Heat Treat Today

Technology, Tips & News for Manufacturers with In-House Heat Treat

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

CELEBRATING 10 YEARS ANNIVERSARY 2016-2026

PRINT

DIGITAL

EMAIL

PODCAST

EVENTS

heattreattoday.com



2027

Media Kit

Rates, audience, and editorial calendar for the year ahead.

We're celebrating 10 years in 2026/2027!

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

Over the past 10 years…

- We've grown from a 1-man operation to 12 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 65 print editions since 2016.
- We've produced and released over 135 Heat Treat Radio podcast episodes (now with video).
- We've recognized over 360 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 the UK, 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**: By growing the great audience because of the great content, we continue to develop great products like our website, print & digital magazines, e-newsletters, and podcasts. These great products present that great content in ways that are meaningful and helpful to our readers/viewers.



Thanks for considering us for your 2027 marketing program. We will be helpful, easy to work with, innovative, and politely aggressive.

I hope we can be helpful to you in 2027.

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

Doug Glenn
Founder/Owner/Publisher
Heat Treat Today

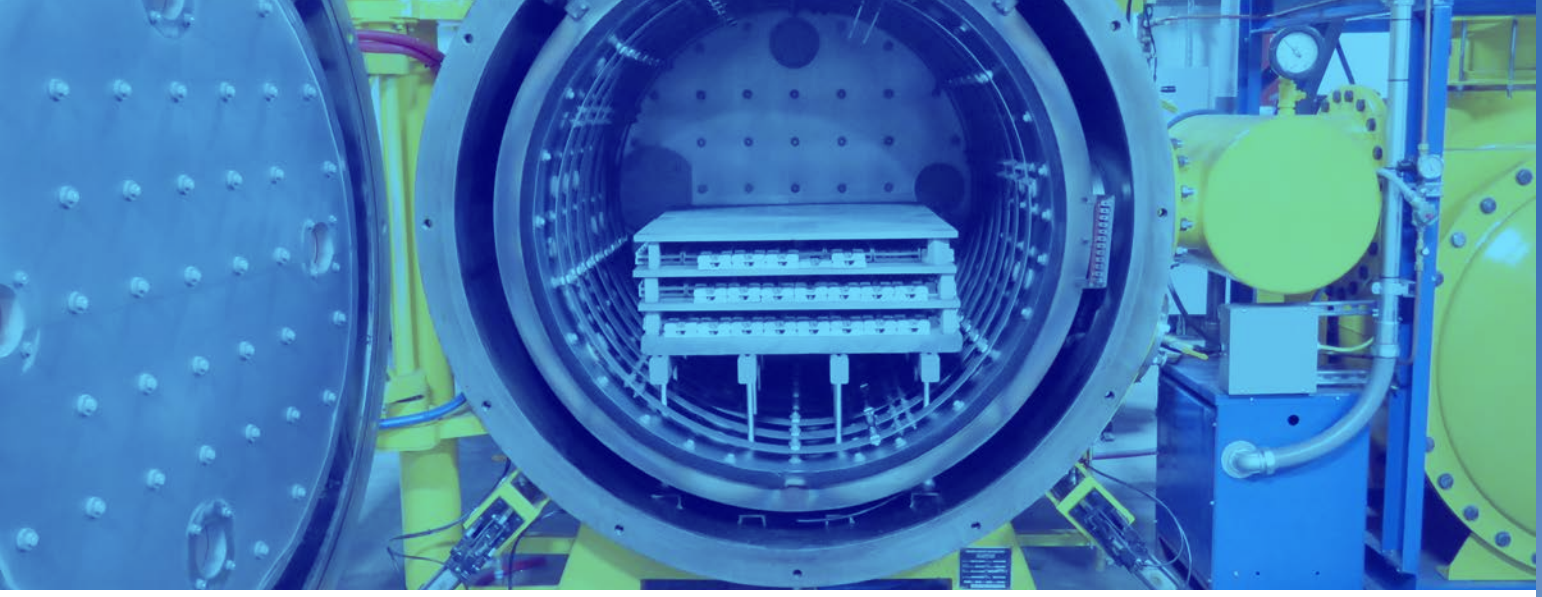


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Building & Maintaining Great Content

Heat Treat Today's annual 12-issue print and digital magazine **reaches 13,000 decision-makers each month** with original, authoritative content not found anywhere else. We don't rely solely on submitted articles — we commission original reporting on the topics that matter most to in-house heat treat professionals across automotive, medical, energy, and general manufacturing.

That original magazine content then amplifies across all our channels: **135+ Heat Treat Radio episodes, 600+ digital articles, 6 specialized email newsletters, website, webinars, events and social media**. This multi-platform approach ensures your message reaches your audience wherever they consume heat treat industry content.

6 CONTENT CHANNELS

PRINT MAGAZINE
12 annual issues + digital edition
Print credibility + digital amplification

E-NEWSLETTERS
6 specialized e-newsletters
Targeted audience reach

WEBSITE
Daily heat treat content
Daily featured placements

PODCAST
135+ episodes
Strategic advertising placements

EVENTS
6+ annually
In-person audience engagement

WEBINARS
Expert-led seminars
Sponsorship & partnership opportunities

EXPERT CONSULTANT NETWORK

5 leading consultants, 20+ subject matter experts across metallurgy, equipment, operations, and business. Your ads run alongside their insights.



Dan Herring
The Heat Treat Doctor®
The HERRING GROUP, Inc.
monthly column, editorial strategic planning, periodic articles and web posts



Michael Mouilleseax
Erie Steel Treating, (retired)
Editorial strategic 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



David Wolff
Wolff Engineering
Monthly column on industrial atmospheres and purchasing decisions

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.

Our Products & Partners

Heat Treat Today's complete portfolio of media, tools, and events designed to reach in-house heat treat professionals across North America.

