



2025
**MEDIA
KIT**

MODERN CASTING

WHY ADVERTISE WITH *MODERN CASTING*?

Modern Casting sets the standard as the industry's most authoritative and credible source of information for the metalcasting industry. In our most recent reader survey, **83% of respondents said they read the magazine regularly, and 79% of respondents read 50% or more of the magazine content every month.**

Our engaged readers find the magazine's content overwhelmingly applicable to their professional activities, and most reported taking specific actions based on what they have read—either by discussing or passing along an article or item, visiting a website, filing for future reference, or applying an idea, as well as seeking further information from an advertiser.

Published monthly since 1938 by the *American Foundry Society*, the award-winning **Modern Casting** magazine provides the metalcasting industry with technical information for operational and business decisions. **12,500** producers of metal castings,

pattern and tooling shops, and their suppliers subscribe to **Modern Casting** print magazine every month, while **16,000** receive it online every month. An additional **15,000** opt in recipients receive our monthly E-newsletters. The *American Foundry Society* is the leading U.S.-based metalcasting society, helping member companies (metalcasting facilities and industry suppliers) and individuals effectively manage their production operations, profitably market their products and services, and equitably manage their employees.

Modern Casting is distributed across North America and internationally, reaching decision-makers at foundries pouring all metals and using all metalcasting processes. **Modern Casting** has earned its reputation as the metalcasting industry's leading source of information. Industry leaders engage with **Modern Casting** in many different ways. Combine our platforms to achieve your goals!

MODERN CASTING INTEGRATED SOLUTIONS

By offering a diverse product approach, we bring you the best results. Our digital and print options provide you with an integrated approach to promote your:

- Latest products
- Brand awareness
- Lead generation
- Social engagement



DIGITAL

- Proprietary Retargeting
- Email Blasts
- E-newsletters
- Website Advertising
- Back Links
- Supplier Marketplace
- Video advertising – digital replica
- Webinars



PRINT

- *Modern Casting*
- Supplements
- Buyer's Guide
- Industry Calendar
- Content Marketing

AFS TARGETED PROGRAMMATIC DIGITAL ADVERTISING

Create more visibility, brand awareness, and web traffic through our targeted digital advertising program. Three customizable options serve your digital display ads across the web. Whatever you choose, transparent metrics reporting lets you watch your total investment pay off by tracking every part of your campaign's reach.

SITE RETARGETING

Continue to serve your advertisement to **moderncasting.com** visitors on thousands of websites after they leave ours. Your ad will continue to reach our audience off-site, across the web and on mobile. We can also provide a pixel to re-target people who have visited your website!

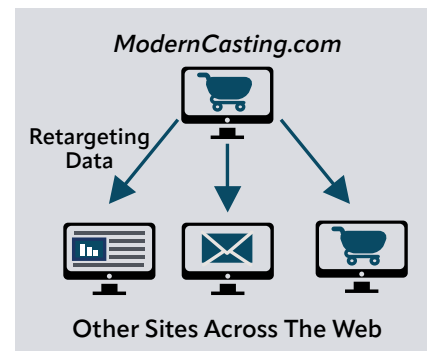
ADDRESS RETARGETING

Reach **Modern Casting** readers where they receive the hard copy of the magazine by geographic location (work or home!). Plus, customize your campaign by adding in any location you're targeting as a prospect so they are familiar with your company.

KEYWORD SEARCH RETARGETING

Target professionals using search terms associated with your product or service. Your digital advertisement will reach users searching for industry-specific terms, including competitors' names if you wish. After searching a key word, they will be retargeted across the web at a fraction of the cost of Ad Words.

