



EXECUTIVE SUMMARY

INTRODUCING THE TEXAS MANUFACTURING REPORT

CompanyWeek, media voice of manufacturing in the western U.S. since 2013, announces the expansion into Texas of its regional portfolio of state-focused manufacturing media, and the launch of the *TX MFG Report*.

Core content is feature-length “[profiles](#)” of Texas-based manufacturers.

WE SEEK:

- ▶ Content partners to help locate Texas’ most dynamic manufacturing and supply chain companies, to be featured in the new *TX MFG Report*.
- ▶ Advertisers and sponsors – service companies and suppliers fueling sector growth
- ▶ Other stakeholders including trade groups and associations, poised to benefit from publicity and recognition of their work, advocacy and support of manufacturing.

DETAILS ▶

TEXAS MANUFACTURING REPORT OVERVIEW AND SPONSOR PROSPECTUS

CompanyWeek, media voice of manufacturing in the western U.S. since 2013, is pleased to announce the expansion into Texas of its regional portfolio of state-focused manufacturing media.

The *TX MFG Report* will begin publishing in Q3 2021, adding to a current roster that includes Colorado, California, and Utah reports. Core content is company and leadership [profiles](#) of businesses shaping America's modern manufacturing economy.

AUDIENCE:

- ▶ Texas OEMs, brands, fabricators and producers
- ▶ Owners, C-suite, business and production executives
- ▶ Multi-industry: Oil & Gas / Aerospace / Bioscience / Food & Beverage / Consumer / More>

MEDIA:

- ▶ Weekly e-publications preview content hosted at CompanyWeek.com.
- ▶ Events – e.g. Texas Manufacturing Awards (proposed)

MANUFACTURING EXECUTIVES READ COMPANYWEEK MFG. REPORTS TO:

- ▶ Stay apprised of issues shaping the sector across multiple industries including their own
- ▶ Find new business partners, collaborators, suppliers, employees, and new ideas
- ▶ Interact with the community in support of business and manufacturing
- ▶ Support a growing, pro-manufacturing business voice

BUSINESS MODEL:

- ▶ Advertising, event sponsorships, data and content subscriptions



WHY A TEXAS MANUFACTURING REPORT?

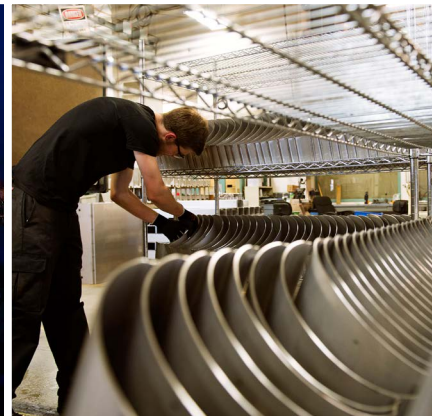
U.S. manufacturing has enjoyed a 10-year expansion that's reshaped this extraordinary sector. Today America's manufacturing "brand" is a multi-industry, high-tech, consumer-driven sector reimagined by companies, business leaders, and consumers.

In America's southwest, food and beverage, aerospace, bioscience, and consumer brands interact with fabricators and producers, tech and automation companies, designers and engineers, and others, to shape a new and expansive manufacturing brand.

Today no single manufacturing-focused media entity operates in Texas – the second largest manufacturing state in America – reporting on companies reimagining the sector.

We believe that a single, independent media and event platform that works with all regional groups in support of their missions would be a welcome addition to the Texas manufacturing ecosystem. Groups like:

- l [Texas Association of Manufacturers](#)
- l [Austin Regional Manufacturers Association](#)
- l [Dallas County Manufacturers Association](#)
- l [San Antonio Manufacturers Association](#)
- l [Greater Houston Manufacturing Association](#)



ABOUT COMPANYWEEK

Since 2013, *CompanyWeek business media* has reported on this transformative sector with state-focused manufacturing reports in Colorado, California, and Utah – with content hosted at CompanyWeek.com. CompanyWeek presaged a comeback for America’s iconic sector.

To date, over 1400 company and leadership profiles populate [CompanyWeek’s](http://CompanyWeek.com) manufacturing and supply chain content archive – a growing community of America’s modern manufacturers that in part comprise the CompanyWeek audience.

Currently 23,231 manufacturing executives subscribe to CompanyWeek e-publications, generating over 2.5M unique article views annually.

In addition, CompanyWeek’s new supply chain portal – SCoPusa.com – is providing supply-chain mapping services to brands and OEMs in search of producers and fabricators; and fabricators access to brands and OEMs increasingly searching for qualified domestic suppliers.