CONTENT CHANNELS

Heat Treat Today
Technology, Tips & News for Manufacturers with In-House Heat Treat



Monthly Print & Digital Magazine

HeatTreatToday.com



The Web's Top Heat Treat Industry Resource

Heat Treat Daily
a product of Heat Treat Today

Daily e-newsletter

Heat Treat Radio
a podcast of Heat Treat Today

Montly podcast episodes

Heat Treat Shop
a product of Heat Treat Today

Monthly E-Newsletter

INDUSTRY AND EQUIPMENT-SPECIFIC E-NEWSLETTERS

Aerospace Heat Treat
a product of Heat Treat Today

For aerospace manufacturers

Automotive Heat Treat
a product of Heat Treat Today

For automotive manufacturers

New for 2027
Vacuum Heating & Melting
a product of Heat Treat Today

For vacuum furnace users

New for 2027
Induction Heating & Melting
a product of Heat Treat Today

For induction equipment users

TOOL & RESOURCES

Heat Treat Buyers Guide
a service of Heat Treat Today

Equipment & service directory

Heat Treat Marketplace
a service of Heat Treat Today

Classified listings

Heat Treat Store
a service of Heat Treat Today

Books, resources & merchandise

Heat Treat Today
Economic Indicators
a service of Heat Treat Today

Industry data & surveys

EDUCATIONAL EVENTS

Heat Treat Boot Camp
an event of Heat Treat Today

North America's Premier Heat Treat Industry Training Event

AI & Robotics in Heat Treat
Executive Seminar

Executive-level seminar

Heat Treat Seminars
HELIUM LEAK DETECTION

Hands-on technical training

Women in HEAT TREAT
an event of Heat Treat Today

Industry networking & professional development

NEW for 2027
Vacuum Summit
an event of Heat Treat Today

Technical summit & networking

NEW for 2027
Induction Summit
an event of Heat Treat Today

Technical summit & networking

Heat Treat Seminars
an event of Heat Treat Today

Educational Seminars

Heat Treat Webinars
a service of Heat Treat Today

Industry Webinars

GLOBAL PARTNERSHIPS

Publications in Europe, Asia, and South America republish Heat Treat Today content through partnerships with Heat Processing Magazine, Furnaces International, the Brazil's Aquecimento Industrial, and China's Industrial Heating China.

heat processing

Furnaces International

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

Aquecimento Industrial
Revista Brasileira da Tecnologia Térmica
By Heat Treat Today

Heat Treat Today

Technology, Tips & News for Manufacturers with In-House Heat Treat

North America's Leading Heat Treat Media

Since 2016, we've built the most trusted platform for technical, timely content serving in-house heat treat professionals across aerospace, automotive, medical, energy, and general manufacturing.

Note: Publisher's Data.

PRINT & DIGITAL

13,000+

Monthly recipients across print magazine + digital edition

12 annual issues

WEB

7,000+

Monthly unique visitors & social engagement

Daily updated content

EMAIL NEWSLETTERS

6,500+

Targeted by industry or specialty (Daily, Aerospace, etc.)

7 separate newsletters

HEAT TREAT RADIO

1,000–2,000

Listens or downloads per episode

12 episodes/year

Aerospace Heat Treat

Bi-Monthly E-newsletter
6,000

Automotive Heat Treat

Bi-Monthly E-newsletter
6,000

NEW for 2027 Induction Heating & Melting

Quarterly E-Newsletter
Estimated **6,000–8,000**

NEW for 2027 Vacuum Heating & Melting

Quarterly E-Newsletter
Estimated **6,000–8,000**

Heat Treat Daily

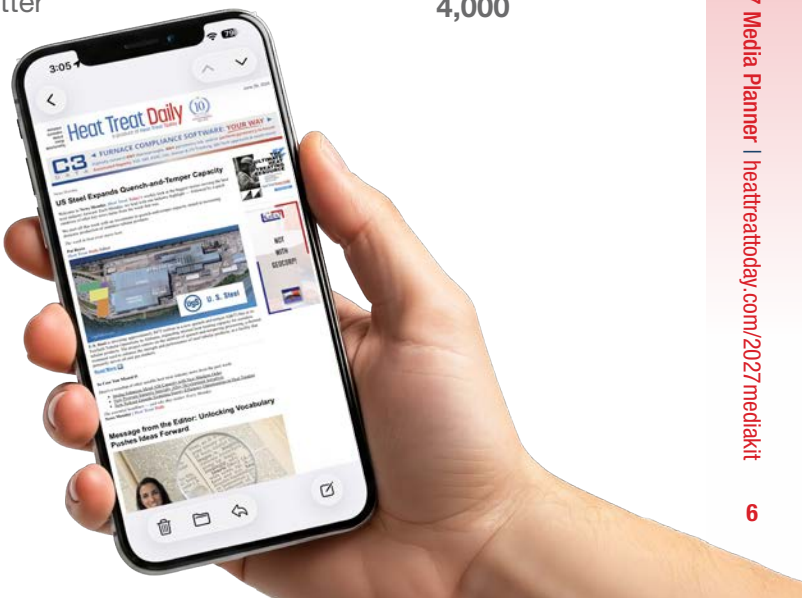
Daily (weekday) E-newsletter
3,500

Heat Treat Shop

Monthly E-newsletter
4,000

Heat Treat Radio

Monthly Episodes
1,000–2,000
Listens or Downloads per Episode



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

Heat Treat Today's complete portfolio of media, tools, and events reach thermal processing decision-makers across North America, targeting specific roles and industries where our content matters most.

TARGET GEOGRAPHY



CIRCULATION

90%

North America: USA, Canada, and Mexico

International circulation under 10% through global partnerships with Heat Processing Magazine, Furnaces International, and other thermal processing publications in Europe, Asia, and South America.