Site Retargeting



Address Retargeting



Keyword Search Retargeting



BASIC EXPOSURE	ADVANCED EXPOSURE	DOMINANT EXPOSURE
30,000 impressions/month	50,000 impressions/month	100,000 impressions/month
3 MONTHS \$1,980 Total \$660 per month	3 MONTHS \$3,765 Total \$1,255 per month	3 MONTHS \$7,125 Total \$2,375 per month
6 MONTHS \$3,750 Total \$625 per month	6 MONTHS \$7,110 Total \$1,185 per month	6 MONTHS \$13,470 Total \$2,245 per month
12 MONTHS \$7,140 Total \$595 per month	12 MONTHS \$13,440 Total \$1,120 per month	12 MONTHS \$25,320 Total \$2,110 per month

MODERN CASTING E-NEWSLETTERS

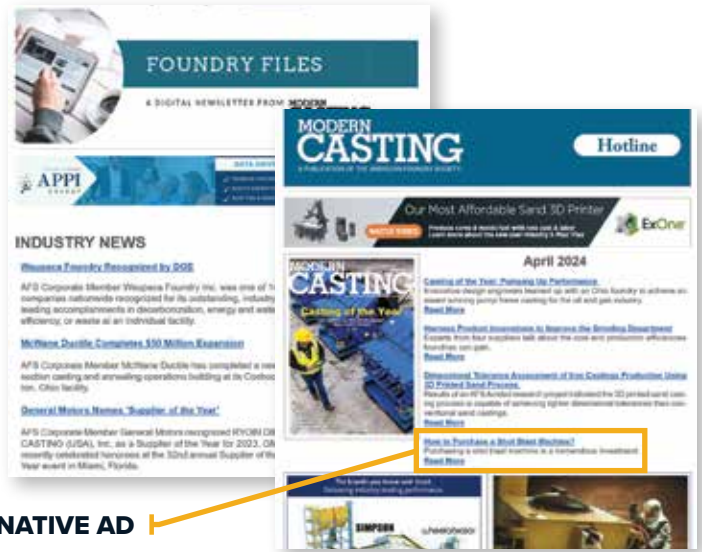
Two editorially driven e-newsletters are sent each month to 15,000+ opt-in subscribers. **Hotline Online** delivers the newest issue of *Modern Casting* and **Foundry Files** reports the latest industry news. Each carries a maximum of four banner ads per edition and an inline native text ad. It is a great way to get your message out to foundries and people involved with the foundry industry. Repetition is key for brand and message recall. **Hotline Online** is delivered the 2nd Wednesday of every month and **Foundry Files** is delivered on the 4th Wednesday of every month.

Again this year, full page print advertisers will be included in our Foundry Supplier Showcase e-newsletter at no charge.

Analytics data available for benchmarking.

Static or animated GIF or PNG preferred.

Resolution should be 75 dpi or greater.



INLINE TEXT NATIVE AD

AD RATES PER MONTH	12x	6x	3x	1x
Leaderboard (728 x 90 pixels)	\$1,100	\$1,500	\$2,000	\$2,250
Sideboard (300 x 250 pixels)	\$750	\$1,000	\$1,200	\$1,500
Inline Text Native Ad	\$700	\$900	\$1,100	\$1,300

AFS INSIDER NEWS WEEKLY E-NEWSLETTER



AFS Insider News is a weekly e-newsletter delivered to 4,300+ card-carrying AFS members in the metalcasting industry. It carries a maximum of one leaderboard and three sideboard ads per edition. The newsletter goes out every Thursday and ads are sold in monthly flights.

DIGITAL SPECIFICATIONS:

- **File Format:** Static or animated GIF or PNG
- **File Size:** Max of 1MB
- **Resolution:** 72 DPI or greater
- **Leaderboard Size:** 728x90 pixels
- **Sideboard Size:** 300x 250 pixels
- **URL link optional**

	Months with Five Weekly Issues	Months with Four Weekly Issues
Leaderboard (728x90) (top-of-page)	\$3,000	\$2,400
Sideboard (300x250) (right-hand column)	\$2,250	\$1,800

WEBSITE ADVERTISING

moderncasting.com

The official website for *Modern Casting* magazine averages more than **18,700** page views per month from 8,500 unique users each month. All banner ads appear in rotation. Inventory is limited. *Static or animated GIF or PNG preferred. Resolution should be 75 dpi or greater.*

	12 Months	6 Months	3 Months	1 Month
Leaderboard (728 x 90 pixels)	\$695/month	\$865/month	\$990/month	\$1,350/month
Sideboard (300 x 250 pixels)	\$525/month	\$650/month	\$830/month	\$1,100/month



BACKLINKS

MODERN CASTING WEBSITE SEARCH ENGINE OPTIMIZATION BACKLINKS:

Back link our website to your website from our trusted editorial content page when your company is mentioned within our article. Backlinks are much like votes from our website, a top tier credible news source as viewed by search engines. Each of these votes tells search engines:

“This content is valuable, credible and useful”. So the more of these “votes” you have, the higher your site will rank in Google and other search engines will be, especially when this is coming from a top referral source in the foundry industry such as www.moderncasting.com

RATE: Back links are a flat fee of **\$500**

Bundle Hotline Online and Foundry Files and get 20% off the rates above.

