



# MECHANICAL **ENGINEERING** THE MAGAZINE OF ASME

## **2025 INTEGRATED MEDIA PLANNER**

Branding & Awareness | Thought Leadership | Lead Generation

## ABOUT US

**ASME** helps the global engineering community develop solutions to real world challenges. Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that enables collaboration, knowledge sharing and skill development across all engineering disciplines, while promoting the vital role of the engineer in society. ASME codes and standards, publications, conferences, continuing education, and professional development programs provide a foundation for advancing technical knowledge and a safer world.

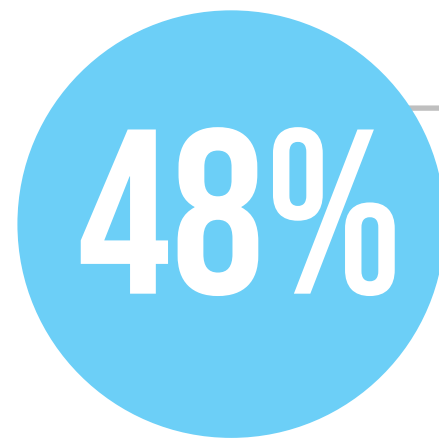
ASME strategy is designed to meet our commitment to serving societal needs; ASME positively impacts the safety, public welfare, and overall quality of life globally. We strive to deliver innovative products and services to our members, the engineering community, and society



## EXCLUSIVE TO ASME MEMBERS

The **American Society of Mechanical Engineers (ASME)** works with the global engineering community to develop solutions to real world challenges facing all people globally. We actively enable inspired collaboration, knowledge sharing and skills development across all engineering disciplines throughout the world, while promoting the vital role of the engineer in society today.

Key ASME member outreach includes *Mechanical Engineering Magazine*, *ME Today*, *ASME News*, *Tech Reboot* and Tech Design Newsletters, webinars, podcasts, editorial multimedia and on-trend features crafted by our editors.



PURCHASE \$1,000,000+ ANNUALLY IN  
ENGINEERING PRODUCTS/SERVICES

### Who We Connect You With

- Role in purchasing
- Select/Specify
- Approve



63%

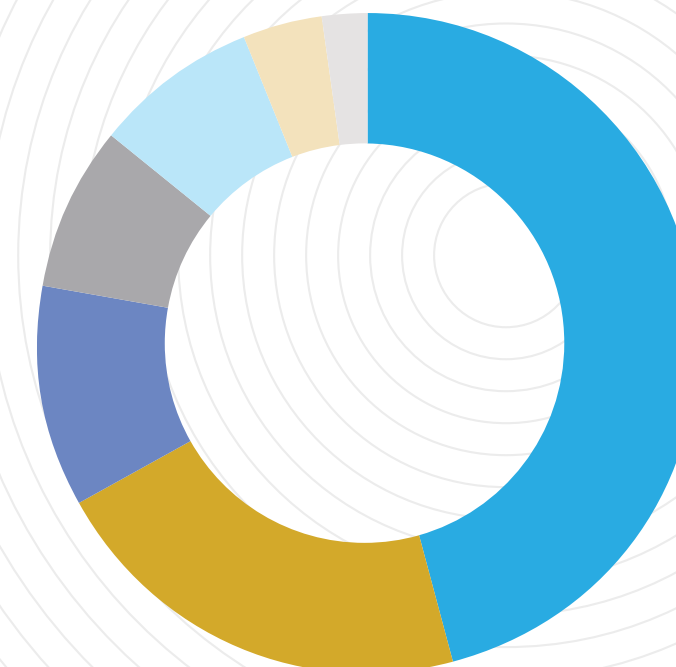


58%



42%

### Professional Role



- Engineer 49%
- Management 18%
- Consultant 11%
- Executive Management 8%
- Educator 8%
- C-Level 4%
- Other 2%

# AUDIENCE

Unlock the power of 80K+ ASME membership in a comprehensive range of technologies and industries