TARGET PROFESSIONS

Thermal processing decision-makers across all roles and company sizes:

- Metallurgical engineers
- Production & process engineers
- Operations engineers
- Plant engineers
- Quality engineers
- Engineering managers

- Product/project leads
- General managers
- VPs & directors
- Presidents
- Owners
- Thermal specialists

TARGET INDUSTRIES

Any industry using high-temperature thermal treatments (800°F/430°C+) for metal or ceramic processing:

Aerospace
Precision heat treated components

Automotive
Including powertrain, engine, and body & frame

Medical Devices
Surgical instruments & implants

Energy
Oil & gas, nuclear, wind, & biofuels

General Manufacturing
Any manufacturer using thermal processing including forging, casting, agriculture, off-road, construction, defense/military, and many, many more

Print & Digital Editions

JANUARY
Technologies & Products to Watch



FEBRUARY
Air & Atmosphere Thermal Processing



MARCH
Aerospace Thermal Processing



APRIL *(NEW)*
Case Studies in Thermal Processing



MAY *(NEW)*
Thermal Processing Efficiency



JUNE
7th Annual Buyers Guide & Super Brands



JULY *(NEW)*
Equipment MRO (Maintenance, Rebuild & Overhaul)



AUGUST *(Formerly December)*
Medical & Energy Heating Processing (ASM Heat Treat Pre-Show)



*2025 December edition

SEPTEMBER
People of Heat Treat (ASM Heat Treat Show)



OCTOBER
Steel & Nonferrous Mill Processing



*2025 edition

NOVEMBER
Vacuum Thermal Processing & Melting



*2025 edition

DECEMBER *(Formerly August)*
Automotive Thermal Processing



Print & Digital Editions 2027 Calendar

	JANUARY	FEBRUARY	MARCH	APRIL *(NEW)*	MAY *(NEW)*	JUNE
Ad Closing Materials Due	December 4th, 2026 December 11th, 2026	January 8th January 15th	February 5th February 12th	March 5th March 12th	April 9th April 16th	May 7th May 14th
ISSUE NAME	**Technologies & Products to Watch**	**Air & Atmosphere Thermal Processing**	**Aerospace Thermal Processing**	**Case Studies in Thermal Processing**	**Thermal Processing Efficiency**	**7th Annual Buyers Guide & Super Brands**
	Highlighting technologies and products to watch in 2027. Advertisers get equivalent space to talk about their latest technology and/or product.	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.	Focuses on the aerospace industry and is one of our largest issues of the year. Whether it be aerostructures or aerospace engine components.	Tell your success story in this buy-one-get-one edition. Buy a full or fractional-page ad, get equivalent space for your case study ... subject to our editor's approval.	This *NEW* edition zooms in on energy and costs saving efficiencies. Readers will be eager to learn how they can save money, time, and effort.	Heat Treat Today brings you North America's best annual buying resources.
	See details at *www.heattreattoday.com/2027January*	See details at *www.heattreattoday.com/2027February*	See details at *www.heattreattoday.com/2027March*	See details at *www.heattreattoday.com/2027April*	See details at *www.heattreattoday.com/2027May*	See details at *www.heattreattoday.com/2027June*
Focus Topics*	• HIP • 3D Printing & AM • Sintering & Powder Metallurgy • AI & Robotics • Laser Heat Treating	• Nonferrous Melting & Processing • Industrial Gases & Combustion • Alloys, Materials & Furnace Parts	• Vacuum Surface Modifications & HIP • Ceramics, Refractories & Insulation • Controls & Instrumentation • Quenching, Quenchants & Cooling	• Material Characterization & Testing • Parts Washing & Cleaning • Standards, Compliance & Pyrometry • Induction Heating & Melting	• Alloys, Materials & Furnace Parts • Industrial Gases & Combustion • Nonferrous Melting & Processing	• Heat Treat Equipment Listing • Commerical Heat Treating Service Listing • Heat Treat Super Brands Listing • Heat Treat Consultants Listing
Supplemental Topics**	• Cooling Systems • Power Supplies & SCRs	• Atmosphere Generators • Insulating Materials	• Graphite & Composite • High-Temperature Alloys	• Induction Coils & Tooling • Material Handling Systems	• Compliance Software • Vacuum Pumps, Hot Zones & Gauges	
Advertiser Bonus	• ***FREE Technology Spotlight*** for ALL advertiser equivalent to the size ad purchased. Highlight your product or technology to watch in 2027	***FREE website ad*** of your choice for all NEW advertisers. Limited availability.		***Reader Study Report*** learn how your ad stacks up against other ads in the magazine. Readers tell if they remember seeing and/or remember reading your ad.		$195.00 online & print Heat Treat Buyers Guide listing upgrade for advertisers in the print edition.
Quick Start Reminder	• ***2.5% off and $125 credit*** for all 2027 programs booked by January 31					
Trade Show Bonus Distribution		TMS 2027 March 14–18, Orlando, FL	• MRO Americas April 13–15, Orlando, FL • Rapid+TCT April 13–15, Detroit, MI • Ceramics Expo April 20–21, Cleveland, OH • ET'27 April 26–30, Orlando, FL	AISTech 2027 May 3–5, Nashville, TN	• Fastener Fair May 19–20, Louisville, KY • Powder Met 2027 June 20–23, Buffalo, NY	Shows listed on this calendar from July 2027 through June 2028

Publisher reserves the right to change content with or without notice

*Topics being covered assuming space and content is available.
** Supplemental topics being covered if space and content is available.

