

2021

**Modern
Machine
Shop**

Media Planner

*Integrated Media Solutions Connecting
Metalworking Buyers and Sellers*

MMSonline.com

MMS Media Kit Cover

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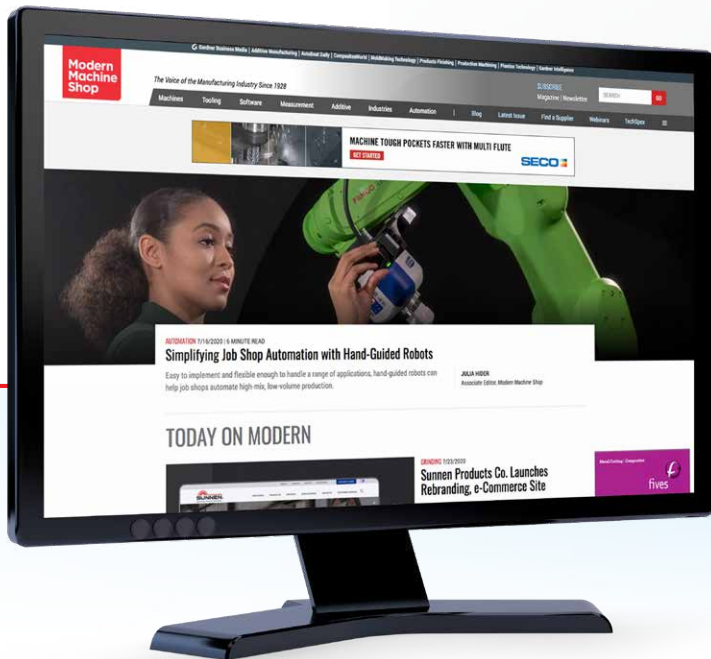
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MODERN IS... the industry standard

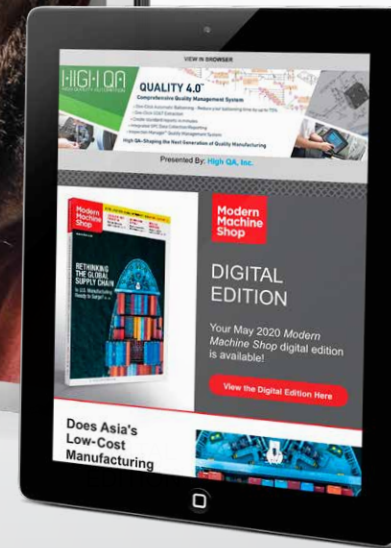
Delivering a qualified audience that depends on trusted metalworking technologies, processes and innovations.



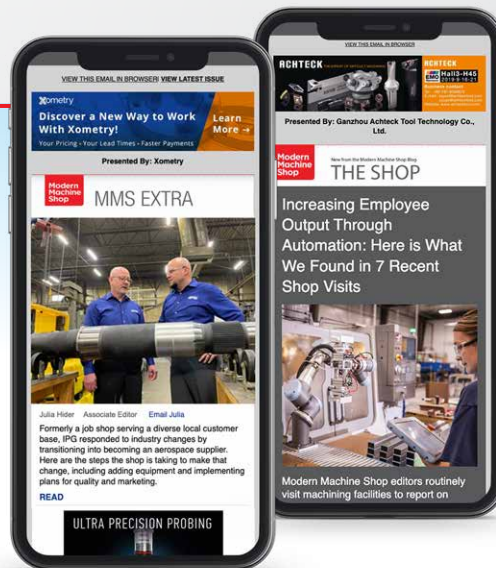
ONLINE 104,800+ MONTHLY SITE USERS**

PRINT
82,900+ SUBSCRIBERS*

EMAIL
54,000+ SUBSCRIBERS**



DIGITAL EDITION



2021 EVENTS

Total Audience

MMS Media Kit Cover	1
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* Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints. ** June 2020 Publisher Counts

MODERN IS... unparalleled reach into end markets.

