Medium Rectangle Ad for All NEW Advertisers 	<ul style="list-style-type: none"> • FREE Sustainability Spotlight for All Display Advertisers (BOGO offer) 	<ul style="list-style-type: none"> • \$195.00 Heat Treat Buyers Guide Advertiser Premium Online Listing & Print Upgrades for All Advertisers
Trade Show Bonus Distribution		<ul style="list-style-type: none"> • TMS 2026 March 15-19, San Diego, CA 	<ul style="list-style-type: none"> • Rapid+TCT April 14-16, 2026, Boston, MA • Ceramics Expo 2026, May 5-6, Cleveland, OH • Cast Expo, May 14-16, Grand Rapids, MI 	<ul style="list-style-type: none"> • AISTech 2026, May 4-6, Pittsburgh, PA 	<ul style="list-style-type: none"> • Fastener Fair USA 2026, May 5-6, Charlotte, NC • PowderMet 2026, June 25-29, Montreal, Canada. 	<ul style="list-style-type: none"> • All shows listed on this calendar from July 2026 through June 2027.
Ad Closing Materials Due	Dec 5 Dec 12	Jan 9 Jan 16	Feb 6 Feb 13	Mar 6 Mar 13	Apr 3 Apr 10	May 8 May 15

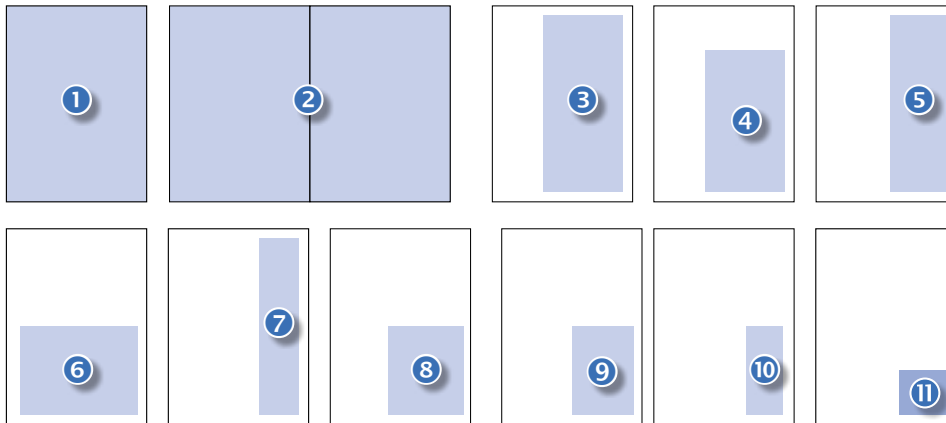
July	August	September	October	November	December
Heat Treat Super Brands This special focus Edition will be the industry's most comprehensive compilation of industry brand name equipment, processes, descriptions, and company affiliations. If you have a brand name you'd like to promote, this is your month. www.heatreattoday.com/2026July	Annual Automotive Heat Treating & FNA 2026 Pre-Show Issue This special issue focuses on the automotive industry. If you're looking to reach the automotive market, this issue is for you. This is also the Furnaces North America (FNA) 2026 Pre-Show edition. Don't miss this issue. www.heatreattoday.com/2026August	People of Heat Treat & FNA 2026 Show Issue This is the BIGGIE! If you're going to Furnaces North America 2026, then this is the issue you'll want to be in. This issue will also highlight Heat Treat Today's 40 Under 40 Class of 2026 . www.heatreattoday.com/2026September	Ferrous & Nonferrous Heat Treatments & Mill Processing This print & digital edition will highlight ferrous and nonferrous heat treatments (and melting) as well as steel & nonferrous mill processing. If you make furnaces or equipment for aluminum or steel mill processes, don't miss this issue. www.heatreattoday.com/2026October	Annual Vacuum Heat Treating Everyone that uses a vacuum furnace for heat treating will find this issue helpful, and you can reach all of them with your ad in this issue. If it has anything to do with vacuum, this is your issue. www.heatreattoday.com/2026November	Annual Medical & Energy Heat Treating If your product or service is used in the medical or energy (nuclear, oil & gas, coal, wind, solar, etc.) sectors, this is an issue you'll not want to miss. www.heatreattoday.com/2026December
<ul style="list-style-type: none"> • Vacuum Heat Treating & Surface Modification • Ceramics, Refractories & Insulation • Controls & Instrumentation • Quenching, Quenchants & Cooling 	<ul style="list-style-type: none"> • Induction Heating & Melting • Materials Characterization & Testing • Parts Washing & Cleaning • Standards, Compliance & Pyrometry 	<ul style="list-style-type: none"> • 40 Under 40 • Heat Treat Veterans 	<ul style="list-style-type: none"> • Air/Atmosphere Heat Treating • Nonferrous Melting & Processing • Industrial Gases & Combustion • Induction Heating & Melting 	<ul style="list-style-type: none"> • Vacuum Heat Treating & Surface Modification & HIP • Ceramics, Refractories & Insulation • Controls & Instrumentation • Quenching, Quenchants & Cooling 	<ul style="list-style-type: none"> • Alloys, Materials & Fixtures • Hardness Testing • Parts Washing & Cleaning • Standards, Compliance & Pyrometry
<ul style="list-style-type: none"> • Induction Power Supplies & Tooling • Vacuum Pump Oils 	<ul style="list-style-type: none"> • Fans & Motors • Flowmeters & Instrumentation 		<ul style="list-style-type: none"> • Materials Characterization and Testing • Sensors & Probes 	<ul style="list-style-type: none"> • Heat & Corrosion Resistant Alloys • Cooling Systems 	<ul style="list-style-type: none"> • MES, QMS, CMS, & Simulation Software • Heat Treat Kids & Endings (Obituaries)
<ul style="list-style-type: none"> • FREE Super Brand Write Up Ad for All Display Advertisers (BOGO offer. Equivalent space to highlight your company's most famous heat treating product or service brand name. 	<ul style="list-style-type: none"> • Maximum 15% Off August Published Rates if in Both August & September. • FREE Product ALERT in August Heat Treat Shop E-newsletter for Companies Who Haven't Advertised in 3+ years 	<ul style="list-style-type: none"> • FREE FNA 2026 Booth Description for All Advertisers 	<ul style="list-style-type: none"> • 1 FREE Product ALERT e-newsletter ad for all NEW advertisers. • Quick Start REMINDER: 15% Off and a \$1,000 Program Credit for All 2027 Programs Booked in October 2026. See details at www.heatreattoday.com/quickstart2027. 	<ul style="list-style-type: none"> • FREE 60-second Social Media Video Produced and Distributed by Heat Treat Today • Quick Start REMINDER: 10% Off and a \$500 Program Credit for All 2027 Programs Booked in November 2026. See details at www.heatreattoday.com/quickstart2027. 	<ul style="list-style-type: none"> • FREE 1/2-Page Executive Forecast for Advertisers • Quick Start REMINDER: 5% Off and a \$250 Program Credit for All 2027 Programs Booked in December 2026. See details at www.heatreattoday.com/quickstart2027.
	<ul style="list-style-type: none"> • Furnaces North America, Oct. 12-14, Indianapolis, IN • Fabtech 2026, Oct. 21-23, Las Vegas, NV 	<ul style="list-style-type: none"> • Furnaces North America, Oct. 12-14, Indianapolis, IN • MS&T (AIST) Oct. 4-7, Pittsburgh, PA 			
<p>Jun 5 Jun 12</p>	<p>Jul 10 Jul 17</p>	<p>Aug 7 Aug 14</p>	<p>Sep 4 Sep 11</p>	<p>Oct 9 Oct 16</p>	<p>Nov 6 Nov 13</p>