JULY *(NEW)*	AUGUST *(NEW)*	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER *(NEW)*
June 4th June 11th	July 8th July 16th	August 6th August 13th	September 3rd September 10th	October 8th October 15th	November 5th November 12th
Equipment Maintenance, Rebuild & Overhaul (MRO)	**Medical & Energy Thermal Processing (& ASM Heat Treat Pre-Show Issue)**	**People of Heat Treat (& ASM Heat Treat Show Issue)**	**Steel & Nonferrous Mill Processing**	**Vacuum Thermal Processing & Melting**	**Automotive Thermal Processing**
This is our *NEW* annual equipment maintenance edition. If you provide a product or service that will help in-house heat treaters maintain and optimize their equipment or processes, this is the edition for you.	**ASM Heat Treat Pre-Show** If your product or service is used in the medical or energy (nuclear, oil & gas,coal, wind, solar, etc.) sectors. This is also the ASM Heat Treat Pre-Show edition.	**ASM Heat Treat Show** This issue will also highlight Heat Treat Today's **40 Under 40** Class of 2027. As well, this is Heat Treat Today's official ASM Heat Treat Show edition.	Highlights ferrous and nonferrous heat treatments (and melting) as well as steel & nonferrous mill processing.	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.	This special issue focuses on the automotive industry. If you're looking to reach the automotive market, this issue is for you.
See details at *www.heattreattoday.com/2027July*	See details at *www.heattreattoday.com/2027August*	See details at *www.heattreattoday.com/2027September*	See details at *www.heattreattoday.com/2027October*	See details at *www.heattreattoday.com/2027November*	See details at *www.heattreattoday.com/2027December*
• Aftermarket Parts & Service • Hot Zone Rebuild & Replacements • Refurbishments & Upgrades • Fans & Motors	• Alloys, Materials & Furnace Parts • Materials Characterization & Testing • Parts Washing & Cleaning • Standards, Compliance & Pyrometry	• Heat Treat Today's **40 Under 40** Class of 2027 • Heat Treat Veterans • Women in Heat Treat	• Air/Atmosphere Thermal Processing • Nonferrous Melting & Processing • Industrial Gases & Combustion • Induction Heating & Melting	• Vacuum Melting, Surface Modifications & HIP • Ceramic, Refractories & Insulation • Controls & Instrumentation • Quenching, Quenchants & Cooling	• Induction Heating & Melting • Material Characterization & Testing • Parts Washing & Cleaning • Standards, Compliance & Pyrometry
• Induction Power Supplies & Transformers • Vacuum Pump Oils	• MES, QMS, CMS & Simulation Software • Flowmeters & Instrumentation		• Materials Characterization & Testing • Sensors & Probes	• Heat & Corrosion Resistant Alloys • Cooling Systems	• Heat Treat Kids • 2027 Endings (Obituaries)
FREE Super Brand Write Up for ALL advertisers equivalent to the ad size purchased. Highlight your super brand product of service	***FREE Heat Treat Shop Product ALERT advertisement*** for all NEW advertisers.	***FREE booth description*** for all ASM Heat Treat Show exhibitors advertising in September	***Reader Study Report*** learn how your ad stacks up against other ads in the magazine. Readers tell if they remember seeing and/or remember reading your ad.	• ***50% off*** News Monday Podcast Sponsorship in Q1 of 2028 (NEW!)	
			• ***15% off and $1,000 credit*** for all 2028 programs booked by October 31	• ***10% off and $500 credit*** for all 2028 programs booked by November 30	• ***5% off and $250 credit*** for all 2028 programs booked by December 31
	• Heat Treat 2027 Oct. 5–7, Columbus, OH • Fabtech Sept. 13–16, Chicago, IL	• Heat Treat 2027 Oct. 5–7, Columbus, OH • MS&T (AIST) Oct. 24–27, Pittsburgh, PA			

Print & Digital Editions

Display Advertising Rates & Specifications

2-Page Spread

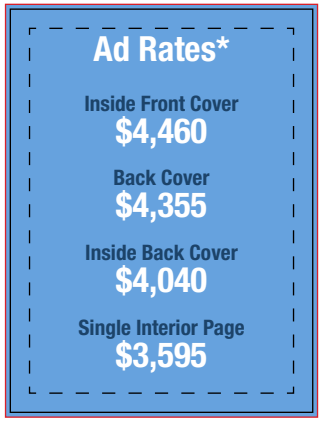
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Safe Area: 7.375" x 9.5" per page

Full Page

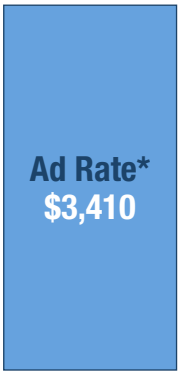
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2/3 Page

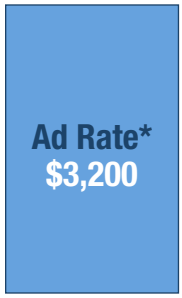
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1/2 Page Island

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1/2 Page Vertical

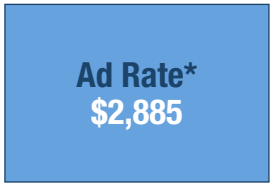
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Size: 3.3125" x 9.5" | 84 x 241mm

1/2 Page Horizontal

No Bleed



Size: 6.875" x 4.625" | 175 x 117mm

1/3 Page Vertical

No Bleed



Size: 2.125" x 9.5" | 54 x 241mm

1/3 Page Square

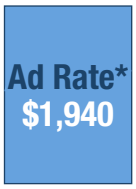
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No Bleed



Size: 3.3125" x 4.625" | 84 x 117mm

1/6 Page Vertical

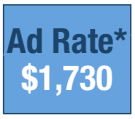
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Size: 2.125" x 4.5" | 54 x 114mm

1/6 Page Square

No Bleed



Size: 3.3125" x 2.833" | 84 x 72mm

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, Publisher's or Editor's Page, and Dan Herring's Ask the 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 *production@heattreattoday.com*

Need Help with Ad Design?

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



Need Help?