AUTOMOTIVE | TRANSPORTATION

SUBSCRIBERS*
44,626

**CONTRACT SHOPS/
SUPPLIERS**
38,789

OEMS
5,837

COMPANIES INCLUDE

- BMW
- Honda
- GM
- Ford
- Tesla
- Toyota
- TRW Automotive



MEDICAL

SUBSCRIBERS*
31,216

**CONTRACT SHOPS/
SUPPLIERS**
27,552

OEMS
3,664

COMPANIES INCLUDE

- Depuy Synthes
- Paragon Medical
- Johnson & Johnson
- Abbot Labs
- Stryker
- Zimmer
- Medtronic



AEROSPACE

SUBSCRIBERS*
39,500

**CONTRACT SHOPS/
SUPPLIERS**
35,925

OEMS
3,575

COMPANIES INCLUDE

- Boeing
- Lockheed Martin
- Northrop Grumman
- Gulfstream
- SpaceX
- Bell
- Pratt & Whitney



DEFENSE | MILITARY

SUBSCRIBERS*
35,896

**CONTRACT SHOPS/
SUPPLIERS**
35,156

OEMS
740

COMPANIES INCLUDE

- Rock Island Arsenal
- Garmin Int'l.
- Raytheon Missile
- U.S. Navy
- Lockheed Martin
- SpaceX
- Aerojet Rocketdyne



OFF-ROAD | CONSTRUCTION | AGRICULTURE

SUBSCRIBERS*
41,350

**CONTRACT SHOPS/
SUPPLIERS**
40,457

OEMS
893

COMPANIES INCLUDE

- Caterpillar
- Manitowoc
- Toro
- John Deere
- Komatsu
- Link Belt Construction
- Paccar Winch



ENERGY | OIL | MINING

SUBSCRIBERS*
33,428

**CONTRACT SHOPS/
SUPPLIERS**
32,871

OEMS
557

COMPANIES INCLUDE

- Cameron
- ExxonMobil
- Baker Hughes
- Solar Turbines
- Halliburton
- Schlumberger
- Shell Chemical



ELECTRICAL | ELECTRONICS

SUBSCRIBERS*
28,587

**CONTRACT SHOPS/
SUPPLIERS**
22,507

OEMS
6,080

COMPANIES INCLUDE

- Moog Inc.
- Emerson Process Mgmt.
- Google
- Eaton Corp.
- Apple
- Tyco Electronics
- 3M



MACHINE SHOPS | CONTRACT MFGS

SUBSCRIBERS*
37,506

COMPANIES INCLUDE

- Magnetic Instruments Corp.
- JD Machine Inc.
- Mate Precision Tooling
- Patriot Machine Inc.
- C&S Machine Products
- Camcraft
- Major Tool & Machine



* Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints. **June 2020 Publisher Counts

MMS Media Kit Cover	1
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MODERN IS... an influential reader base.

82,908 TOTAL SUBSCRIBERS*

93.7% Personal Direct Request Subscribers*

Manufacturing*	Mfg Facilities**
79,693	55,394

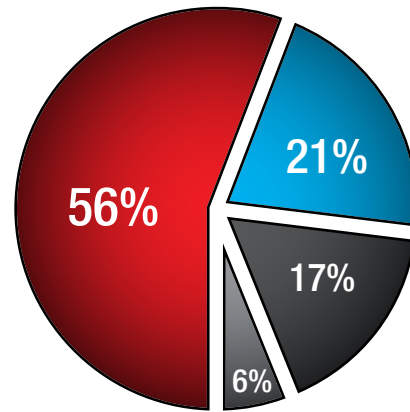
Manufacturers make a lot of things. But whether they specialize in air foils, wheels, titanium knees, molds or any combination of products, *Modern Machine Shop* speaks to the things they have in common. Investing in *MMS* means your message is carried to all these industries and more.

CHECK THE AUDIT!