## Social Media Reach\*



**Facebook** – 275,000 likes

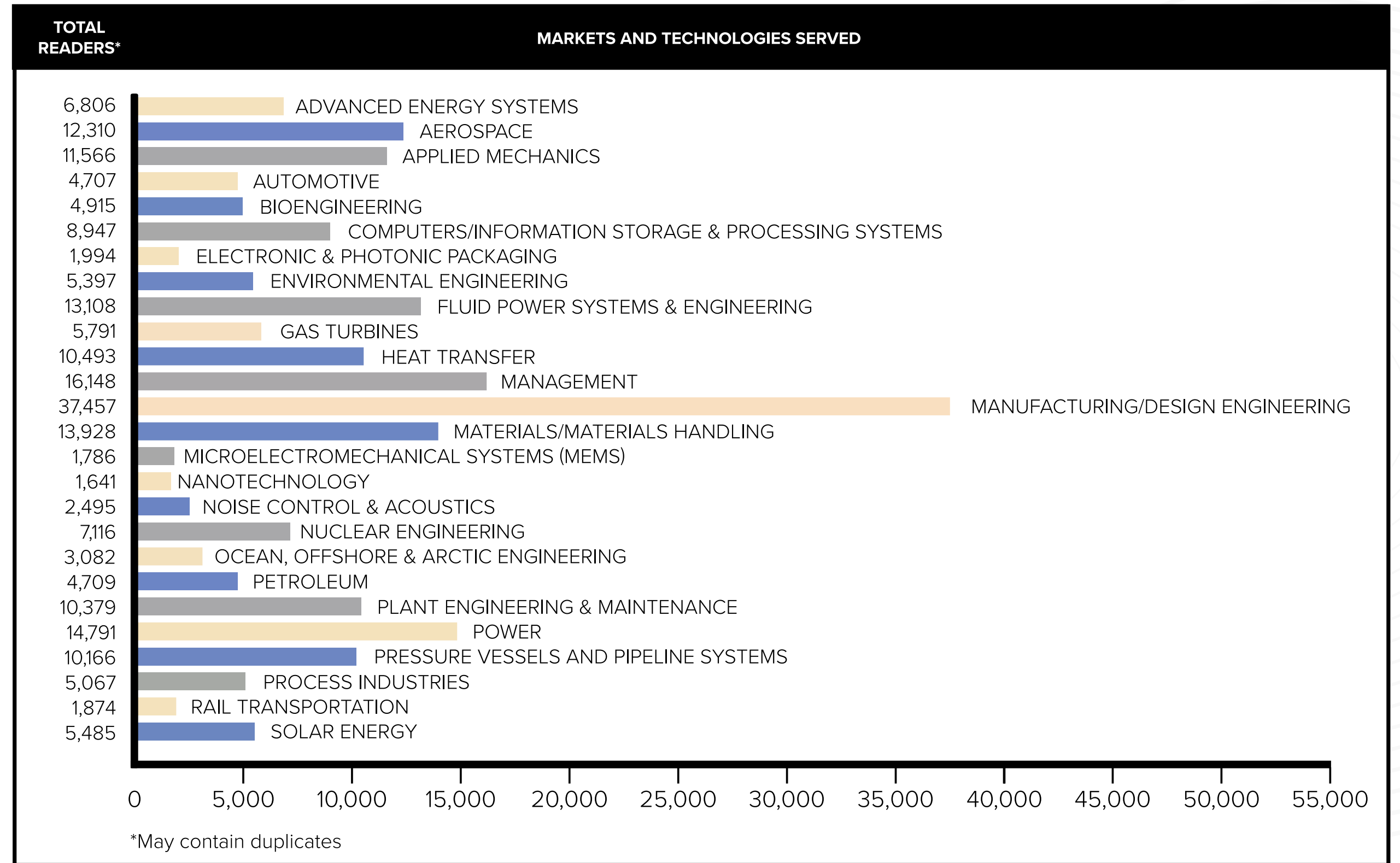


**LinkedIn** – 287,000 members



**X** – 45,000 users

\*May contain duplicates



# LEAD GENERATION PROGRAMS

Branding & Awareness | Thought Leadership | Lead Generation

## WHITE PAPER PROGRAM

- Introduce emerging technologies, expand on research results or explain a complex topic. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions. Get your content into the hands of design and mechanical engineers worldwide.
- Promotions occur over a three-month period and include a mix of dedicated emails, newsletter banners and social media.
- White Papers are hosted here – <https://resources.asme.org/me-mag-resource-library>

### Specs:

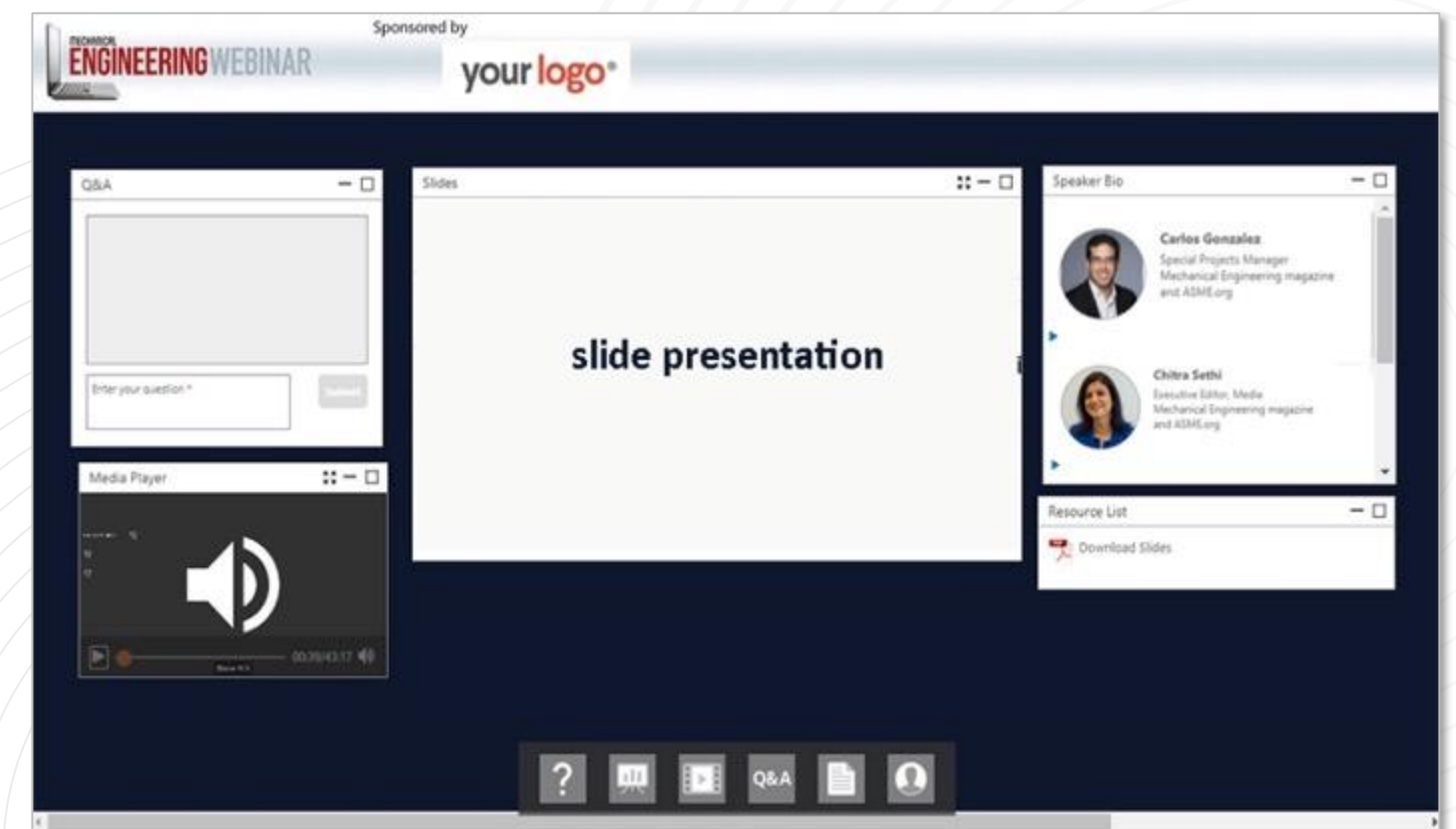
- PDF of the asset
- Headline and description for registration page (ideally 1-2 paragraphs and 3-4 bullet points)
- Brief description of company's products/services