Contact:
Michelle Ritenour
Sales
724.967.2568
michelle@heattreattoday.com

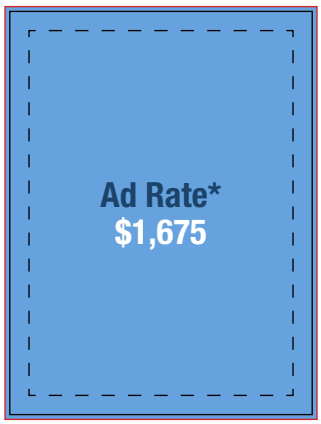
Print & Digital Editions

Heat Treat Marketplace Advertising

Advertising in Heat Treat Today's Marketplace section is available 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.*

Full Page Bleed
Include Bleed



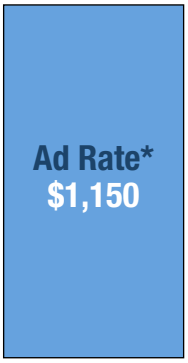
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Safe Area: 6.875" x 9.5"

Full Page
No Bleed



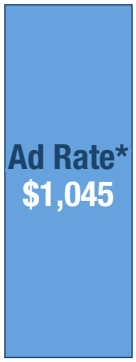
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2/3 Page Vertical
No Bleed



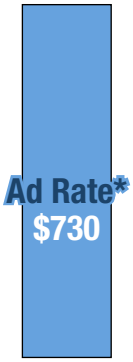
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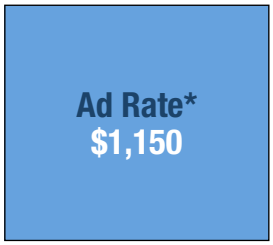
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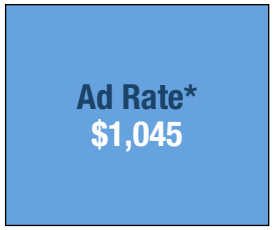
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2/3 Page Horizontal
No Bleed



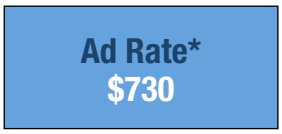
Size: 6.875" x 6.125" | 175 x 156mm

1/2 Page Horizontal
No Bleed



Size: 6.875" x 5.75" | 175 x 146mm

1/3 Page Horizontal
No Bleed



Size: 6.875" x 3.1875" | 175 x 81mm

1/3 Page Square
No Bleed



Size: 4.5" x 4.5" | 114 x 114mm

1/6 Page Vertical
No Bleed



Size: 2.125" x 4.5" | 54 x 114mm

1/12 Page Vertical
No Bleed



Size: 1.6875" x 2.75" | 43 x 70mm

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 Porter
Sales & Buyers Guide Manager
412-915-3785
ellen@heattreattoday.com

Industry Focused E-Newsletters

Reach key markets with two industry-specific e-newsletters — a unique offering no one else in the heat treat industry provides.

Aerospace Heat Treat

Distribution:

6,000+

Aerospace industry contacts

Aerospace-related news and heat treat technology

Advertising opportunities
5 medium rectangle ads
2 sponsored content ads



January • March • May • July • September • November

Automotive Heat Treat

Distribution:

6,000+

Automotive industry contacts

Automotive-related news and heat treat technology

Advertising opportunities
5 medium rectangle ads
2 sponsored content ads



February • April • June • August • October • December

[Industry] Heat Treat

a product of Heat Treat Today

Sponsored Content

- one compelling, high-resolution .jpg or .png (520 x 260 px)
- a brief headline
- 30-word compelling description
- a URL link

Ad Rate* $1,095

Heat Treat Today will format the above content. Please provide images separately

Sponsored Content

- one compelling, high-resolution .jpg or .png (520 x 260 px)
- a brief headline
- 30-word compelling description
- a URL link

Ad Rate* $675

Heat Treat Today will format the above content. Please provide images separately.

Ad Rate* $1,095	140 x 164 px jpg, gif, png
Ad Rate* $885	140 x 164 px jpg, gif, png
Ad Rate* $780	140 x 164 px jpg, gif, png
Ad Rate* $730	140 x 164 px jpg, gif, png
Ad Rate* $730	140 x 164 px jpg, gif, png

Other Helpful Information

- RGB colorspace, 72dpi, 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.

Deployment Schedule

Material Due Date
Deployment Date

	January	February	March	April	May	June	July	August	September	October	November	December
Aerospace Heat Treat	Jan 5 / Jan 12		Mar 2 / Mar 9		May 4 / May 11		Jul 6 / Jul 13		Sep 2 / Sep 9		Nov 2 / Nov 9	
Automotive Heat Treat		Feb 2 / Feb 9		Apr 6 / Apr 13		Jun 1 / Jun 8		Aug 3 / Aug 10		Oct 5 / Oct 12		Dec 7 / Dec 14

Equipment Focused E-Newsletters

Reach key equipment users with these two, NEW quarterly e-newsletters targeting induction and vacuum equipment users.

NEW

Induction Heating & Melting

Distribution:

6,000–8,000

Induction heating & melting industry contacts



Advertising opportunities

1 header sponsor ad
1 anchor placement ad
3 featured banner ads

January • April • July • October

NEW

Vacuum Heating & Melting

Distribution:

6,000–8,000

Vacuum heating & melting industry contacts



Advertising opportunities

1 header sponsor ad
1 anchor placement ad
3 featured banner ads

March • June • September • December

NEW

[Industry] Heating & Melting

a product of Heat Treat Today

Ad Rate* $1,145 164 x 70 px jpg, gif, png	
Anchor Placement Ad 600 x 250 px jpg, gif, png	Ad Rate* $1,045
Featured Banner Ad - Position A 600 x 90 px jpg, gif, png	Ad Rate* $945
Featured Banner Ad - Position B 600 x 90 px jpg, gif, png	Ad Rate* $845
Featured Banner Ad - Position C 600 x 90 px jpg, gif, png	Ad Rate* $745

Advertising Rate Notes

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

For More Information



Contact:
Michelle Ritenour
Sales
724.967.2568 • michelle@heattreattoday.com

Deployment Schedule

Material Due Date / Deployment Date	January	February	March	April	May	June	July	August	September	October	November	December
Induction Heating & Melting	Jan 12 – Jan 19		Mar 9 – Mar 16			Jun 8 – Jun 15			Sep 14 – Sep 21			Dec 14 – Dec 21
Vacuum Heating & Melting				Apr 13 – Apr 20			Jul 13 – Jul 20			Oct 12 – Oct 19		

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.

