

The Leading Global Resource
for Materials Information

2025
MEDIA KIT

ADVERTISE WITH ASM INTERNATIONAL

ADVERTISING WITH ASM

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WHAT'S IN YOUR MARKETING MIX?

2025

WHO IS ASM INTERNATIONAL?

As the world's largest and most established materials information society, our mission is to generate, curate, and disseminate valuable materials information globally through education, networking, and professional development - *which attracts a unique, motivated, and solutions-oriented audience which can help **grow your business!***

WHY CHOOSE US?

ASM generates **measurable impact** by partnering to build integrated marketing campaigns that engage with our unique and motivated audience of materials science and engineering professionals.



“

Our success lies in your success! I look forward to learning about your objectives where together we can customize a comprehensive strategy, turning goals into reality.

Thank you for considering ASM's integrated digital and in-person offerings in your 2025 Marketing Mix.

”

KELLY "KJ" JOHANNNS
BUSINESS DEVELOPMENT MANAGER

CONTACT ME TODAY AT KJ.JOHANNNS@ASMINTERNATIONAL.ORG OR 440.671.3851

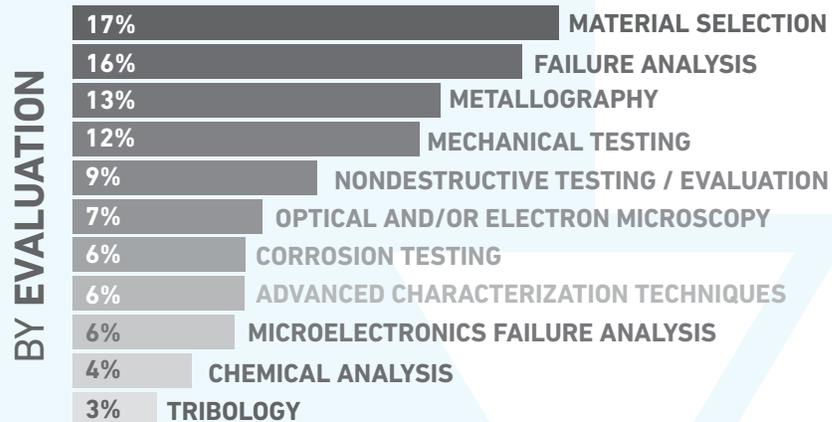
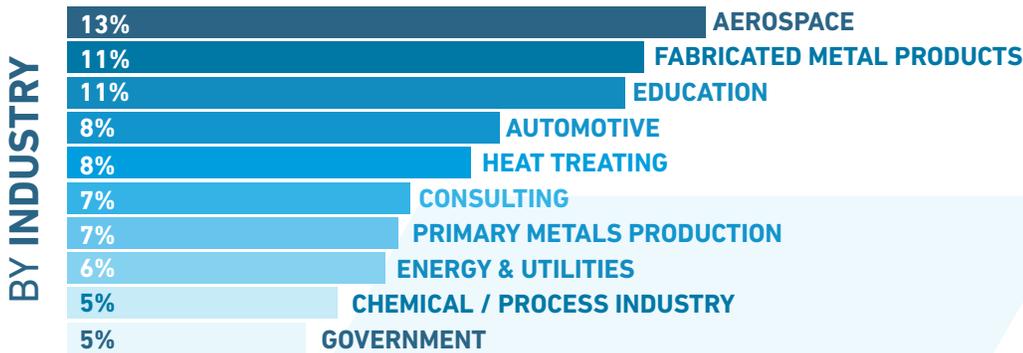
ASM OFFERS UNIQUE OPPORTUNITIES TO REACH THE MATERIALS COMMUNITY

2025

ASM has the technology and sizable, motivated network to generate leads, expand reach and growth in new global markets, save time and money, and support a targeted marketing strategy.

ASM AUDIENCE DEMOGRAPHICS

HIGH LEVEL OVERVIEW



LET'S DISCUSS HOW TO SUPPORT YOUR GOALS WITH OUR AUDIENCE!

YOUR GUIDE TO TARGETING HEAT TREATING AUDIENCE

2025

Turn your goals into reality by engaging with our unique heat treating audience through our integrated in-person and digital solutions.



LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11



Heat Treat 2025 is the largest gathering of heat treating professionals, materials experts, and industry leaders in North America

October 21-23, 2025 | Detroit, Michigan



3rd International Conference on Quenching & Distortion Engineering (QDE) 2025 is a global gathering of professionals and researchers in the field of quenching and distortion engineering.

May 5-8, 2025 | Detroit, Michigan



PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS



HTPro magazine is the official voice of the Heat Treating Society. Delivered 3 times per year, it is essential for heat treating professionals who want reliable, up-to-date heat treating and thermal processing technical information. [\[LEARN MORE ON PAGE 17\]](#)



HTPro eNEWS is the monthly newsletter delivered to a heat treating audience of over 6,000 subscribers.

Heat treating professionals across the globe turn to HTPro for regular updates on industry news, new products and services, and HTS society news.

[\[LEARN MORE ON PAGE 14\]](#)



ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES



Prominently showcase your brand on ASM's **Heat Treat Society Homepage**, content which attracts some of the most passionate and engaged heat treating professionals who care deeply about the community. [\[LEARN MORE ON PAGE 12\]](#)

Did you know?

ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations!

Sponsor in-person and virtual courses such as "Basics of Heat Treating", "Practical Heat Treating", and many more!



YOUR GUIDE TO TARGETING THERMAL SPRAY AUDIENCE

2025

Explore these integrated opportunities to drive exposure with ASM's unique and motivated audience of thermal spray professionals.



LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11



The **International Thermal Spray Conference & Exposition (ITSC) 2025** is the premier industry event for the thermal spray community, attracting global innovators, influencers, and decision makers from across the globe.

May 5-8, 2025 | Vancouver, Canada



TSS Open Mic Series provides a platform for students and emerging professionals in the thermal spray industry to engage, learn, and network with industry leaders & innovators.

Virtual Series



PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS



International Thermal Spray & Surface Engineering (iTSse) magazine is published 2 times annually and provides global technical and commercial information about the thermal spray and related surface engineering technologies. [\[LEARN MORE ON PAGE 17\]](#)



TSS eNEWS is the quarterly newsletter delivered over 6,000 subscribers which provides timely industry news, technology updates, and thermal spray community updates.

[\[LEARN MORE ON PAGE 14\]](#)



ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES



Prominently showcase your brand on ASM's **Thermal Spray Society Homepage**, content which attracts some of the most passionate and engaged thermal spray and surface engineering professionals who care deeply about the community. [\[LEARN MORE ON PAGE 12\]](#)

Did you know?

ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations!

Sponsor training content such as the "Thermal Spray Technology Self-Study Course"



YOUR GUIDE TO TARGETING ELECTRONIC DEVICE FAILURE ANALYSIS AUDIENCE

2025

ASM offers unparalleled access and an integrated approach to targeting the electronics device failure analysis community.



LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11



The **International Symposium for Testing and Failure Analysis (ISTFA) 2025** has served as the leading global event supporting the microelectronics failure analysis community for over 50 years.

November 16-20, 2025 | Pasadena, California



Webinars

ASM Sponsored Webinars provide a powerful platform to showcase your expertise, introduce innovative solutions, and connect directly with a targeted audience of semiconductor failure analysis professionals.



PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS



Electronic Device Failure Analysis (EDFA) magazine is a high demand quarterly technical resource for the modern semiconductor failure analysis professional. Published in both print and digital versions, EDFA serves as a valuable source of technical content, industry trends, new product announcements, EDFAS society recognitions, and timely news. [\[LEARN MORE ON PAGE 23\]](#)

EDFA eNEWS is the monthly newsletter delivered to 4,500+ individuals and covers the latest news from the failure analysis industry, developments in products and equipment, event information, and more. [\[LEARN MORE ON PAGE 14\]](#)



ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES



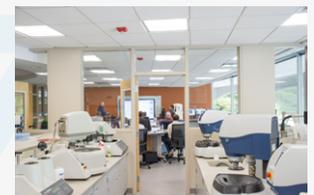
Drive brand exposure with a premium placement on ASM's **Electronic Device Failure Analysis Homepage**, content which attracts some of the most passionate and engaged semiconductor failure analysis professionals who care deeply about the community. [\[LEARN MORE ON PAGE 12\]](#)

Did you know?

ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations!

Sponsor educational content such as the "In-situ Correlative AFM-SEM Characterization for Failure Analysis" tutorial.



YOUR GUIDE TO TARGETING SHAPE MEMORY AUDIENCE

2025

ASM offers an integrated approach to reaching the medical devices and shape memory community.



LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY
WITH YOUR TARGET AUDIENCE

[LEARN MORE ON PAGE 11](#)



2nd SMST Ireland

Engaging and Enabling Irish MedTech for Design and Manufacturing with Nitinol 
May 22, 2025 | Galway, Ireland

The **2nd SMST Ireland** is a one-day event which will be a pivotal gathering in the MedTech industry, spotlighting the dynamic role of Nitinol in design and manufacturing. With the theme “Engaging and Enabling Irish MedTech for Design and Manufacturing with Nitinol,” the conference aims to explore the transformative potential of this unique alloy in advancing medical technology.



PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR
PRINT AND DIGITAL PLATFORMS



Published in March and October to over 20,000 recipients, **SMST Newswire** covers shape memory and superelastic technologies for biomedical, actuator applications, emerging markets, along with other SMST news and initiatives. [\[LEARN MORE ON PAGE 17\]](#)



eElastic eNEWS is the quarterly newsletter delivered to the shape memory and effect alloys community, providing the latest news about memory materials, applications, and SMST society information. [\[LEARN MORE ON PAGE 14\]](#)



ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND
OTHER UNIQUE OPPORTUNITIES



Drive brand exposure on ASM's **Shape Memory and Superelastic Technologies (SMST) Society Homepage**, content which attracts some of the most passionate and engaged shape memory and medical device professionals who care deeply about the community. [\[LEARN MORE ON PAGE 12\]](#)

Did you know?

ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations!

Sponsor in-person and virtual courses such as "Nitinol for Medical Devices" and other Self-Study or Digital Short formats.



2025 EVENT CALENDAR

2025

Showcase your thought leadership and innovations at one of ASM's 2025 conferences and expositions, which offer unparalleled access to highly engaged audiences of industry leaders and decision-makers.



INTERNATIONAL THERMAL SPRAY CONFERENCE & EXPOSITION (ITSC) MAY 5 – 8, 2025 | VANCOUVER, CANADA

ITSC is the world's foremost international conference and exhibition for thermal spray technologists, researchers, manufacturers, and suppliers. This conference rotates between North America, Europe, and the Pacific Rim and is organized by the ASM Thermal Spray Society, the German Welding Society (DVS), and iiv.



3RD INTERNATIONAL CONFERENCE ON QUENCHING & DISTORTION ENGINEERING (QDE) MAY 8 – 8, 2025 | VANCOUVER, CANADA

This event is the global gathering for professionals and researchers in the field of quenching and distortion engineering. Join us for May 5-8, 2025 in Vancouver, Canada for an immersive experience filled with cutting-edge research presentations, insightful discussions, and unparalleled networking opportunities.



AEROMAT MAY 6 – 8, 2025 | VANCOUVER, CANADA

AeroMat focuses on innovative aerospace materials, fabrication and manufacturing methods that improve performance, durability and sustainability of aerospace structures and engines with reduced life-cycle costs.



2ND SHAPE MEMORY & SUPERELASTIC TECHNOLOGIES (SMST) IRELAND MAY 22, 2025 | GALWAY, IRELAND

The 2nd SMST Ireland event will be a pivotal gathering in the MedTech industry, spotlighting the dynamic role of Nitinol in design and manufacturing. With the theme “Engaging and Enabling Irish MedTech for Design and Manufacturing with Nitinol,” the conference aims to explore the transformative potential of this unique alloy in advancing medical technology.



INTERNATIONAL CONFERENCE ON RESIDUAL STRESSES (ICRS) OCTOBER 20 – 23, 2025 | DETROIT, MICHIGAN

Discover the forefront of residual stress research and its impact on material behavior at this enriching event. Engage with experts and practitioners across diverse fields through our symposium topics, networking opportunities, and technical programming.



INTERNATIONAL MATERIALS, APPLICATIONS AND TECHNOLOGIES (IMAT) OCTOBER 20 – 23, 2025 | DETROIT, MICHIGAN

IMAT, ASM's annual event, is the only targeted event on advanced materials, applications and technologies in key growth markets that will have a focus on economic trends and business forecasts. The event will include a diverse group of materials experts, including the ASM Programming Committees, AeroMat Committee, and all six of ASM's Affiliate Societies, who are heavily involved in building the technical symposiums, which will have a strong focus on real-world technologies that can be put to use today.



HEAT TREAT 2025 OCTOBER 21 – 23, 2025 | DETROIT, MICHIGAN

Discover the unrivaled opportunities awaiting you at Heat Treat 2025 Conference and Expo in Detroit! As the LARGEST gathering for heat treating professionals, materials experts, and industry leaders in North America, Heat Treat is a MUST-ATTEND event!



