

# POWDER COATED TOUGH

The Official Publication of the Powder Coating Institute®



2025  
Media Kit

Print | Digital



Powder®  
Coating  
Institute



## A NOTE FROM THE PUBLISHER

In the ever-evolving landscape of industrial finishes, powder coating continues to stand out as a beacon of innovation, sustainability, and efficiency. Since 2011, *Powder Coated Tough (PCT)* has been the powder coating industry's authoritative voice, promoting the technology to manufacturers and educating end users on the latest innovations. Each issue our team works with industry experts to unravel the technical intricacies of the powder coating process, making them accessible to both the novice and the seasoned professional. Our editorial delves into the transformative world of powder coating, exploring its environmental benefits, cost-effectiveness, and the superior finish it provides. Our objective is to educate, inspire, and ignite discussion among industry veterans and newcomers alike.



We frequently hear from readers that they enjoy *PCT* to stay on top of manufacturing trends. In fact, a recent reader survey shows that almost two-thirds of *PCT* readers take time out of their busy schedules to read every issue! Almost two-thirds of respondents also said that they pay attention to advertisements in *PCT*, with over a third saying they have made a purchase as a direct result of an advertisement they saw in *PCT*.

In addition, we continue to build awareness for our Spanish edition, with almost 60% of respondents telling us that they are aware of the publication, and almost 20% of those respondents saying they have forwarded *PCT en Español* to someone they thought would benefit from it. We will continue to build on these successes by bringing our educational features and industry knowledge to our growing Spanish speaking audience.

Join the *PCT* team as we continue the tradition of producing a publication carefully crafted for the innovators, the perfectionists, the environmentally conscious, and everyday professionals who strive for excellence in the art and science of powder coating. Support us on this colorful journey as we celebrate the vibrant community that has made powder coating a cornerstone of modern manufacturing. Here's to a future where our collective knowledge leads to even more innovation and sustainable solutions.

**Troy Newport**, Publisher

## THE ONLY NORTH AMERICAN PUBLICATION DEDICATED EXCLUSIVELY TO POWDER COATING TECHNOLOGY

As the official publication of the Powder Coating Institute, *Powder Coated Tough* magazine has a dedicated audience of OEMs, custom coaters & job shops, PCI member company personnel, academia, trade associations, consultants, and distributors. *Powder Coated Tough* is a subscription requested publication that is distributed to almost 27,000 industry professionals.

### **Powder Coated Tough subscribers include:**

- Account Executive/Sales Managers/  
Business Development Officers
- Accounting Professionals
- Applicators & Spray Booth Operators
- Business Owners/General & Plant  
Managers
- Business & Technical Directors
- Chemists
- Consultants
- Distributors
- Finishing System Managers
- Industrial Designers/Engineers
- LEAN & Continuous Improvement  
Managers
- Marketing Professionals
- Purchasing/Supply Chain Professionals
- QC/QA Managers
- Technical Directors
- Technical Service Professionals

### **Top industries represented by our readers include:**

- Aerospace/Aviation
- Agricultural
- Appliance
- Architectural
- Automotive
- Construction
- Electrical
- Furniture
- General Metal Products
- HVAC
- Lawn & Garden
- Oil and Gas
- Transportation

***Powder Coated Tough* is read by the  
manufacturers you want to reach!**

## OUR EDITOR

*Powder Coated Tough's* editorial content is developed and written by industry experts who are powder coating veterans. For the past three decades, Editor



**SHEILA LAMOTHE**

Sheila LaMothe has dedicated her career to manufacturing. With a focus on marketing and education, she has been involved with publishing and writing for manufacturing publications since 1999.

## EDITORIAL MISSION

As the official publication of the Powder Coating Institute, whose mission is to promote the benefits of powder coating technology, *Powder Coated Tough* magazine is the best resource for current users of powder coatings, those considering a conversion to powder, and industry suppliers. *Powder Coated Tough* does this through original and educational articles about powder application, case studies, industry news, and trends.