Print & Digital Editions

- Advertising Rates & Specifications*

Ad Position	Position	Size (in)	Size (mm)	Bleed
Full Page includes: Back Cover, Inside Front Cover, Inside Back Cover, 1-Page (inside)	1	8.125 x 10.75 (includes bleed)	206 x 273	Yes
2-Page Spread	2	16 x 10.75 (includes bleed)	406 x 273	Yes
2/3-Page	3	4.5 x 9.5	114 x 241	No
1/2-Page Island	4	4.5 x 7.5	114 x 190	No
1/2-Page Vertical	5	3.3125 x 9.5	84 x 241	No
1/2-Page Horizontal	6	6.875 x 4.625	175 x 117	No
1/3-Page Vertical	7	2.125 x 9.5	54 x 241	No
1/3-Page Square	8	4.5 x 4.625	114 x 117	No
1/4-Page Vertical	9	3.3125 x 4.625	84 x 117	No
1/6-Page Vertical	10	2.125 x 4.625	54 x 117	No
1/6-Page Square	11	3.3125 x 2.833	84 x 72	No

Ad Locations:



Ad Position	Ad Rate*
1-Page (inside)	\$3,425
2/3-Page	\$3,250
1/2-Page Island	\$3,050
1/2-Page	\$2,750
1/3-Page	\$2,225
1/4-Page	\$1,850
1/6-Page	\$1,650
Back Cover	\$4,250
Inside Front Cover	\$4,050
Inside Back Cover	\$3,850
2-Page Spread	\$5,500

Other Helpful Information

- Publication Trim Size: 7.875" x 10.5"
- Keep live matter at least 0.5" (13mm) from trim edge for all bleed ad sizes.
- Digital Ad File Format: High-resolution PDF files are preferred. 300 dpi minimum.
- CMYK PDF document: PDF/X-1a setting. Please embed all fonts and graphic files. Please provide only high resolution graphics (minimum 300 dpi). Please provide the PDF as a composite 4-color document (no color separations please).

