

MODERN CASTING

2026
**MEDIA
KIT**



MODERN CASTING

"I use techniques described in *Modern Casting*."

— Alfonso Garcia Carbajal, IMPRO

ADVERTISE IN MODERN CASTING

THE NO. 1 BUSINESS PLATFORM FOR NORTH AMERICAN METALCASTERS

Modern Casting is the industry's most authoritative and comprehensive 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 report taking specific actions based on what they have read — either by discussing or passing along an article or item, visiting a website, filing the magazine 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 decision-making.

FULFILLING THE AFS MISSION

The American Foundry Society is the leading U.S.-based metalcasting association whose daily mission is summed up in three words: Advocate, Educate, Innovate. *Modern Casting* helps

serve AFS members — metalcasting facilities, industry suppliers, and individuals — with expert content that helps them successfully manage their production operations, profitably market their products and services, and develop a solid, safe, and thriving workforce.

Modern Casting is distributed across North America and internationally, reaching decision-makers at foundries pouring all metals and using all metalcasting processes. We've earned our reputation as the metalcasting industry's leading source of business and technical content.

Industry leaders engage with *Modern Casting* in many different ways — giving you the opportunity to combine our platforms to maximize your marketing outcomes.

A LARGE AND LOYAL FOLLOWING

- 13,500 producers of metal castings, pattern and tooling shops, and their suppliers subscribe to *Modern Casting* print magazine every month.
- 16,000 receive it online every month.
- An additional 16,000 opt-in readers receive *Modern Casting*'s weekly eNewsletters and monthly digital issue.

INTEGRATED SOLUTIONS



PRINT offers the power of long shelf-life and "analog," offscreen engagement.

DIGITAL delivers the immediate gratification of solving a problem and having knowledge at their fingertips.

Modern Casting offers multiple print and digital products — satisfying readers' needs and providing you with an integrated approach for:

- Promoting your latest products
- Creating brand awareness
- Generating leads
- Building social engagement



PRINT

- *Modern Casting*
- Buyer's Guide
- 2026 Special Issues
- 2026 Industry Calendar
- Content Marketing



DIGITAL

- Proprietary Retargeting
- Enewsletters
- Website Advertising
- Back Links
- Digital Edition
- Video Advertising
- Email Blasts
- Webinars
- Supplier Marketplace

PRINT

Modern Casting Magazine	7
Buyer's Guide	8
2026 Special Issues	9
2026 Industry Calendar Poster. . .	10
Content Marketing	11

DIGITAL

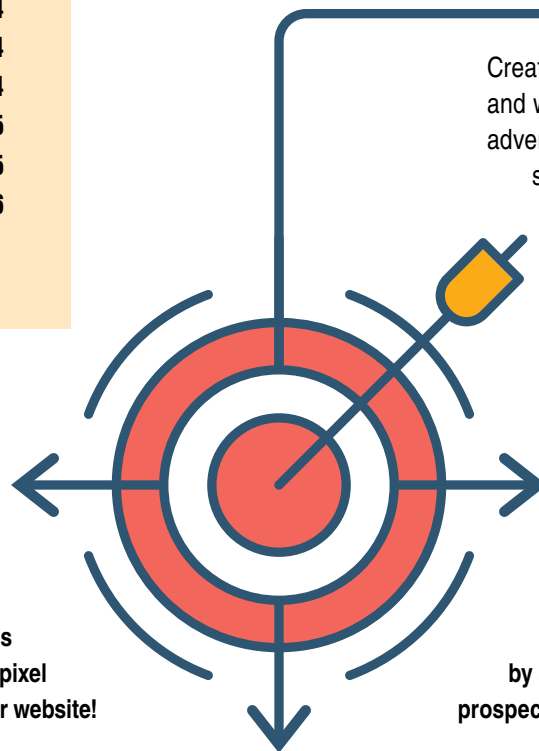
Proprietary Retargeting	2
Enewsletters	3
Website Advertising	4
Back Links in the Digital Edition . .	4
Digital Edition Video Advertising . .	4
Email Blasts	5
Webinars	5
Supplier Marketplace	6

COVER IMAGE: VECTORPOUCH

DIGITAL

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.

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

MODERN CASTING NEWSLETTERS

Two editorially driven 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 newsletter at no charge.

