

# Why Do Business With

## **FOUNDRY** MANAGEMENT & TECHNOLOGY

**FOUNDRY Management & Technology** has historically been regarded as the leading publication serving the North American foundry industry. Established by John Penton in 1892 **FOUNDRY M&T** is one of the oldest continuously published business to business magazines in the country.

Four years after starting **FOUNDRY M&T**, John Penton was one of the founders of the American Foundry Society and **FOUNDRY M&T** has long been a strong supporter of this important organization. We have been a Research Patron and Corporate member from day one. We have exhibited in every casting exposition. We have had numerous staff members serve as directors as local AFS chapters as well as the national organizations.

In addition to AFS, **FOUNDRY M&T** staff have held offices in other metal casting related organizations including the Foundry Educational Foundation, Society of Die Casting Engineers, National Casting Council, and the Cope & Drag Club.

**FOUNDRY M&T** has long conducted an exclusive plant census of foundries in the United States and Canada. This allows us to create a balanced and effective circulation which reaches the right people in all foundries based on metal cast, employment size etc.

As an independent publication, we control who receives **FOUNDRY M&T** and our circulation is structured to provide maximum benefit to our advertisers. Over 90% of our readers are involved to some degree in buying decisions.

**FOUNDRY M&T** has over **20% more copies distributed to foundries** than the competition. This is tremendous reach and a reflection of the value of our plant census and the fact that we are not required, because of membership, to send the magazine to non-foundry people.

Our independence also enables us to provide an editorial product that reflects what our readers are looking for. We regularly conduct reader needs analysis studies to determine the types of article/editorial our readers want. Providing this assures readership, which provides maximum benefit to our advertisers.

**Advertising doesn't cost, it pays.  
And it pays to do business with**

**FOUNDRY**  
MANAGEMENT & TECHNOLOGY