INTERNATIONAL SYMPOSIUM FOR TESTING AND FAILURE ANALYSIS (ISTFA) NOVEMBER 16 – 20, 2025 | PASADENA, CA

ISTFA is the only North American event devoted to the semiconductor, electronic sample preparation, and imaging markets. ISTFA offers the best venue for failure analysts and the FA community for sharing challenges and acquiring the technical knowledge and resources needed to take them on.

Learn more about each event and related exhibit and sponsorship opportunities at asminternational.org/events

2025 EVENT SPONSORSHIPS

2025

Amplify your brand's visibility at one of ASM's 2025 industry targeted conferences and expositions.



EVENT WEBSITE ADS (NEW IN 2025!)

Ensure your brand is prominently showcased on ASM's event websites, offering unparalleled visibility with targeted industry audiences.

[LEARN MORE ON PAGE 11]

REGISTRATION SPONSORSHIP (NEW IN 2025!)

Position your brand front and center at event registration, offering an exclusive opportunity to place your logo and messaging at the first touchpoint for attendees, ensuring maximum visibility and a lasting impression.



EVENT NETWORKING RECEPTION & SOCIAL EVENTS

Draw attention of potential customers to your brand during the event's most anticipated and well-attended gatherings!

- CONCEPT #1 - SPONSOR LEIS, A PHOTO BOOTH, OR ENGAGING LUAU AT HAWAIIAN EVENT
- CONCEPT #2 - PROVIDE BRANDED REUSABLE CUPS, GUITAR PICKS, OR APPAREL AT EVENT CONCERTS



MOBILE APP SPONSORSHIP

Build or enhance brand reputation with banner ads and push notifications in the app that guides the audience's event experience.



EMERGING PROFESSIONALS COMPETITIONS

Visibly associate your brand with the future of the materials industry at one of many high-energy competitions!



BRANDED ITEMS

Amplify your brand by placing your logo on key items used by attendees, such as badge holders, lanyards, registration bags, and more!



TECHNICAL SESSIONS

Position your brand as a thought leader by showcasing your logo in promotion materials and event signage for technical sessions or workshops, Keynote or panel, User Group and more.



SHOW GUIDE SPONSORSHIP

Feature your brand or products in print and/or digital guides where attendees explore the event, seek solutions, and plan their schedules.



CUSTOM FEATURE TOWERS

Create demand for your products and services with eye-catching towers strategically placed in high-traffic areas to drive maximum exposure as attendees navigate an event.

Pricing varies based upon each sponsorship opportunity, event, and audience size.

AMPLIFY YOUR REACH ON ASM'S CONFERENCE AND EXPOSITION PAGES

Drive increased exposure by advertising on ASM International's industry event and exposition pages, including high-traffic events such as:



AeroMat is where aerospace leaders converge to discuss innovations in materials engineering within the industry



For thermal spray professionals, the *International Thermal Spray Conference (ITSC)* is a can't-miss event



International Materials, Applications and Technology (IMAT) is the industry's premier event for materials experts and organizations



Heat Treat is the largest gathering of heat treating professionals, materials experts, and industry leaders in North America



The *International Symposium for Testing and Failure Analysis* has served as the leading event for the microelectronics failure analysis community for 50+ years

ADDITIONAL 2025 CONFERENCES & EXPOSITIONS:

- 3rd International Quenching & Distortion Engineering Conference (QDE 2025)
- 2nd SMST Ireland
- International Conference on Residual Stresses
- TSS Open Mic Series
- International Conference on Residual Stresses

Learn more about these events on **page 11** or visit asminternational.org/events



YOUR BRAND IN THE SPOTLIGHT!

ASM's event pages attract a targeted audience of decision makers who are invested in the latest industry developments and technologies.

Ensure your brand stands out from the competition with these engaging formats:

PRICING OPTIONS STARTING AT \$200 (VARY BY SHOW & FREQUENCY)



BILLBOARD (970X250)



SKYSCRAPER (160X1600)

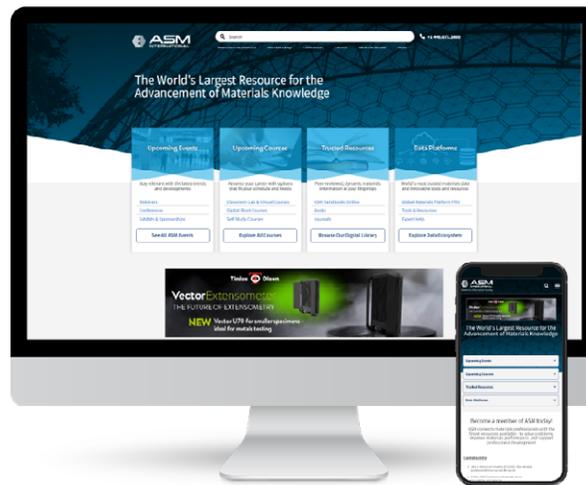


SQUARE BANNER (250X250)



MODAL (CUSTOMIZABLE)
PROMINENTLY INTERCEPT ALL
LANDING PAGE VISITORS!

ASK ABOUT OUR "STICKY" ADS WHICH ENSURE YOUR MESSAGE IS DISPLAYED ON THE PAGE AT ALL TIMES!



GAIN PREMIUM EXPOSURE ON ASM'S HIGHLY TRAFFICKED HOMEPAGE

Drive premium visibility by placing your advertisement on ASM International's homepage, the information hub turned to by materials science and engineering professionals worldwide.

This platform draws high engagement from professionals of all career stages seeking technical information and solutions.

Averaging approximately **20,000+ views** each month, ASM's homepage provides unparalleled access to a highly engaged audience of engineers, researchers, and industry leaders.

HOW ARE YOU MAXIMIZING YOUR BRAND & PRODUCT EXPOSURE?

- Premium exposure with an engaged, solution-seeking audience
- Customizable for desktop and mobile
- Supports static images or rich content (videos, GIFs)
- Exposure can be targeted to specific audience segments of your choosing
- Drive leads directly to your customized landing page and content
- Served through engaging 4x1 banners



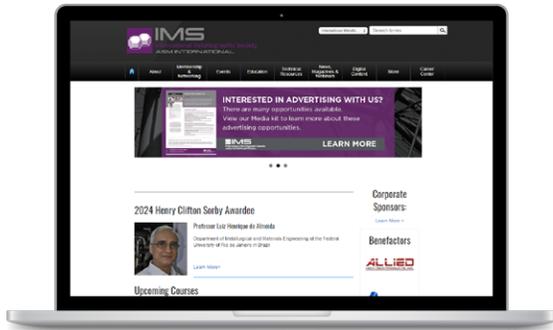
**CUSTOMER
SUCCESS
STORY**

10%

**CLICK-THROUGH RATE ATTAINED BY A
RECENT ASM HOMEPAGE ADVERTISER**

AFFILIATE SOCIETY WEBSITE ADS

2025



ENGAGE WITH ASM'S SPECIALIZED COMMUNITIES

Prominently showcase your brand and product messaging by placing ads on one of ASM International's affiliate society websites.