Heat Treat Daily

Distribution:

3,500+

Heat treat industry professionals

Daily industry news, market insights, and heat treating technology

Advertising opportunities

1 leaderboard
1 medium rectangle
1 skyscraper





Aerospace Automotive Medical Energy Manufacturing

Heat Treat Daily

a product of Heat Treat Today

Leaderboard	600 x 74 px jpg, gif,png	**Ad Rate*** **$935** 1 Days/Week for 1 Month
	Medium Rectangle 140 x 164 px jpg, gif, png	**Ad Rate*** **$730** 1 Days/Week for 1 Month
	Skyscraper 140 x 300 px jpg, gif, png	**Ad Rate*** **$685** 1 Days/Week for 1 Month

Other Helpful Information

* RGB colorspace, 72dpi, 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

- Three month minimum commitment
- Two days/week maximum per company

Deployment Schedule

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	Dec 18, 2026	January 22	February 19	March 19	April 23	May 21	June 18	July 23	August 20	September 17	October 22	November 19
Deployment Date	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily

Heat Treat Shop E-Newsletter

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 send an interested reader. We'll take care of the rest.

Heat Treat Shop

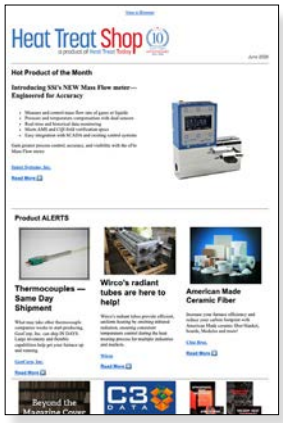
Distribution:

4,000+

Heat treat equipment buyers and decision-makers

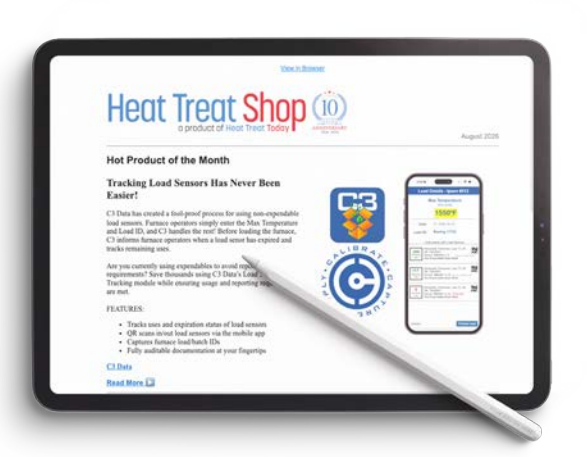
Product listings, equipment showcases, and supplier spotlights

Advertising opportunities
Hot Product of the Month
Product ALERT



Materials Needed

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



Heat Treat Shop
a product of Heat Treat Today
10 YEARS ANNIVERSARY 2016-2026

2027

Hot Product of the Month
Brief Headline
50 words of body text

Company Name
Read More

Hot Product of the Month
Ad Rate*
$1,045

Product ALERT
Ad Rate*
$625

Brief Headline
30 words of body text
Company Name
Read More

Product ALERT
Ad Rate*
$625

Brief Headline
30 words of body text
Company Name
Read More

Product ALERT
Ad Rate*
$625

Brief Headline
30 words of body text
Company Name
Read More

Product ALERT
Ad Rate*
$625

Brief Headline
30 words of body text
Company Name
Read More

Product ALERT
Ad Rate*
$625

Brief Headline
30 words of body text
Company Name
Read More

Deployment Schedule

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	January 14	February 11	March 11	April 8	May 13	June 10	July 8	August 12	September 9	October 14	November 11	December 9
Deployment Date	January 21	February 18	March 18	April 15	May 20	June 17	July 15	August 19	September 16	October 21	November 18	December 16

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.