Our professional audience development team invests in quality circulation to assure that *MMS* reaches industry professionals who are actively engaged in the CNC metalworking market.

Job Titles & Functions*

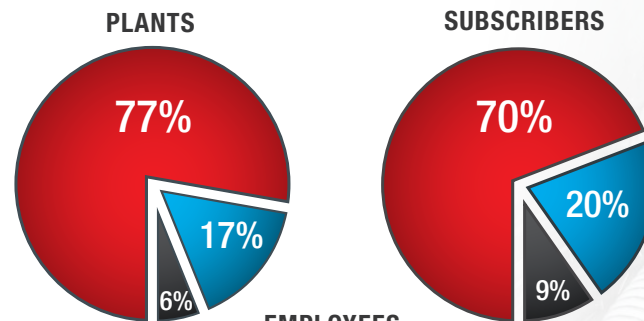


● Company Mgmt., Corp. Execs and Purchasing	46,764
● Production Management & Dept	17,573
● Engineering Management & Dept	13,775
● Design / R&D / Quality	4,639

Operations Performed**

OPERATION	CIRCULATION	PLANTS
Milling	57,279	33,751
CNC Operations	55,495	32,072
Turning	54,540	31,498
CAD/CAM	53,279	30,591
Drilling	51,838	29,520
Grinding	51,526	29,403
Inspection	49,550	27,494
High-Speed Machining	48,532	26,538
Additive Manufacturing	42,772	23,097
Micro Machining	37,440	19,083
EDM	35,323	17,835
Five-Axis Machining	32,760	15,558
Titanium Machining	32,125	15,789
Robotics	28,210	13,671
Multitasking Machines	28,032	12,706
Gear Cutting Or Rolling	25,568	12,109
Laser Machining	24,233	11,614
Waterjet Machining	15,022	6,792
Composite Machining	14,690	6,169

Plant Size**



EMPLOYEES		TOTALS
● Fewer than 50	42,804	57,919
● 50-249	9,025	17,393
● 250+	3,565	7,596
TOTALS	55,394	82,908

90% of industrial engineers are more likely to do business with a company that regularly produces new and current content.

Source: IEEE / TREW Marketing "Smart Marketing for Engineers 2019" Report.

MODERN IS... *editors with feet on the ground.*

Modern Machine Shop is the industry standard for how reporting on manufacturing can and should look, but there's nothing standard about what we do. Our editors have unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more.

From G-code to industry 4.0, *MMS* leverages decades of experience to provide insight into what is new and what is important to the people that are moving manufacturing forward.

PRINT

Modern Machine Shop continues to be the industry leader in coverage of manufacturing technology, providing long-form content that is insightful and impactful.

DIGITAL

Our website, e-newsletters and blog offer up-to-the minute manufacturing news, trends and technology developments. Crafted with care, our digital content demonstrates how manufacturing is evolving.

SOCIAL

The editorial staff is invested in the industry and fills their social feeds with event coverage, shop visits, story links and more, allowing interaction with an active and engaged audience.

YOU CAN CONTRIBUTE



Modern Machine Shop provides your company with a direct means to submit content:

Use the *MMS* submission guidelines to contribute press releases and case studies.
short.mmsonline.com/Submit

Follow us:



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MODERN IS... essential market content.