These websites are tailored to the technical interests of professionals deeply involved in specific areas of materials science and engineering.

HOW WILL YOU REACH TARGETED AUDIENCES IN 2025?

ASM's affiliate society pages attract some of the most passionate and engaged industry professionals who care deeply about the community.

Ensure your brand stands out from your competitors with these unique and highly specific audiences!

PRICING OPTIONS STARTING AT \$500 (VARY BY AUDIENCE)



BILLBOARD (970X250)



SKYSCRAPER (160X1600)



SQUARE BANNER (250X250)



MODAL (CUSTOMIZABLE)
PROMINENTLY INTERCEPT ALL LANDING PAGE VISITORS!

ASK ABOUT OUR "STICKY" ADS WHICH ENSURE YOUR MESSAGE IS DISPLAYED ON THE PAGE AT ALL TIMES!



EDFAS fosters education and communication in the semiconductor failure analysis community.



FAS is dedicated to advancing the important role failure analysis plays in the materials science industry.



HTS is the world's largest network of heat treating professionals.



IMS serves those involved in the examination, analysis, characterization, structure and evaluation of materials.



SMST is comprised of industry professionals dedicated to working with materials which exhibit shape memory and superelastic properties.



TSS is the leading, member-driven, international society for thermal spray.

TARGETED EMAILS

2025

SEND YOUR CUSTOMIZED EMAIL TO ASM'S TARGETED AUDIENCE

Grow your business by sending highly customized emails directly to the inboxes of materials science professionals through ASM's targeted audience lists.

This offering allows you to design and build your own email, reaching a highly specific audience of engineers, researchers, and decision-makers based on the criteria you select that is most relevant to your campaign.



LECO
EMPOWERING RESULTS

A smooth process, from start-to-finish

Operate your lab with ease and use LECO's analytical solutions for smooth transitions from task-to-task. With high-quality instruments made to take on each step of the process, you can feel confident in your results. Whether you're a busy, high throughput laboratory, or challenged with infrequent, intensive analyses, LECO's solutions will work for you.

Sectioning | Mounting | Grinding/Polishing | Hardness Testing
Microscopic Examination | Elemental Analysis

Explore LECO's Metallographic Solutions

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St. Joseph, MI 49085

ASM
INTERNATIONAL

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9639 Kinsman Road, Materials Park, OH 44073-0002

REPRESENTATIVE EXAMPLE

PRICING OPTIONS STARTING AT \$1000
(INCENTIVES FOR FREQUENCY CAMPAIGNS)



**CUSTOMER
SUCCESS**

28%

**AVERAGE OPEN RATE
FOR ASM TARGETED
EMAILS IN 2024**



KEY BENEFITS:

- **Customizable content:** Build your email to feature the messaging, imagery, and calls-to-action that best support your campaign objectives.
- **Tailored reach:** Send your email to a custom-created audience built from ASM's extensive database, narrowing on industry, job function, experience level, geography, and more!
- **High engagement:** Emails are delivered directly to inboxes of professionals who look to ASM for trusted industry news and resources, solutions, and innovations.
- **Lead lists & analytics:** Each email receives performance insights on sends, open rates, click-through rates as well as addressable email lists for engaged users.



TIPS TO DRIVE SUCCESS

- **Show, don't tell.** Incorporate unique visual content and imagery that demonstrates your capabilities and value prop.
- **A/B Test.** Did you know that ASM can help you execute an A/B test on content, subject lines, and other variables to maximize performance and generate empirical learnings?
- **Get personal.** ASM can personalize dynamic email content based upon select attributes identified in your targeted list.

Benefit from several audience-specific eNewsletters which provide a growing circulation of subscribers with targeted industry news, technical content, new products and services, and more.

Capture attention with your brand in large call-to-action format position with banner ads, video content, or product displays.

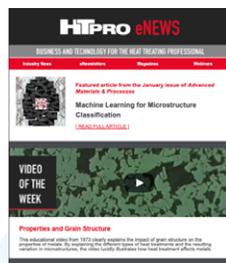


AM&P eNews
Materials & Processes eNews
 The secret to a heat treater's success
 Learn how Air Products helps Solar Atmospheres optimize industrial gases.
airproducts.com/secret

Featured article from the May/June issue of *Advanced Materials & Processes*
Sustainable materials for electric vehicles
 A webinar collaboration between ASM International and the Materials Research Society in 2021 brought together a panel of speakers to discuss the challenges and opportunities on the horizon as electric vehicle designers and manufacturers search for materials with sustainability characteristics.
[\[READ FULL ARTICLE \]](#)



Advanced Materials & Processes (AM&P) eNews provides bi-weekly advancements and the latest updates in the metals and materials industries.



HTPRO eNews provides monthly cutting edge heat treating editorial content from around the industry.



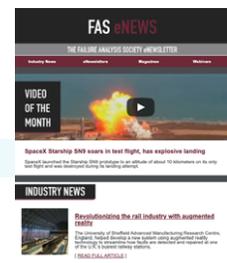
EDFA eNews offers monthly information on improving performance of devices and materials for the electronic device failure analysis industry.



TSS eNews offers quarterly tips and updates on thermal spray and surface engineering technologies.



eElastic eNews delivers quarterly announcements and news about memory materials, applications, and the SMST Society.



FAS eNews provides quarterly updates on failure analysis tools and community information.



Sliplines eNews provides monthly information on the art and science of metallography and materials characterization.

CUSTOMER SUCCESS

24%

AVERAGE OPEN RATE FOR ASM E-NEWSLETTERS IN 2024



86% of AM&P eNews readers use, purchase, recommend, and implement products and services in the materials science industry.

