ASTM INTERNATIONAL

www.astm.org/sn

2021 EDITORIAL CALENDAR & ADVERTISING OPPORTUNITIES

STANDARDIZATIONNEWS

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

dwalsh@astm.org +1.610.832.9742 @ASTMeditor linkedin.com/in/dwalsh11

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
– Manufacturing
– Infrastructure
– Aerospace
– Environmental
– Construction
– Consumer Products
– Medical Devices/Biomedical
– Testing

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.

ASTM INTERNATIONAL

2021 EDITORIAL CALENDAR

ISSUE	THEME	
	INDUSTRY FOCUS	ASTM INTERNATIONAL FOCUS
January/February	Medical Devices/Radiology	Leadership/Q&A with ASTM Chair
March/April	Infrastructure/Construction	Diversity & Inclusion
May/June	Sustainability/The Circular Economy	Organizational Resilience (Virtual Work)
July/August	Commercial Spaceflight	ASTM 2.0
September/October	Robotics/Cybersecurity	Global Partnerships (Asia, OECD)
November/December	The Developing World	Research to Standards (Exo CoE; AM CoE)

STANDARDIZATION NEWS RATECARD

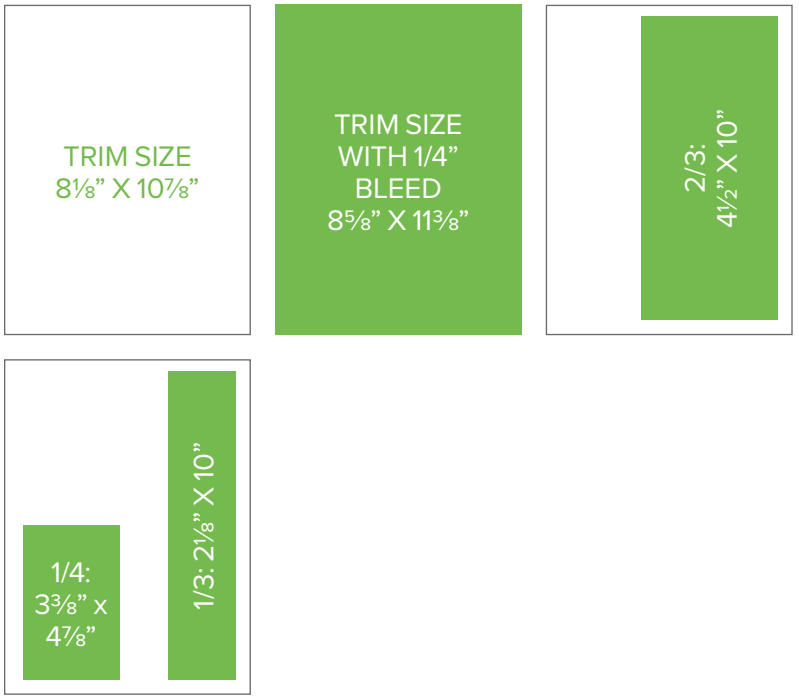
2020 Advertising Rates

	1 month	3 months	6 months
Full	$3,534	$3,124	$2,923
2/3	$2,715	$2,404	$2,248
1/2	$2,098	$1,868	$1,758
1/3	$1,734	$1,551	$1,452
1/4	$1,551	$1,392	$1,299

Covers	1 month	3 months	6 months
IFC	$4,042	$3,697	$3,081
IBC	$3,929	$3,392	$2,865
OBC	$4,279	$3,855	$3,222

