

Practical **WELDING**

THE REAL WORLD FOR WELDING PROFESSIONALS

Today[®]



Practical Welding Today – Editorial Mission / Biography / 2017 Editorial Calendar

For the last two decades, *Practical Welding Today*® has served as the industry's most trusted source for information relevant to the everyday welder. No other resource provides the useful information real welders need to do their jobs better, and no other welding resource is directly requested by as many welders as *Practical Welding Today*.

Editorial Staples

Technical, how-to articles provide educational material, troubleshooting techniques, and tips on welding processes and equipment that welders need and care about. Case studies and company profiles shed light on a problem faced by welding and fabrication shops and how the technology they integrated helped solve that problem. Company profile pieces get to the root of a shop's philosophies, day-to-day challenges, and the creative strategies they employ to stay competitive.

Respected columnists Frank Armao (Aluminum Workshop); Paul Cameron (Arc Welding 101); and Nino Mascalco, Rob Koltz, and Steve Sigler (Consumables Corner) return to advise readers on an array of welding topics.

Artist's Gallery features celebrate a welder's creative side, lending a voice to those who have merged their artistic talent with their welding skill.

Practical Welding Today is committed to supporting those whose calling in life is to educate and prepare the next generation of welders

for what lies ahead. 2017 marks the fifth *PWTeacher* of the Year award that recognizes an outstanding welding instructor whose efforts have made a significant impact on his or her school, students, and welding as a whole.

New in 2017

While much has changed in the way of welding technology over the last 20 years, the principles behind welding remain the same. To reaffirm our commitment to educate the next generation of welders, our new "Back to Basics" article series endeavors to address welding fundamentals pertinent to the novice welder and the veteran welder looking to sharpen his skills. Spanning each issue, this article series will address GMAW, GTAW, shielding gas selection, power sources, aluminum welding, and tungsten electrode selection.

When welders need a go-to resource for everything welding, they rely on *Practical Welding Today* because, as its name suggests, it's the most trusted resource for practical and real-world welding information.



Amanda Carlson
Associate Editor



Amanda Carlson was named as the associate editor for *Practical Welding Today* in November 2006. She is responsible for coordinating and writing or editing all of the magazine's editorial content. She is also a regular contributor to "Welding Wire," the monthly e-newsletter for the welding industry on thefabricator.com.

Before joining *Practical Welding Today*, Amanda was FMAC news editor for two years, coordinating and editing all product and industry news items for all four magazines and the website.

Amanda graduated from Midwestern State University, Wichita Falls, Texas, with a bachelor's degree in mass communications with a minor in journalism.

	Welding Processes & Equipment	Consumables	Cutting/Weld Prep	Safety	Spotlight	Advertiser Bonus	Appearing Each Issue
January/February <i>Ad Close: 1-3-17</i> <i>Ad Material: 1-10-17</i>	Back to Basics: MIG Welding	Back to Basics: Shielding Gas		PPE	Tube & Pipe Welding	Harvey Readership Study	Editor's Corner —Amanda Carlson provides commentary on social issues pertaining to present and future welders.
March/April <i>Ad Close: 2-21-17</i> <i>Ad Material: 2-28-17</i>	Back to Basics: Aluminum Welding	Aluminum Filler Metals	Plasma Cutting		Resistance Welding		Arc Welding 101 —Paul Cameron answers reader-generated technical welding questions, from equipment and welding processes to welding code and inspection.
May/June <i>Ad Close: 4-17-17</i> <i>Ad Material: 4-24-17</i>	Robotic Welding		Grinding	Fume Extraction	Back to Basics: Power Sources	New Product Advertorial Package (for 1/2-page and larger advertisers)	Consumables Corner —Nino Mascalco, Rob Koltz, and Steve Sigler address carbon and stainless steel welding consumable questions.
July/August <i>Ad Close: 6-27-17</i> <i>Ad Material: 7-5-17</i>	Back to Basics: Stick Welding		Mechanized Cutting		<i>PWTeacher</i> of the Year		Aluminum Workshop —Frank Armao opens his 15th year as Aluminum Workshop columnist, helping readers navigate aluminum GMAW, GTAW, and filler metal selection.
September/October <i>Ad Close: 8-29-17</i> <i>Ad Material: 9-5-17</i>	Submerged Arc Welding	Back to Basics: Tungsten Electrodes		Shop Safety	FABTECH Preview	FABTECH Package	
November/December <i>Ad Close: 10-23-17</i> <i>Ad Material: 10-30-17</i>	Back to Basics: TIG Welding	Filler Metals	Hand Tools		Laser Welding	Problem Solvers Advertorial Package (for 1/2-page and larger advertisers)	

Dates subject to change.