### White Paper Best Practices:

- Know your audience
- Set the right tone
- Solve the right problem
- Use third-party facts
- Design - choose the right visuals - incorporate graphs, charts & infographics
- Don't over promote your asset – fresh content is critical

## CUSTOM WEBINARS

- Engage with an audience who has demonstrated interest in your product segment or brand. Your content and speaker(s) can help to educate industry professionals worldwide about emerging areas of research, technology applications, best practices and issues impacting the engineering community.
- Sponsor chooses their own topic and presents educational material related to that topic.
- ASME will assign a moderator (or Sponsor may provide one) along with a technical coordinator who will manage promotions and produce the live event.
- Promotions include a mix of dedicated emails, newsletters, social media and inclusion on ASME's calendar of events.
- Sponsors receive full registrant contact information and interactivity details including minutes viewed, questions asked, poll responses, etc. as well as an MP4 file of the recording.
- All webinars are recorded and available for on-demand viewing.



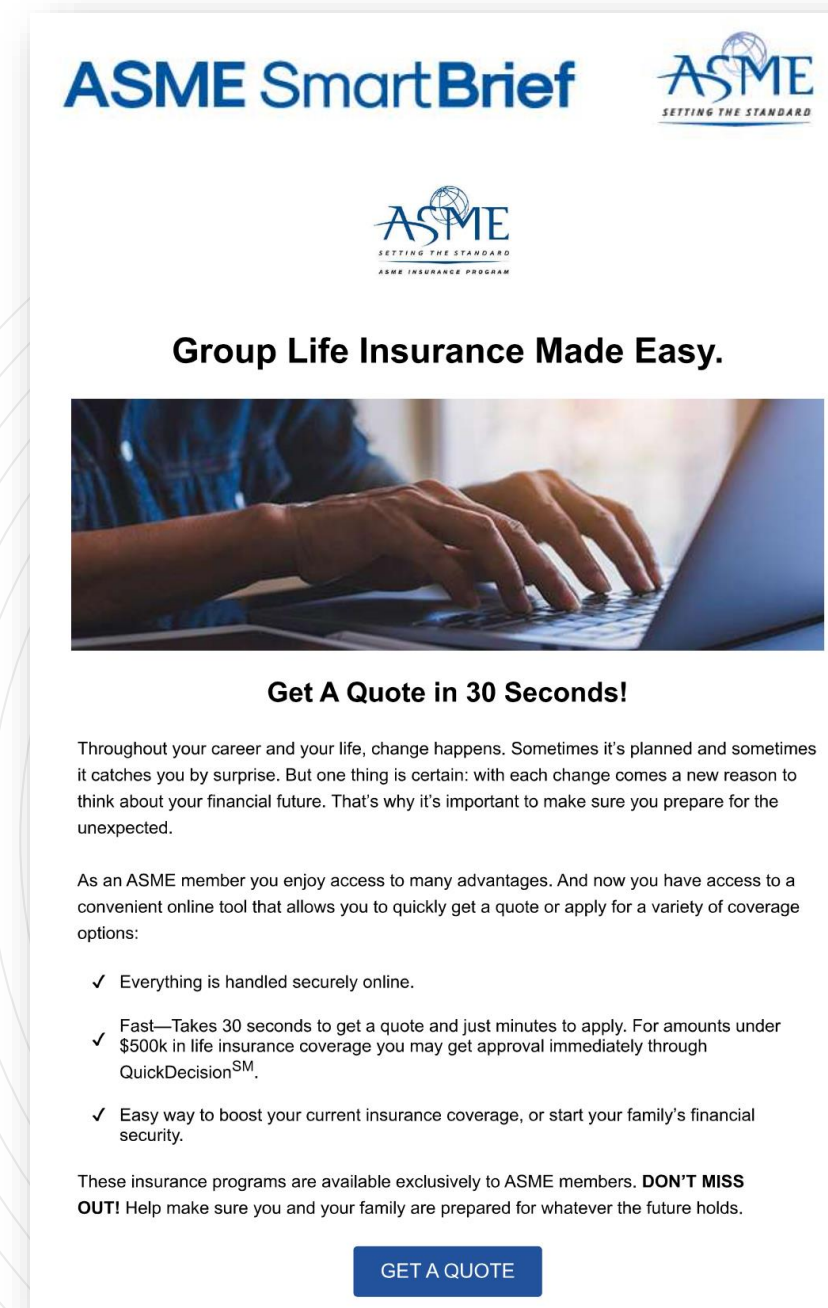
## ASME SMARTBRIEF EMAILS


The “Dedicated Send” email sponsorship gives you the unique opportunity to send an exclusive, 100% ad-content email which can be used for lead generation, important announcements and/or branding.


- 100% SOV
- Deployed Tuesdays and/or Thursdays to approx. 20,000 opt-in ASME members
- Average open rate of 39.7%

### Requirements:


- HTML Code
- Subject Line
- Preheader Text (Optional)



ASME SmartBrief 



**Group Life Insurance Made Easy.**



**Get A Quote in 30 Seconds!**

Throughout your career and your life, change happens. Sometimes it's planned and sometimes it catches you by surprise. But one thing is certain: with each change comes a new reason to think about your financial future. That's why it's important to make sure you prepare for the unexpected.