# 2025 EDITORIAL CALENDAR

	January/ February	March/ April	May/ June	July/ August	September/ October	November/ December
<b>Feature Editorial</b>	Fabricating & Finishing	Agriculture & Construction	Beneficial Collaborations in the Powder Coating Industry	Audits & Certifications	Expansions & Evolutions	Buyers Guide
<b>Advertiser Spotlights</b>	Auxiliary Equipment (Testing, Software, Robotics)	Part Preparation (Masking & Pretreatment)	Powder Producers/ Distributors & Raw Materials	Ovens & Systems Houses	Application Equipment	
<b>Ad Closing Date</b>	11/25/2024	01/27/2025	03/31/2025	06/02/2025	07/28/2025	09/29/2025
<b>Ad Materials Deadline</b>	12/02/2024	01/31/2025	04/04/2025	06/06/2025	08/01/2025	10/03/2025
<b>Bonus Distribution</b>	PCI Workshops  Powder Coating Week 2025	PCI Workshops  Powder Coating Week 2025	PCI Workshops	PCI Workshops  FABTECH 2025	PCI Workshops  FABTECH 2025	PCI Workshops  Powder Coating Week 2026

Other magazine highlights: Technology Interchange, Ask the Experts, Formulators Forum, Pop Quiz, Coaters Corner, Did You Know?, Success Stories, and Preferred Suppliers Guide.

Questions? Email [editor@powdercoatedtough.com](mailto:editor@powdercoatedtough.com)

## MAGAZINE SPECIFICATIONS

- Trim Size:** 8" x 10.75"
- Colors:** 4-Color Process Throughout (CMYK Only; No Pantones)
- Cover Stock:** 80# Gloss Cover
- Body Stock:** 60# Gloss Text
- Binding Method:** Saddle Stitch
- Ad Specifications:**  
Please supply files as PDF/X4. All fonts must be embedded, image resolution should be 300dpi, and all colors must be converted to process.
- File Transmission:**  
Email ad materials (print and digital) to [sales@powdercoatedtough.com](mailto:sales@powdercoatedtough.com). For files too large to email, contact us for additional options.








## ADVERTISING BONUS PROGRAM

Advertisers in *Powder Coated Tough* earn credit toward free digital advertising based on their total ad spend for the year.

ADVERTISERS WHO SPEND...	RECEIVE FREE DIGITAL ADVERTISING CREDITS...
\$3,000 - \$5,500	up to \$500
\$5,501 - \$10,500	up to \$1,000
\$10,501 - \$15,500	up to \$1,500
\$15,501 - \$21,000	up to \$2,000
More than \$21,000	up to \$2,500

**DON'T FORGET:** Digital ad credits earned through the Advertising Bonus Program can be used toward advertising in *Powder Coated Tough en Español!*

# PRINT RATES\* AND SPECIFICATIONS

AD SIZE		DIMENSIONS	1X RATE	3X RATE	6X RATE
	TWO PAGE SPREAD	16.25" x 11" (Bleed) 16" x 10.75" (Trim)	\$10,140	\$9,840	\$9,540
	FULL PAGE	8.25" x 11" (Bleed) 8" x 10.75" (Trim)	\$5,330	\$5,175	\$5,025
	TWO THIRDS PAGE	4.625" x 9.125"	\$4,730	\$4,600	\$4,475
	HALF PAGE Island	4.625" x 6.875"	\$4,110	\$3,980	\$3,860
	HALF PAGE Vertical Horizontal	3.4375" x 9.125" 7" x 4.5"	\$3,875	\$3,760	\$3,650
	THIRD PAGE Vertical Horizontal Square	2.25" x 9.125" 7" x 3" 4.625" x 4.5"	\$3,375	\$3,280	\$3,175
	QUARTER PAGE	3.4375" x 4.5"	\$2,975	\$2,890	\$2,795

All ads print in 4/color.