Published six times per year. If proofs are required or copy is to be set, material must be received five days earlier than material due date. Cancellations accepted up to closing date only. The publisher of *Practical Welding Today*® reserves the right to amend this schedule if necessary.

Appearing Regularly in *Practical Welding Today*:

Back to Basics—As advertised, these articles will explore common welding topics to assist the novice welder.

Artist's Gallery—This feature highlights people who find fulfillment through connecting art and sculpture with welding.

Tradeshows to remember:

The FABRICATOR's Leadership Summit, New Orleans, March 8-10

FABTECH Mexico, Monterrey, Mexico, May 2-4

Schweissen & Schneiden (Welding & Cutting), Düsseldorf, Germany, Sept. 25-29

FABTECH, Chicago, Nov. 6-9

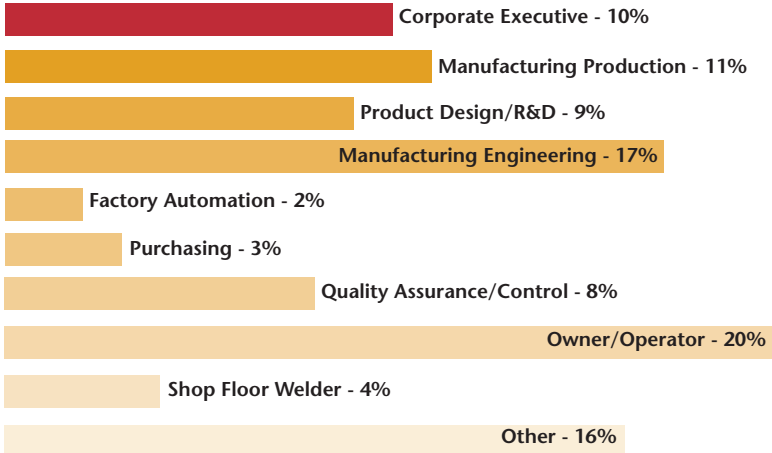
Practical Welding Today – Delivers to the Decision-Makers

Practical Welding Today reaches over 30,000 qualified subscribers

Source: June 2016 BPA statement

PWT delivers to every member of your company's target buying team.

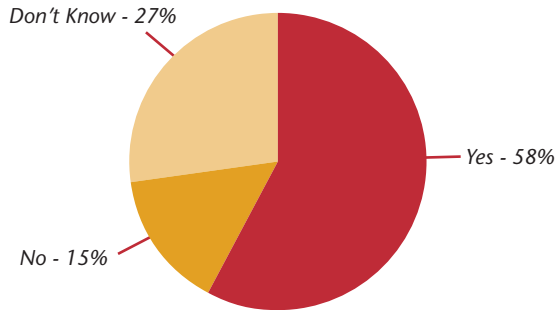
"Please indicate the area of responsibility which best describes your primary job function."



Base: 1,292 subscribers surveyed via the Internet (8 studies).
Note: Total may not equal 100% due to rounding.

PWT subscribers are planning to invest in capital equipment.

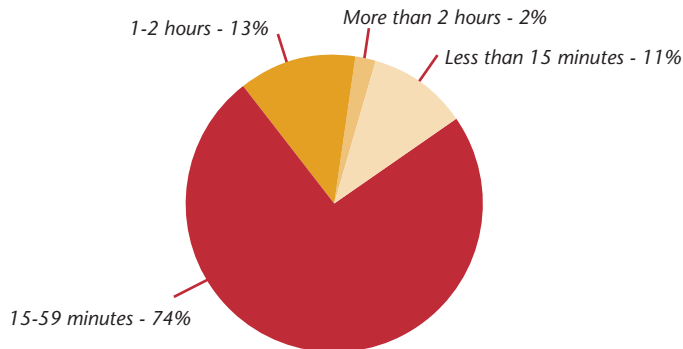
"Does your company plan to make capital equipment purchases within the next 18 months?"