HeatTreatToday.com

Monthly Unique Web Visitors

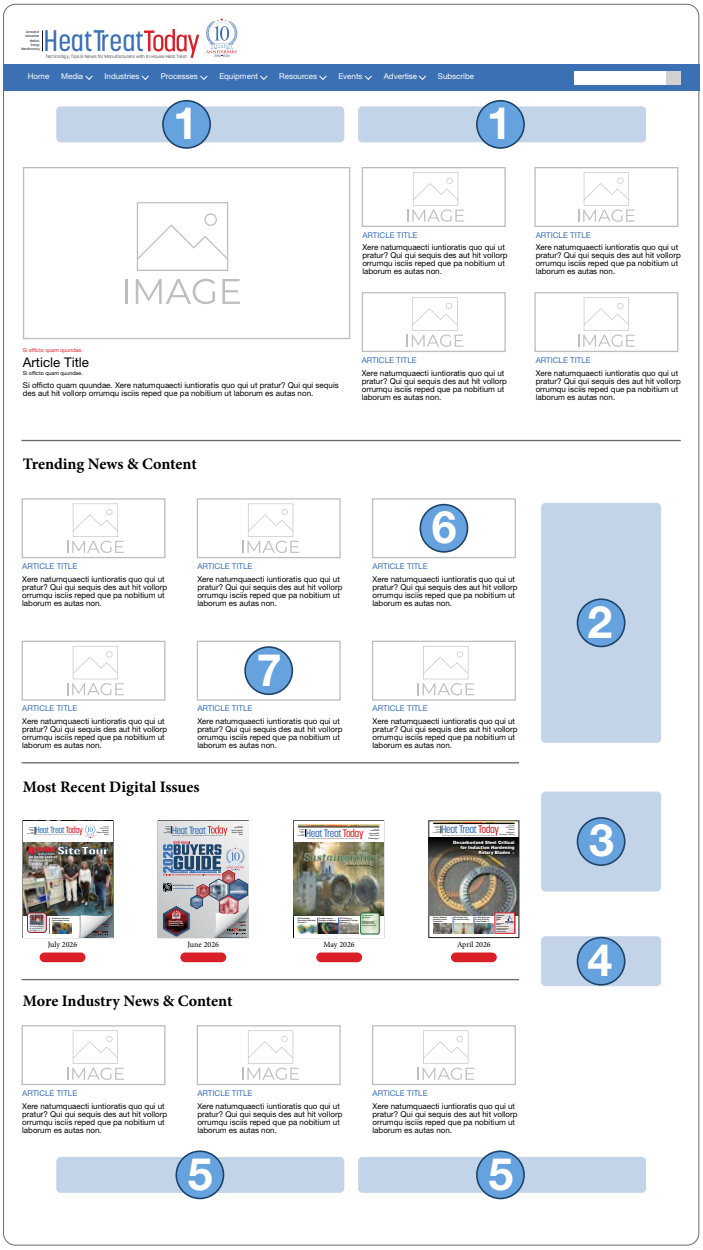
7,000+

Heat treating professionals, engineers, and specifiers

Technical articles, industry news, and expert resources



1	Leaderboard 728 x 90 px | jpg, gif,png 4 advertisers per spot per month	$1,310/mo.
2	Skyscraper 300 x 600 px | jpg, gif,png 4 advertisers per spot per month	$1,100/mo.
3	Medium Rectangle 300 x 250 px | jpg, gif,png 4 advertisers per spot per month	$890/mo.
4	Tile Ads 300 x 125 px | jpg, gif,png 4 advertisers per spot per month	$415/mo.
5	Footerboard 728 x 90 px | jpg, gif,png 4 advertisers per spot per month	$680/mo.
6	Sponsored Content 728 x 90 px | jpg, gif,png 1 advertiser per spot per month	$940/mo.
7	Sponsored Content 728 x 90 px | jpg, gif,png 1 advertiser per spot per month	$835/mo.



Other Helpful Information

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

Fine Print

- 3-month minimum commitment

Deployment Schedule

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	Dec 18, 2026	January 22	February 19	March 19	April 23	May 21	June 18	July 23	August 20	September 17	October 22	November 19
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

For More Information



Contact:
Michelle Ritenour
Sales
724.967.2568
michelle@heattreattoday.com

Heat Treat Radio

The heat treating industry's leading podcast, available on Apple Podcasts, Spotify, iHeart Radio, SoundCloud, and all major platforms. Episodes are available in video, audio, and transcribed article formats.

Heat Treat Radio

Total Listens:

33,000+

across all platforms, since 2016

Episodes in circulation:

135+

Episode Frequency:

Monthly



Available on the following platforms:

YouTube · vimeo · PodBean · Spotify · iHeart RADIO · SOUNDCLOUD · Apple Podcasts

Explore the full episode library







Exclusive Episode Sponsor

$2,595

$2,095 if content is provided by Heat Treat Today

Included in Exclusive Episode Sponor

- Sponsor for one episode
- 3 sponsor mentions (beginning, middle, end)
- On-screen graphic during episode
- Sponsor logo in upper-left corner
- E-newsletter announcement
- Homepage feature for 1 week
- Social media announcement
- Video, audio, and transcript page
- 2 promotional video shorts
- Episode promotional graphic
- Guaranteed exclusive sponsorship
- 1-minute promotion at intermission
- 3 promotional video shorts in 3 sizes
- Homepage featured spot for 1 month
- No other commercial sponsors

Sponsorship Opportunities



Contact:
Michelle Ritenour
Sales
724.967.2568
michelle@heattreattoday.com

Exclusive Episode Sponsor Fine Print

- Educational content developed exclusively with the sponsor
- Episode sponsorship spot developed cooperatively between publisher and sponsor

Episode Content Ideas

Contact heather@heattreattoday.com

	January	February	March	April	May	June	July	August	September	October	November	December
Materials Due	January 19	February 16	March 16	April 13	May 18	June 15	July 13	August 17	September 14	October 19	November 16	December 14
Deployment Date	January 21	February 18	March 18	April 15	May 20	June 17	July 15	August 19	September 16	October 21	November 19	December 16

Heat Treat Buyers Guide

North America's Premier Heat Treat Buyers Guide

The most comprehensive, modern buyers guide serving the North American heat treat industry. Connect with buyers actively searching for equipment, services, and components.

Heat Treat Buyers Guide

500+
equipment & service suppliers

350+
equipment & service categories

~15,000
professionals receive print/digital edition

24/7/365
online data updated continuously



heattreatbuyersguide.com

Be Seen

Appear online and in print to get in front of buyers actively searching for heat treat solutions.

Reach the Right Audience

Reach in-house thermal processors and heat treaters looking for thermal processing equipment, services, or supplies

Drive Leads

24/7/365 Passive Lead Generation.Direct traffic to your website - 24/7 - no exta effort required.

Membership Tiers

Basic Listing
$49/year

- 3rd in search results
- List in up to 10 products & services categories
- Comany contact info + website link
- Website link & phone number lead capture

Gold Listing
$395/year

Everything in Basic, plus:

- 2nd in search results
- List in unlimited products & services categories
- Company logo & cover photo
- Media uploads - photos, videso, featured products, brochures, event promotion

Advertiser Premium Listing
$195/year*

Everything in Gold, plus:

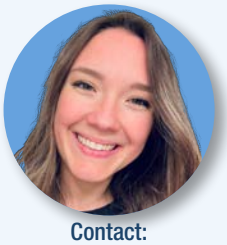
- Priority, 1st in search results
- Enhanced company visibility bundled with featured (★) listing in the print **June Buyers Guide**
- Social media links

*Requires the purchase of a print ad in the June issue

Joining only takes four steps!

