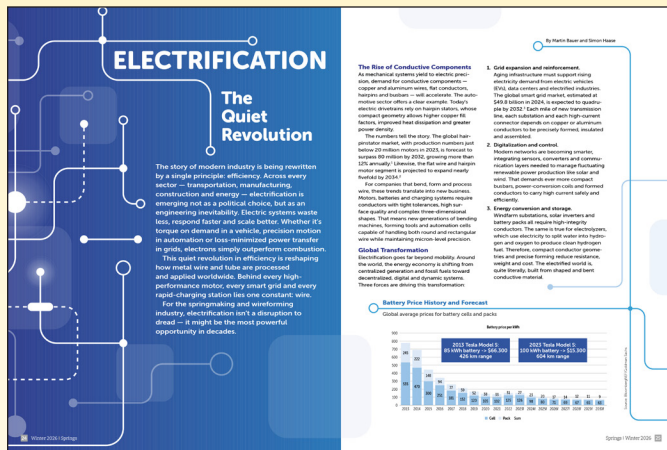


Springs Magazine

Media Kit ■ 2027



***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.**



Published quarterly, *Springs* reaches nearly 9,000 readers across North America and around the world, representing 57 countries involved in manufacturing springs, wireforms and light stampings. In addition to our print circulation, a significant number of readers engage with the digital edition, expanding the magazine's reach even further.

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 ■ 2027

Editorial Theme	Issue Date	Reservation Deadline	Materials Deadline
Winning CapEx Strategies	Winter	October 20, 2026	November 3, 2026
Future Springmaking Technology	Spring	February 2, 2027	February 19, 2027
Next-Gen Leadership	Summer	May 4, 2027	May 18, 2027
The Resilient Springmaker	Fall	July 13, 2027	July 27, 2027

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 image* (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

2027 Editorial Themes

WINTER Winning CapEx Strategies

Discover strategies to evaluate capital expenditures, prioritize investments, budget effectively and calculate return on investment. Learn decision-making and financial planning tactics to make smarter investments in equipment and technology.

SPRING Future Springmaking Technology

Delve into technologies shaping the next generation of springmaking. Explore digital twins, artificial intelligence, data-driven manufacturing and smart-plant integration. Consider how these advances can improve your precision and productivity.

SUMMER Next-Gen Leadership

Navigate succession planning by identifying and developing emerging leaders, transferring institutional knowledge. Build the management skills needed to guide the next generation of springmakers. Begin passing the baton.

FALL The Resilient Springmaker

Rethink nearshoring, supply chain diversification, operational flexibility and facility-wide optimization. Explore practical strategies to reduce risk, respond to disruption and remain competitive. Be prepared for whatever may come.

Big News Is Coming!

We're putting the finishing touches on a brand-new *Springs* Magazine website at SpringsMag.org.

The launch will introduce modern digital advertising options designed to help you reach the spring manufacturing community more effectively.

Stay tuned for exciting updates ahead.

***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 ■ 2027

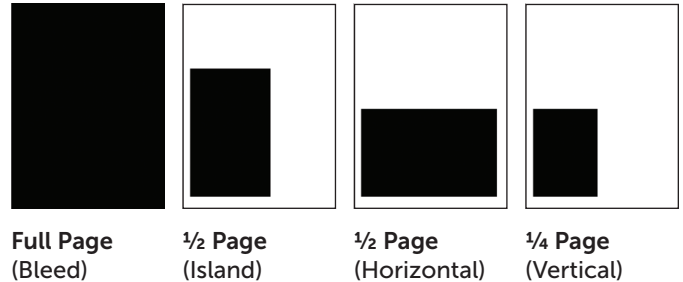
Color/Black & White Ads

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	\$2,925.00	\$4,010.00
½ Page (Island)	\$2,135.00	\$2,810.00
½ Page (Horizontal)	\$1,960.00	\$2,550.00
¼ Page (Vertical)	\$1,130.00	\$1,495.00

Premium (Inside Front Cover, Page One, Inside Back Cover, Outside Back Cover) \$3,900.00

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 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, 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 ■ 2027

DATE

☐ Bill Advertiser ☐ Bill Agency

☐ New Ad

☐ Repeat Ad from:

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 contracted advertising space must be used within one calendar year; otherwise, any frequency discount will be forfeited and ads will be billed at the actual frequency. Advertisers or agencies must supply all materials. Billing an advertising agency does not release the advertiser from responsibility in the event of nonpayment. Nonpayment will result in ads being suspended from *Springs* until all outstanding balances are paid.

The publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for all monies due. Advertisers and agencies assume full responsibility for the content of all advertisements and for any claims arising from them. No cash discounts. Terms are net 30 days, and prepayment may be required. The publisher reserves the right to refuse any advertising. Advertisers may not exceed credit limits established by the publisher.

I understand and agree to the above contract regulations.

SIGNATURE (REQUIRED)

TITLE

DATE

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 10/20/26
Material Deadline 11/3/26

☐ Spring

Reservation Deadline 2/2/27
Material Deadline 2/19/27

☐ Summer

Reservation Deadline 5/4/27
Material Deadline 5/18/27

☐ Fall

Reservation Deadline 7/13/27
Material Deadline 7/27/27

Advertising Sales | U.S.

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Advertising Sales | Japan

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Bingomachi, Chuo-Ku,
Osaka 541-0051, Japan
Phone: 81-6-6624-3601
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
Email: info@sakurain.co.jp

Advertising Sales | Taiwan

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