

Forging Magazine White Paper Excerpt Program

Forging's full-page white paper excerpts generate real-time leads and increase brand awareness. In print, online, and email.

Overall Labor Effectiveness (OLE): Achieving a Highly Effective Workforce

Overall Labor Effectiveness Example

Category	Total		OLE (Calculated)
	Individual Performance	Individual Performance	
Availability	98.0%	85.9%	78.2% Effective Labor Use
Absenteeism	87.5%	95.0%	
Idle time			
Performance	95.0%	95.0%	
Quality	98.0%	98.0%	

Sample from IndustryWeek

“When gathering facts about prospective purchases, buyers say one of the best sources for in-depth content is white papers promoting company case studies.”

Source: MarketingSherpa's 2008 B-to-B Lead Generation Handbook

- Promote your powerful, well-crafted white papers that generate leads.

Forging writes the full-page white paper excerpt that runs in an issue.

- Build your company's reputation as an industry expert.

85% of Forging subscribers say that Forging provides them the information needed to make buying decisions for their facility.

- Reach Forging's manufacturing management audience...

67% Corporate, Plant & Operations Management, and Purchasing Personnel

33% Plant Engineering, Research & Development, Sales, and Design Engineering

Source: Publisher's Sworn Statement, 2010.

Turn-key, real-time lead-generation

- White papers/case studies are posted for 30 days on ForgingMagazine.com.
- Email promotion sent to approximately 2,700 Forging email subscribers promoting white paper/case studies.
- Leads from downloads sent to you in real-time.

Specs

- Provide one white paper/case study, a logo, one graphic or photograph, and a 50 word description.
- We write the excerpt.

FORGING

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