The launch of a *TX MFG Report* will coincide with expansion into Arizona (*AZ MFG Report*) to form a new southwest corridor of manufacturing reporting.

Advertising in CompanyWeek digital media, event sponsorships, and data and content subscriptions are primary revenue sources.

LAUNCH METHODOLOGY AND PARTNERS

We seek partnerships with service and industry organizations that advertise in CompanyWeek’s *TX MFG Report* and sponsor related events, in exchange for exclusive media visibility, connections with companies featured in the Report, and participation in shaping other outreach and engagement with the manufacturing community.

Initial distribution of the *TX MFG Report*: 15,000+ e-publication recipients | statewide

Anticipated open-rate: 20-30%

Anticipated ad impressions online: ~25K/mo.

PARTNERS ENJOY:

- ▶ Access to subscription lists as they develop and grow
- ▶ Introductions to companies per content and event programs
- ▶ Exclusive brand and product visibility in the Report e-publications and online at CompanyWeek.com
- ▶ Brand visibility and product advertising in *TX MFG Report*
- ▶ Service category exclusivity – exclusive advertising and sponsor opportunities
- ▶ Right of refusal for event sponsorship opportunities

DETAILS | TIMELINE

2021 | JULY > AUGUST

- ▶ Finalize business model
- ▶ Sponsor/Stakeholder outreach
 - Reach out to Sector stakeholders in government and trade to develop partnerships that advance mutual interests and manufacturing, e.g.:
 - | [Texas Association of Manufacturers](#)
 - | [Austin Regional Manufacturers Association](#)
 - | [Dallas County Manufacturers Association](#)
 - | [San Antonio Manufacturers Association](#)
 - | [Greater Houston Manufacturing Association](#)
- ▶ Develop Launch Programs (below); discuss with sponsor prospects

2021 | SEPTEMBER >>

- ▶ Begin Publishing
 - Retain a Texas editor and opps contractors
 - Develop a Texas archive @www.companyweek.com | Texas directory of manufacturers at SCoPusa.com
- ▶ Content Outreach
 - Work with partners and stakeholders to find Texas' top manufacturers
 - Debut content features and special reports
- ▶ Audience Development
 - Work with local and regional associations to share data and lists, invite influencers to develop content, participate in events, more



BIBLIOGRAPHY | CONTENT AND EVENT EXAMPLES, 2013- 2020

COMPANY & LEADERSHIP PROFILES

[Metalcraft Industries](#)

[Lightning Systems](#)

[Blue Canyon Technologies](#)

[Leiters](#)

[Vanderhall Motor Works](#)

[AREVO](#)

[Karl Strauss Brewing Company](#)

[APROE](#)

[American Outdoor Products](#)

[Titan Robotics](#)

[ActivArmor](#)

[TrailFork](#)

FEATURES

- ▶ [Colorado's Top Manufacturing Communities, v. 2020](#)
- ▶ [How COVID-19 is Impacting Manufacturers, Part II](#)
- ▶ [Colorado Manufacturing Awards: 2020 Winners](#)
- ▶ [Editor's Choice: Top 5 Utah Manufacturer Profiles for 2020](#)
- ▶ [Where Shredly Manufactures](#)
- ▶ [CompanyWeek Q&A: Pamela Kan, President of Bishop-Wisecarver](#)

TESTIMONIALS | MANUFACTURING VOICES

“*CompanyWeek* is an ardent supporter and invaluable resource for the manufacturing community. From comprehensive editorial features to fostering a pro-manufacturing mentality in Colorado, we've seen a positive impact from its efforts and initiatives.”

Jay Badgley, CEO, Phunkshun Wear

“Bart Taylor has grown *CompanyWeek* into a must read for leaders in manufacturing. It provides me the means to stay connected and abreast of the current state of manufacturing and prospects for the future.”

Alicia Svaldi, CEO/owner, Faustson Tool

“Bart Taylor's *CompanyWeek* speaks truth and breaths refreshing perspective and relevance to manufacturing stories. Whether you are in aerospace or hand-crafted products, if you want to stay current, have your finger on the pulse of manufacturers, connect to resources, broadening and deepening your competitive edge, you have to read *CompanyWeek*.”

Brian Burney, CEO/President, Oliver Manufacturing

“*CompanyWeek* has been a great connector to local manufacturing businesses and the construction industry for Tharp. It is also a great resource for our business needs outside manufacturing. We really enjoy reading about the cool stories and niche markets people have carved out in Colorado. We are excited to be part of this growing family!”

Ming Rummery, COO, Tharp Custom Cabinets

CONTACT INFORMATION

COMPANYWEEK WEBSITE

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-

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