* Advertising Rate Notes

- Rates are net after agency commission.
- Publisher can change ad rates at any time without notice.

Additional Premium Positions

Please contact the publisher for rates on the following additional premium far-forward positions which may be available. Across from the following: Table of Contents, Publishers or Editors Page, and Dan Herring's Heat Treat Doctor page.

Sending Files To Us

Use www.wetransfer.com or similar web-based file transfer services to send large ad files. Send files to aubrey@heattreattoday.com

Need Help with Ad Design?

Heat Treat Today can create your print/digital ad for a nominal fee.
Email aubrey@heattreattoday.com

Need Help?

Contact **Michelle Ritenour**
michelle@heattreattoday.com
724.967.2568

Print & Digital Editions

Heat Treat Classified Advertising

You can advertise in **Heat Treat Today's** classified section if you meet any of the following criteria:

- You'd like to place a "Help Wanted" or "Position Wanted" ad.
- You have Previously Sold Equipment you'd like to sell.
- You have Aftermarket Parts or Services you'd like to promote.*

Ad Name	Ad Rate*	Size (in)	Size (mm)
Full-Page Bleed	\$1,599	8.125 x 10.75 * includes 1/8" bleed	206 x 273
Full-Page	\$1,399	7.125 x 9.1875	181 x 233
2/3-Page Vertical	\$1,099	4.6875 x 9.1875	119 x 233
2/3-Page Horizontal	\$1,099	6.875 x 6.125	175 x 156
1/2-Page Horizontal	\$999	7.125 x 5.75	181 x 146
1/3-Page Vertical	\$699	2.3125 x 9.1875	59 x 233
1/3-Page Horizontal	\$699	7.125 x 3.1875	181 x 81
1/3-Page Square	\$699	4.6875 x 4.5	119 x 114
1/6-Page Vertical	\$475	2.3125 x 4.5	59 x 114
1/12-Page Vertical	\$369	1.6875 x 2.75	43 x 70

Fine Print

The following items will not be included in the classified section:

- Advertisements for new or previously unsold equipment
- Advertisements for equipment related services, temperature calibration, combustion tuning, energy conversion, etc.

* Aftermarket ad sizes limited to no more than 1/6-page vertical.

The publisher reserves the right to refuse any classified ad for any reason. If you're uncertain about whether your product or service would be eligible for the Classified Advertising section, please contact Ellen Porter.

For More Information

Contact **Ellen (Glenn) Porter**
ellen@heatreattoday.com
 412.915.3785



Heat Treat Classifieds

a service of Heat Treat Today

In this section you will find classified advertisements for Used Equipment, Employment, and Aftermarket products and services. Employment/Help Wanted ads are toward the front of the section and Used Equipment ads are toward the back with Aftermarket sprinkled throughout.

Need to promote employment needs, sell aftermarket parts/services, or advertise used equipment? Contact Ellen Porter at (412) 915-3785 or ellen@heatreattoday.com for pricing and availability. All classified ads in the print magazines are also listed online at no extra charge. See the latest at www.heatreattoday.com/classifieds.

Ellen Porter
ellen@heatreattoday.com
 (412) 915-3785

Aftermarket

Furnace Transfer Chains

Looking to replace an Ipsen, Surface, Williams, or BeaverMatic batch integral quench transfer chain? We can help.

CALL/EMAIL US FOR A QUOTE:
 330-226-2779 or
mark@avionmfg.com

See what else we supply at www.avionmfg.com | Medina, OH
 Shop-Of Parts | Furnace Parts
 Radiant Tubes | Alloy Casting | & more

Aftermarket

YOUR SINGLE SOURCE FOR THERMAL PROCESSING EQUIPMENT

AUXILIARY EQUIPMENT
REPLACEMENT PARTS & SERVICE
ALLOY FABRICATIONS

ISO 17025

GASBARRE
THERMAL PROCESSING SYSTEMS

www.gasbarre.com

Aftermarket

MAKE THE MOST OF YOUR SUMMER SHUTDOWN

Can-Eng specializes in providing standard and custom designed replacement parts for all thermal processing equipment.

Can-Eng Technicians are trained to provide equipment inspection, burner tuning and equipment training to OEM Standards.

To explore how the CAN-ENG Team can help you with your individual needs, visit us online at www.can-eng.com or email us at service@can-eng.com.

Aftermarket

Aftermarket Parts and Service

Service and Repair

- All Brands

Spare Parts | Preventative Maintenance | Rebuild and Repair
 Troubleshoot | Burner Tuning | Refractor, Reinsulate
 Training | Controls and Wiring Upgrade

NOBLE
INDUSTRIAL FURNACE

noblefurnace.com info@noblefurnace.com 860-623-9256

Have Equipment To Sell?

Heat Treat Today's classified advertising section is the place to start. With North America's largest collection of used heat treat equipment, you're sure to reach the right people AND... everything you list is also listed ONLINE at no extra charge.

