

Springs Magazine

Media Kit ■ 2025



Springs is “The International Magazine of Spring Manufacturing” and the flagship publication of the Spring Manufacturers Institute (SMI). SMI serves, supports and educates North American precision spring manufacturers in their pursuit of competitiveness in world markets.

2035: An EV Odyssey?

The transition to electric vehicles (EVs) will impact springmakers in unforeseen ways. Researcher predicts a significant increase in demand for precision springs for EVs, particularly for suspension and steering components. The automotive industry is projected to spend over \$100 billion on EV development by 2035, with a significant portion of that investment going towards battery technology and charging infrastructure. This shift in focus will likely lead to a decline in demand for traditional automotive springs, particularly for suspension and steering components. Springmakers will need to diversify their product lines and invest in research and development to stay competitive in the EV market. The transition to EVs will also impact the supply chain for springmakers, as many raw materials and components are sourced from traditional automotive suppliers. Springmakers will need to establish relationships with new suppliers and ensure their supply chains are resilient to the changes in the automotive market.

Cautionary Consumers
 While battery-powered electric vehicles (EVs) are projected to grow rapidly, the overall market for EVs is still relatively small. This means that springmakers will need to be cautious about investing heavily in EV-specific products. The market for EVs is still in its early stages, and it is difficult to predict exactly when and how fast it will grow. Springmakers should focus on developing products that can be used in both traditional and EV applications. This will help them to diversify their product lines and reduce their risk. Additionally, springmakers should consider the long-term implications of the EV market. For example, the widespread adoption of EVs could lead to a decline in demand for traditional automotive springs, particularly for suspension and steering components. Springmakers should be prepared for this possibility and develop strategies to mitigate its impact.

EV or Not EV?
 While EVs are the focus of much attention, hybrid and plug-in hybrid vehicles (PHEVs) are also gaining traction. These vehicles offer a middle ground between traditional gasoline-powered cars and fully electric EVs. They have a smaller battery pack and a smaller electric motor, which allows them to drive on electricity for a limited range before switching to gasoline. PHEVs are projected to be a significant portion of the EV market in the near future. Springmakers should consider the implications of PHEVs for their business. For example, PHEVs will likely require different suspension and steering components than traditional gasoline-powered cars. Springmakers should be prepared to develop products for PHEVs and consider the implications of their market share.

Battery Blues
 The rapid growth of the EV market has led to a surge in demand for batteries. This has led to a shortage of raw materials and components, particularly for lithium and cobalt. Springmakers who rely on these materials for their products will face challenges. The price of these materials is expected to rise significantly in the coming years, which will increase the cost of EVs. Springmakers should consider the implications of this shortage for their business. For example, they may need to find alternative materials or develop more efficient manufacturing processes. Additionally, they should consider the long-term implications of the battery market. For example, the widespread adoption of EVs could lead to a decline in demand for traditional automotive springs, particularly for suspension and steering components. Springmakers should be prepared for this possibility and develop strategies to mitigate its impact.

Long-Term Outlook
 The transition to EVs is a long-term process that will take decades to complete. Springmakers should focus on developing products that can be used in both traditional and EV applications. This will help them to diversify their product lines and reduce their risk. Additionally, they should consider the long-term implications of the EV market. For example, the widespread adoption of EVs could lead to a decline in demand for traditional automotive springs, particularly for suspension and steering components. Springmakers should be prepared for this possibility and develop strategies to mitigate its impact.

Additional resources:
www.smi.org
www.springsmagazine.com
www.springsmagazine.com/subscribe

Published quarterly, *Springs* features a target audience of more than 9,000 readers in North America and worldwide representing 57 countries who manufacture springs, wireforms and light stampings.

Published by springmakers for springmakers since 1962, *Springs* is the only publication that's dedicated to the precision mechanical spring industry. Our focus is on business issues associated with operating a spring company, as well as technical information on spring design, materials, secondary processes and equipment.

