

Springs Magazine

Media Kit ■ 2026



***Springs* is “The International Magazine of Spring Manufacturing” and the flagship publication of the Spring Manufacturers Institute (SMI). SMI serves, supports and educates North American precision spring manufacturers in their pursuit of competitiveness in world markets.**



Published quarterly, *Springs* features a target audience of more than 9,000 readers in North America and worldwide representing 57 countries who manufacture springs, wireforms and light stampings.

Published by springmakers for springmakers since 1962, *Springs* is the only publication that's dedicated to the precision mechanical spring industry. Our focus is on business issues associated with operating a spring company, as well as technical information on spring design, materials, secondary processes and equipment.

Editorial Calendar ■ 2026

Editorial Theme	Issue Date	Reservation Deadline	Materials Deadline
Electrification and the Spring Industry	Winter	November 11, 2025	November 25, 2025
The Multifaceted Skilled Workforce	Spring	February 3, 2026	February 17, 2026
Grants and Incentives for Springmakers	Summer	May 5, 2026	May 19, 2026
Celebrating Industry Suppliers	Fall	July 14, 2026	July 28, 2026

Editorial Themes

Each issue of *Springs* has a theme and includes a section of articles that goes in-depth on a specific topic of interest to springmakers. Articles are often contributed by springmakers, researchers, suppliers, government experts and market analysts, each giving his or her unique perspective on the theme subject matter and how it relates to spring manufacturing.

In addition, the editorial team at *Springs* is always looking to interview industry experts for articles related to the theme of each issue. Please let the managing editor know of your interest in participating in an interview.

Technical Articles

You are invited to submit a bylined technical or business article related to your area of expertise in the industry. Articles should be original, educational and non-promotional, including relevant images, charts and graphics*.

Authors may present one or more of the following: technological developments, research, case studies, applications, "how-tos," etc. Such articles provide useful information to the reader, and can enhance your reputation and exposure in the industry. Articles should be at least 1,000 words in length. The editorial team at *Springs* reserves the right to edit articles for style, technical accuracy and length.

New Products and Global Highlights

Advertisers get priority placement of their product, company, personnel and events announcements in our New Products and Global Highlights sections.

New Products features the latest products and services available to springmakers. Global Highlights reports on the latest news (new personnel, mergers and acquisitions, conferences, etc.) from around the world.

News releases should be roughly 50 to 100 words and may be accompanied by high-resolutions images* (preferably 300 dpi).

Editorial Contact

For more information about providing editorial contributions to *Springs*, please contact Phil Sasso, Managing Editor, 847-250-7445 or phil@smihq.org

2026 Editorial Themes

WINTER Electrification and the Spring Industry

Electrification is transforming industries from automotive to aerospace with springs and wireforms being adapted for everything from batteries to the power grid. This issue will examine the effect of electrification now and in the future.

SPRING The Multifaceted Skilled Workforce

Learn strategies to attract, manage, motivate and retain a skilled workforce across varied generations, gender and ethnicities.

SUMMER Grants and Incentives for Springmakers

Explore grants, tax credits and incentives that can help springmakers advance technology, build workforce skills and maintain a competitive edge.

FALL Celebrating Industry Suppliers

Suppliers are the backbone of the spring industry. This issue showcases their innovations, partnerships and contributions to quality, efficiency and growth. We'll also preview the 2026 SpringWorld Expo and Symposium.

***Please Note:** High-resolution images provided to Springs for publication should be the property of the person who supplied it. Do not send a copyrighted photo in which you don't have permission to share. Copyright is the right of a photographer to publish and distribute his or her work. The photographer has exclusive rights and is allowed to set conditions with regards to what interested parties may or may not do with their image. Copyright protects the creator, to prevent their work being shared with the rest of the world without permission.

Rate Card & Specifications ■ 2026

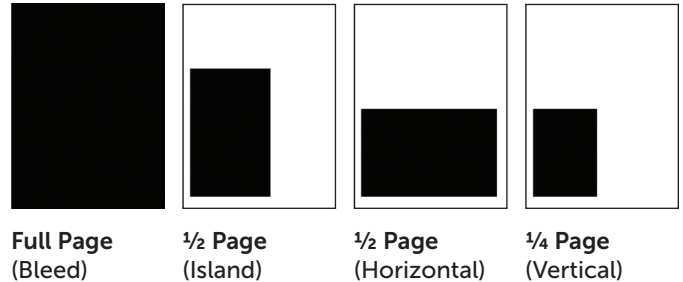
Color/Black & White Ads

Ads can be in grayscale or full color. The same ad rate applies. All rates are U.S. currency.

