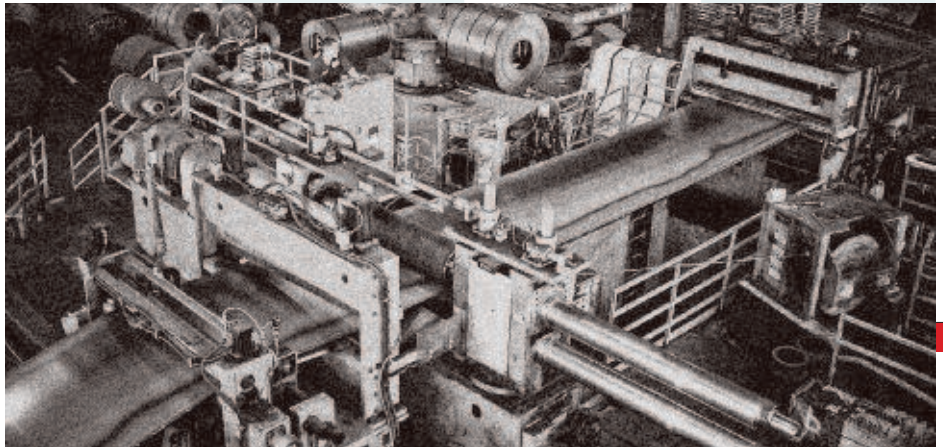
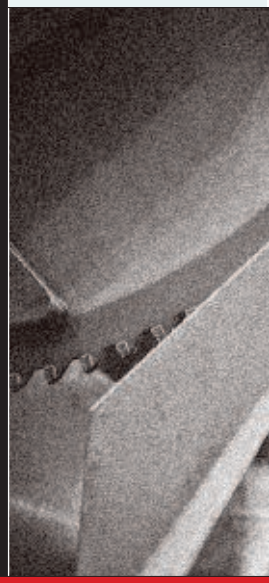
2010 MODERN METALS EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE ANNUAL	JULY
	12/8/09_Ad placement 12/15/09_Ad materials	1/14/10_Ad placement 1/21/10_Ad materials	2/11/10_Ad placement 2/18/10_Ad materials	3/12/10_Ad placement 3/19/10_Ad materials	3/31/10_Ad placement 4/7/10_Ad materials	5/14/10_Ad placement 5/21/10_Ad materials	6/9/10_Ad placement 6/16/10_Ad materials
SPECIAL REPORT	8th Annual Metals Consuming Industries Survey International Report: Asia	OEM Report: Electronics	International Report: Mexico & Latin America OEM Report: Automotive	Service Centers	Annual Editorial Advisory Board Roundtable OEM Report: Energy	THE METALS DIRECTORY The sourcebook for the metals industry	International Report: Emerging Markets
PRINCIPAL FEATURES	Material Handling Sawing Technology Product Roundup Coil Processing	Service Centers Laser Technology Coated Coil Waterjet National Association of Steel Pipe Distributors (NASPD) Membership Guide	Plasma Technology Copper & Brass Servicenter Association (CBSA) Membership Guide Coil Processing	Sawing Technology Material Handling Coated Coil Tube & Pipe Laser Technology North American Steel Alliance (NASA) Membership Guide	Service Centers Waterjet Plasma Technology Tube & Pipe	**2010 -2011** ONLINE & IN PRINT The most comprehensive resource for the metals industry, mapping all equipment, materials and services for all industry segments.	Coil Processing Coated Coil Tube & Pipe Material Handling
MILLS & MATERIALS	ALUMINUM	STAINLESS STEEL	COPPER & BRASS	TITANIUM	ALUMINUM	COMBINED CIRCULATION Reach a significant number of qualified decision makers in every segment of metalworking—service centers, fabricators and OEM/end users—with *FFJournal* and *Modern Metals*' combined circulation.	STAINLESS STEEL
PRODUCT FOCUS	SHEET	PLATE	BAR	STEEL SHEET	PLATE		SHEET
BUSINESS/ TECHNOLOGY	SUPPLY CHAIN MANAGEMENT RISK MANAGEMENT	REGIONAL MANUFACTURING OUTLOOK	SUPPLY CHAIN MANAGEMENT QUARTERLY FINANCIAL UPDATE	RISK MANAGEMENT	SUPPLY CHAIN MANAGEMENT		REGIONAL MANUFACTURING OUTLOOK
BONUS DISTRIBUTION		**National Association of Steel Pipe Distributors (NASPD) Annual Convention** February 25-27 Las Vegas, NV 361/574-7878 *www.naspd.com*	**Copper & Brass Servicenter Association (CBSA)** March 31-April 2 Bonita Springs, FL 913/396-0697 *www.copper-brass.org*	**Metals Service Center Institute (MSCI) Annual Meeting** May 2-4 Boca Raton, FL *www.msci.org* **North American Steel Alliance (NASA) Annual Meeting** April 18-20 Las Vegas, NV 949/855-3321 *www.steelalliance.com* **National Coil Coating Association (NCCA) Annual Business Conf.** April 17-20 Indian Wells, CA 216/241-7333 *www.coilcoating.org*	**Offshore Technology Conference (OTC)** May 3-6 Houston, TX 972/952-9494 *www.otcnet.org* **National Association of Steel Pipe Distributors (NASPD) Summer Conference** June 24-26 Pittsburg, PA 361/574-7878 *www.naspd.com*	Unique ad opportunities Online registration at: www.themetalsdirectory.com www.modernmetals.com or www.ffjournal.net **Combined circulation double issue** Replaces JUNE issue of *Modern Metals* and *FFJournal*.	





AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
7/15/10_Ad placement 7/22/10_Ad materials	8/12/10_Ad placement 8/19/10_Ad materials	9/13/10_Ad placement 9/20/10_Ad materials	10/4/10_Ad placement 10/11/10_Ad materials	11/11/10_Ad placement 11/18/10_Ad materials
→ OEM Report: Heavy Equipment/Construction	→ OEM Report: Appliance	→ Annual Economic Forecast/ End-Use Markets → International Report: India	→ Aluminum Forecast → OEM Report: Aerospace	
→ Service Centers → Coil Processing → Sawing Technology → Laser Technology	→ Service Centers → Tube & Pipe → Waterjet → National Coil Coating Association (NCCA) Membership Guide	→ Service Centers → Coil Processing → Tube & Pipe → Material Handling → Sawing Technology → Plasma Technology	→ Service Centers → Laser Technology → Steel Tube Institute of North America (STINA) Membership Guide	→ Coil Processing → Material Handling → Sawing Technology → Waterjet
COPPER & BRASS	**STAINLESS STEEL**	**TITANIUM**	**ALUMINUM**	**COPPER & BRASS**
BAR	**STEEL SHEET**	**PLATE**	**STEEL SHEET**	**BAR**
RISK MANAGEMENT	**REGIONAL MANUFACTURING OUTLOOK**	→ **SUPPLY CHAIN MANAGEMENT** → **QUARTERLY FINANCIAL UPDATE**	→ **REGIONAL MANUFACTURING OUTLOOK** → **RISK MANAGEMENT**	**QUARTERLY FINANCIAL UPDATE**
	National Coil Coating Association (NCCA) Fall Meeting September 20-22 Indianapolis, IN 216/241-7333 *www.coilcoating.org* **National Association of Steel Pipe Distributors (NASPD) Fall Conference** September 23-25 Coeur d'Alene, ID 361/574-7878 *www.naspd.com*	**Fabtech 2010** November 2-4 Atlanta, GA 815/399-8775 *www.fmafabtech.com*	**Steel Tube Institute of North America (STINA)** Dates and location to be announced 305/421-6326 *www.steeltubeinstitute.org*	

SUMMARY

EDITORIAL BY CATEGORY

Aluminum 3x
January
May
November

Bar 3x
March
August
December

Coated Coil 4x
February
April
July
September: NCCA Membership Guide

Coil Processing 6x
January
March
July
August
October
December

Copper & Brass 3x
March
August
December

Laser Technology 4x
February
April
August
November

Material Handling 5x
January
April
July
October
December

Plasma Technology 3x
March
May
October

Plate 3x
February
May
October

Risk Management 4x
January
April
August
November

Sawing Technology 5x
January: Product Roundup
April
August
October
December

Service Centers 7x
February
April
May
August
September
October
November

Steel Sheet 3x
April
September
November

Sheet 2x
January
July

Stainless Steel 3x
February
July
September

Supply Chain Management 4x
January
March
May
October

Titanium 2x
April
October

Tube & Pipe 6x
April
May
July
September
October
November: STINA Membership Guide

Waterjet 4x
February
May
September
December

SPECIAL REPORTS

Membership Guides 5x
February: National Association of Steel Pipe Distributors (NASPD)
March: Copper & Brass Servicenter Association (CBSA)
April: North American Steel Alliance (NASA)
September: National Coil Coating Association (NCCA)
November: Steel Tube Institute of North America (STINA)

International Reports 4x
January: Asia
March: Mexico & Latin America
July: Emerging Markets
October: India

OEM Reports 6x
February: Electronics
March: Automotive
May: Energy
August: Heavy Equipment/Construction
September: Appliance
November: Aerospace

Quarterly Financial Report 3x
March
October
December

Regional Manufacturing Outlook 4x
February
July
September
November

Special Reports 4x
January: 8th Annual Metals Consuming Industries Survey
May: Annual Editorial Advisory Board Roundtable
October: Annual Economic Forecast/End-Use Markets
November: Aluminum Forecast