Contact Ellen Porter at (412) 915-3785 or email: ellen@heatreattoday.com for pricing and availability.
www.heatreattoday.com/classified

heatreattoday.com June 2024 107

Industry Focused E-Newsletters

If you're looking to reach key markets, we have four industry-specific e-newsletters that will be of interest. No one else in the industry is offering these industry-specific e-newsletters.

Aerospace Heat Treat

Distribution:

- 6,000 aerospace industry contacts

Content:

- Aerospace-related news and heat treat technology

Months:
January, March, May, July, September, November

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads



Medical Heat Treat

Distribution:

- 2,500 medical industry contacts

Content:

- Medical-related news and heat treat technology

Months:
January, April, July, October

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads



Automotive Heat Treat

Distribution:

- 6,000 automotive industry contacts

Content:

- Automotive-related news and heat treat technology

Months:
February, April, June, August, October, December

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads



Energy Heat Treat

Distribution:

- 3,000 energy industry contacts

Content:

- Energy-related news and heat treat technology

Months:
March, June, September, December

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads



	Deployment & Materials Due Dates											
	January	February	March	April	May	June	July	August	September	October	November	December
Aerospace Heat Treat	Jan 6 Jan 13		Mar 3 Mar 10		May 5 May 12		Jul 7 Jul 14		Sep 1 Sep 8		Nov 3 Nov 10	
Automotive Heat Treat		Feb 3 Feb 10		Apr 7 Apr 14		Jun 2 Jun 9		Aug 4 Aug 11		Oct 6 Oct 13		Dec 1 Dec 8
Medical Heat Treat	Jan 13 Jan 20			Apr 14 Apr 21			Jul 14 Jul 21			Oct 13 Oct 20		
Energy Heat Treat			Mar 10 Mar 17			Jun 9 Jun 16			Sep 8 Sep 15			Dec 10 Dec 17

Industry Focused E-Newsletters

- Advertising Rates & Specifications*

Ad Type	Position	Ad Rate*	Size	Format	Animation
Medium Rectangle	1	\$1,045	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	2	\$845	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	3	\$745	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	4	\$695	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	5	\$695	164x140 pixels	jpg, gif, png	Yes**
Sponsored Content	6	\$1,045	For Sponsored Content, please provide... <ul style="list-style-type: none"> • one compelling, high-resolution .jpg or .png (520 x 260 pixels) • a brief headline • 30-word compelling description • a URL link * Heat Treat Today will format the above content. Please provide the images separately.		
Sponsored Content	7	\$645			

Other Helpful Information

- RGB colorspace, 72ppi, saved with web optimization.
- ** Animated GIFs may be used, but not all email applications will display animation. Design first frame of animation with a message that is meaningful, in case animation is disabled.

Fine Print:

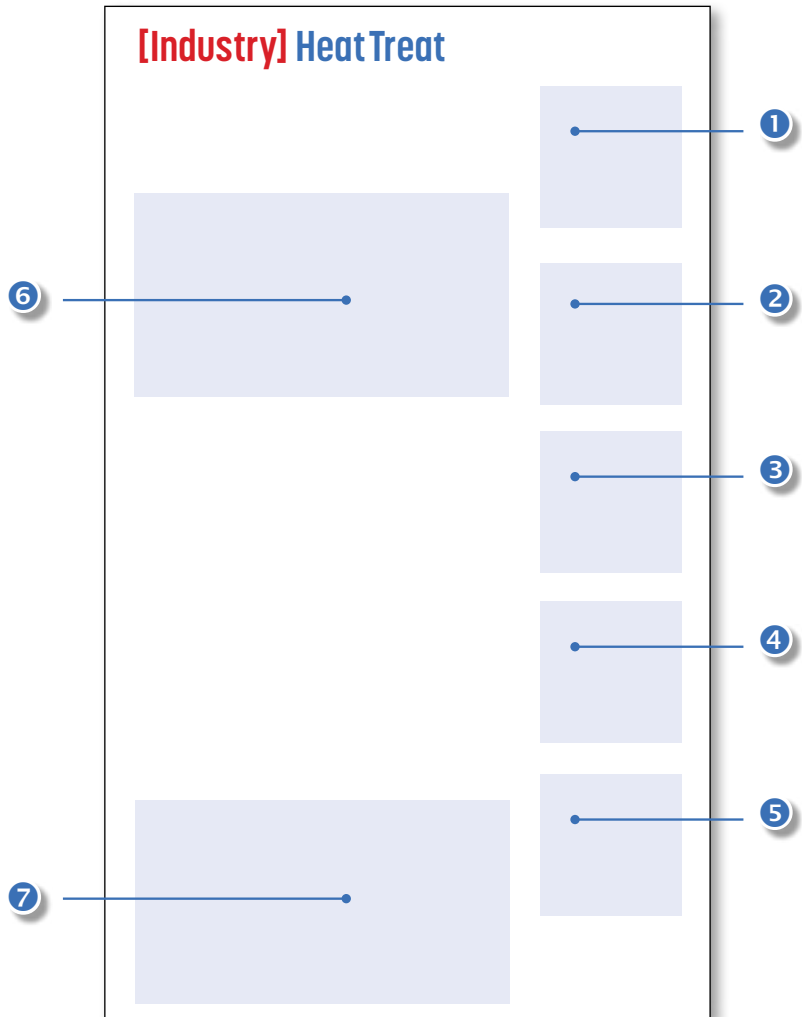
- 3 month minimum

* Advertising Rate Notes

- Rates are net after agency commission.
- Publisher can change ad rates at any time without notice.

Need Help?

Contact **Michelle Ritenour**
michelle@heattreattoday.com
 724.967.2568



Heat Treat Daily E-Newsletter

This quick hitting daily e-newsletter is the way to continually stay in front of the heat treat industry. With a loyal and engaged audience, this e-newsletter presents one feature story and one supplemental story each weekday.

Ad Type	Position	1 Day/Week for 1 Month	2 Days/Week for 1 Month	Size	Format	Animation
Leaderboard	1	\$890	\$1,880	600x74 pixels	jpg, gif, png	Yes**
Medium Rectangle	2	\$695	\$1,490	164x140 pixels	jpg, gif, png	Yes**
Skyscraper	3	\$655	\$1,410	300x600 pixels	jpg, gif, png	Yes**

Total Audience

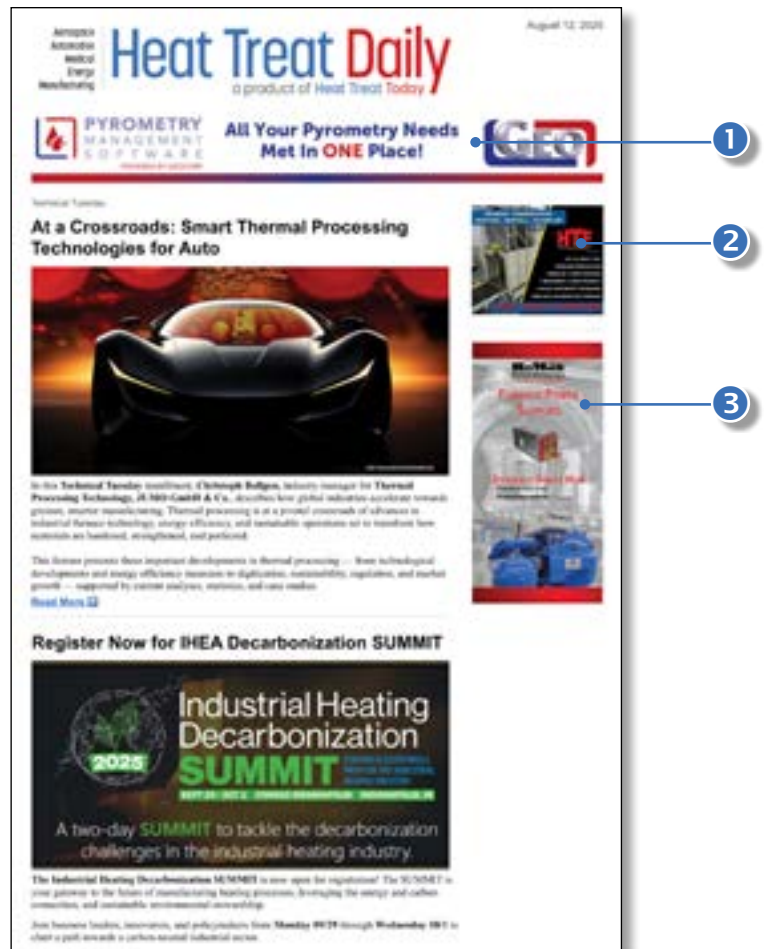
- 3,500

Fine Print

- 3 month minimum
- 2 days/week maximum per company

Other Helpful Information

- RGB colorspace, 72ppi, saved with web optimization
- ** Animated GIFs may be used, but not all email applications will display animation. Design first frame of animation with a message that is meaningful, in case animation is disabled.



Heat Treat Daily Deployment & Materials Due Dates												
	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	Dec 19, 2025	Jan 23	Feb 20	Mar 20	Apr 17	May 22	Jun 19	Jul 24	Aug 21	Sep 18	Oct 23	Nov 20
Deployment Date	Jan Daily	Feb Daily	Mar Daily	Apr Daily	May Daily	Jun Daily	Jul Daily	Aug Daily	Sep Daily	Oct Daily	Nov Daily	Dec Daily

Heat Treat Green E-Newsletter

Everyone is thinking “green” and **Heat Treat Today** is here to help you tell the North American heat treat market about your sustainable technology or service. With a digital circulation of approximately 13,000 to manufacturers with their own in-house heat treat operations, especially in aerospace, automotive, medical, and energy as well as general manufacturing, this is YOUR BEST OPTION to shout loudly about your sustainable/green technology/service to the North American heat treat industry.