\*All rates net

## PREMIUM FULL PAGE AD POSITIONS

### Inside Front Cover

10% Additional Premium

### Back Cover

10% Additional Premium

### Inside Back Cover

5% Additional Premium

## PCI MEMBER DISCOUNT

PCI Members receive a **20% discount** on all advertising opportunities.

*Not a member?*

Join now at  
[www.powdercoating.org](http://www.powdercoating.org).

## ADDITIONAL PRINT OPPORTUNITIES

### Product Launch Package: \$11,750 (a \$15,695 value!)

- Cover Corner Cut.
- Two-page spread in print & digital editions (center spread or far forward).
- Featured position in one eNews email blast.
- Website banner ad for one month.

### Integrated Sponsorships

(exclusive per issue; appears in print and digital editions of *Powder Coated Tough*)

**Ask the Experts:** 3X - \$5,850 (\$1,950/issue) | 6X - \$8,520 (\$1,420/issue)

**Pop Quiz:** 3X - \$5,850 (\$1,950/issue) | 6X - \$8,520 (\$1,420/issue)

- Banner ad in print & digital editions and email blasts (email blasts for Pop Quiz only).
- Ability to reprint with permission.

### Advertiser Spotlights: \$495

Supplemental quarter page advertorial available to PCI members who have placed a regular print ad in the issue where their PCI membership category is featured (see the Advertiser Spotlights section of the editorial calendar). Spotlights contain a short title, 40-70 words, company logo or picture, contact information, and appear in the Spotlight section of the issue. PCI members who advertise with a Half Page ad or larger in their qualifying issue receive a free spotlight in that issue. Spotlights are subject to editing.

### Reprints

Reprints are available upon request. Contact Troy Newport at [sales@powdercoatedtough.com](mailto:sales@powdercoatedtough.com) for pricing and available options.

## 2025 Buyers Guide Enhancements

### Product Ad: \$245

- 2.25" x 1.75" ad in one Category Listing section.

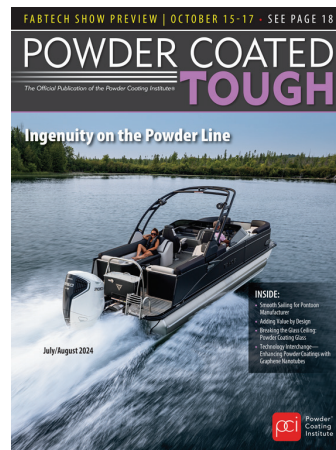
### Enhanced Listing Package: \$315

(FREE for advertisers running any size print ad in Buyers Guide)

- Boldfaced listings.
- 4/C logo in Supplier Directory section.
- Hyperlink to your URL each time you are listed. (digital edition only)

### Deluxe Listing Package: \$495

- Receive all Enhanced Listing Package items plus a Product Ad.





# DIGITAL RATES\* AND SPECIFICATIONS

AD TYPE	SPECIFICATIONS	1 MONTH RATE (per month)	6 MONTH RATE (per month)	12 MONTH RATE (per month)
<b>Mutli-Channel Advertising</b>				
NATIVE ADVERTISING (exclusive each month)	See Below	\$2,750	n/a	n/a
DIGITAL EDITION SPONSORSHIP (exclusive each issue)	See Below	\$975	n/a	n/a
<b>Website Advertising</b>				
LEADERBOARD AD	728px x 90px	\$535	\$485	\$460
SKYSCRAPER AD	160px x 600px	\$535	\$485	\$460
SQUARE AD	250px x 250px	\$475	\$425	\$405
VIDEO AD	You Tube embed	\$210	\$190	\$180
FEATURED PRODUCT AD	180px x 150px	\$285	\$255	\$245
CATEGORY SPONSORSHIP AD	160px x 600px	\$240	\$215	\$205
ROADBLOCK	Leaderboard, Skyscraper & Square	\$1,545	\$1,390	\$1,320
<b>Email Advertising</b>				
INDUSTRY ENEWS – TOP POSITION (exclusive each month)	See below	\$625	\$565	\$540
INDUSTRY ENEWS	See below	\$340	\$310	\$295

Multi-Channel and Website Advertising are displayed on powdercoatedtough.com. Monthly impression and click-through metrics tracked using Google's Ad Manager platform.

