

# IndustryWeek.com Manufacturing Roundups

## Online mini-magazines with 500 guaranteed leads

An IndustryWeek Manufacturing Roundup is a turnkey online mini-magazine on a focused topic. The content comes from the pages of IndustryWeek magazine, the IndustryWeek.com website or even one of IndustryWeek's 100+ sister publications.

IndustryWeek works with the sponsor to select a topic that relates to the sponsor's marketing objectives.

### The sponsor receives prominent placement throughout the Manufacturing Roundup, including:

- **Sponsor logo** on each spread within the Manufacturing Roundup.
- An **"about the sponsor"** section that contains a company description.
- **Two full-page ads** within the Manufacturing Roundup.
- **A page of links** to the sponsor's case studies, white papers, or other marketing materials.

The **Manufacturing Roundup** is posted on the IndustryWeek.com website for three months, to generate at least **500 guaranteed registrants**. The sponsor receives contact information for everyone who accesses it. The Roundup is promoted through website ads, eNewsletter sponsorships, text links, or other placements selected and crafted by IW.

### Manufacturing Roundups are great for:

- Generating leads while educating prospects about industry trends.
- Associating the sponsor's brand with high-quality IndustryWeek content.
- Adding a new and exciting offering to the sponsor's own marketing arsenal – for promotion on the sponsor's website and in other marketing activities, if desired.

The screenshot shows a web page with a red header containing navigation tabs: "Lean lessons learned", "Is lean working?", "Production effectiveness", "Quality assurance", and "Resources". The main title is "Transform Your Manufacturing Operations". Below the title is a large image of a treasure chest overflowing with gold coins, with a hand holding a key. The text "An IndustryWeek Manufacturing Roundup" is at the bottom of the image. Below the image, it says "Presented by: IW" and "Sponsored by: APRISO".

The screenshot shows a video player with a video titled "REDUCE COSTS BETTER PRODUCTS OUT FASTER". The video content includes text about lean manufacturing and a "Bad Habit #5: Forgetting the Basics" section. The video player has standard controls like play, pause, and volume.

The screenshot shows a slide with a line graph and text. The graph plots TR (throughput rate), IT (idle time percentage), ABL (average buffer level), MT (mean service time), and CV (Coefficient of Variation) against Station (1 to 5). The text discusses the best TR and IT pattern for a five-station line and the best ABL pattern. It also includes a legend for the graph and a footer with the IW and APRISO logos.

**LIMITED AVAILABILITY**  
Only 2 Manufacturing Roundups available per quarter.