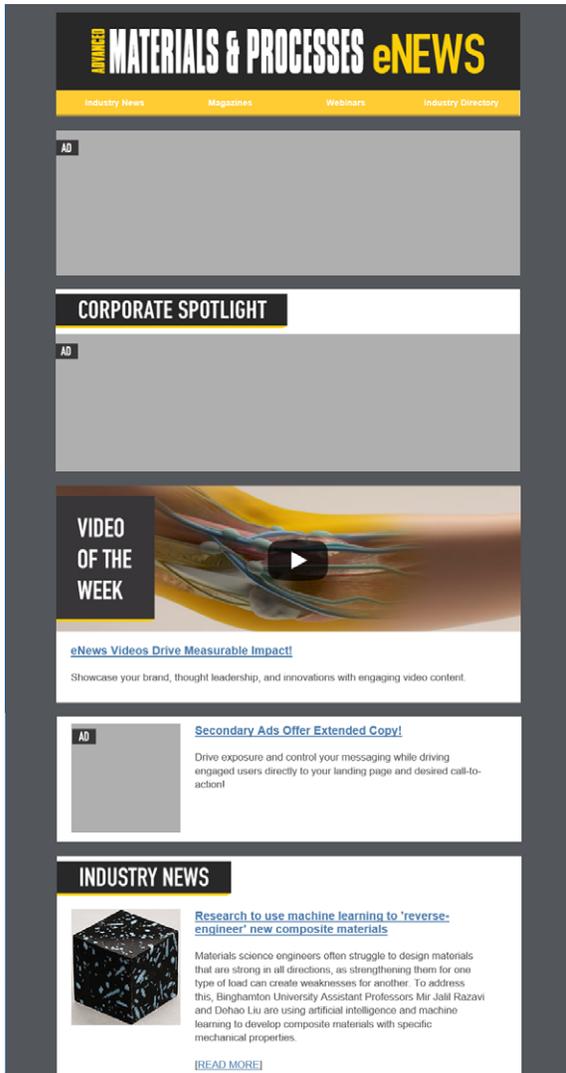


34% of all subscribers are not ASM members — additional audience reach of 11,500 subscribers.



82% of all subscribers have directly purchased products or actively researched purchasing products as a direct result of reading the AM&P eNews.

*Based on a media research/readership study by Z-Squared Media.



PRIMARY SPONSORSHIP

Only ONE primary sponsorship is available for each AM&P eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews.

PRODUCT SPOTLIGHT

Submit 75 words and one image for a Product Spotlight, which is a great way to showcase your new products, innovations, and company updates.

VIDEO SPONSORSHIP

Capture the attention of your target audience through engaging videos in a eNews Sponsored Video Showcase. These video sponsorships are the NUMBER ONE clicked item within each newsletter!

TILE AD SPONSORSHIP

Drive exposure and generate leads with a 150x150 tile ad with a customizable call-to-action to drive traffic directly to your landing page.

PRICING VARIES BASED UPON EACH eNEWS PUBLICATION AND AUDIENCE SIZE

PACKAGE PRICING

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost. Call to discuss how volume buying and bundled packages can give you the greatest impact.

RECENT ADVERTISERS INCLUDE:

- | | | | |
|--------------------------------|------------------------|-----------------------------------|---|
| Allied High Tech Products Inc. | Gasbarre Products Inc. | Luminous Device Technologies Inc. | Thermo-Calc Software Inc. |
| Air Products | Heat Treat Equipment | Master Bond Inc. | Thermo Fisher Scientific |
| Applied Test Systems Inc. | Hitachi | Norman Noble Inc. | Tinius Olsen |
| Centorr Vacuum Industries Inc. | Indium Corp. | PhoenixTM | Verder Scientific |
| ECM, USA | Instron | Saint Gobain Coating Solutions | Westmoreland Mechanical Testing & Research Inc. |
| Evident | IPS Stanwood | Surface Combustion Inc. | Zeiss |
| | LECO Corp. | | ZwickRoell |

SPONSORED WEBINARS

2025



GENERATE LEADS AND SHOWCASE YOUR THOUGHT LEADERSHIP WITH ASM WEBINARS

IS LEAD GENERATION PART OF YOUR 2025 STRATEGY?

ASM's sponsored webinars provide a powerful platform to showcase your expertise, introduce innovative solutions, and connect directly with a targeted audience of materials and engineering professionals.

EXPLORE ASM'S WEBINARS AT
[ASMINTERNATIONAL.ORG/ASM-NEWS/WEBINARS/](https://asminternational.org/asm-news/webinars/)



CUSTOMER SUCCESS

220

AVERAGE NUMBER OF REGISTRANTS FOR ASM-HOSTED 2024 WEBINARS

KEY BENEFITS OF ASM-HOSTED WEBINARS

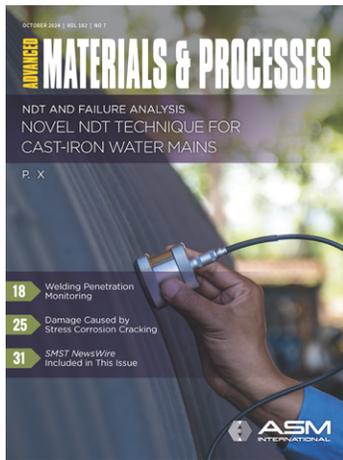
- **Thought leadership:** Share your expertise with a highly engaged audience, positioning your brand as a trusted leader in the materials community.
- **Targeted exposure:** ASM's audience segmentation ensures your webinar reaches a relevant audience.
- **Real-time interaction:** Engage directly with attendees through live Q&A, polls, interactive content, and more!
- **Full-service production:** ASM handles the technical setup and execution of the webinar, allowing you to focus on delivering valuable content.
- **Promotion support:** ASM assists with the promotion of the webinar to our engaged audience, helping to drive measurable success for your event.
- **Leads & analytics:** Access attendee data and performance analytics, including registrant details, participation metrics, and engagement insights.
- **Lasting impact:** Drive continuous leads and engagement by posting the webinar recording to ASM's On-Demand Library.

PRICING OPTIONS STARTING AT \$3000 AND VARY BASED UPON LENGTH OF WEBINAR AND LEVEL OF PRODUCTION SUPPORT

(INCENTIVES FOR MULTIPLE EVENTS HOSTED IN CALENDAR YEAR)

ASM MAGAZINES

2025



ADVANCED MATERIALS & PROCESSES

Advanced Materials & Processes® (AM&P) is the flagship technical magazine from ASM International, the world's largest society for materials scientists and engineers. AM&P is packed with materials engineering content for a highly engaged readership of ASM members.

The 20K+ ASM members (who are AM&P readers) are materials scientists, engineers, managers, professors, and technicians across every field of materials science who make decisions and recommend products.

- January/February**
Emerging Analysis Methods
- March**
Additive Manufacturing
- April**
Aerospace Materials and Testing
- May/June**
Materials Testing/Characterization
- July/August**
Green Materials Engineering
- September**
Advanced Manufacturing
- October**
Nondestructive Testing & Failure Analysis
- November/December**
Materials Testing/Characterization

HTPRO

ASM International has a long history of heat treating expertise, starting with our founding in 1913 as the Steel Treaters Club. HTPro continues that legacy by serving as the official voice of the Heat Treating Society (HTS), an affiliate of ASM International.