As an ASME member you enjoy access to many advantages. And now you have access to a convenient online tool that allows you to quickly get a quote or apply for a variety of coverage options:

- ✓ Everything is handled securely online.
- ✓ Fast—Takes 30 seconds to get a quote and just minutes to apply. For amounts under \$500k in life insurance coverage you may get approval immediately through QuickDecision<sup>SM</sup>.
- ✓ Easy way to boost your current insurance coverage, or start your family's financial security.

These insurance programs are available exclusively to ASME members. **DON'T MISS OUT!** Help make sure you and your family are prepared for whatever the future holds.

[GET A QUOTE](#)



ASME SmartBrief 

 Small Business | Live Chat 24x7

**BIG SOLUTIONS FOR SMALL BUSINESS**  
Transform your business with artificial intelligence



[Shop Now](#)





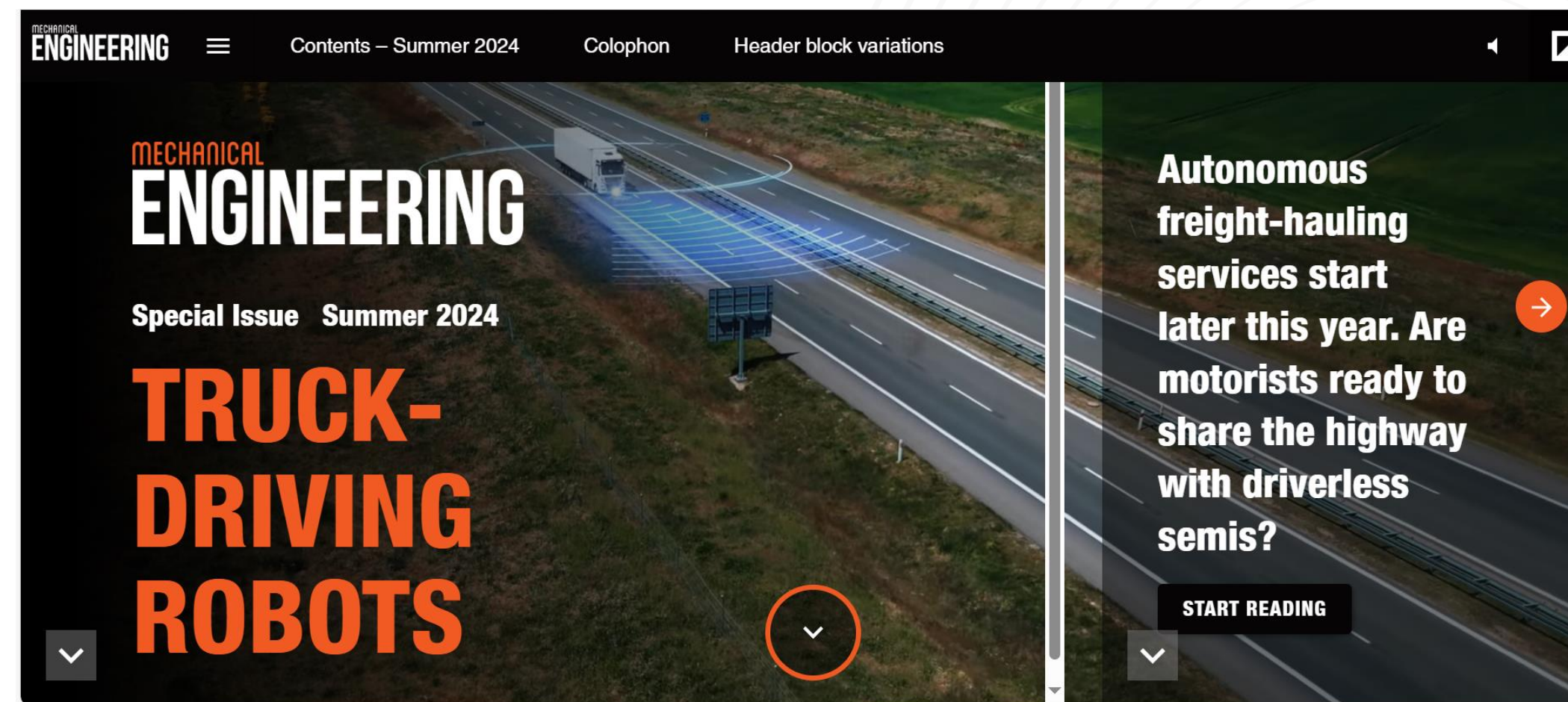
# DIGITAL DISPLAY ADVERTISING

Branding & Awareness | Thought Leadership | Lead Generation

## ***MECHANICAL ENGINEERING*** DIGITAL MAGAZINE

The award-winning flagship publication, exclusive to ASME members, is expanding into an all-digital format in 2025. ME Magazine is at the core of ASME's content strategy and ecosystem. Its in-depth features, columns, and editorial help engineers understand and solve challenges in a constantly evolving technology landscape. ME Mag Digital is available 12x in 2025, at the start of each month, to approximately 75,000 members worldwide.

For more information on display opportunities & rates, please ask about our 2025 Digital Media Planner.



# EDITORIAL MULTIMEDIA PROGRAMS

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## EDITORIAL MULTIMEDIA SPONSORSHIP

Encourage users to learn more about your brand with interactive applications where the viewer becomes an active participant. Sponsorship positions your Company's logo prominently along side relevant editorial.

### Infographics

Turn your data into compelling visuals that grab the audience's attention. Great for building top-of-funnel interest and educating prospects.

### Quizzes & Challenges

Generate interactions with a target audience by testing their knowledge on a range of topics. A related content module, on the results page, leads to high engagement with your company and messaging.