Sample Sustainable Topics...

- Induction Heating Equipment
 - Electric Furnaces & Ovens, Including Vacuum
 - High-Efficiency Gas-Fired Equipment
 - High-Efficiency Burners
 - Efficiency-Maximizing Control Systems
 - Energy-Saving Insulating Materials
 - Emission Control or Capture
 - Eco-Friendly Quench Media
 - Economizing Cooling Systems
 - Industrial Gas Economizing Systems
 - High-Efficiency Radiant Tubes
 - High-Efficiency Heating Elements
- Plus many more...

Ad Type	1-2 per year Rate	3+ per year Rate
Green Eco-Block	\$1,695 each	\$1,195 each

Total Audience

- 13,000

Materials Needed

- One (1) compelling image. Pixels: 280 x 140 (75 ppi minimum, 150 ppi preferred)
- A compelling, attention-grabbing headline. Attempt to limit to no more than 8 words. Shorter is better.
- Compelling body copy of up to 75 words.
- A URL where interested viewers can click to receive more information on the advertiser's website.
- Optional: Contact name, phone number, and/or email address.

Need Help?

Contact **Michelle Ritenour**
michelle@heattreattoday.com
 724.967.2568



The screenshot shows the layout of the e-newsletter with the following sections:

- INEX Finned Tubes Increase Combustion Efficiency**: Discusses the benefits of INEX finned tubes for increasing combustion efficiency.
- Greener, Cleaner & Leaner Operation of Belt Furnaces with Lubricant Burner Technology**: Highlights the advantages of lubricant burner technology in belt furnaces.
- US DOE Strategy Affects Heat Treaters**: Addresses the impact of the US Department of Energy's strategy on heat treatment operations.
- Surface Combustion Knows Energy: Electric Heating is Always an Option**: Promotes electric heating as a sustainable alternative to gas.
- Industrial Heating Decarbonization SUMMIT**: Announces a summit on decarbonization in industrial heating, scheduled for October 28-30 in Indianapolis, IN.

Heat Treat Green Deployment & Materials Due Dates				
	February	May	August	November
Materials Due	January 27	April 28	July 28	October 27
Deployment Date	February 3	May 5	August 4	November 3

Heat Treat Shop E-Newsletter

Here's another industry first! An attractively priced heat treat industry product, tabloid-type e-newsletter. If you have a heat treat product, component, service, or supply, this e-newsletter is right up your alley. It's simple: provide us with a compelling image that will capture the readers' attention, up to 50 words of text, and a URL where you want to link an interested reader, and then we'll take care of the rest.

Ad Type	Position	Max. # /yr.	Rate
Hot Product of the Month	①	4	\$995
Product ALERT	②	24	\$599

Total Audience

- 4,000

Materials Needed

- **Hot Product of the Month**
Brief headline, up to 50-words body text, one gripping image, a link-to URL.
- **Product ALERT**
Brief headline, up to 30-words body text, one gripping image, a link-to URL.
- **Images**
RGB colorspace, 72ppi, saved with web optimization.
- **Promotion Copy**
Word document or Text File
- **Heat Treat Today** will format the above content.



Heat Treat Shop Deployment & Materials Due Dates

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	Jan 8	Feb 12	Mar 12	Apr 9	May 14	Jun 11	Jul 9	Aug 13	Sep 10	Oct 8	Nov 12	Dec 10
Deployment Date	Jan 15	Feb 19	Mar 19	Apr 16	May 21	Jun 18	Jul 16	Aug 20	Sep 17	Oct 15	Nov 19	Dec 17

HeatTreatToday.com

Heat Treat Today's website is one of the most popular sites in the industry. Ranking high on many key organic search terms, HeatTreatToday.com is one of your best opportunities to reach the searching heat treat public. The site is updated daily with heat treat industry news and technology and is one of the highest ranking sites available.

Ad Type	Position	Size	Format	Animation	10-12 Months Per Year Rate	7-9 Months Per Year Rate	3-6 Months Per Year Rate
Leaderboard	1	728x90 pixels	jpg, gif, png	Yes	\$1,250 / month	\$1,450 / month	\$1,650 / month
Skyscraper	2	300x600 pixels	jpg, gif, png	Yes	\$1,050 / month	\$1,250 / month	\$1,450 / month
Medium Rectangle	3	300x250 pixels	jpg, gif, png	Yes	\$850 / month	\$1,050 / month	\$1,250 / month
Tile Ads	4	300x125 pixels	jpg, gif, png	Yes	\$399 / month	\$499 / month	\$599 / month
Footerboard	5	728x90 pixels	jpg, gif, png	Yes	\$650 / month	\$750 / month	\$850 / month

Monthly Unique Web Visitors

- 7,000

Fine Print

- 3 month minimum.