This publication, featured three times per year within AM&P, is essential for heat treating professionals who want reliable, up-to-date heat treating and thermal processing technical information.

- April**
Testing & Control
- September**
Thermal Processing in On / Off Highway Applications
- November/December**
Atmosphere & Vacuum Heat Treating

iTSSe

The International Thermal Spray & Surface Engineering (iTSSe) publication associated with AM&P magazine focuses exclusively on thermal spray and other surface engineering technologies.

Both issues in 2024 contain industry news, technical articles, products and equipment, company profiles, and more. Focus your marketing and reach more than 1,000 TSS members and AM&P readers as well.

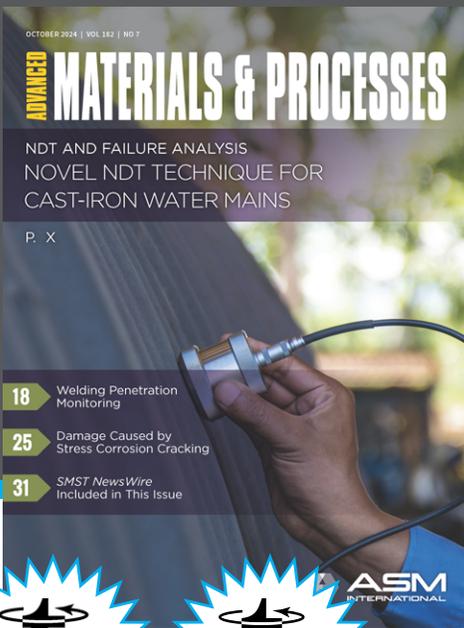
- April**
Aerospace Industry & Military Applications
- July/August**
Energy & Power Generation

SMST NEWSWIRE

Be a part of the newest publication associated with Advanced Materials & Processes magazine! The SMST NewsWire is essential for shape memory professionals who want reliable, up-to-date information and covers shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets, along with SMST news and initiatives.

This supplement, featured twice a year, provides the latest research, applications, and trends on this growing sector.

- March & October**
SMST NewsWire Content Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets



ADVANCED MATERIALS & PROCESSES (AM&P) MAGAZINE

The industry leading technical magazine for materials professionals.

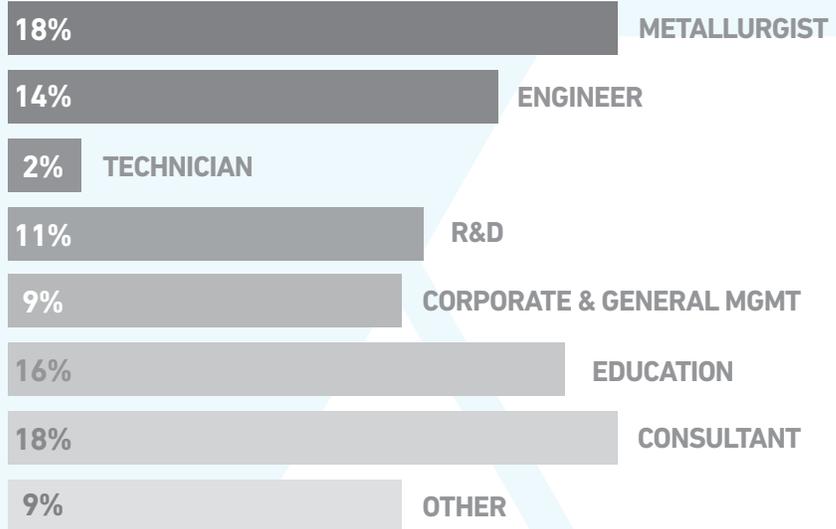
Advanced Materials & Processes® (AM&P) is the flagship technical magazine from ASM International, the world's largest society for materials scientists and engineers. AM&P is packed with materials engineering content for a highly engaged readership of ASM members. The 20K+ ASM members (who are AM&P readers) are materials scientists, engineers, managers, professors, and technicians across every field of materials science who make decisions and recommend products.



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IN EVERY ISSUE

Technology Developments and Business News covers Additive Manufacturing; Metals, Polymers, Ceramics; Testing; Characterization; Nanotechnology; Process Technology; Energy Trends; Sustainability; and Emerging Technologies.

Research Tracks reports on the latest R&D initiatives taking place across the industry, universities, and government labs.

Machine Learning covers cutting edge advances and applications of artificial intelligence in materials science and engineering.

In-depth Feature Articles discuss areas of interest to materials science and engineering professionals to help them in their daily work.

3D PrintShop provides information on technology advancements in additive manufacturing.

ASM News covers breaking news about ASM members, chapters, events, awards, conferences, affiliates, and other society activities.

READERS INVOLVED IN THE RECOMMENDATION, APPROVAL, OR PURCHASE OF ANY OF THE FOLLOWING PRODUCTS OR SERVICES:

Metals.....	61%
Testing Inspection.....	48%
Thermal Treatment.....	39%
Specialty Metals / Superalloys	34%
Processes for Parts / Components, Forming, Shaping, Molding	32%
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86% are involved in one or more of the above.