### Polls & Surveys

Connect with, engage, and grow your audience and build awareness. People enjoy expressing opinions and their responses help you to guide content, test concepts or pulse-check a certain topic. Instant results are shared with respondents featuring your brand.

## PODCASTS – ASME TECHCAST

**ASME’s TechCast** is a podcast series hosted by the editors of *Mechanical Engineering* magazine and features innovators and innovations in design, additive manufacturing, robotics and automation, digital engineering, energy transformation, bioengineering, workforce, and more.

The biweekly podcasts feature insightful discussions with industry experts on how emerging technologies within these fields impact engineers and their careers.

Distributed on [ASME.org](https://www.asme.org) and through all podcast channels and promoted in ASME newsletters and social media channels.

Sponsorship Opportunity - 2 Episode Sponsorship – Each Episode Includes:

- o Pre-roll: “Sponsored by” voice-over callout of brand and 10 second sponsor description
- o Post-roll: Sponsor thank you with 10-second spot and call to action
- o Sponsor logo and link on podcast page during month of sponsorship
- o Sponsor mention in show notes of each episode



ASME **TechCast**



## CUSTOM PODCASTS

Custom podcasts are supplemental ASME TechCast broadcasts focusing on single- or multi-topics. Content and discussion topics are arranged with sponsor, so the podcast serves to inform on an area of specific interest.

Our editors will interview your subject matter expert(s) about topics of informational interest to our audience.

Designed to feature your company's expertise and thought leadership; cannot be a sales pitch or promotional in nature. Available in multiple formats (next slide). Distributed on ASME.org and promoted as special editions of the Mechanical Engineering podcast.

### Sponsorship Opportunity

- On-demand interview with your expert(s)
- Post-roll: Sponsor 10-second spot and call to action [optional]
- Sponsor logo and link on podcast page during period of sponsorship; promotion of a ride-along piece of non-promotional content
- Sponsor mention in show notes of each episode

## CUSTOM PODCASTS – FORMAT OPTIONS

**Single Episode Deep Dive:** A five-minute episode exploring a single topic, based on 5 questions from our editors (~1 minute per answer). Provide your organization's unique perspective on a single mission critical topics for today's engineering professionals. \$5,000

**1:1 Interview Series:** An engaging, 20–30-minute interview-style discussion of trends, challenges, and topics of interest to engineering decision makers between one of our editors and your designated expert (1 individual). Will be edited into a 2-episode series of 8–10-minute podcasts. \$7,500

**Monthly Q&A Series:** Showcase 1-2 experts in a meaningful dialogue with one of our moderators, exploring highly-relevant industry topics specifically selected by our editors for our digital audience. Each month we will focus on a different theme related to that month's featured editorial topic, delivered in a minimum 4-part series of weekly Q&A podcasts focusing on a single sponsor's expert(s). \$10,000

**Talk Show Format (multi-guest):** Feature up to 4 guests in a “talk show” format discussing topics prepared in advance and hosted by one of our moderators. This is a more casual and less structured conversation and great for featuring multiple experts or a rotating panel of experts throughout the series. An option is to feature a recurring expert for one of the two spots with a special guest joining in the second spot each week. \$7,500

## VIDEO PROGRAMS

As engineers need and demand more diversified sources of news and information, video has emerged as a key platform for enhancing our storytelling capabilities and delivering more impactful content directly to our members.

Through a diverse mix of editorial programming and highly targeted content strategy and video production capabilities, ASME offers a wide range of sponsorship and custom opportunities for companies that are looking to directly leverage our video platform – to tell their story to a highly engaged membership base of over 80,000 global members.

### On-site Event Video Package

- One custom video interview (approx. 3-5 questions)
- Delivery of a 30-second edited video file
- \$5,500

### Enhanced Video Package

- Videos hosted on ASME.org as Sponsored Content
- Videos promoted for 2 months in ASME newsletters and social media channels.
- Monthly reporting provided.
- \$7,500 total



## VIDEO PROGRAMS

### Video Spotlight Program (custom video)

- 20-30 minute in-person interview with company executive, client, partner, etc.
- Professional video shoot with camera, sound, lighting - Interview questions crafted in advance or supplied by client.
- Postproduction of interview footage, edited together with your logo, images, B-roll and other creative elements.
- Delivery of two, 2–3-minute branded video assets
- \$7,500

### Enhanced Video Package

- Videos hosted on ASME.org as part of our Sponsored Content program as well as on ASME's YouTube channel.
- Videos promoted for 2 months in ASME newsletters and social media channels.
- Monthly reporting provided.
- \$10,000

### ASME Video Sponsorship

- Monthly opportunity to sponsor up to two ASME videos hosted on ASME's YouTube channel.
- Sponsorship includes Company logo/hyperlink.
- Video Sponsorship promoted in ASME newsletters and social media channels.
- Pricing: \$4k per month (2 videos), \$10k for 3 months (6 videos), \$15k for 6 months (12 videos)

## VIDEO PROGRAMS – IN AN ENGINEERING MINUTE

“In An Engineering Minute” is a custom video program that is designed to take complex concepts and describe them in efficient and simple terms – in, of course, 60 seconds or less – to ASME’s 80,000+ paid members.

These 60 second videos can cover a wide range of topics, including Bioengineering, Additive Manufacturing, Robotics & Automation and Emerging Technologies. The platform allows you to align your key thought leaders with an educational program that has directly engaged thousands of mechanical engineers.

In addition to the content development, our team will also develop a customized distribution plan that will position your video across ASME newsletters, email and social media channels.

“In An Engineering Minute” Sponsorship includes:

- Sponsor collaboration on two videos, co-developing themes and topics for each video.
- Videos will be released and featured in a dedicated section of an ASME Newsletter as Sponsored Content.
- Videos will be hosted on ASME.org as sponsored content and promoted through ASME social media channels.
- 15 second pre-roll in each video.
- 728x90, 300x250 or text banner ad in ASME TechReboot newsletter deployed to 40,000 members.
- \$7,500

# THOUGHT LEADERSHIP BRANDING

Branding & Awareness | Thought Leadership | Lead Generation

## SPONSORED CONTENT PROGRAM

**Sponsored Content** creates a strong connection with readers by placing your authoritative content prominently in their information journey.

