

Vacuum Technology & Coating



[www.vtcmag.com](http://www.vtcmag.com)

# 2026 Media Kit





# 2026 Advertising Features

- **Buyer's Guide Program** – Register up to 10 categories and in addition to being displayed in your company profile and the Buyer's Guide page there is a featured Buyer's Guide section on the front page which cycles category every 5 minutes.
- **Product Spotlight** – Full page which focuses on up to 3 product listings formatted similar to PSC and includes company contact info, effectively a free full-page ad
- **Company Spotlight** – Focus on your company with details similar to what is found on your VT&C company profile and include a focused product listing
- **Banner Advertising** – Traffic driven to your website from several key locations on the vtcmag website (Leaderboard, News/PR, featured Buyer's Guide, featured Showcase)
- **Company Profile** – A page on vtcmag that focuses on your company, Buyer's Guide categories, contact info and company info which you provide.

## VT&C 2026 PRODUCT SHOWCASE & EDITORIAL CALENDAR

|                       |                                                                                                                  |
|-----------------------|------------------------------------------------------------------------------------------------------------------|
| <b>January 2026</b>   | <b>Materials: Oils, Fluids, Gases etc /Heaters, Furnaces, Ovens, Chillers, Coolers, Accessories and Services</b> |
| <b>February 2026</b>  | <b>Deposition, Coating, Cleaning and Etching Vacuum Processing Equipment</b>                                     |
| <b>March 2026</b>     | <b>SVC 2024 Techcon Product Showcase</b>                                                                         |
| <b>April 2026</b>     | <b>Double Issue: Vacuum Hardware / Vacuum Pumps</b>                                                              |
| <b>May 2026</b>       | <b>Power Supplies, RF Generators and Accessories for Vacuum Thin-Film Deposition and Coating</b>                 |
| <b>June 2026</b>      | <b>Deposition and Evaporation Targets, Sources and Materials</b>                                                 |
| <b>July 2026</b>      | <b>Thin-Film Deposition Rate Monitors and Controllers</b>                                                        |
| <b>August 2026</b>    | <b>Gas Analytical Systems, Instrumentation, Measurement and Control, Gas Handling, Storage and Distribution</b>  |
| <b>September 2026</b> | <b>AVS 70th International Symposium and Exhibition</b>                                                           |
| <b>October 2026</b>   | <b>Deposition, Coating, Cleaning and Etching Vacuum Processing Equipment</b>                                     |
| <b>November 2026</b>  | <b>Thin and Thick Film Metrology, Measurement, Characterization and Surface Analysis Equipment</b>               |
| <b>December 2026</b>  | <b>Deposition and Evaporation Targets, Sources and Materials</b>                                                 |

*Product Showcase listings: \$495 per product listing, contact us to see if you qualify for a discounted rate.*

**Product Submissions & Information for VT&C Product Showcases**

E-mail: [showcases@vtcmag.com](mailto:showcases@vtcmag.com)

## VT&C Digital Magazine 2026 Rate Card

|                  | <b>1x</b>                                  | <b>3x</b>                                                                                               | <b>6x</b>                                                                                              | <b>12x</b>                                                                                               |
|------------------|--------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>1/4 Page</b>  | \$1500 – Includes 1 month Web Banner/1 PSC | \$1250/ea – Includes 2 months Web Banner/2 PSC listings/BG                                              | \$1000/ea – Includes 3 months Web Banner/3 PSC listings/BG                                             | \$900/ea – Includes 6 months Web Banner/6 PSC listings/BG                                                |
| <b>1/2 Page</b>  | \$2000 – Includes 1 Month Web Banner/1 PSC | \$1750/ea – Includes 3 months Web Banner/3 PSC listings/BG                                              | \$1500/ea – Includes 6 months Web Banner/6 PSC listings/BG                                             | \$1250/ea – Includes 12 months Web Banner/6 PSC listings/ 1 Product Spotlight (or) Company Spotlight/BG  |
| <b>Full-Page</b> | \$2500 – Includes 1 Month Web Banner/1 PSC | \$2250/ea – Includes 3 months Web Banner/ 3 PSC listings/ 1 Product Spotlight (or) Company Spotlight/BG | \$2000/ea – Includes 6 months Web Banner/6 PSC listings/ 1 Product Spotlight (or) Company Spotlight/BG | \$1750/ea – Includes 12 months Web Banner/6 PSC listings/ 2 Product Spotlights (or) Company Spotlight/BG |