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
JANUARY/ FEBRUARY DIGITAL EDITION	Emerging Analysis Methods <ul style="list-style-type: none"> Machine Learning Applications Data Analytics and Microscopy Novel NDT Methods AeroMat Program Highlights 	New Year Advertising Specials	JAN. 8
MARCH PRINT & DIGITAL EDITIONS	Additive Manufacturing <ul style="list-style-type: none"> Powders for Metal AM Characterization of AM Components Additive Manufacturing of Magnetic Materials Safety and Standards SMST Show Preview 	Show Issue for SMST Special Edition: <i>SMST NewsWire</i>	FEB. 3
APRIL PRINT & DIGITAL EDITIONS	Aerospace Materials and Testing <ul style="list-style-type: none"> Aerospace Materials for Lightweighting Innovations for Aerospace Applications Next-Generation Aerospace Testing AeroMat Show Preview ITSC Show Preview QDE Show Preview 	Show Issue for AeroMat, ITSC, QDE Special Editions: <i>Intl. Thermal Spray & Surface Engineering</i> <i>HTPro</i> Bonus Distribution: (included in event registration bags) AeroMat, ITSC, QDE May 6–8, Vancouver, Canada	MARCH 10
MAY/JUNE DIGITAL EDITION	Materials Testing/ Characterization <ul style="list-style-type: none"> Jacquet-Lucas Award Winner Archaeometallurgy Showcase Ceramics and Testing EV Battery Testing Solutions 		MAY 7
JULY/AUGUST DIGITAL EDITION	Green Materials Engineering <ul style="list-style-type: none"> Sustainable Solutions for EV Batteries Trends in Green Materials Processing Net Zero and Renewable Energy Green Corrosion Inhibitors IMAT / Heat Treat / ICRS Program Highlights 	Special Digital Exclusive Edition: <i>Intl. Thermal Spray & Surface Engineering</i>	JULY 1
SEPTEMBER PRINT & DIGITAL EDITIONS	Advanced Manufacturing <ul style="list-style-type: none"> ICME for Advanced Manufacturing Processing Considerations for Polymer AM Parts Qualification AI and Robotics for Discovery Smart Factories IMAT Show Preview Heat Treat Show Preview ICRS Show Preview 	IMAT / Heat Treat / ICRS Show Issues Special Supplement: <i>HTPro</i> Bonus Distribution: (included in event registration bags) IMAT Conference, Heat Treat Show, Residual Stress Conference October 20–23, Detroit, MI	AUG. 20
OCTOBER PRINT & DIGITAL EDITIONS	Nondestructive Testing & Failure Analysis <ul style="list-style-type: none"> Advanced NDE Methods Corrosion Prevention and Analysis Ultrasonic Inspection of Composites Analyzing Electronics Failures ISTFA Show Preview 	Special Edition: <i>SMST NewsWire</i> Bonus Distribution: ISTFA November 16–20, Pasadena, CA	SEPT. 17
NOVEMBER/ DECEMBER DIGITAL EDITION	Materials Testing & Characterization <ul style="list-style-type: none"> Emerging Test Methods Characterization of High-entropy Alloys Trends in Testing Equipment Archaeometallurgy Showcase 	Special Digital Exclusive Edition: <i>HTPro</i> IMAT / Heat Treat / ICRS Highlights	NOV. 5

MAGAZINE EDITORIAL CALENDARS

2025

HTPRO

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
APRIL PRINT & DIGITAL EDITIONS	Testing & Control <ul style="list-style-type: none"> Process Control for Optimum Performance (Sensors, Flowmeters, Thermocouples) Mechanical Testing and Nondestructive Testing for Quality Control 	Show Issue: ITSC, AeroMat, and QDE Bonus Distribution: (included in event registration bags) ITSC, AeroMat, and QDE 2025 May 5-8 Vancouver, Canada	MAR. 10
SEPTEMBER PRINT & DIGITAL EDITIONS	Thermal Processing in On / Off Highway Applications <ul style="list-style-type: none"> Additively Manufactured Automotive Components & Heat Treating Carburizing Nitriding Induction Heating 	Show Issue: IMAT / Heat Treat / ICRS Bonus Distribution: (included in event registration bags) IMAT Conference, Heat Treat Show, Residual Stress Conference Oct. 20-23 Detroit, MI	AUG. 30
NOVEMBER/DECEMBER DIGITAL EDITION	Atmosphere & Vacuum Heat Treating <ul style="list-style-type: none"> High Pressure Gas Quenching Atmosphere Control Combustion Control Heating (Electric and Gas) 	Special Digital Exclusive Edition IMAT/Heat Treat/ICRS Highlights	NOV. 5

ITSSE

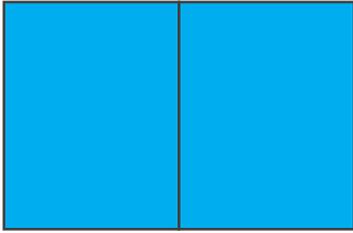
ISSUE	FOCUS	ADDED VALUE	AD CLOSE
APRIL PRINT & DIGITAL EDITIONS	Aerospace Industry & Military Applications The aerospace industry relies on coating technologies to improve materials properties and durability. Engineered surfaces are used for thermal protection, corrosion and wear resistance, weight reduction, sealing, and more. Military turbine units in service around the world contain hundreds of components that rely on thermal spray coatings as a defense mechanism against wear and corrosion, and to promote life extension of critical parts.	ITSC, AeroMat, and QDE Show Issue Bonus Distribution (included in event registration bags): ITSC, AeroMat, and QDE 2025: May 5-8 Vancouver, Canada	MARCH 10
JULY / AUGUST DIGITAL EDITION	Energy & Power Generation Efficient and reliable power generation requires advanced materials, engineered surfaces, and coatings to achieve extended component service life and increased operating efficiency. Thermal spray coatings provide protection and enable superior performance of materials used in a wide range of applications in industrial gas turbines, solid oxide-fuel cells, solar power, fossil fuel power plants, and oil and gas exploration and production.	Thermal Spray/Additive Manufacturing Show Issue Thermal Spray/Additive Manufacturing 2025: Early December Melbourne, Australia	JULY 1

SMST NEWSWIRE

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
MARCH PRINT & DIGITAL EDITIONS	Featuring: <ul style="list-style-type: none"> SMST 2025 Event Information Trends in Shape Memory Research SMST Society News SMST NewsWire Content Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets	Show Issue: SMST 2025 May 21-22 Galway, Ireland	FEB. 3
OCTOBER PRINT & DIGITAL EDITIONS	Featuring: <ul style="list-style-type: none"> SMST 2025 Event Recap Advancements in Shape Memory Technologies SMST Society News SMST NewsWire Content Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets	Bonus Distribution ISTFA November 16-20 Pasadena, CA	SEPT. 17

