

# 2025 Media Guide

# PC PARTS CLEANING SUPPLEMENT

**SPECIAL SPOTLIGHT COVERAGE:**  
January, April, August and November 2025 issues of  
*Products Finishing* and *Production Machining*



**Position your brand front and center** in the #1 publication to reach thousands of influencers and buyers actively searching for the latest industrial parts cleaning technology, processes and best practices.

## 49,000+

COMBINED MAGAZINE SUBSCRIBERS

## 59,000+

COMBINED AVERAGE MONTHLY SITE VISITORS

### ADVERTISING OPPORTUNITIES

#### MAGAZINE & DIGITAL

Choose a display ad package of up to four sections in both *Products Finishing* and *Production Machining* magazines and digital editions.

#### ONLINE

Appear in the Parts Cleaning Topic on both PFOne.com and ProductionMachining.com for one low monthly cost.

## ONE INVESTMENT, DOUBLE THE REACH.

*Products Finishing* and *Production Machining* magazines both feature *The Parts Cleaning Supplement* four times a year, reporting on the advancements in technologies, trends and regulations that surface finishers and precision machinists need to know to keep their machine parts clean and operating at full speed. You'll receive exposure to two unique audiences, each with exclusive needs and uses for your cleaning applications.



[PFonline.com](http://PFonline.com)

First published in 1936, *Products Finishing* has honed its sterling reputation over the past 88 years by delivering accurate, timely and profitable resources to professional surface finishers across the globe. Month after month, our audience relies on *PF* for the latest news and trends in parts cleaning, electrocoating, plating, anodizing, liquid and powder coating, painting and mechanical finishing.



[ProductionMachining.com](http://ProductionMachining.com)

*Production Machining* spotlights the innovations in high-volume, precision-machined parts, technologies and processes. Our media solutions are devoted to sharing advances in parts cleaning, machining centers, cutting and grinding tools, Swiss-type lathes, software, CAD/CAM, measurement and inspection, single- and multi-spindles and micromachining.

## TO LOCK IN YOUR 2025 AD PROGRAM, PLEASE CONTACT:



**Todd Luciano**  
VP, Finishing and Valve Media  
[tluciano@gardnerweb.com](mailto:tluciano@gardnerweb.com)  
513-702-8597



**Scott Walker**  
Regional VP  
[swalker@gardnerweb.com](mailto:swalker@gardnerweb.com)  
513-378-3802

## 2025 EDITORIAL COVERAGE

<b>PRODUCTS FINISHING</b>	Topics	Bonus Coverage
<b>JANUARY</b> AD CLOSE: December 2, 2024	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• New Technology</li> </ul>	<b>PARTS CLEANING</b> <ul style="list-style-type: none"> <li>• Powder Coating Week 2025</li> </ul>
<b>APRIL</b> AD CLOSE: March 3, 2025	<ul style="list-style-type: none"> <li>• Environmental</li> </ul>	<b>PARTS CLEANING</b> <ul style="list-style-type: none"> <li>• 40 Under 40</li> </ul>
<b>AUGUST</b> AD CLOSE: July 1, 2025	<ul style="list-style-type: none"> <li>• Automotive</li> </ul>	<b>PARTS CLEANING</b> <ul style="list-style-type: none"> <li>• Electroless Nickel Conference 2025</li> </ul>
<b>NOVEMBER</b> AD CLOSE: October 1, 2025	<ul style="list-style-type: none"> <li>• Construction / Agriculture</li> </ul>	<b>PARTS CLEANING</b>

<b>PRODUCTION MACHINING</b>	Topics	Bonus Coverage
<b>JANUARY</b> AD CLOSE: December 2, 2024	<ul style="list-style-type: none"> <li>• Swiss-Type Machining</li> </ul>	<b>PARTS CLEANING</b> <ul style="list-style-type: none"> <li>• MFG Meeting</li> </ul>
<b>APRIL</b> AD CLOSE: March 3, 2025	<ul style="list-style-type: none"> <li>• CNC Milling Technology</li> <li>• Rotary Transfer Machines</li> </ul>	<b>PARTS CLEANING</b>
<b>AUGUST</b> AD CLOSE: July 1, 2025	<ul style="list-style-type: none"> <li>• Cutting Tools</li> <li>• Measurement and Inspection</li> </ul>	<b>PARTS CLEANING</b> <ul style="list-style-type: none"> <li>• SPS Atlanta</li> </ul>
<b>NOVEMBER</b> AD CLOSE: October 1, 2025	<ul style="list-style-type: none"> <li>• Shop Management Software</li> <li>• CNC / Machine Controls</li> </ul>	<b>PARTS CLEANING</b>

## OTHER MARKETING SOLUTIONS INCLUDE:



**WEBINAR:** Showcase your experts and expertise in a live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.



**SPONSORED CONTENT MARKETING:** Deliver your story and solution through a feature style content marketing article, published in Products Finishing's technical voice, and delivered across Products Finishing's channels.



**E-PRINTS:** When you want to send a direct email message to a targeted selection of Products Finishing's qualified readers, e-prints are the answer.



**GATED CONTENT MARKETING:** Turn your E-Books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.



**DIRECT TRAFFIC:** Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.




**CUSTOM MICROSITES:** Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.



**CONTENT BOOST:** Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

## PARTS CLEANING SUPPLEMENT PRINT RATE STRUCTURE AND SPECS

RATES	1 Section	2 Sections	3 Sections	4 Sections
FULL PAGE	\$6,700	\$6,400	\$6,200	\$5,950
2/3 PAGE	\$5,500	\$5,275	\$5,000	\$4,900
ISLAND	\$4,900	\$4,675	\$4,400	\$4,200
1/2 PAGE	\$4,200	\$3,950	\$3,700	\$3,475
1/3 PAGE	\$3,450	\$3,350	\$3,250	\$3,100
1/4 PAGE	\$2,750	\$2,600	\$2,500	\$2,400
1/8 PAGE	\$2,250	\$2,150	\$2,000	\$1,900

SPECIFICATIONS	
FILE FORMAT	 Preferred digital ad format <b>Adobe PDF/X-1a</b>
LIVE AREA	Keep all essential material $\frac{1}{4}$ " (6 mm) from all trim edges.
BORDERS	$\frac{1}{4}$ -, $\frac{1}{3}$ -, and $\frac{1}{8}$ -page ads must have a border on all sides.

**BONUS!** Secure a  $\frac{1}{2}$  page ad or larger and receive three months of digital banner ads for free!



## PARTS CLEANING SUPPLEMENT ONLINE AD RATES AND SPECIFICATIONS

**\$900**  
PER MONTH

Includes one Medium Rectangle Web Ad in the Parts Cleaning Topic on both [PFonline.com](http://PFonline.com) and [ProductionMachining.com](http://ProductionMachining.com)

We focus on the Chemistry so you can focus on your process.

**Versatill**<sup>®</sup>  
Clean with Precision and Versatility

Next generation replacements for Novec<sup>™</sup>, Methylene Chloride and more.

**Solvents**<sup>™</sup>  
COMPANY

### Medium Rectangle Web Ad

- 300 × 250 px @ 144 dpi
- FILE: JPG/PNG

For more information on advertising specifications contact Chris Larkins, Advertising Production Manager at [clarkins@gardnerweb.com](mailto:clarkins@gardnerweb.com).