ANALYTICS DATA AVAILABLE FOR BENCHMARKING.
STATIC OR ANIMATED GIF OR PNG PREFERRED.
RESOLUTION SHOULD BE 75 DPI OR GREATER.



LEADERBOARD

SIDEBOARD

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



LEADERBOARD

SIDEBOARD

AFS INSIDER NEWS WEEKLY NEWSLETTER

AFS Insider News is a weekly newsletter delivered to 4,500+ 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

"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

WEBSITE ADVERTISING

MODERNCASTING.COM

The official website for Modern Casting magazine averages 19,000+ page views per month from 9,200+ unique users each month. All banner ads appear in rotation. Inventory is limited. Static or animated GIF or PNG preferred. Resolution should be 72 dpi or greater.

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

BACK LINKS

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, especially when this is coming from a top referral source in the foundry industry such as **www.moderncasting.com**

RATE: \$500 FLAT FEE

BUNDLE HOTLINE ONLINE AND FOUNDRY FILES AND GET 20% OFF THE RATE ABOVE.



LEADERBOARD

SIDEBOARD ADS

VIDEO ADVERTISING

EMBEDDED VIDEO



VIDEOS IN THE DIGITAL EDITION

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

RATE: \$600 / MONTH — embedded in your ad
\$900 / 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.

MODERN CASTING



EMAIL BLAST PROGRAM

MULTIPLE WAYS TO TARGET:

Email 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.

RATE: \$2,500 — 5,000 addresses	\$2,000 — 3,000 addresses
\$2,300 — 4,000 addresses	\$1,500 — 2,000 addresses

FOR A LIST OF TARGETING PARAMETERS, CONTACT YOUR REPRESENTATIVE. AD MATERIAL REQUIREMENTS: 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.

Order deadline: 10 weeks prior to week of presentation.

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. REGISTRANT INFORMATION AVAILABLE POST-WEBINAR.

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

"Modern Casting has excellent variety and I particularly enjoy the foundry close ups. Each issue, at minimum, has relevant information that I either pass along or do something with."

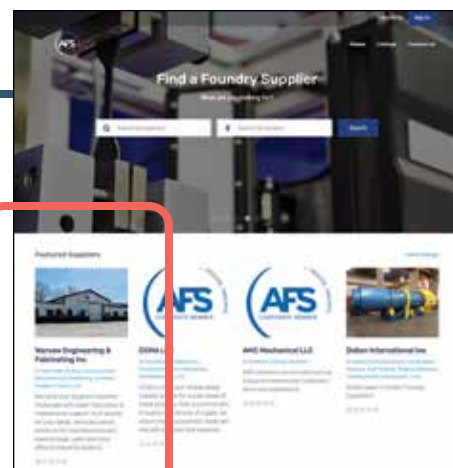
—Jeff Friday, Eck Industries

SUPPLIER MARKETPLACE

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

Custom listings on **SupplierMarketplace.net** feature high-performance SEO capabilities and built-in flexibility that allow 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 / MONTH**, accessible through the profile dashboard under "Increase Visibility."



PREMIUM PROFILE

ADDITIONAL MARKETING OPPORTUNITIES



METAL CASTING CONGRESS SHOW GUIDE

Exhibitors have the exclusive opportunity to promote their participation in the Metal Casting Congress 2026 Show Guide given to all attendees at Metal Casting Congress 2026. Make it easy for them to find your booth and see any "Show Specials" you will be offering.



BELLY BAND

Half Belly Band: Ideal for a product, service or special announcement. Your custom, half page advertisement is placed across cover of all mailed issues, making it the first thing people see when their magazines arrive. 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.