# VT&C ADVERTISER INFO & PRODUCT SPOTLIGHT

## VT&C Advertiser Stats

➤ **Average digital traffic: 119,000** ➤ **Digital Circulation: 11,765**

Please note: Web traffic is a monthly average

| Stats Report (current 2025)                                                                                                                 | January | February | March | April | May | June | July | August | September |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|
| <b>Profile Views</b><br>VTCMag.com users who clicked to view company profile page                                                           | 418     | 484      | 382   | 618   | 660 | 434  | 367  | 398    | 432       |
| <b>Website Clicks from Profile</b><br>VTCMag.com users who clicked the company website link from VT&C profile page                          | 78      | 107      | 105   | 125   | 142 | 160  | 134  | 111    | 110       |
| <b>Website Clicks from Buyer's Guide</b><br>VTCMag.com users who clicked the company website link from VT&C Buyer's Guide Page Ad List Page | 70      | 132      | 71    | 91    | 92  | 98   | 55   | 104    | 141       |
| <b>Website Click from Ad List</b><br>VTCMag.com users who clicked company website link from the                                             | 209     | 184      | 171   | 264   | 282 | 156  | 88   | 90     | 129       |
| <b>Clicks from Product Spotlight</b><br>VTCMag.com users who clicked the company or product spotlight listings                              | na      | na       | 416   | na    | na  | 280  | na   | na     | na        |
| <b>Clicks from Product Showcase</b><br>VTCMag.com users who clicked the company product showcase listings                                   | na      | 339      | 285   | 339   | 335 | 146  | 262  | 164    | na        |
| <b>Website Click from Digital Magazine</b><br>Visitors to Digital Magazine who clicked the company print ad                                 | na      | 121      | na    | 169   | na  | 44   | na   | 73     | na        |

## Digital Ad Specifications

| STANDARD AD SIZE                                       | WIDTH × DEPTH*                                                                                                 |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>FULL PAGE (BLEED):</b><br>Bleed Size:<br>Trim Size: | 8.125 × 11.125<br>7.875 × 10.875<br>† Safety: 3/8" from trim on all sides                                      |
| <b>FULL PAGE (NON-BLEED):</b>                          | 7 × 10                                                                                                         |
| <b>‡ 2/3 PAGE (NON-BLEED):</b>                         | 4.5 × 10                                                                                                       |
| <b>‡ 2/3 PAGE (BLEED):</b>                             | 5.125 × 11.125                                                                                                 |
| <b>‡ 1/2 PG ISLAND:</b>                                | 4.5 × 7.375                                                                                                    |
| <b>1/2 PAGE VERTICAL:</b>                              | 3.375 × 10                                                                                                     |
| <b>1/2 PAGE HORIZONTAL:</b><br>(NON-BLEED)             | 7 × 4.875                                                                                                      |
| <b>1/2 PAGE HORIZONTAL:</b><br>(BLEED)                 | 7.875 × 5.4375<br>(Trim plus .125 all around for bleed)<br>† Safety = 7 × 4.875 centered within 7.875 × 5.4375 |
| <b>1/3 PAGE VERTICAL:</b>                              | 2.1875 × 10                                                                                                    |
| <b>1/3 PAGE HORIZONTAL:</b>                            | 4.6250 × 4.875                                                                                                 |
| <b>1/4 PAGE:</b>                                       | 3.5 × 4.875                                                                                                    |

### MATERIAL HANDLING:

E-mail preferred, for very large ad material, please contact Production for upload instructions.

