



It is hard to overestimate the power of video for B2B marketers. Video is an engaging, highly effective platform for explaining complex digital manufacturing topics, applications and products. And the power of demonstrating a product makes compelling content that creates a lasting impression on your audience. People love videos.

Smart marketers know that video generates improved SEO results along with higher conversion rates, boosts social media impact, engages mobile device users and ultimately helps build trust in their organization.

The Journal now offers 3 video opportunities. Each is designed to provide a level of focus and customization to fit your objectives for *The Journal's* readers and our social media reach of more than 400,000 premier manufacturing and automation industry professionals.

Market Focus

Via Zoom, engage in a conversation with *The Journal's* chief editor, Theresa Houck. Market Focus is an excellent opportunity to highlight your company's enterprise about a market trend, application or case history of your choice.

Product Focus

Via Zoom, *The Journal's* Executive Editor, Theresa Houck, will interview your company's marketing or product manager about your new product or your company's existing family of Partner-referenced product offerings. [Click here to view a sample.](#)

Automation Fair Video

Executive Editor Theresa Houck will conduct an in-person, 3-minute video with you in your trade show booth at Automation

Fair. Exhibitor videos are an outstanding opportunity to draw attention to your company's Automation Fair show focus and any new products you'll be highlighting.

After the show, our videographer will edit the video, including adding close-up shots of your products. We'll send you the digital mp4 file of the finished video, post it to *The Journal's* YouTube channel, and promote it. These videos are limited to the first 20 customers.

* Rates

Market Focus:
\$2,500 net

Product Focus:
\$2,500 net

Automation Fair Video:
\$2,000 net

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View a Sample Video

Click [here](#) to see a sample Automation Fair video.