MONTH AD CLOSING DATE	EMPHASIS TOPICS <i>Feature coverage</i>	SPOTLIGHT TOPICS <i>Special product sections</i>	BONUS DISTRIBUTION*
JAN 12.2.20	Cutting Tools Turning	Machining Centers Tooling & Workholding Systems & Software	* SUBJECT TO CHANGE
FEB 1.4.21	CAD/CAM Software EDM	Grinding Tooling & Workholding Systems & Software	
MARCH 2.1.21	Data-Driven Manufacturing Five-Axis Machining	Coolant & Chip Management Tooling & Workholding Systems & Software	
APRIL 3.1.21	Additive Manufacturing Swiss-Type Machining	Robots & Automation Tooling & Workholding Systems & Software	
MAY 4.1.21	Robots & Automation World Machine Tool Consumption Report	Laser & Waterjet Tooling & Workholding Systems & Software	
JUNE 5.3.21	Die/Mold Machining Shop Management Software	Inspection & Measurement Tooling & Workholding Systems & Software	
JULY 6.1.21	Holemaking Aerospace Machining	PMTS Preview Tooling & Workholding Systems & Software	
AUG 7.1.21	Multitasking Machining Robots & Automation	Turning Tooling & Workholding Systems & Software	PMTS
SEPT 8.2.21	Inspection & Measurement Milling & Machining Centers	Eastec Preview Tooling & Workholding Systems & Software	RAPID + TCT Amerimold
OCT 9.1.21	Top Shops Issue	Westec Preview Tooling & Workholding Systems & Software	Eastec Top Shops AM Conf. & Expo
NOV 10.1.21	Laser & Waterjet Workholding	Additive Manufacturing Tooling & Workholding Systems & Software	Westec
DEC 11.2.21	Grinding 2022 Industry Outlook	EDM Tooling & Workholding Systems & Software	

FEATURE COVERAGE

FEATURE ARTICLES: emphasize one or two key topics in machining technology or shopfloor operations per issue. Additional feature articles may address other topics of broad or pressing interest. Most feature articles are written by staff editors or expressly solicited from industry experts.

BETTER PRODUCTION: features case histories of how shops or plants have used a specific product or commercial service to solve a problem, break a bottleneck, improve quality, increase productivity or create an opportunity. These articles focus on a particular product and show how that product made a difference in shopfloor operations at a particular customer site. These are typically submitted articles written by industry experts.

MONTHLY PRODUCT SECTIONS

TECHNICAL PERSPECTIVES: regular columnists provide expert perspective on topics such as CNC programming and inspection, while guest columnists explore the business of machining.

SHOP TALK: addresses current events in the metalworking industry that are of interest to our readers. Newsworthy information includes company mergers, relocations, expansions and acquisitions; market research and trends; unique activities, projects or events; website upgrades, app releases, blogs, podcasts and other relevant media information.

SYSTEMS & SOFTWARE: is reserved for computer-related products that apply to machining and manufacturing.

TOOLING & WORKHOLDING: is reserved for cutting tools and workholding-related products.

MODERN EQUIPMENT REVIEW: covers a broad range of technology categories, presenting information about new and useful products from suppliers in the metalworking and manufacturing fields.

MODERN IS... our industry—in print.

Advertising in *Modern Machine Shop* cuts through the noise and connects your brand to content that is relevant to your audience.



73% of readers share their issue with someone else.*

4-Color Rates

Ad Size	Spread	Full	3/4	1/2 Island	1/2	3/8	1/4	1/8
Rates	\$ 13,450	\$ 9,200	\$ 8,610	\$ 7,670	\$ 6,430	\$ 6,130	\$ 4,810	\$ 3,700

Cover Rates

Front Inside Cover	\$ 17,610	Back Inside Cover	\$ 13,800	Back Cover	\$ 16,280
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* Signet Research June 2020 AdProbe study

LOOKING FOR FREQUENCY RATES?

\$5,000 - \$9,999	— 5% OFF entire program
\$10,000 - \$24,999	— 10% OFF entire program
\$25,000 - \$39,999	— 15% OFF entire program
\$40,000 - \$64,999	— 20% OFF entire program
\$65,000 - \$99,999	— 25% OFF entire program
\$100,000 - \$149,999	— 30% OFF entire program

**GARDNER PREMIER
DISCOUNT OPPORTUNITY**



PRINT AD DELIVERY

1. Upload to: files.gardnerweb.com
Upload recipient: Bill Caldwell

— OR —

2. Email files to: billc@gardnerweb.com

GET YOUR AD SPECS HERE gardnerweb.com/adcentral



All rates are gross — For more information, please contact: Bryce Ellis, Publisher | bellis@gardnerweb.com

MODERN IS...digital done right.