\*All rates net

## DIGITAL ADVERTISING DETAILS

### MULTI-CHANNEL ADVERTISING

#### Native Advertising

Supply an article to be exclusively featured on the Home page of the *Powder Coated Tough* website for one month. The article will remain on the website afterwards. Article will be promoted in an Industry eNews Spotlight, and to PCI's social media when it's posted.

- Between 1,000-1,500 words, the spot can be a case study, product promotion, or contain other interesting content (content subject to editorial approval).
- Up to 3 accompanying photos (advertiser must own rights to photos and complete a photo usage form).
- One 480px x 150px banner that appears in Industry eNews Spotlight and the *PCT* website.
- Limit 4 entries annually per company.

#### Digital Edition Sponsorship

Sponsor the digital edition and receive:

- Full page ad appearing adjacent to digital edition front cover.
- Two display ads in digital edition email blast (480px x 150px and 250px x 250px).
- "Sponsored By" logo and link on Home page of *Powder Coated Tough* website for two months.
- Limit 2 sponsorships annually per company.

### EMAIL ADVERTISING

#### Industry eNews

A success story, product or technology profile, or other informative content to be emailed to approximately 13,800 opt-in subscribers. Up to 12 entries contained in each month's email blast.

eNews entry will contain:

- Up to 50-word description.
- Logo or accompanying image; 250px x 250px.
- Link and contact information.

eNews images must be .jpg or .png with a file size of less than 60KB.

### WEBSITE ADVERTISING

#### Leaderboard Ad

- 3 rotating positions available; appears near top of Home page.

#### Skyscraper Ad

- 3 rotating positions available; appears in right column of Home page.

#### Square Ad

- 3 rotating positions available; appears just below fold of Home page.

#### Video Ad

- 3 rotating positions available; appears just below fold of Home page; video must be supplied as YouTube embed.

#### Featured Product Ad

- 8 rotating positions available; appears below fold of Home page.

#### Category Sponsorship

Skyscraper ad on category page of your choice. Choose from: Powder Coating Materials; Application & Systems; Pretreatment & Surface Prep; Curing/Ovens; Racking & Masking; Substrates; Raw Materials; Testing Equipment.

#### Roadblock

- 1 position available per month; leaderboard, skyscraper, and square banner ads all display simultaneously. (This placement is not exclusive.)

Website ad files must be .jpg or .png with a file size of less than 150KB.

# POWDER COATED TOUGH






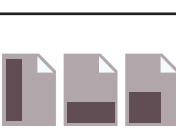

La publicación oficial del Powder Coating Institute®

## en Español

According to the Department of Labor, the projected number of Hispanic workers in the U.S. workforce will grow to almost 36 million people by 2030. Supply chain issues of the past few years have made Latin America an attractive region for U.S. manufacturers to explore as a nearsourcing option. In addition, the use of powder coatings has grown significantly in Latin America over the past decade. To address the growing need for powder coating education for Spanish-speaking audiences, select issues of *Powder Coated Tough* are professionally translated to Spanish and published in digital-only editions. Offering this resource for Spanish-speaking readers is essential to continue helping powder coaters around the globe learn more about pretreatment, application, curing, powder chemistries, and other processes related to powder coating.

If your company sells products or services to this unique audience, advertise with *Powder Coated Tough en Español* to bring awareness to your brand.