AM&P PRINT PUBLICATION AD TYPES

2025



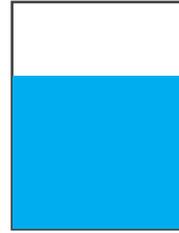
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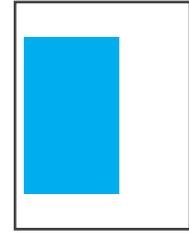
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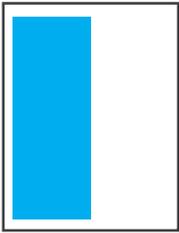
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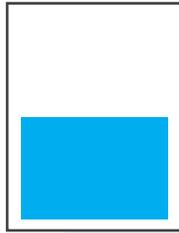
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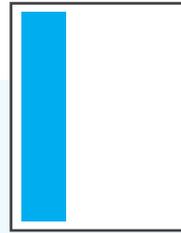
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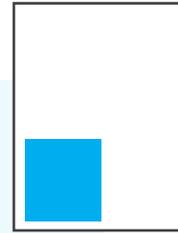
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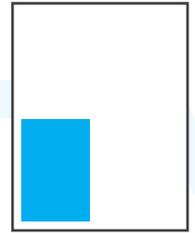
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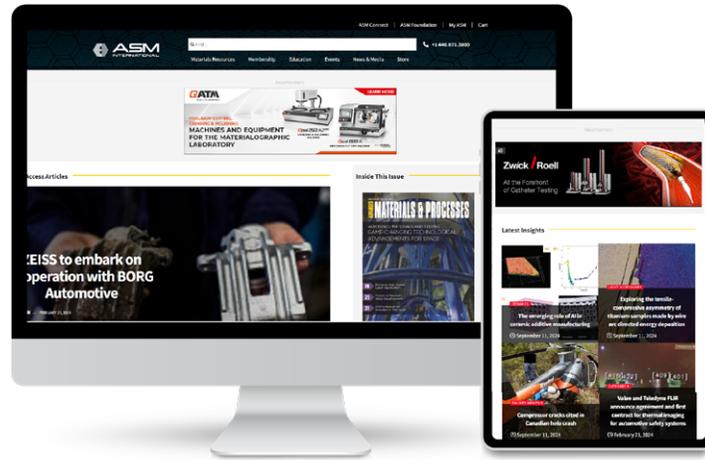
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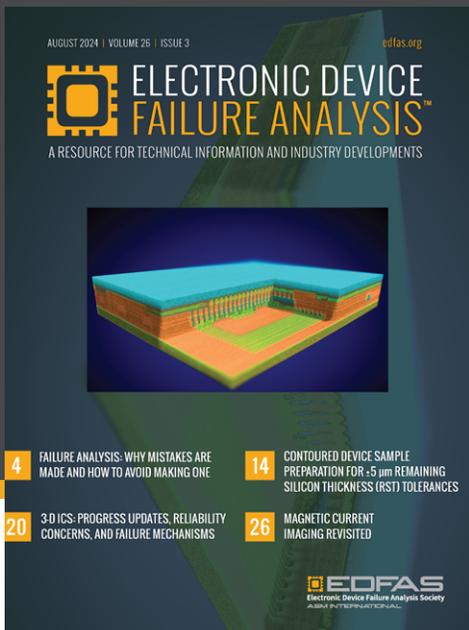
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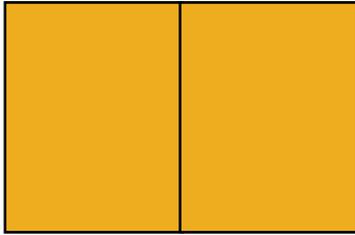
ISSUE	FOCUS	AD CLOSE
FEBRUARY	Atom Probe Tomography with TEM; Photonics; Time-resolved Emission; Quantum Diamond Microscope Imaging	DEC. 2
MAY	Advantages of Defocused Ion Beam for FIB; Low-frequency Noise Characterization; Corrosion of SAC Solder Joints; Thinning by Ar Ion Beam Milling	MARCH 3
AUGUST	Circuit Edit/Modification; FIB Imaging and Back Thinning; MEMS; Digitizer for Wave-form Acquisition	JUNE 3
NOVEMBER	ISTFA 2025 Show Issue Nov. 16–20, Pasadena, CA	SEPT. 2

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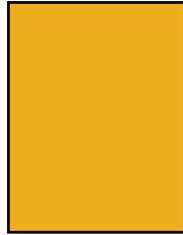
EDFA PRINT PUBLICATION SPECIFICATIONS

2025



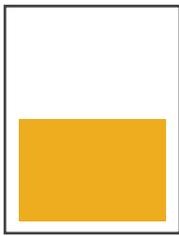
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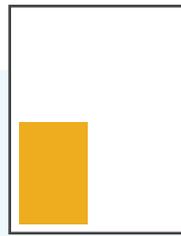
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For energy conversion systems with single-cycle operation (e.g., steam or gas turbine power plants and internal combustion engines) as well as in multi-cycle systems (e.g., gas and steam turbine combined power plants), higher thermal efficiencies and thereby lower CO₂ emissions can only be achieved by increasing process temperatures and pressures. This also applies to aircraft turbines.

Traditional metallic and ceramic materials—such as those used in compressors, turbines, combustion chambers, and boilers—must be further developed and improved. Metallic materials are increasingly subjected to corrosive loading at elevated temperatures due to the atmosphere in which they operate. Therefore, it is vital that the materials are protected. One approach is to form a passivation layer through the material itself. In the high temperature range, oxides from chromium (Cr₂O₃, up to approximately 900°C), aluminum (Al₂O₃, up to approximately 1500°C) and silicon (SiO₂, up to approximately 1800°C) are best suited for use as protective coatings.



High-temperature tensile test on metal specimen with induction heating.



Testing system with high-temperature carousel (four furnaces).

Optimized materials development requires a thorough understanding of the correlation between chemical compounding, microstructures, mechanical properties, and long-term stability. To ensure the economical use of costly high-performance materials, material characteristics under practical loading must be determined, e.g., tensile loading, fracture mechanical behavior, creep, fatigue, and thermo-mechanical fatigue. Models for durability forecasting under complex loading also must be calculated.

Thermomechanical Testing

High temperature tests (e.g., tensile and flexure tests) are used to determine the thermal-elastic behavior, heat resistance, and recrystallization temperature of materials. It is common practice to install the high temperature unit (up to 2000°C) directly in the materials testing machine. This arrangement allows tensile tests to be performed at both room temperature to ISO 6892-1 or ASTM E8, and at elevated temperatures to ISO 6892-2 or ASTM E21. During room temperature testing, components such

as the high temperature furnace and extensometer are simply swiveled out of the test area.

Testing systems from ZwickRoell feature optimal coordination of furnaces including temperature controllers, correct specimen grips for tensile and flexure tests, and the appropriate extensometer. With the videoXtens (up to 1200°C) video extensometer and the LaserXtens (up to 1800°C) based on the laser speckle principle, ZwickRoell offers two noncontact measuring solutions ideally suited to high-temperature tensile testing. These systems offer distinct advantages, particularly when used with sensitive specimens at high temperatures in air or vacuum environments. The combination of furnace volume, temperature tolerances and hold times specified in the standard, and heating and cooling times determine the testing duration.

Zwick / Roell

For more information on high temperature materials testing systems, contact ZwickRoell at 770.420.6555 / www.zwickroell.com.

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2025

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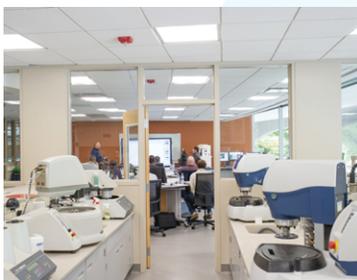
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