Other Helpful Information

- RGB colorspace, 72ppi, saved with web optimization.
- Animated GIFs may be used.

Need Help?

Contact **Michelle Ritenour**
michelle@heattreattoday.com
 724.967.2568



HeatTreatToday.com Deployment & Materials Due Dates

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	Dec 19, 2025	Jan 23	Feb 20	Mar 20	Apr 17	May 22	Jun 19	Jul 24	Aug 21	Sept 18	Oct 23	Nov 20
Deployment Date	Jan Daily	Feb Daily	Mar Daily	Apr Daily	May Daily	Jun Daily	Jul Daily	Aug Daily	Sept Daily	Oct Daily	Nov Daily	Dec Daily

Heat Treat Radio

Released monthly with over 33,000 listens in the last several years, **Heat Treat Radio** is the industry's leading podcast with over 120 episodes in circulation. **Heat Treat Radio** is available on Apple Podcasts, Soundcloud, iHeart Radio, Spotify, and many other podcast platforms. Episodes are available in video, audio, and transcribed article versions.

Basic Sponsorship: \$1,595

(\$995 if episode content is provided by **Heat Treat Today**)

Includes:

- Sponsor for one episode (not guaranteed exclusive)
- 2 sponsor mentions (beginning and end of episode) during the episode with website and one graphic on the screen
- Sponsor logo throughout the course of the interview (located in upper-left corner)
- HTD E-Newsletter Announcement as the featured story
- Appear on Home Page for 1 week
- HTT Social Media Announcement
- Video, Audio, Transcript on shareable HTT website page
- Promotional Videos: 2 video shorts in 2 different sizes to use however the sponsor wants
- Episode promotional media graphic

Basic PLUS Sponsorship: \$2,595

(\$2,095 if episode content is provided by **Heat Treat Today**)

Includes:

- All Basic Sponsorship, PLUS...
- Guaranteed exclusive sponsorship
- 1-minute promotion at intermission
- Promotional Videos: 3 video shorts in 3 different sizes designed for social media and any other platform
- 1 Homepage Featured Spot announcing the episode for 1 MONTH following the episode being posted



Listen to Episodes

Fine Print

- Basic PLUS sponsorships include 3 “mentions” or “spots” per episode, beginning, middle, end.
- Basic PLUS sponsorship includes educational content developed exclusively with the company to demonstrate their position as an industry expert. No other commercial sponsors will be mentioned during the episode.
- Episode sponsorship spots will be developed cooperatively between the publisher and the commercial sponsor.

Sponsorship Opportunities

Contact **Michelle Ritenour**
michelle@heattreattoday.com
 724.967.2568

Episode Content Ideas

Contact **Bethany Leone**
bethany@heattreattoday.com
 301.814.2249

Heat Treat Radio Episode Deployment & Materials Due Dates

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	Dec 15, 2025	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15
Deployment Date	Jan 22	Feb 19	Mar 19	Apr 23	May 21	Jun 18	Jul 23	Aug 20	Sep 17	Oct 22	Nov 19	Dec 17

Heat Treat Buyers Guide

North America's Premier Heat Treat Buyers Guide

Heat Treat Today teamed up with the country's leading buyers guide platform providers, Brilliant Directories, to provide the North American heat treat industry with the most modern, sleek, and intuitively-operated buyers guide. This is a can't-miss directory regardless of what heat treating equipment or service you supply.

Find heat treating equipment & commercial heat treating services online & in print.

By the numbers

500+ equipment or service suppliers

350+ equipment or service categories

≈100 print pages of detailed company & product listings

24/7/365 — online data updated continuously

Every 12 months, print/digital edition is updated

≈15,000 heat treat professionals receive a digital or print edition of the directory each year

The best way to be found by buyers of heat treat equipment or services is to have a listing in the 24/7/365 online buyers guide.

June Print & Digital Edition



heat treatbuyersguide.com

For More Information

Contact **Ellen (Glenn) Porter**
ellen@heattreattoday.com
412.915.3785



June Print Edition		24/7/365 Online Edition	
Ad Closing	May 8	Last Day to Update	April 10
Material Due	May 15	Online Listing	

Heat Treat Boot Camp

An In-Person Event

If you're looking to cram 2 years of heat treat industry knowledge into the minds of your new hires or emerging leaders from within your company, **Heat Treat Boot Camp** is for you. This intensive 2-day seminar will cover the Players, Products, Processes, Markets, and Materials that make up the North American heat treat marketplace. Attendees will walk away with a comprehensive resource book and a head swirling with information that will put them at the forefront of your company. If they don't know it by the end of this course, it's not important!