*Please Note:* All **PRINT & DIGITAL** material to be provided as **CMYK** files. Any ad material provided for the **PRINT** editions with PMS or RGB or spot color(s) will be converted to CMYK. Publisher not responsible for match colors.

All ad material to be supplied in a high resolution PDF format (300 dpi minimum, publisher cannot be responsible for low resolution)

\*Standard ad sizes in inches. †Live matter: For safety, keep at least .375 from trim.

‡Please contact Andrew Cowan for further information

**For all production related questions please contact our production department:**

**E-mail: [sue@taube-violante.com](mailto:sue@taube-violante.com) • Phone: 203-451-3102**

## VT&C Full Page Product Spotlight

### ➤ Product Spotlight

Full page within the digital magazine which focuses on up to 3 product listings similar to Product Showcase and includes the company contact information – this is equivalent to a full-page ad



# VT&C BUYER'S GUIDE & BANNER ADVERTISING

## VT&C Digital Circulation & Distribution Methods

### ► Distribution

Each digital publication is announced via email list, LinkedIn, and Twitter

### ► *VTC is targeting companies that produce:*

Thin film coatings for semi, functional, optical, medical, and aerospace components, national labs, research universities, and OEMs of vacuum equipment

| Distribution                      |              |
|-----------------------------------|--------------|
| Digital Circulation               | 11,765       |
| Email Open Rate Jan'25 - Nov'25   | 33%          |
| Email Click Rate: Jan'25 - Nov'25 | 16.5%        |
| Avg. Monthly Website Traffic      | 119.1k / mth |
| Avg. Digital Issue Reads          | 29k / issue  |

| Subscriber Profile                |     |
|-----------------------------------|-----|
| Job Title and Sector Unknown      | 38% |
| Semiconductor Manufacturing Equip | 15% |
| Semiconductor Devices             | 44% |
| Semiconductor & Related Devices   | 24% |
| University                        | 13% |
| National Laboratory               | 4%  |
| Of Remaining                      |     |
| Semiconductor Manufacturing Equip | 15% |
| Semiconductor Devices             | 44% |
| Semiconductor & Related Devices   | 24% |
| University                        | 13% |
| National Laboratory               | 4%  |

| Subscriber Job Titles                                   |      |
|---------------------------------------------------------|------|
| Engineer Job Title in Semiconductor Manufacturing Equip | 13%  |
| Engineer Job Title in Semiconductor Devices             | 48%  |
| Materials Scientist Specialty                           | < 1% |
| Principle Materials Scientist                           | < 1% |
| Senior Materials Scientist                              | < 1% |
| Research Support Specialist                             | <1%  |
| Principal Scientist                                     | < 1% |
| Thin Film Coating Manager                               | < 1% |
| Sr Mechanical Engineer                                  | < 1% |
| Marketing Specialist                                    | < 1% |
| Director of Product Management                          | < 1% |

## — Online-Buyer's Guide Program

Your company profile appears on the VT&C website and includes:

- Logo
- Company Profile
- Contact Info: Website link, email
- Up to 10 product categories from the VT&C Buyer's Guide
- Web banner on the Buyer's Guide for one year 728 × 90

*Your company is listed from the online VT&C advertiser index and online advertiser list webpages.*

### What you get:

- Stats reporting for company profile views
- Website clicks
- Buyer's guide clicks

**Annual Rate: \$2,500**

## — 2026 Banner Advertising

### ► Web Banner Stats (current 2025)

Traffic driven to your website from several key locations on the vtcmag website –Leaderboard, News/PR, featured Buyer's Guide, featured Showcase

