

Technology Century



THE ENGINEERING SOCIETY OF DETROIT®
FOUNDED IN 1895



ESD's TECHNOLOGY CENTURY

Technology Century magazine has been serving the needs of engineers and technical professionals since 1939. Published four times a year, this multi-award-winning magazine covers industries ranging from automotive and environmental to construction, design and medical.

In a time when magazines come and go, *Technology Century* has been a stable presence and a trusted resource for professionals of all backgrounds and expertise. It features articles written by professionals for professionals about a wide variety of timely and informative topics. Each issue delivers the latest and most relevant information to help readers make decisions in their professional and personal lives.

In addition to in-depth articles, the magazine also includes regular features about critical regional-related issues, the latest research and accomplishments at Michigan universities and companies, profiles of young professionals, and much more.

Accompanying the printed edition of *Technology Century* magazine is a monthly online version that features the latest industry news and trends and is distributed to more than 20,000 readers throughout the State of Michigan.

CIRCULATION:

Technology Century is delivered to more than 6,000 ESD members, as well as to Michigan's largest universities. It can also be found at many major corporations and at public libraries throughout Michigan.

With a distribution total of more than 7,500 and a pass-along impact of 15,000, *Technology Century* is a must-read for those interested in staying informed about current issues and future innovations in engineering, technology and the environment.



Technology Century has been honored by its peers for excellence in publishing. It received the international 2007 Gold Award for Best Magazine from the American Society of Association Executives (ASAE) and the Center for Association Leadership and the 2007 & 2009 Diamond Awards for Best Magazine from the Michigan Society of Association Executives (MSAE).

To Advertise: Contact Elana Shelef at 248-353-0735, ext. 119, or eshelef@esd.org.

To Submit Articles: Contact Della Cassia at 248-353-0735, ext. 112, or dcassia@esd.org.

Readership Demographics

| JOB TITLES: | |
|-------------------------------------|-----|
| Owners, CEOs & senior execs. | 25% |
| Mid-level technical managers | 28% |
| Product design/R&D managers | 16% |
| Consultants | 15% |
| SECTORS: | |
| Automotive mfg./supply | 38% |
| Construction/architecture | 11% |
| Utilities | 10% |
| Computer software | 6% |
| Environmental | 5% |
| Quality control | 5% |
| Government | 2% |
| GENDER: | |
| Male: | 88% |
| Female: | 12% |
| AGE: | |
| Under 25: | 1% |
| 25-34: | 12% |
| 35-54: | 48% |
| 55-64: | 30% |
| 65 and over: | 12% |
| EDUCATION: | |
| Postgrad degree: | 49% |
| College degree: | 94% |
| ANNUAL HOUSEHOLD INCOME: | |
| Under \$50,000 | 5% |
| \$50,000-\$79,999 | 20% |
| \$80,000-\$99,999 | 19% |
| \$100,000-\$149,000 | 24% |
| \$150,000 & Over | 34% |
| HOME OWNERSHIP: | |
| Own their own home | 92% |
| Rent | 7% |
| PERSONAL AUTO: | |
| Have one car | 14% |
| Have two cars | 54% |
| Have three or more cars | 32% |
| Own | 78% |
| Lease | 22% |
| SPORTS: | |
| Golf | 50% |
| Boating/Sailing | 27% |
| Tennis | 17% |
| Skiing/Snowboarding | 12% |
| TRAVEL: | |
| Once or more per month for business | 27% |
| Twice or more per year for vacation | 53% |

Source: 2009 Reader Survey

EDITORIAL CALENDAR

| Issue | Ad. Deadline | Article Deadline | Topic |
|------------------|-------------------|-------------------|---|
| Winter 2011-2012 | December 17, 2011 | December 21, 2011 | 21st Century Education |
| Spring 2012 | April 1, 2012 | January 20, 2012 | Business of Innovation |
| Summer 2012 | June 1, 2012 | March 23, 2012 | Destination: New Urbanism SPECIAL SECTION: Construction & Design Awards |
| Fall 2012 | August 1, 2012 | June 22, 2012 | Extreme Engineering |

IN EACH ISSUE:

- In-depth coverage of trends in automotive, energy, environmental, health, defense, business & more
- What's happening at Michigan Universities?
- The Road to Fellowship
- One-On-One with Michigan's Movers & Shakers

EDITORIAL GUIDELINES

Feature articles:

- 900 to 1,200 words
- Submit in MS Word or RTF format
- Include one or more photos and graphics; 300 dpi, saved in JPG, PDF, or TIF formats
- Include 75-word author biography with photo; 300 dpi, JPG, PDF or TIF
- If possible, please submit artwork suitable for a magazine cover, at least 8"x10" at 300 dpi

ESD will consider unsolicited articles for publication. Submit a one-page overview of the suggested article for review.

TECHNOLOGY CENTURY ADVERTISEMENT RATES

| Size and Placement | 1x Insertion (cost per) | | 4x Insertion (cost per) | |
|----------------------|-------------------------|-----------------------|-------------------------|-----------------------|
| | Regular Price | Corporate Member Rate | Regular Price | Corporate Member Rate |
| Back Cover | \$3,600 | \$2,880 | \$3,400 | \$2,720 |
| Inside Covers | \$2,000 | \$1,600 | \$1,800 | \$1,440 |
| Full Page | \$1,800 | \$1,440 | \$1,600 | \$1,280 |
| 1/2 Page | \$1,200 | \$960 | \$1,100 | \$880 |
| 1/4 Page | \$1,000 | \$800 | \$900 | \$720 |

PRINT AD SPECIFICATIONS

| Ads | Sizes |
|--------------------|---|
| Full Page + Covers | Live Matter: 6 7/8" x 9 1/4" (6.875" x 9.25") Full Bleeds: 8 3/8" x 11" (8.375" x 11") Trim Size: 8 1/8" x 10 3/4" (8.125" x 10.75") |
| Half Page | Horizontal: 6 7/8" x 4 3/8" (6.875" x 4.375") Vertical: 3 5/16" x 9" (3.3125" x 9") |
| Quarter Page | 4 3/8" x 3 5/16" (4.375" x 3.3125") NOTE: Vertical/portrait orientation only |

Please submit files in PDF format. Files should be CMYK, with embedded fonts, and 300 dpi.

E-MAIL BLAST (Either E-TECH CENTURY or ESD UPCOMING EVENTS) RATES

| Size and Placement | Single Insertion (cost per) | | Quarterly Package (3 ads) | | Yearly Package (12 ads) | |
|---|-----------------------------|------------------------|---------------------------|------------------------|-------------------------|------------------------|
| | Regular Price | With Print Advertising | Regular Price | With Print Advertising | Regular Price | With Print Advertising |
| Top banner - 700 px x 150 px | \$450 | \$350 | \$1,000 | \$800 | \$3,200 | \$2,550 |
| Double banner - 450 px x 200 px | \$350 | \$290 | \$800 | \$640 | \$2,550 | \$2,050 |
| Banner - 450 px x 100 px | \$270 | \$220 | \$600 | \$480 | \$1,950 | \$1,550 |
| Half banner - 225 px x 100 px | \$180 | \$150 | \$400 | \$320 | \$1,280 | \$1,025 |
| Double side ad - 200 px x 300 px | \$140 | \$110 | \$300 | \$240 | \$960 | \$775 |
| Side ad - 200 px x 150 px | \$90 | \$75 | \$200 | \$160 | \$640 | \$525 |

SPECIFICATIONS: Electronic advertisement files should be in JPG or GIF format at the dimensions listed above. Please include a hyperlink destination when submitting the file(s).

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