For More Information

Contact **Doug Glenn**
doug@heattreattoday.com
724.923.8089

For Sponsorship Information

Contact **Ellen (Glenn) Porter**
ellen@heattreattoday.com
412.915.3785



Heat Treat Boot Camp

an event of Heat Treat Today

Check www.heattreatbootcamp.com for details on where and when the next **Heat Treat Boot Camp** will be held.

Heat Treat Custom E-blasts

Reach our audience with your exclusive content

Custom e-blasts are designed by you and deployed by us.

- Pricing: **\$2,795 each**
- Limit: 1 per quarter/company

*Note: **Heat Treat Today** reserves the right to limit the total number of custom email deployments each month. This may result in limited availability of custom email deployment dates.

Need Help?

Contact **Michelle Ritenour**
michelle@heattreattoday.com
724.967.2568



Heat Treat Webinars, Seminars & Special Events

If your event is important to you, let us help you make it a success!

Heat Treat Today is here to help you promote your company's webinars, seminars, or other special events. Take a look at these excellent packages.

Grandiose Plan \$8,990

Let's throw everything at it...

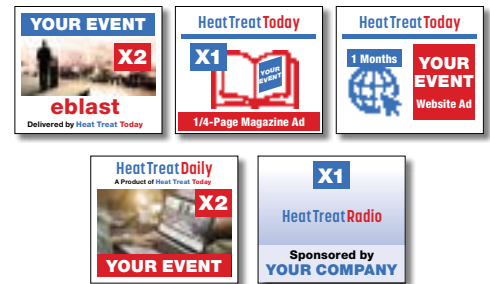
- Three (3) dedicated e-blasts to our entire or segmented list – 2 weeks out, 1 week out, day before.
- Up to two (2) quarter-page print ads promoting the event.
- Website medium rectangle ad for two months prior to the event.
- Up to three (3) Heat Treat Daily Story 2 mentions – one, two, and three weeks before the event.



Really Big Plan \$6,500

Let's throw a lot at it...

- Two (2) dedicated e-blasts to our entire or segmented list – 2 weeks out & 1 week out.
- One (1) quarter-page print ad promoting the event.
- Website medium rectangle ad one month prior to the event.
- Up to two (2) Heat Treat Daily Story 2 mentions – one and two weeks before the event.



The Big Plan \$4,500

Let's throw a good bit at it...

- One (1) dedicated e-blast to our entire or segmented list – 1 week out.
- One (1) quarter-page print ad promoting the event.
- Website medium rectangle ad one month prior to the event.
- One (1) Heat Treat Daily Story 2 mention – one week before the event.



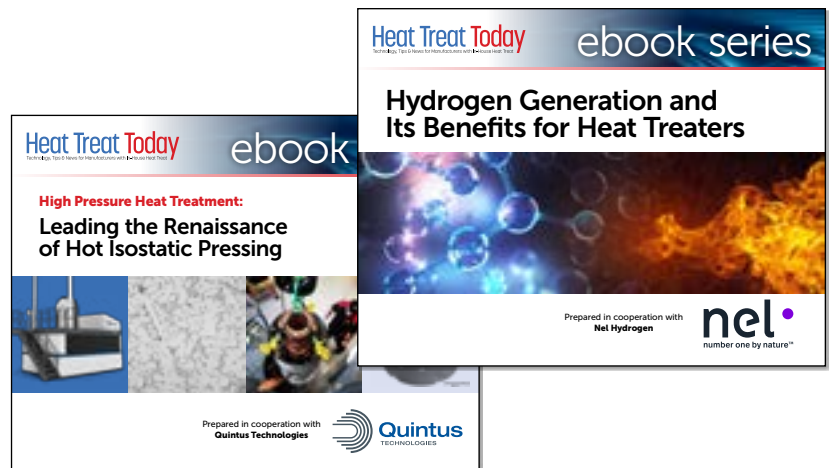
Heat Treat ebooks Ebooks – Lead Generating

Work together with Heat Treat Today to create a lead-generating technical ebook.

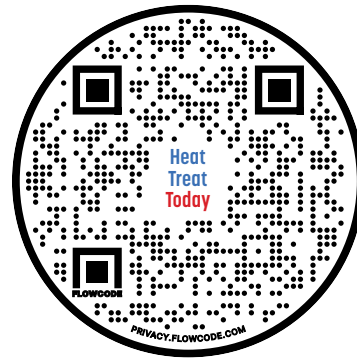
Investment: \$2,500-\$5,000 depending on the number of leads generated.

For More Information

Contact **Michelle Ritenour**
michelle@heattreattoday.com
724.967.2568



We believe
people are happier
and make better
decisions when
they are well
informed.



Heat Treat Today

Aerospace | Automotive | Medical | Energy | Manufacturing

Heat Treat Today is a publication of The Doug Glenn Company, a family owned business.

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"In everything give thanks, for this is God's will for you in Christ Jesus." 1 Thessalonians 5:17, Bible