To learn more and request a media kit in Spanish, please visit: [www.powdercoating.org/PCTespanol](http://www.powdercoating.org/PCTespanol).

AD SIZE	DIMENSIONS	1X RATE	3X RATE
 TWO PAGE SPREAD	16.25" x 11" (Bleed) 16" x 10.75" (Trim)	US\$2,375	US\$2,300
 FULL PAGE	8.25" x 11" (Bleed) 8" x 10.75" (Trim)	US\$1,250	US\$1,200
 TWO THIRDS PAGE	4.625" x 9.125"	US\$1,100	US\$1,075
 HALF PAGE Island	4.625" x 6.875"	US\$960	US\$930
 HALF PAGE Vertical Horizontal	3.4375" x 9.125" 7" x 4.5"	US\$905	US\$875
 THIRD PAGE Vertical Horizontal Square	2.25" x 9.125" 7" x 3" 4.625" x 4.5"	US\$790	US\$760
 QUARTER PAGE	3.4375" x 4.5"	US\$695	US\$675

\* Non-PCI members must pay for advertising on or before the Insertion Order deadline to be included in an issue.

\*\*All ads run in 4/color. Ads must be supplied as a .JPG, .PNG, or .PDF in Spanish to appear in *Powder Coated Tough en Español*. Translation services are available through our professional translation provider. For a translation quote, contact Troy Newport at [sales@powdercoatedtough.com](mailto:sales@powdercoatedtough.com)



### 2025 POWDER COATED TOUGH EN ESPAÑOL EDITORIAL CALENDAR

	Winter	Spring	Summer	Autumn
<b>Feature Editorial</b>	Fabricating & Finishing	Agriculture & Construction	Beneficial Collaborations in the Powder Coating Industry	Expansions & Evolutions
<b>Ad Closing Date</b>	01/22/2025	04/07/2025	06/23/2025	09/8/2025
<b>Ad Materials Deadline</b>	01/24/2025	04/11/2025	06/27/2025	09/12/2025
<b>Bonus Distribution</b>	FABTECH Mexico 2025	FABTECH Mexico 2025		



# ADDITIONAL PCI ADVERTISING OPPORTUNITIES

## POWDER COATING WEEK 2025 ADVERTISING

PCI members receive 20% off all advertising prices.

Deadline to submit Insertion Order: **February 28, 2025.**

Visit [conference.powdercoating.org](https://conference.powdercoating.org) to reserve your advertising.

Questions? Contact Troy Newport at [sales@powdercoatedtough.com](mailto:sales@powdercoatedtough.com).



### EVENT DIRECTORY ADVERTISING

Print ad appears in the event directory which is distributed to all attendees.

- Full Page: \$1,450
- Half Page: \$1,000
- Quarter Page: \$800

### THANK YOU PAGE AND CONFIRMATION EMAIL ADVERTISING

\$2,000

- 728px x 90px banner ad appears on the "Thank You" web page when a person registers.
- 480px x 150px banner ad appears on the confirmation emails attendees receive after registering.

### WEBSITE ADVERTISING

\$1,000

60px x 600px skyscraper ad appears on event pages on [www.powdercoating.org](http://www.powdercoating.org).

### EMAIL BLAST ADVERTISING

480px x 150px banner ad appears at the top and bottom of Powder Coating Week 2024 promotional emails. One advertiser will be exclusively featured each month.

- December (2 emails): \$1,000
- January (2 emails): \$1,000
- February (2 emails): \$1,000
- March (2 emails): \$1,000



# POWDER COATED TOUGH

The Official Publication of the Powder Coating Institute®

## SAVE ON POWDER COATED TOUGH ADVERTISING!

PCI Members receive a 20% discount on all advertising opportunities, including digital.

### Not a PCI Member?

Visit [www.powdercoating.org](http://www.powdercoating.org) today to read about all the membership benefits and to join!



Powder<sup>®</sup>  
Coating  
Institute

## CONTACT US

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