VIDEO ADVERTISING

EMBEDDED VIDEOS IN THE DIGITAL EDITION

Bring your products to life by embedding a video into your ad in the digital version of the magazine. All ads that appear in the print issue of *Modern Casting* also appear in the digital edition.

RATE:

\$600 per month

\$900 per month—opposite front cover (maximum 2 issues)

Videos should be submitted as MP4 files.

There is no file size limit, but be aware that file size can affect load time.

CONTENT MARKETING

YOUR MARKETING ASSETS

What to do with your current white papers, videos, print advertisements, magazine editorials, testimonials, etc., that are buried on your company website or marketing drive?

Simply gather your existing information and send it to your ad representative. We format it and convert the file to digital. A proof is sent to you for approval, then it is blasted out to *Modern Casting*'s database.

PUT THEM TO WORK FOR YOU

Let the staff at *Modern Casting* build your content into an easy-to-read custom digital publication and e-blast it to our database on your behalf.

RATE: \$5,000 for up to 8 digital pages. Independent hosting – 3 month period! Promoted to *Modern Casting* audience! Analytics data available for benchmarking.

E-MAIL BLAST PROGRAM

MULTIPLE WAYS TO TARGET:

E-mail blasts are an excellent way to target segments of the **Modern Casting** database. Your customized program includes list fees and all administrative costs. Database is not available for purchase—all email blasts are administered in-house by the **Modern Casting** staff.

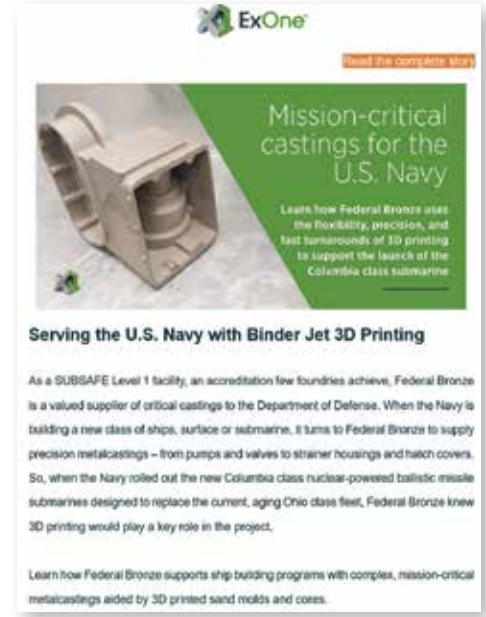
For a list of targeting parameters, contact your representative.

RATES:

- 5,000 addresses: **\$2,500**
- 4,000 addresses: **\$2,300**
- 3,000 addresses: **\$2,000**
- 2,000 addresses or fewer: **\$1,500**

Ad materials: HTML file with click through link.

Analytics data available for benchmarking.



SPONSORED WEBINARS

A sponsored webinar is one of the strongest lead generation tools available to suppliers. Registrants voluntarily provide detailed contact information in return for the opportunity to view a presentation on a topic of your choice. And a carefully developed webinar presentation not only establishes you as a key expert in the field, but also can be used continually across different platforms.

Promotions for webinar presentations are distributed to the **Modern Casting** database through all available online channels for 3-4 weeks prior to the presentation date. (In-print promotion can be added at your discretion.) In

addition, all administrative and technical needs for the staging of the webinar are handled by **Modern Casting** staff. Finally, shortly after the live presentation, the data collected on all registrants is provided to the sponsor.

As sponsored webinars are considered co-branded content, your topic and presentation will also receive the benefit of review and feedback from the **Modern Casting** editorial staff.

ORDER DEADLINE:

8 weeks prior to week of presentation.