- 3 months for \$2500 and get 4th month free
- \$1000 per month for A, B, C 728×90, 160×600
- \$500 per month for D and E 300×250
- **4 Banner Locations:** Top of page Leaderboard/ Middle page Leaderboard/Featured PR and News/Featured Product Showcase

| Web Banner Advertising – Tower Ad |             |        |                |             |        |
|-----------------------------------|-------------|--------|----------------|-------------|--------|
| Month                             | Impressions | Clicks | Month          | Impressions | Clicks |
| January 2025                      | 28101       | 239    | June 2025      | 14360       | 243    |
| February 2025                     | 22562       | 185    | July 2025      | 11559       | 163    |
| March 2025                        | 20576       | 329    | August 2025    | 11450       | 187    |
| April 2025                        | 16594       | 165    | September 2025 | 10020       | 210    |
| May 2025                          | 19391       | 201    | October 2025   | 12402       | 129    |

## VT&C EDITORIAL STAFF

**Steve Hansen**, *Contributing Editor*



Column: **Guides to Vacuum Technology**

Steve Hansen is a consultant specializing in vacuum technology related product development and education. He retired from MKS Instruments in 2009, the company he joined in 1995.

**Matthew R. Linford, Ph.D.**, *Contributing Editor*



Column: **Characterization of Thin Films and Materials**

Matthew R. Linford received his B.S. in chemistry from BYU. He then obtained an M.S. in Materials Science and a Ph.D. in Chemistry from Stanford. His post-doc was at the Max Planck Institute of Colloids and Interfaces in Germany. He is now a professor in the Department of Chemistry and Biochemistry at Brigham Young University. Linford's research focuses on the development and characteriza-

tion of new materials for separation science and for data storage, and on mathematical methods for data analysis.

**Shyamasri Biswas, Ph.D.**, *Contributing Editor*



Column: **Vacuum Advances in Biotechnology**

Dr. Shyamasri Biswas received her Ph.D. in Biotechnology jointly from Banaras Hindu University, India and the University of Potsdam in Germany in 2003. She was awarded the prestigious German Academic Exchange Service (DAAD) sandwich model international scholarship and carried out her Ph.D. thesis work in the Department of Physical Biochemistry at the University of Potsdam, Germany. She also received the Council for Scientific and Industrial Research fellowship in India. Dr. Biswas has held research positions in protein biochemistry, structural biology, biotechnology and molecular biology at top-tier US institutions.

**Terrence Thompson**, *Technical Editor*



Column & Blog: **Product Showcase and Observations & Opportunities Blog**

Terrence (Terry) Thompson is a technical editor for *Vacuum Technology & Coating* magazine. He is a microelectronics manufacturing industry veteran with more than three decades of experience in technology publishing.

**Abhijit Biswas, Ph.D.**, *Contributing Editor*



Column: **Nanotechnology, Photonics and Microelectronics**

Abhijit is an entrepreneur and a scientist. He has published 100+ papers in international journals and three text books in electrical engineering and holds several patents. He was Associate Professor in Electrical Engineering in the Center for Nano Science and Technology at the University of Notre Dame, Indiana.

**Megha Agrawal, Ph.D.**, *Contributing Editor*



Column: **Vacuum Advances in Biotechnology**

Dr. Megha Agrawal received her Ph.D. in Biotechnology from the Indian Institute of Technology at Roorkee, which is one of the premier institutions in India with an outstanding reputation across the globe. She won a highly competitive research award given by the Council of Scientific and Industrial Research in India to carry out her PhD work. Dr. Agrawal's research on resveratrol has provided novel pathways to develop new therapeutics to combat neurodegenerative disorders. During an active research career of more than a decade, Dr. Agrawal has made significant contributions to develop a rapid, cost effective and more sensitive mechanism based in-vitro model of ischemic stroke as first tier of screening of neuroprotective drugs for their anti-stroke potential.

## VACUUM TECHNOLOGY & COATING'S BUSINESS STAFF

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