- Your content appears as a **Sponsored Post** on [ASME.org](https://www.asme.org) – each piece of content has its own detail page with Sponsor’s logo, byline, full content, and a related promotional link.
- Your post is featured in multiple **Sponsored Content Placements** on the [ASME.org](https://www.asme.org) homepage, the Topic & Resources main section page, and the content listing page – which is our centralized repository for content and resources. Your content will appear there for a guaranteed time-period (varies by placement).
- Your content is promoted on ASME-branded newsletters and social media channels.
- Each post offers multiple options for linking back to your site – creating inbound demand for your products and services.

**Sponsor Post Page**  
Sponsored Content Placements link to a detail page featuring the sponsor’s full post (article, video, etc.)

**INCLUDES**

- “Provided by” label with the sponsor’s logo
- Author/company attribution in byline
- Promotional link(s) with call to action

Byline with Name of Sponsor’s Author/Contributor (Author Description with name, title, and company also appears at end of article)

“Provided by” label with sponsor’s logo (88x31)

“Sponsor Content” label

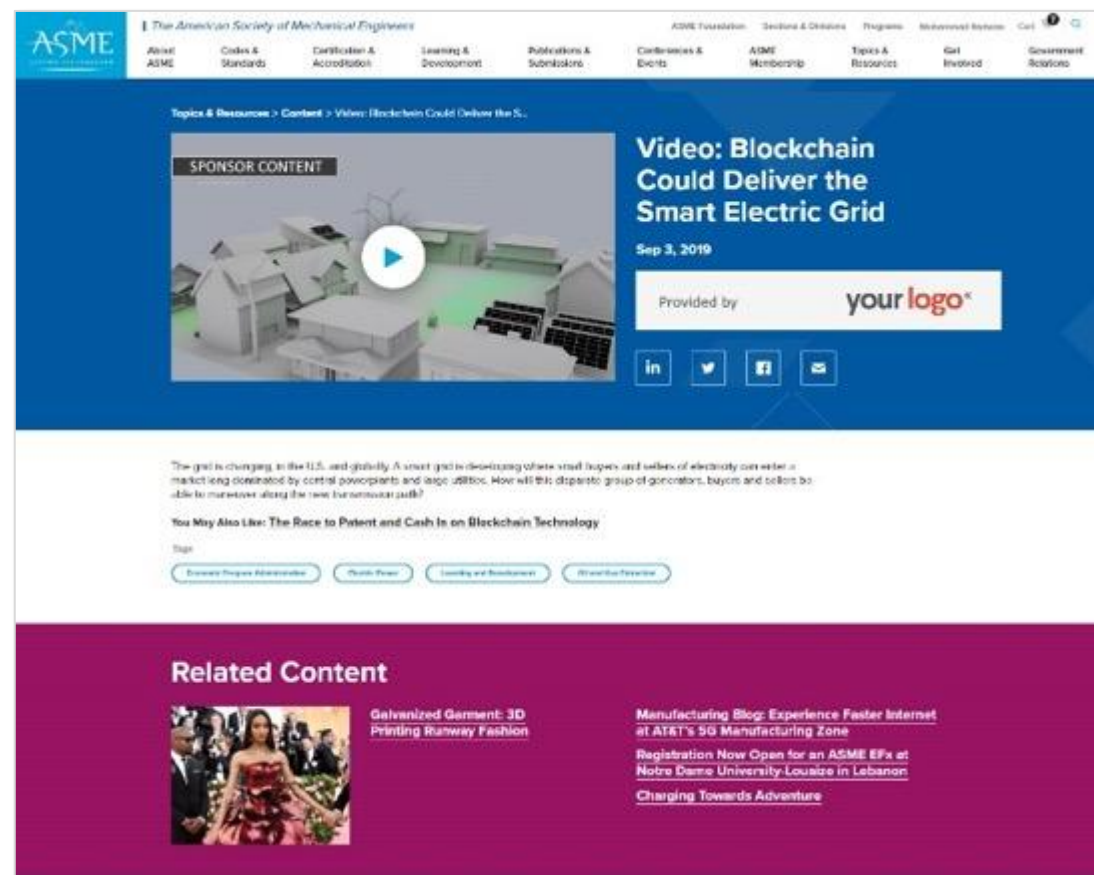
Mid-article promotions linking to other Posts from the sponsor (up to two)\*

\* If multiple are purchased. Only available while that additional content is on the website, otherwise it defaults to ASME Editorial Content.

# SPONSORED CONTENT PROGRAM

Sponsored Content Placements link to a detail page featuring the sponsor's full post. Sponsor Post Page – Additional Formats