REGISTRANTS	PRICE	REGISTRANTS	PRICE
200+	\$12,000	100-124	\$9,000
150-199	\$11,250	75-99	\$7,500
125-149	\$10,500	50-74	\$6,000

If registration does not reach 50, sponsor will have the option to cancel, reschedule or accept a reduced number of registrants. Webinar topic and presentation content subject to final approval by **Modern Casting** staff.

Analytics data available for benchmarking.

SUPPLIER MARKETPLACE

SupplierMarketplace.net is an exclusive online marketplace of foundry industry suppliers, featuring only those companies which are current Corporate Members of AFS.

Custom listings on **SupplierMarketplace.net** feature high-performance SEO capabilities and built-in flexibility that allows metalcasters to search for suppliers by keywords, location, and over 600 product categories. Profiles include direct links, videos, marketing materials, contact details, traffic reports and even lead generation. These listings will also be published in *Modern Casting's* printed and mailed Buyer's Guide in November.

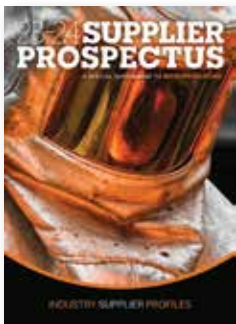
To guarantee maximum exposure for your company, there is a premium Corporate Member Advantage plan that increases the available features for only **\$250** a month, accessible through the profile dashboard under "Increase Visibility."

PREMIUM PROFILE



PRINT

2025 SPECIAL ISSUES



MAY: SUPPLIER PROSPECTUS

Deadline: April 9

This stand-alone piece, mailed with the May issue of *Modern Casting*, is your opportunity to tell customers and prospects about your background, experience, people, and productivity. *2 page spreads available within this issue promoting your company: Bio and full page facing advertisement.*

SEPTEMBER: 2025 METALCASTING EQUIPMENT, SUPPLIES, AND SERVICES

Deadline: Aug. 13

A product-driven publication focusing on the latest technologies in metalcasting and delivered with the September issue of *Modern Casting*. This is the one time a year to write your own product write up within an affordable ¼ page format.

2026 INDUSTRY CALENDAR POSTER

DECEMBER: Deadline: November 6

Mailed with the December issue, this poster calendar includes important industry events readers won't want to miss. It is sized perfectly for easy reference on the office wall. *Limited advertising spots available on the calendar.*

2025 EDITORIAL CALENDAR

MONTH	BUSINESS FOCUS		NEW THIS YEAR! PROBLEM SOLVED	EXPANDED DISTRIBUTION
January	Industry outlook	3D Printing/AM	Enterprise business software	
February	Foundry insurance	Safety/PPE	Conveyors, shakers	
March	CastExpo 2025 Pre-Show: Including a list of exhibitors, schedule of technical and management presentations, and many other highlights			CastExpo 2025
April	Investment casting	Smart manufacturing/ Foundry 4.0	Additives/binders	
May	Casting of the Year	Environment/ air quality	CastExpo postshow	
Supplier Prospectus	Mailed with the May issue of <i>Modern Casting</i> , this special publication is your opportunity to tell customers and prospects about your background, experience, people, and productivity.			Metalcasting Congress 2026
June	Metalcaster of the Year	Midyear outlook	Hoists, lifts, cranes	
July	Defect/failure analysis, prevention	Foundry maintenance	Simulation software	
August	Energy	Robotics roundup	Sand molding/ coremaking	
September	Steel	Labor issues	Value-add services – cleaning/peening	
2025 Metalcasting Equipment, Supplies, and Services	Delivered with the September issue of <i>Modern Casting</i> , this product-driven publication focuses on the latest technologies in metalcasting.			Metalcasting Congress 2026
October	Safety	Aluminum	Furnaces	
November	Buyers Guide: This directory of metalcasting vendors and service providers provides indexes by company name and product category.			Metalcasting Congress 2026
December	Year in review	Iron	Grinding	
2026 Industry Calendar Poster	Mailed with the January issue, this poster calendar includes important industry events readers won't want to miss. It is sized perfectly for easy reference on the office wall.			Metalcasting Congress 2026 and WI Regional 2026

Full page print advertisers will be included in our **Foundry Supplier Showcase** e-newsletter.