Ad Type	4x per year	1x per year
Full Page	\$2,839.20	\$3,892.80
½ Page (Island)	\$2,074.80	\$2,730.00
½ Page (Horizontal)	\$1,905.55	\$2,478.85
¼ Page (Vertical)	\$1,100.75	\$1,452.35

Premium (Inside Front Cover, Page One, Inside Back Cover, Outside Back Cover) \$3,800.00

Advertisers must place an ad in all four Springs issues to retain their premium positions. For positions not listed, contact the publisher.



Full Page Specifications

Ad Type	Trim	Non-Bleed	Bleed	Live Area
Full Page	8.125w x 10.875d" (20.64 x 27.62 cm)	7.375w x 10.125d" (18.73 x 25.72 cm)	8.38w x 11.13d" (21.29 x 28.27 cm)	7.375w x 10.125d" (18.73 x 25.72 cm)
2-Page Spread	16.25w x 10.875d" (41.28 x 27.62 cm)	15.5w x 10.125d" (39.37 x 25.72 cm)	16.5w x 11.13d" (41.91 x 28.27 cm)	15.5w x 10.125d"* (39.37 x 25.72 cm)*

*Live area for spreads is .375" (0.95 cm) on top, bottom and outside trim area. An additional .125" (0.31 cm) should be added for gutter clearance safety. Type and/or images that cross over the gutter of a two-page spread should be large enough as not to compromise the advertising information.

Additional Advertising Specifications

Ad Type	Size
½ Page (Island)	4.25w x 6.75d" (10.79 x 17.15 cm)
½ Page (Horizontal)	7.125w x 4.625d" (18.09 x 11.74 cm)
¼ Page (Vertical)	3.375w x 4.625d" (8.57 x 11.74 cm)

Acceptable File Formats

The preferred method to provide ad materials is a high quality or press quality print PDF. All high resolution, 300 dpi, CMYK or grayscale images, and all fonts must be embedded.

High resolution, 300 dpi, CMYK JPEGs are also accepted but not preferred. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress, Pagemaker, etc. are not acceptable.

Springs magazine is printed in 4/c process (CMYK). All spot colors must be converted to process.

If artwork needs any alterations, a minimum \$75 fee will be charged in addition to the cost of space.

Advertising Policy

SMI may reject any advertisement not considered suitable for publication.

Ad Space Reservation Form ■ 2026

DATE

☐ Bill Advertiser ☐ Bill Agency

☐ New Ad

☐ Repeat Ad from:

Advertising space contract placed for

ADVERTISER

ADVERTISER CONTACT

ADDRESS

CITY

STATE/COUNTRY

POSTAL CODE

PHONE

EMAIL

Ad Agency (if applicable)

AGENCY NAME

AGENCY CONTACT

ADDRESS

CITY

STATE/COUNTRY

POSTAL CODE

PHONE

EMAIL

Copy and Contract Regulations

All space contracted to be used within one calendar year, or frequency discount will be forfeited and ads will be billed at their actual frequency. Advertiser/agency to supply all materials. Rendering bill to an advertising agency shall not release advertiser in case of nonpayment by agency. Nonpayment will result in ads being barred from *Springs* until such time that all outstanding bills are paid. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertisers and agency assume responsibility for all content of advertisements printed, as well as any claims arising therein against the publisher. No cash discount. Net 30 days. Prepayment may be required. Publisher reserves the right to refuse any advertising. No advertiser may exceed credit limits established by the publisher.

I understand and agree to the above contract regulations.

SIGNATURE (REQUIRED)

TITLE

DATE

ISSUE

Ad Type

☐ Full Page

☐ 1/2 Page (Island)

☐ 1/2 Page (Horizontal)

☐ 1/4 Page (Vertical)

Frequency

☐ 1x per year

☐ 4x per year

Issue Insertion Schedule

☐ Winter

Reservation Deadline 11/11/25
Material Deadline 11/25/25

☐ Spring

Reservation Deadline 2/3/26
Material Deadline 2/17/26

☐ Summer

Reservation Deadline 5/5/26
Material Deadline 5/19/26

☐ Fall

Reservation Deadline 7/14/26
Material Deadline 7/28/26

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