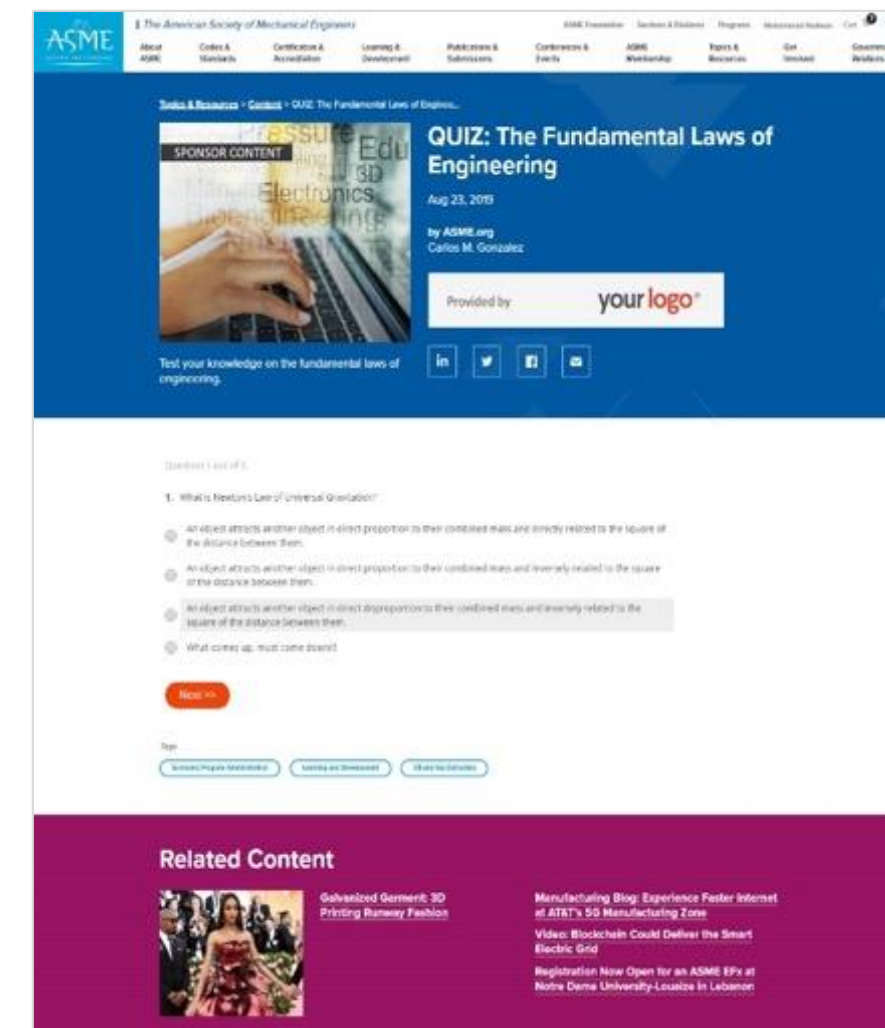
VIDEO POST



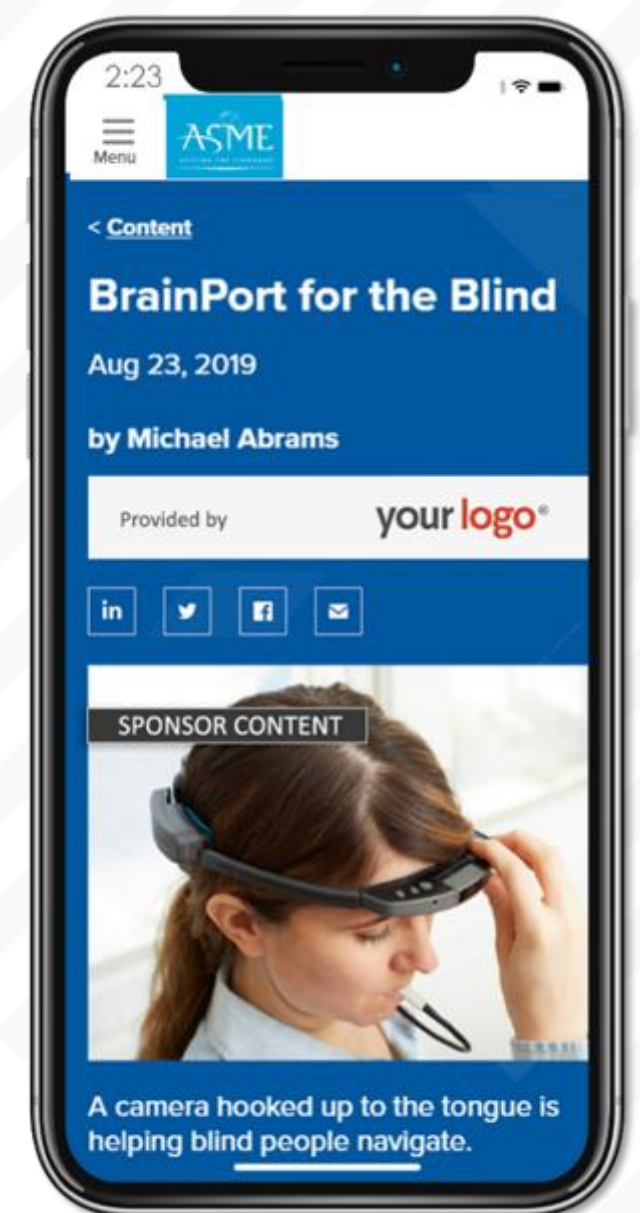
INFOGRAPHIC POST



SPONSORED QUIZ POST



ARTICLE MOBILE VIEW



## ASME NEWSLETTERS

Align your sponsored content to assert thought leadership or advertise in well-read publications to generate awareness.

### Daily

#### ASME SmartBrief

Curated, up-to-the minute daily digest of top stories and important news for engineering and technology professionals.

Deployed Monday - Friday  
AUDIENCE: 20,000

### Weekly

#### TechDesign Newsletter

Insights into engineering design and workforce, focusing on advanced manufacturing, automation, and more. Deployed on Tuesdays.  
AUDIENCE: 30,000

#### TechReboot Newsletter

Curated tech news and insights into energy, bioengineering, robotics, and digital engineering. Deployed on Thursdays.  
AUDIENCE: 40,000

#### ASME News (Bi-weekly)

Updates and news about the Society, key activities and its members.  
AUDIENCE: 41,000

### Monthly

#### ME Today (Bi-monthly)

Assists early career engineers with professional awareness and understanding engineering practice and business.  
AUDIENCE: 39,000

## AD SPECS

Align your sponsored content to assert thought leadership or advertise in well-read publications to generate awareness.