1. Select Membership Teir
2. Enter Company Contact & Payment Information
3. Select Listing Details (Product & Service Categories)
4. Click Save. Sit Back & Relax!

For More Information



Contact:
Ellen Porter
Sales & Buyers Guide Manager
412-915-3785 • ellen@heattreattoday.com

24/7/365 Online Edition

Last day to update listing (to make the print edition): April 10th

Online listings updated continually

June Print Edition

Ad closing: May 7th

Materials due: May 14th



Heat Treat Custom E-blasts

Reach our audience with your exclusive content. Custom e-blasts are designed by you and deployed by us to our entire subscriber list.

Pricing
$2,895 ea.

- 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 e-blast deployment dates.







Heat Treat Webinars

Promote your company's webinar across Heat Treat Today's full media ecosystem — print, digital, email, and social.



Package Includes
$6,500

- 2 dedicated e-blasts (2 weeks + 1 week out)
- 1 quarter-page print ad
- Website medium rectangle ad (1 month)
- Up to 2 Heat Treat Daily mentions
- 1 Heat Treat Radio sponsorship

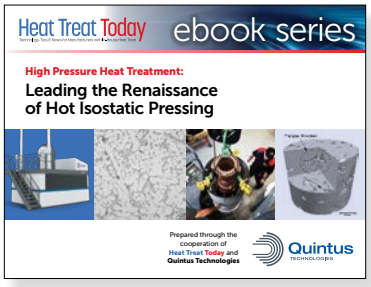
Heat Treat ebooks

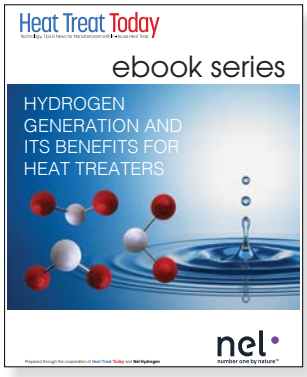
Work together with Heat Treat Today to create a lead-generating technical ebook positioned to your target audience.

Pricing
$2,500–$5,000

Note

Price depends on the number of leads generated.





Have Questions or Need Help?



Contact:
Michelle Ritenour
Sales
724.967.2568 • michelle@heattreattoday.com

Heat Treat Events

Heat Treat Today's Events Division is one of the fastest growing sectors of the business. Face-to-face events are more popular than ever. Below is a list of current and projected events that Heat Treat Today is or plans to host in 2027. Call us with any questions and for sponsorship opportunities.

Sponsorships Available

Heat Treat Boot Camp

an event of Heat Treat Today





North America's Premier Heat Treating Training Event

Launched in 2022, Heat Treat Boot Camp has become the industry's leading market and technology training event for new and advancing employees. Markets, materials, products, processes, and players are covered as well as the latest developments and how to stay current in the market. **Sponsorships available**.

Learn more at **www.heattreatbootcamp.com**

Sponsorships Available

Heat Treat Seminars

HELIUM LEAK DETECTION

On the schedule for two events in 2027, this hands-on training event is an excellent single-day training event for people involved with vacuum heating and melting. Industry expert, Dave Deiwert, leads an excellent seminar where participants can see, touch, and learn from the master. **Sponsorships available**.

Learn more at **www.heattreattoday.com/leakdetectionseminar**

Watch for more information in 2027.

Sponsorships Available

AI & Robotics in Heat Treat

Executive Seminar

an event of Heat Treat Today

Artificial intelligence is already influencing manufacturing decision-making, process optimization, robotics, and cybersecurity. The question isn't whether robotics and AI will impact heat treating — it's how quickly you'll need to adapt. **Sponsorships available**.

https://www.heattreattoday.com/aiexecutiveseminar/

Watch for more information in 2027. Tentative 2027 date: August 26.

For More Information on any of the above Events



Contact:

Karen Gantzer
Director of Events
karen@heattreattoday.com

Women in HEAT TREAT

an event of Heat Treat Today

Sponsorships Available



NOVEMBER 2–4, 2026 **CLEVELAND, OH**

2.5 Days | **4** Breakout Sessions | **1st** of its kind

WHERE WOMEN IN HEAT TREAT LEAD

Launching in November of 2026, this event is intended to bring the women of the North American heat treat industry together to discuss and enjoy their industry. **Sponsorships available**.

Watch for more information on the 2027 event in 2027.

Learn more at **https://www.heattreattoday.com/events/women-in-heat-treat-summit/**

Sponsorships Available

NEW for 2027 Vacuum Summit

an event of Heat Treat Today

This new event will bring together captive and commercial heat treaters as well as suppliers who specialize in vacuum heating and melting. Technical and timely information and networking will be the order of the day. Dates and location for 2027 TBD. **Sponsorships available**.

Watch for more information in 2027.

Sponsorships Available

NEW for 2027 Induction Summit

an event of Heat Treat Today

This new event will bring together captive and commercial heat treaters as well as suppliers who specialize in induction heating and melting. Technical and timely information and networking will be the order of the day. Dates and location for 2027 TBD. **Sponsorships available**.

Watch for more information in 2027.

Heat Treat Today Social Media & Marketing

Heat Treat Today has a connected and loyal social media following.

Social Media Post
$185/post

- **22k** avg. monthly impressions
- **1.3k** avg. monthly impressions
- **659** avg. monthly impressions

For only $185 per post, get your content distributed across LinkedIn, Facebook, and Instagram — reaching our full, engaged audience.

Looking for a **website redesign**, a **new logo**, **brochure**, or perhaps you're looking for **ongoing marketing consultations**, contact us to see how we can help.

Contact



Doug Glenn
Founder, Owner, Publisher

724.923.8089
doug@heattreattoday.com

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

Heat Treat Today

Technology, Tips & News for Manufacturers with In-House Heat Treat



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

260 McElwain Lane • New Castle, PA 16101 • 724-856-0555

www.heattreattoday.com • htt@heattreattoday.com

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