NEW EDITORIAL SECTION FOR 2025

PROBLEM SOLVED is a new editorial department spotlighting at least one application focus in a specified equipment or product category.

The purpose of this content—written as mini-case studies—is to demonstrate to our foundry management readers how a process, operation, or outcome was improved and/or a foundry problem solved through a creative, novel approach or with the application of a specific product or machine.

Submissions should be written as journalistic narratives and will preferably include the true experience of an AFS Corporate Member Foundry. Product releases and marketing/promotional copy are not accepted.

Please contact the editor for assistance in developing a **PROBLEM SOLVED** story at kphelan@afsinc.org.

LENGTH: 300–600 words. Please include at least one hi-res jpg photo. (min. 300 dpi)

This section is open to contributions from both AFS Corporate Member foundries and suppliers or AFS Individual Members.

ANNUAL BUYER'S GUIDE

Since 1963, the **Modern Casting Annual Buyer's Guide** is the one complete reference source that metalcasters instinctively turn to again and again, all year long. Be there when buying decisions are being made! It is the most comprehensive and easy-to-use reference source for suppliers of equipment, materials, and services.

Regular **Modern Casting** ad rates apply for display advertising.

Modern Casting's editions are archived digitally, so your print ad in the Buyer's Guide can be seen by anyone referencing this issue at any time.



ADLET RATES										
	5+ ADLETS		4		3		2		1	
	BW	4C	BW	4C	BW	4C	BW	4C	BW	4C
Double Adlet (2 x 3 in.)	\$565	\$730	\$595	\$760	\$630	\$790	\$705	\$870	\$790	\$960
Single Adlet (2 x 1.5 in.)	\$420	\$580	\$455	\$620	\$505	\$670	\$580	\$740	\$670	\$835

MANUFACTURING INDEX LOGOS	PRICE
Member	\$275

PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK AND WHITE)					
	18x	12x	6x	3x	1x
Full page*	\$5,355	\$5,670	\$5,920	\$6,110	\$6,300
1/2 Island	\$3,720	\$3,940	\$4,115	\$4,250	\$4,380
1/2 Page	\$3,470	\$3,670	\$3,830	\$3,960	\$4,080
1/3 Page	\$2,910	\$3,080	\$3,220	\$3,325	\$3,425
1/4 page	\$2,160	\$2,285	\$2,385	\$2,460	\$2,535
1/6 Page	\$1,805	\$1,915	\$2,000	\$2,065	\$2,125

*Again this year, full page print advertisers will be included in our Foundry Supplier Showcase e-newsletter at no charge.

COVER RATES	
Inside Front Cover	Earned Rate +15%
Inside Back Cover	Earned Rate +10%
Back Cover	Earned Rate +20%

COLOR RATES (PER INSERTION)	
4 Color Process	\$985

Ask your representative about availability.

PRINT SPECIFICATIONS

AD SIZES (W x D)			
Full Page Bleed	8.125" x 11.125"** (trim size = 7.875" x 10.875")	1/3 Vertical	2.125" x 10"
2/3 Page	4.5" x 10"	1/3 Square	4.5" x 4.875"
1/2 Island	4.5" x 7.375"	1/4 Square	3.375" x 4.875"
1/2 Horizontal	7" x 4.875"	1/4 Horizontal	7" x 2.375"
1/2 Vertical	3.375" x 10"	1/6 Page	2.125" x 4.875"
Single Adlet	2" x 1.5"	Double Adlet	2" x 3"

RESOLUTION: 300 DPI. PDF files only!

BLEED SIZE: 8.125" x 11.125" (*All full page ad PDFs should be bleed size).

TRIM SIZE: 7.875" x 10.875" (Important text, logos and graphics should be inset at least 0.5" from the trim on all sides.) PDFs should be PDF/X-1a. Please do not include crop marks.

ADDITIONAL MARKETING OPPORTUNITIES

CASTEXPO SHOW GUIDE

Exhibitors have the exclusive opportunity to promote their participation in the **CastEXPO 2025 Show Guide** given to all attendees at **CastEXPO 2025**. Make it easy for them to find your booth and see any “Show Specials” you will be offering.