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 EDITORIAL CALENDAR

MONTH	BUSINESS FOCUS			EXPANDED DISTRIBUTION
January	Industry Outlook	Foundry Design	Sand Molding	
February	Heat Treat	Software	Robotics and Automation	Cast Iron Production Conference
March	Grinding	Metalcasting Congress Pre-ShowSpecial Section	Melting/Pouring	Metal Casting Congress 2026
April	Lab Inspection / Measuring Instruments	Cleaning / Finishing	Furnaces	Safety Seminar
May	Sand Coremaking	Casting of the Year	Metalcasting Congress Post-ShowSpecial Section	Government Affairs Fly-In
Supplier Prospectus	Mailed with the May issue of Modern Casting, this special publication is your opportunity to tell customers and prospects about your background, experience, people, and productivity.			
June	Metalcaster of the Year	Ventilation / Exhaust Systems	Foundry Value-Add Services	Ind. 4.0 Conference
July	Melting & Pouring	3D Printing	Midyear Industry Outlook	
August	Shakeout / Vibration	Sand	Software	Aluminum Conference
September	Sand Coatings / Resins	Abrasives	Forklifts	Ind. 4.0/Preventive Maintenance
Fall Supplement	Delivered with the September issue of <i>Modern Casting</i> , this product-driven publication focuses on the latest technologies in metalcasting.			
October	Sand Molding	Energy Savings	Refractories	
November	Annual Buyers Guide: This directory of metalcasting vendors and service providers provides indexes by company name and product category.			
December	Year in Review	Additive Manufacturing	Conveyors	
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 2027 and WI Regional 2027

SPECIAL EDITORIAL FEATURES

- How to design a new foundry
- Public policy/advocacy
- Foundry profiles
- Safety
- Steel
- Aluminum
- Iron
- Workforce
- Investment casting
- Insurance
- Permanent mold
- Industrial hygiene
- Cyber security
- And more

"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



ANNUAL BUYER'S GUIDE

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

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.

REGULAR MODERN CASTING AD RATES APPLY FOR DISPLAY ADVERTISING.



ADLET RATES

	5+ ADLETS		4		3		2		1	
	BW	4C	BW	4C	BW	4C	BW	4C	BW	4C
Double Adlet (2 x 3 in.)	\$580	\$750	\$615	\$780	\$650	\$815	\$725	\$895	\$815	\$985
Single Adlet (2 x 1.5 in.)	\$430	\$600	\$470	\$640	\$520	\$690	\$600	\$760	\$690	\$860

MANUFACTURING INDEX LOGOS	PRICE
Member	\$295

2026 SPECIAL ISSUES

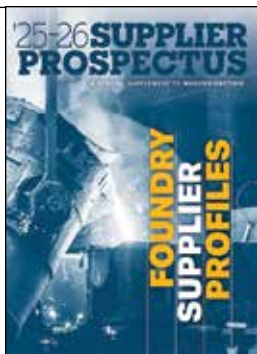
MAY:

2026 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:

2026 METALCASTING EQUIPMENT, SUPPLIES, & SERVICES

DEADLINE: AUGUST 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 compose your own product write-up within an affordable ¼-page format.



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 ENEWSLETTER 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.

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

—Fred Koch, Canadian Specialty Castings

DECEMBER:

2026 INDUSTRY CALENDAR POSTER

DEADLINE: NOVEMBER 6

Mailed with the January 2026 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.



PRINT SPECIFICATIONS

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" (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.

Full Page Bleed
8.125" x 11.125"
*(trim size =
7.875" x 10.875")

2/3 Page
4.5" x 10"

1/2 Island
4.5" x 7.375"

1/2 Horizontal
7" x 4.875"

1/2 Vertical
3.375" x 10"

1/3 Vertical
2.125" x 10"

1/3 Square
4.5" x 4.875"

1/4 Square
4.5" x 7.375"

1/4 Horizontal
7" x 2.375"

1/6 Page
3.375" x 10"

Single Adlet
2" x 1.5"

Double Adlet
2" x 3"

MODERN CASTING

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

—Francis L Derubeis, Kahler Paton

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?

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. 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.

RATE: \$7,500 —

up to 8 digital pages.
Independent hosting: three month period! Promoted to *Modern Casting* audience! Analytics data available for benchmarking.



BACK BY POPULAR DEMAND...NEW & NEWLY UPDATED PRODUCTS FOR FOUNDRIES

FREE EDITORIAL SECTION!

In 2026, *Modern Casting* brings back our New Products Spotlight! Suppliers are invited to send us press releases about new and updated products used in foundries, as well as a high-resolution product photo (minimum 300 dpi jpg). Email the editor at: kphelan@afsinc.org.



REMINDER:

Modern Casting publishes an "Innovations" article when a new or little-known product or technology merits more coverage than a news brief. Got something big and truly innovative at your company?

Please get in touch:

kphelan@afsinc.org.

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