Base: 1,292 subscribers surveyed via the Internet (8 studies).
Note: Total may not equal 100% due to rounding.

PWT subscribers engage with the magazine regularly.

"How much time do you generally spend reading an issue of Practical Welding Today?"



The typical respondent spends an average of 38.4 minutes reading an issue of Practical Welding Today.

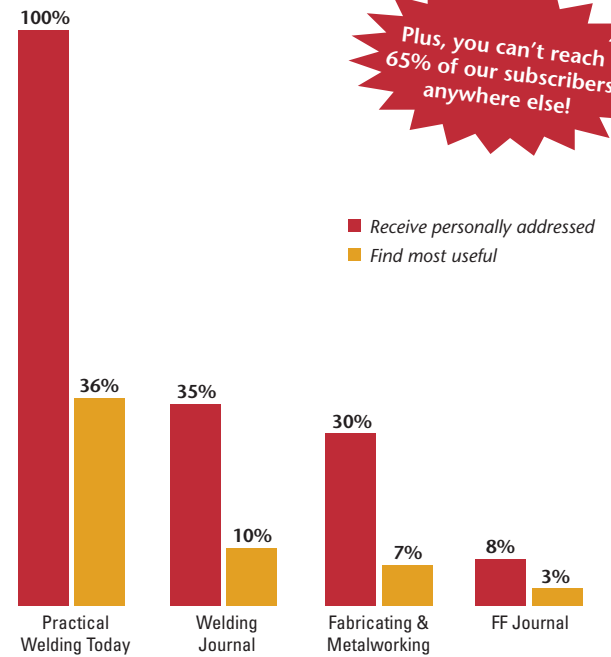
The average number of readers per copy for the January/February 2016 issue was 2.8 (1.8 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 84,039.

Base: 1,292 subscribers surveyed via the Internet (8 studies).
Note: Total may not equal 100% due to rounding.

Surveys conducted by Harvey Research Inc.

Practical Welding Today: The most useful welding magazine by a margin of more than 3-1!

"Which of the following trade publications do you receive personally addressed? Which one trade publication do you find most useful in making purchasing decisions?"

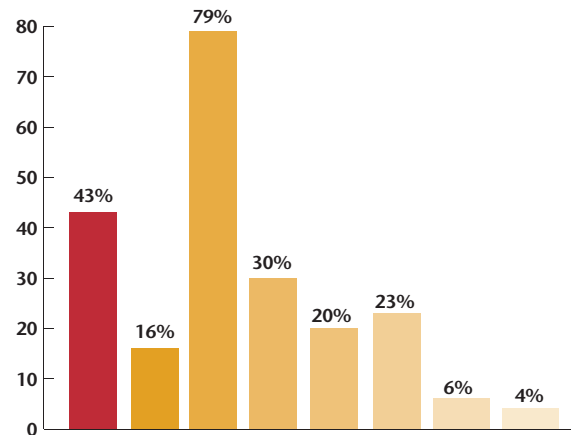


Plus, you can't reach 65% of our subscribers anywhere else!

Base: 1,292 subscribers surveyed via the Internet (8 studies).

PWT advertisements result in action.

"What action(s) have you taken during the past year as a result of advertisements in Practical Welding Today?"



- Requested additional information from an advertiser
- Requested information through free product information e-mail
- Visited advertiser's website
- Referred an ad to coworker or decision-maker
- Recommended the purchase of advertised products or services
- Bought products or services advertised
- Scanned a QR code (2-D data matrix bar code) for more information*
- Connected with an advertiser via social media (Facebook, Twitter, YouTube, etc.)*

95% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in Practical Welding Today.

Base: 1,292 subscribers surveyed via the Internet (8 studies).
*Base: Fewer than 1,292 subscribers surveyed via the Internet (8 studies).