2023 EDITORIAL CALENDAR & ADVERTISING OPPORTUNITIES

STANDARDIZATION NEWS

Find out more about advertising in Standardization News and how you can enhance your marketing plan – Contact Editor-in-Chief David Walsh

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ABOUT STANDARDIZATION NEWS

Standardization News is the premier resource for the global standards community. It is an invaluable source of news on the field of standards and standards development, technical innovation, and cutting-edge scientific research.

Read by the 30,000 members of ASTM International, Standardization News is used by professionals and other tech leaders involved in laboratory testing, research, and standardization in many scientific disciplines and industries.

**Top Industries Reached:**
- Energy
- Additive Manufacturing
- Aviation/Aerospace
- Environmental
- Cannabis
- Construction
- Consumer Products
- Medical Devices/Biomedical
- Robotics and Exo Technology

Committed to serving global societal needs, ASTM International positively impacts public health and safety, consumer confidence, and overall quality of life. We integrate consensus standards, developed with our international membership of volunteer technical experts, and innovative services to improve lives - helping our world work better.
# 2023 SN Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>ASTM INTERNATIONAL FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Consumer Products</td>
<td>Leadership/Chair Q&amp;A</td>
</tr>
<tr>
<td>March/April</td>
<td>Digital Supply Chain</td>
<td>Meetings and Events</td>
</tr>
<tr>
<td>May/June</td>
<td>Additive Manufacturing/Market Analysis</td>
<td>125th Anniversary of ASTM</td>
</tr>
<tr>
<td>July/August</td>
<td>Energy</td>
<td>Workforce Development</td>
</tr>
<tr>
<td>September/October</td>
<td>School Safety and Equipment</td>
<td>International Efforts/Global Cooperation</td>
</tr>
<tr>
<td>November/December</td>
<td>Environmental/Sustainability</td>
<td>Publications</td>
</tr>
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</table>
### 2022 Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$3,534</td>
<td>$3,124</td>
<td>$2,923</td>
</tr>
<tr>
<td>2/3</td>
<td>$2,715</td>
<td>$2,404</td>
<td>$2,248</td>
</tr>
<tr>
<td>1/2</td>
<td>$2,098</td>
<td>$1,868</td>
<td>$1,758</td>
</tr>
<tr>
<td>1/3</td>
<td>$1,734</td>
<td>$1,551</td>
<td>$1,452</td>
</tr>
<tr>
<td>1/4</td>
<td>$1,551</td>
<td>$1,392</td>
<td>$1,299</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covers</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
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<tbody>
<tr>
<td>IFC</td>
<td>$4,042</td>
<td>$3,697</td>
<td>$3,081</td>
</tr>
<tr>
<td>IBC</td>
<td>$3,929</td>
<td>$3,392</td>
<td>$2,865</td>
</tr>
<tr>
<td>OBC</td>
<td>$4,279</td>
<td>$3,855</td>
<td>$3,222</td>
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</tbody>
</table>

Color Premium
- 1 standard color $500
- 1 matched color $600
- 4-color process $1,000

### Mechanical Requirements

- **TRIM SIZE 8½” X 10½”**
- **TRIM SIZE WITH 1/4” BLEED 8½” X 11½”**
- 1/4: 3¾” x 4½”
- 2/3: 4½” X 10”
2022 Average Circulation Statement

<table>
<thead>
<tr>
<th>Category</th>
<th>Annual Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>18,592</td>
</tr>
<tr>
<td>Foreign</td>
<td>5,845</td>
</tr>
<tr>
<td>Canada</td>
<td>1,226</td>
</tr>
<tr>
<td>Total Worldwide</td>
<td>25,663</td>
</tr>
</tbody>
</table>

Census Regions and Divisions of the United States

- **PACIFIC**
  - Pacific: 2,431

- **WEST**
  - Mountain: 1,290
  - West South Central: 1,900

- **MIDWEST**
  - East North Central: 3,342
  - West North Central: 1,234

- **SOUTH**
  - East South Central: 789

- **NORTHEAST**
  - New England: 971
  - Middle Atlantic: 2,430

- **SOUTH ATLANTIC**
  - South Atlantic: 4,205
Total International Subscribers: 5,845

- Canada: 1,226
- Mexico: 190
- Peru: 187
- United Kingdom: 396
- Netherlands: 107
- Germany: 277
- France: 119
- Italy: 94
- South Africa: 47
- Egypt: 37
- United Arab Emirates: 126
- Saudi Arabia: 151
- China: 450
- Japan: 143
- South Korea: 188
- Australia: 128
ASTM SMARTBRIEF

ASTM SmartBrief is a weekly e-newsletter for technical professionals and the global standards community. It delivers quick, timely news on the field of standards, as well as industry-specific technical developments.

ASTM SmartBrief also delivers career insights and information on standards-related events and education.

**Ad Rates**

<table>
<thead>
<tr>
<th>News Section: Text Ad, Outline Ad, Banner Ad Rates</th>
<th>$525</th>
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<tbody>
<tr>
<td>Leaderboard Ad Rate</td>
<td></td>
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</table>

**Top Stories** $525  
**Top Stories Video + Text** $650  
**Industry Focus** $375  
**Industry Focus Video + Text** $450  
**The Cutting Edge** $225  
**The Cutting Edge Video + Text** $300  
**Career Insights** $200  
**ASTM News** $150  
**Special Report** $3,425  
**Dedicated Send** $5,775  
**Spotlight** $5,775  
**Best Of** $6,825  
**Featured Content** $800  
**SmartSocial** $35 CPM  
**ATF Takeover** $750

**30,000+ Subscribers**  
**2,000+ non-members**  
**24% Open Rate**
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