



2010
FFJournal[®]
VIDEO
DEMONSTRATION
BOOK

Example: COMPANY PROFILE

PLATE & STRUCTURAL FABRICATING

EDWARDS MANUFACTURING

COMPANY PROFILE

Established in 1875, Edwards Mfg. Co is a family owned business located in Albert Lea, Minnesota.

Living and working within the heartland of the USA, we enjoy a simple, straight-forward lifestyle that celebrates the values of good old-fashioned hard work. Our full line of American-made ironworking machinery has been developed upon these core values and delivers extraordinary machinery value to our customers everyday.

The Edwards National and International Dealer Network is comprised of knowledgeable and motivated machinery dealers who's greatest interest is in assisting their customers in doing what they do, as efficiently, cost effectively and profitably as possible. To that end, we have developed a full line of simple, dependable and cost effective Ironworkers, tooling and accessories that punch, shear, notch and brake mild steel plate, bar-stock and angle.

WITH IRONWORKER MODELS FROM 25 TON TO 150 TONS, WE ARE CONFIDENT THAT WE HAVE AN IRONWORKER FOR VIRTUALLY ANY STEEL FABRICATION APPLICATION.

Visit us at our website, www.edwardsironworkers.com, to get a good feel for what we currently offer. Feel free to call our Technical Sales Staff with any of your fabrication questions. We enjoy showing our customers how and Edwards Ironworker can make their fabrication job easier.

Also, check out Edwards Ironworkers on Discovery Channels "Biker Build Off" series and on the SPEED Channel with Stacey David's "Gearz", or just click the link below.



Edwards Manufacturing

PO Box 166, Albert Lea, MN 56007

www.edwardsironworkers.com, sales@edwardsmfg.us

FFJournal Video Demonstration Book 2010

Live links

Example: VIDEO PAGE

PLATE & STRUCTURAL FABRICATING

55 TON JAWS "IV" IRONWORKER



OUR BEST SELLER offers four available work stations with universal open cavity for optional tooling and accessories to **FIT YOUR FABRICATION NEEDS**.

GO Contact a sales representative for more information

FFJournal Video Demonstration Book 2010

Live link to e-mail

FFJournal Video Demonstration Book 2010

➔ The *FFJournal* Video Demonstration Book will be published quarterly: Spring, Summer, Atlanta Pre-Show and Winter editions. Each edition will be live for three months.

➔ Spring, Summer and Winter Editions will each include one e-mail blast to our 25,000+ registered reader e-mails of fabricators, OEMs/end-users and service center executives.

➔ The Atlanta Pre-Show Edition will include four e-mail blasts to generate interest prior to the Atlanta 2010 Trade Show (Nov. 2-4).

➔ All editions of the Video Demonstration Book will receive full promotional support through button ads on FFJournal.net and ModernMetals.com and full-page advertisements in both *FFJournal* and *Modern Metals* magazine.

➔ Video Demonstration Book advertisers will receive quarterly traffic statistics, including VIEWS and CLICK-THROUGHS. Participants can update their videos and profiles each quarter.

FFJournal Video Book 2009

Sept. 28 - Dec. 31

(Pre-show edition, Chicago 2009)

29,006

TOTAL VIEWS

326

INTERESTED LEADS PRODUCED
TO SET UP A MEETING AT THE
SHOW OR TO CHECK PRESHOW
PRICING

11.642

AVERAGE LEADS PER
ADVERTISER

Production Schedule

SPRING EDITION

MATERIALS DUE
3-5-10

SUMMER EDITION

MATERIALS DUE
5-14-10

ATLANTA PRE-SHOW EDITION

MATERIALS DUE
8-13-10

WINTER EDITION

MATERIALS DUE
11-17-10

Please send materials or
direct production questions to:

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➔ QUESTIONS?

If you would like to have your video showcased in future editions, please contact Jim D'Alexander at jdalexander@ffjournal.net or call 312-654-2313.