BELLY BAND

Ideal for a product, service or special announcement. The band wraps around the entire magazine and must be removed before reading. Pricing may vary depending on the thickness of the magazine, stocks used and size of belly band. Please contact your sales representative for a detailed quote.

ADVERTISER FURNISHED FLYERS

Feature your own pre-printed flyer insert inside the **Modern Casting** magazine or we can include loose flyers in a polybag with the magazine.

AFS CONFERENCE SPONSORSHIPS

Each year, AFS hosts a variety of professional, executive, and invitation-only conferences covering a variety of topics. Low-cost, high-impact sponsorships are now available for most of them. For complete information, please go to www.afsinc.org/sponsor-afs-event.

DIRECT MAIL PROGRAM

Direct mail places tangible information in your customers’ hands. Your customized program includes list fees and all sorting and handling costs. Outsourced design and printing services also can be included on request. Database is not available for purchase—direct mail programs are administered in-house by **Modern Casting** staff. For a list of targeting parameters and a custom quote, contact your representative.

METALCASTING EQUIPMENT, PRODUCTS, AND SERVICES SUPPLEMENT

The supplement mails each year with the September issue of **Modern Casting** magazine and goes to its entire circulation. Content is exclusively product-oriented, by category. Sizes offered: special, formatted, one-quarter page Action Ads, full-page ads, and half-page horizontal display ads. Extra copies will be printed for trade show distribution.

RATES:

Horizontal half page: **\$2,600**

Full page: **\$3,500**

Actions ads: **\$1,450** for one, **\$1,200** each for two or more

PRINTED INSERTS AND ARTICLE REPRINTS

Both are available from **Modern Casting** magazine on a custom basis. Ask your advertising representative for details and pricing.

2026 INDUSTRY CALENDAR POSTER

Mailed with the December issue, this 29.5” x 21.25” poster calendar includes important industry events readers won’t want to miss. It is sized perfectly for easy reference on the office wall.

RATES:

Single ad unit (2.75” x 2.75”): **\$2,500**

Watermark (only 2 available): **\$5,000**



WHAT READERS ARE SAYING ABOUT MODERN CASTING

“Modern Casting is informative, interesting, educational, and up-to-date.”

—Francis L. Derubeis,
Kahler Paton

“Modern Casting covers all types of foundries, both large and small. It’s nice to see how other foundries do different processes.”

—Travis Monson,
Dakota Foundry Inc

“A consistent presence in Modern Casting is an essential tool for telling the story of our people, customers, equipment and services.”

—Peter Reich, Director,
LAEMPE REICH

“We are always updating equipment and processes from articles read in Modern Casting.”

—Paul Leonard,
RLM Industries

“I’ve used Modern Casting to help customers improve their processes and point out new products.”

—Tim Gilbreath,
Midvale Industries

“Modern Casting often keeps the leading edge visible, and the content has direct applicability to our plant.”

—Fred Koch, Canadian
Specialty Castings

“Your publication has excellent variety and I particularly enjoy the foundry close ups you do. Each issue, at minimum, has relevant information that I either pass along or do something with.”

—Jeff Friday,
Eck Industries

“I use techniques described in Modern Casting.”

—Alfonso Garcia Carbajal,
IMPRO

“We apply what we’ve read in Modern Casting including topics ranging from costing to adding products we saw advertised. [One of the best things about Modern Casting] is it connects different foundries with like ideas.”

—Glen Morrell,
Littlestown Foundry

“When we see something applicable in the magazine, we have a meeting with our production team and try to implement the ideas ASAP.”

—Cuahtemoc Villagomez Cantu,
general manager, Hierro Gris de
Monterrey S.A. de C.V.

CONTACT INFORMATION

ADVERTISING SALES REPRESENTATIVES

WESTERN U.S., MIDWEST,
WESTERN CANADA, INTERNATIONAL

FABIO CAVALIERI

708-670-9721

Fabio@afsinc.org

EASTERN U.S. (PLUS OH, CA),
EASTERN CANADA

TOM LAZAR

330-461-2565

tlazar@afsinc.org

EDITORIAL

KIM PHELAN

kphelan@afsinc.org

MAILING ADDRESS

MODERN CASTING

1695 N. Penny Lane
Schaumburg, IL 60173