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

Mechanical Requirements

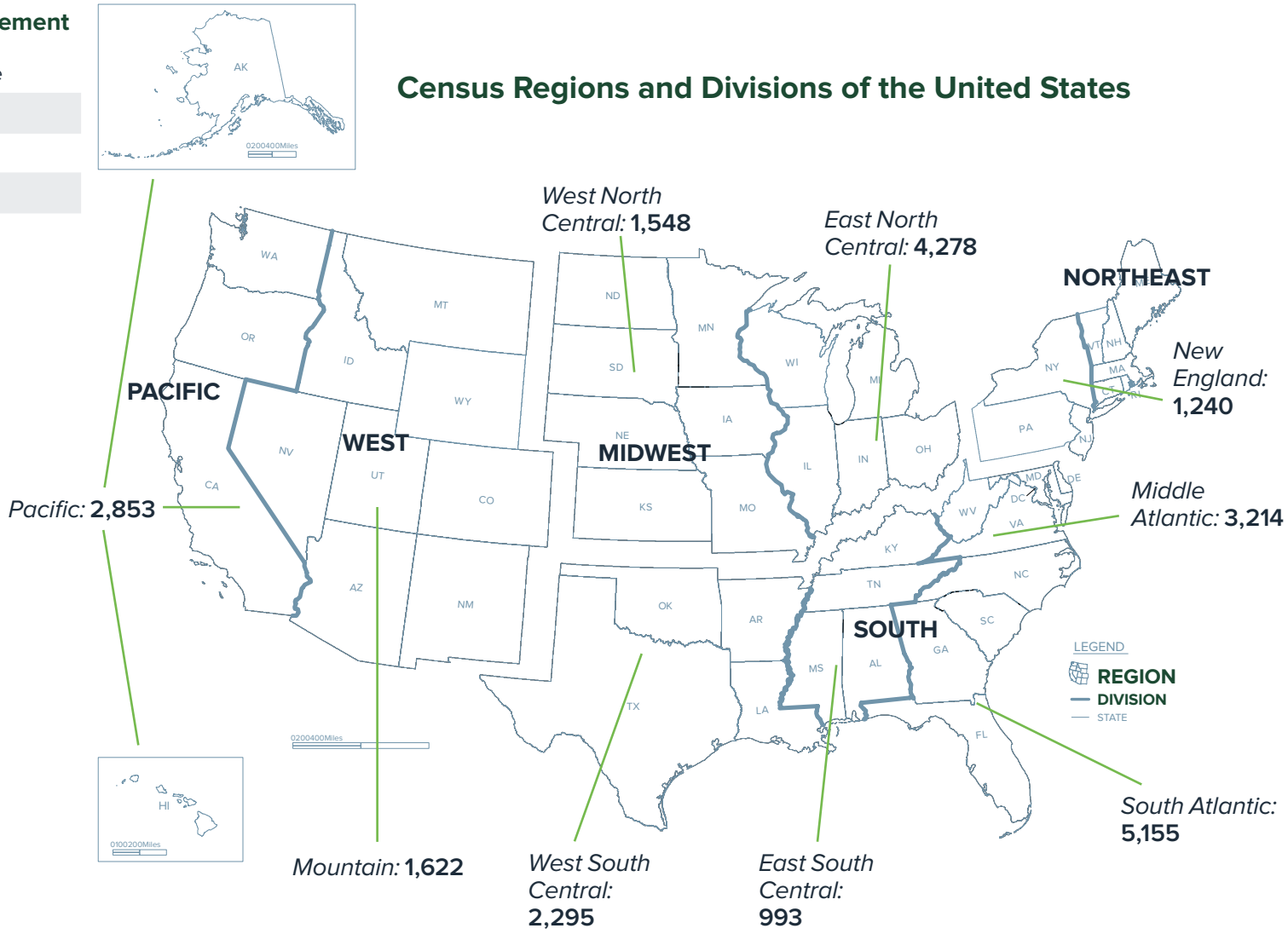


STANDARDIZATION NEWS CIRCULATION STATISTICS

2020 Average Circulation Statement

	Annual Average
U.S.	23,198
Foreign	4,947
Canada	1,400
Total Worldwide	**29,545**

Census Regions and Divisions of the United States



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.

31,000+
Subscribers

2,000+
non-members

20%
Open Rate

Leaderboard Ad Rate	$525
News Section: Text Ad, Outline Ad, Banner Ad Rates	
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

ASTM INTERNATIONAL

CONTACT US

David Walsh
Editor in Chief
tel +1.610.832.9742
dwalsh@astm.org

Tom Lasch
Advertising Representative
tel +1.440.247.1060
tlasch@larichadv.com

www.astm.org/sn