### ASME TECHDESIGN + TECHREBOOT

Leaderboard	728px x 90px
Text	Up to 30-character headline, 250-character copy, logo, and (optional) 250px x 250px image
Medium Rectangle	300px x 250px
Large Rectangle	Up to 600px x 600px

### ASME NEWS + ME TODAY

Banner	728px x 90px
Text	Up to 30-character headline, 250-character copy, logo, and (optional) 250px x 250px image

ASME | ASME News

# ASME News

ASME News is a resource for those who want to learn about the Society and the many interesting activities the organization and its members are involved in each year. ASME News contains news about Society-related events and programs, as well as special features and the Newsmakers section.

**Special Digital Issue of *Mechanical Engineering Magazine***

Be sure to check out ASME's special digital issue of *Mechanical Engineering* magazine. This limited-time benefit provides extra, multimedia content covering a variety of engineering topics.

[Learn more →](#)

ADVERTISEMENT

Get **PUBLISHED.** [APPLY NOW](#) Get **PAID.**

ASME | MECHANICAL ENGINEERING THE MAGAZINE OF ASME

# Tech Reboot

TechReboot: Explore the latest news as it relates to the latest engineering design trends, workforce needs, and different areas of focus including energy, bioengineering, robotics, and digital engineering.

ADVERTISEMENT

IPCE PRCI LEADING PIPELINE RESEARCH [Learn More](#)

**Nanoscale Device Harvests Electricity Through Evaporation**

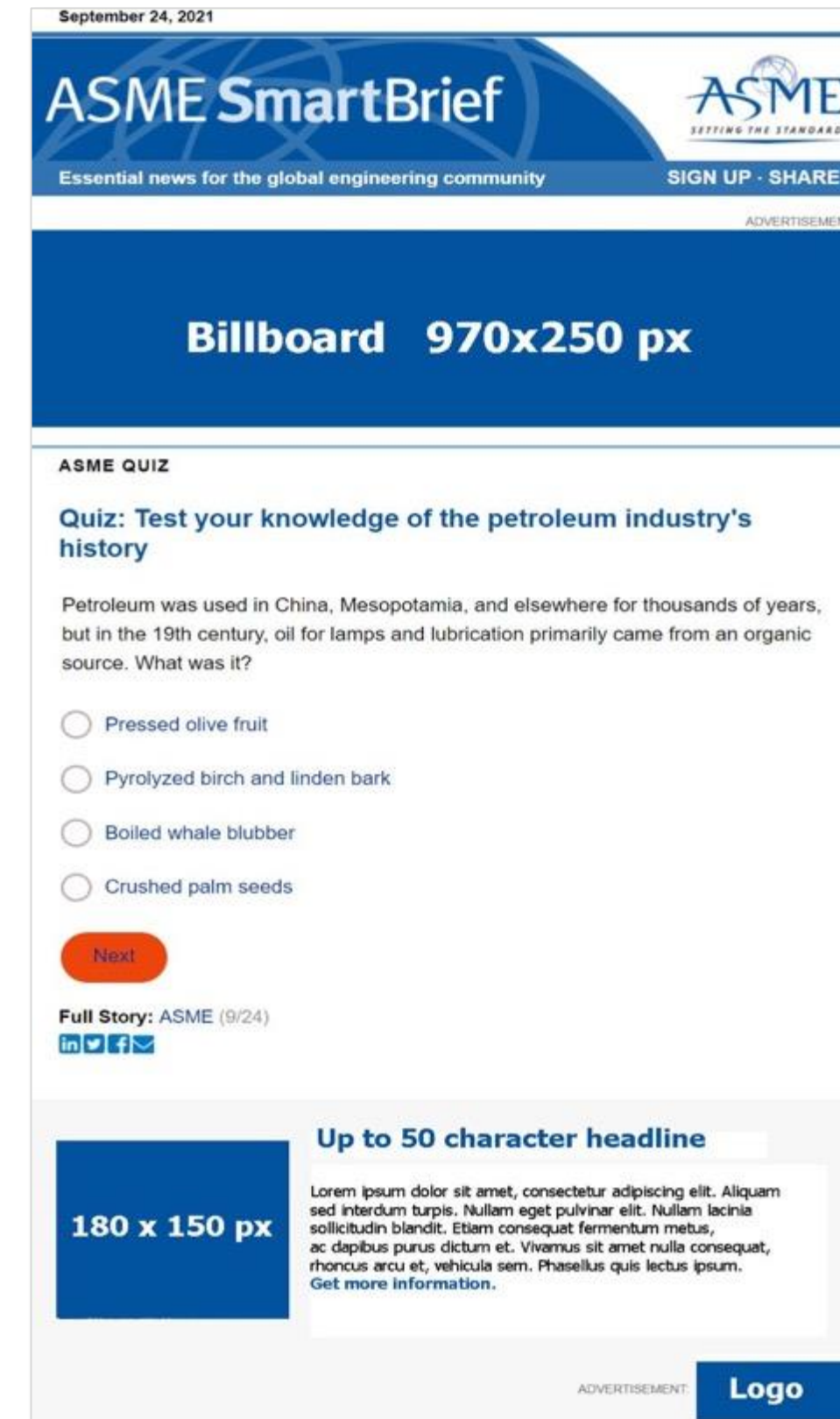
Researchers have created a nanoscale device that harvests electricity from evaporating fluids across a wide range of salinity conditions.

[Read more](#)

## AD SPECS

Align your sponsored content to assert thought leadership or advertise in well-read publications to generate awareness.

ASME SMARTBRIEF NEWSLETTER	
Billboard	970px x 250px
Leaderboard	728px x 90px
Text	Up to 50-character headline, 300-character copy, 120px x 60px logo, and (optional) 180px x 150px image





## CONTACT US:

- Let our expert team help you design the optimal multi-faceted marketing strategy, customized for you that delivers the results you need.
- **NICOLE CASEMENT, DIRECTOR, SALES DEVELOPMENT**
- Phone: 212-591-8467
- Email: [casementn@asme.org](mailto:casementn@asme.org)