Editorial Calendar ■ 2025

Editorial Theme	Issue Date	Reservation Deadline	Materials Deadline
Artificial Intelligence in the Spring Industry	Winter	October 22, 2024	November 12, 2024
Manufacturing Extension Partnerships and Training	Spring	January 14, 2025	February 4, 2025
Tolerating Tight Tolerances	Summer	April 15, 2025	May 6, 2025
Springmakers and the Immigration Puzzle	Fall	July 15, 2025	August 5, 2025

Editorial Themes

Each issue of *Springs* has a theme and includes a section of articles that goes in-depth on a specific topic of interest to springmakers. Articles are often contributed by springmakers, researchers, suppliers, government experts and market analysts, each giving his or her unique perspective on the theme subject matter and how it relates to spring manufacturing.

In addition, the editorial team at *Springs* is always looking to interview industry experts for articles related to the theme of each issue. Please let the managing editor know of your interest in participating in an interview.

Technical Articles

You are invited to submit a bylined technical or business article related to your area of expertise in the industry. Articles should be original, educational and non-promotional, including relevant images, charts and graphics*.

Authors may present one or more of the following: technological developments, research, case studies, applications, "how-tos," etc. Such articles provide useful information to the reader, and can enhance your reputation and exposure in the industry. Articles should be at least 1,000 words in length. The editorial team at *Springs* reserves the right to edit articles for style, technical accuracy and length.

New Products and Global Highlights

Advertisers get priority placement of their product, company, personnel and events announcements in our New Products and Global Highlights sections.

New Products features the latest products and services available to springmakers. Global Highlights reports on the latest news (new personnel, mergers and acquisitions, conferences, etc.) from around the world.

News releases should be roughly 50 to 100 words and may be accompanied by high-resolutions images* (preferably 300 dpi).

Editorial Contact

For more information about providing editorial contributions to *Springs*, please contact Phil Sasso, Managing Editor, 847-250-7445 or phil@smihq.org

2025 Editorial Themes

WINTER Artificial Intelligence in the Spring Industry

With all the buzz about AI, it can be hard to determine what is real and what is hype. In what areas can AI help springmakers grow their business?

SPRING Manufacturing Extension Partnerships and Training

How can spring manufacturers develop employee workplace skills? How do extension programs, industry classes and internal training play a part in the solution?

SUMMER Tolerating Tight Tolerances

Springmakers continue to receive requests for tighter tolerances. How can springmakers reasonably evaluate the requirements and educate customers to meet these demands?

FALL Springmakers and the Immigration Puzzle

Immigrants have been an integral part of the spring industry, from historic business founders to key contributors to today's workforce. In this issue of *Springs*, we look at immigration and manufacturing from yesterday, today and tomorrow.

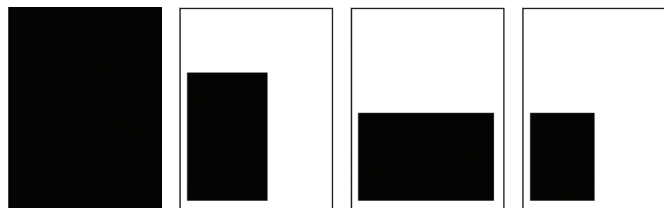
**Please Note: High-resolution images provided to Springs for publication should be the property of the person who supplied it. Do not send a copyrighted photo in which you don't have permission to share. Copyright is the right of a photographer to publish and distribute his or her work. The photographer has exclusive rights and is allowed to set conditions with regards to what interested parties may or may not do with their image. Copyright protects the creator, to prevent their work being shared with the rest of the world without permission.*

Rate Card & Specifications | 2025

Color/Black & White Ads

Ads can be in grayscale or full color. The same ad rate applies. All rates are U.S. currency.

Ad Type	4x per year	1x per year
Full Page	\$2,730.00	\$3,570.00
½ Page (Island)	\$1,995.00	\$2,625.00
½ Page (Horizontal)	\$1,832.25	\$2,383.50
¼ Page (Vertical)	\$1,058.40	\$1,396.50



Full Page (Bleed) ½ Page (Island) ½ Page (Horizontal) ¼ Page (Vertical)

Premium (Inside Front Cover, Page One, Inside Back Cover, Outside Back Cover) \$3,800.00

Advertisers must place an ad in all four Springs issues to retain their premium positions. For positions not listed, contact the publisher.

Full Page Specifications

Ad Type	Trim	Non-Bleed	Bleed	Live Area
Full Page	8.125w x 10.875d" (20.64 x 27.62 cm)	7.375w x 10.125d" (18.73 x 25.72 cm)	8.38w x 11.13d" (21.29 x 28.27 cm)	7.375w x 10.125d" (18.73 x 25.72 cm)
2-Page Spread	16.25w x 10.875d" (41.28 x 27.62 cm)	15.5w x 10.125d" (39.37 x 25.72 cm)	16.5w x 11.13d" (41.91 x 28.27 cm)	15.5w x 10.125d"* (39.37 x 25.72 cm)*

*Live area for spreads is .375" (0.95 cm) on top, bottom and outside trim area. An additional .125" (0.31 cm) should be added for gutter clearance safety. Type and/or images that cross over the gutter of a two-page spread should be large enough as not to compromise the advertising information.

Additional Advertising Specifications

Ad Type	Size
½ Page (Island)	4.25w x 6.75d" (10.79 x 17.15 cm)
½ Page (Horizontal)	7.125w x 4.625d" (18.09 x 11.74 cm)
¼ Page (Vertical)	3.375w x 4.625d" (8.57 x 11.74 cm)

Acceptable File Formats

The preferred method to provide ad materials is a high quality or press quality print PDF. All high resolution, 300 dpi, CMYK or grayscale images, and all fonts must be embedded.

High resolution, 300 dpi, CMYK JPEGs are also accepted but not preferred. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress, Pagemaker, etc. are not acceptable.

Springs magazine is printed in 4/c process (CMYK). All spot colors must be converted to process.

If artwork needs any alterations, a minimum \$75 fee will be charged in addition to the cost of space.

Advertising Policy

SMI may reject any advertisement not considered suitable for publication.

Ad Space Reservation Form | 2025

DATE _____

Bill Advertiser Bill Agency

New Ad

Repeat Ad from: _____

ISSUE _____

Ad Type

- Full Page
 1/2 Page (Island)
 1/2 Page (Horizontal)
 1/4 Page (Vertical)

Frequency

- 1x per year
 4x per year

Issue Insertion Schedule

- Winter
Reservation Deadline 10/22/24
Material Deadline 11/12/24
- Spring
Reservation Deadline 1/14/25
Material Deadline 2/4/25
- Summer
Reservation Deadline 4/15/25
Material Deadline 5/6/25
- Fall
Reservation Deadline 7/15/25
Material Deadline 8/5/25

Advertising Sales | U.S.

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Advertising Sales | Japan

Ken Myohdai, Sakura International Inc.
Head Office:
3F,4F, ENDO Sakaisuji Bldg., 1-7-3,
Bingomachi, Chuo-Ku,
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Fax: 81-6-6624-3602

Tokyo Global Office:
5F Kamei No. 2 Bldg., 2-17-13,
Kiba, Koto-Ku, Tokyo, 135-0042, Japan
Phone: 81-3-5646-1160
Fax: 81-3-5646-1161
E-mail: info@sakurain.co.jp

Advertising Sales | Taiwan

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11F-B, No 540, Sec. 1, Wen Hsin Rd.
Taichung, 408 Taiwan
Phone: +886-4-2325-1784
Fax: +886-4-2325-2967
E-mail: marketing@acw.com.tw

Advertising space contract placed for

ADVERTISER _____

ADVERTISER CONTACT _____

ADDRESS _____

CITY _____

STATE/COUNTRY _____

POSTAL CODE _____

PHONE _____

EMAIL _____

Ad Agency (if applicable)

AGENCY NAME _____

AGENCY CONTACT _____

ADDRESS _____

CITY _____

STATE/COUNTRY _____

POSTAL CODE _____

PHONE _____

EMAIL _____

Copy and Contract Regulations

All space contracted to be used within one calendar year, or frequency discount will be forfeited and ads will be billed at their actual frequency. Advertiser/agency to supply all materials. Rendering bill to an advertising agency shall not release advertiser in case of nonpayment by agency. Nonpayment will result in ads being barred from *Springs* until such time that all outstanding bills are paid. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertisers and agency assume responsibility for all content of advertisements printed, as well as any claims arising therein against the publisher. No cash discount. Net 30 days. Prepayment may be required. Publisher reserves the right to refuse any advertising. No advertiser may exceed credit limits established by the publisher.

I understand and agree to the above contract regulations.

SIGNATURE (REQUIRED) _____

TITLE _____

DATE _____