Align your brand with the most comprehensive collection of new and archived content on applications of manufacturing technology.



3 minutes, 49 seconds
Average time readers engage
MMS article pages

Total Pageviews

2,529,000+

Avg. Monthly Pageviews

210,000+

MMSonline - Annual Page Views

Blog	401,582
Home Page	171,468
Latest Issue	48,772
Suppliers Directory	41,257
Events	21,613

MMS Only Zone - Annual Page Views

Grinding Equipment	72,120
Workholding	47,818
Data-Driven Manufacturing	30,818
Die-Mold Machining	17,833
Laser/Waterjet	13,123

Metalworking Network Zones Annual Activity

Metalworking Network Zones Include: mmsonline.com, moldmakingtechnology.com and productionmachining.com

Cutting Tools	251,864	Aerospace	42,034
Machining Centers	170,060	Automation	41,367
CAD-CAM Software	96,284	Shop Management Software	24,137
CNC & Machine Controls	78,642	Automotive	23,770
Inspection & Measurement	58,992	Medical	20,374
EDM	58,438	Deburring	20,293
Turning Machines	55,601	Turn-Mill Machines	19,779

All statistics are June 2020 Publisher Counts

What is a Technology Zone?

MMSonline.com Technology Zones help visitors narrow their search on key topics with content related to a specific material, process or end market. Zones provide website visitors articles, case studies, technology briefs, product announcements and supplier listings. Your ad placed within relevant Zones provides you with targeted marketing opportunities promoting your brand to our audience.

MODERN IS... useful digital products.

Feature your message on the MMS homepage and specific technology pages next to contextually related content.



Amplify Your Message with a Retargeting Campaign.

Increase your digital footprint by investing in our custom retargeting opportunities. Your brand will continue to engage your audience as they browse the internet.

MMSonline.com Ad Packages

MMSONLINE.COM	AVAILABLE POSITIONS	INVESTMENT
HOME PAGE	12 per month	\$ 3,050
METALWORKING NETWORK ZONE PAGE * SELECT ZONES	12 per month	\$ 2,445
MMS ONLY ZONE PAGE	12 per month	\$ 2,100

 MMSonline.com ad packages are eligible for the Gardner Premier Discount Opportunity. See page 19 for details

Ad Specifications

AD FORMATS	AD SIZES
A SUPER LEADERBOARD	970 x 90 px JPG/PNG
B BILLBOARD	970 x 250 px JPG/PNG
C MEDIUM RECTANGLE	300 x 250 px JPG/PNG

MMSonline.com ad packages include positions **A, B & C** on rotation per page load

DETAILED AD SPECS AND EXAMPLES ARE AVAILABLE HERE gardnerweb.com/adcentral

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MODERN IS... a digital megaphone.

Reach our opt-in audiences by promoting your brand in the *MMS Extra* E-newsletter. With content that is hand-picked by the *Modern Machine Shop* editorial staff, *MMS Extra* is the premier resource for process insight, technology, products and services.



DELIVERS TWICE WEEKLY TO 54,000+ OPT-IN READERS**

Open Rate - 19.32%
Click Through Rate - 5.15%
Click To Open Rate - 26.53%

MMS EXTRA Rates

Leaderboard Banner	1 per edition	\$ 3,200
Video Ad	2 per edition	\$ 3,300
Technology Solutions Ad	8 per edition	\$ 1,600

E-NEWSLETTER AD SPECS

A LEADERBOARD

IMAGE SIZE: 600 x 160 pixels @ 144 dpi
FILE TYPE: JPG/PNG

B VIDEO ADS

ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max
BODY COPY: 200 characters max.
PLAY BUTTON: Please do not include a play button with your artwork. We will add this graphic within our workflow.

C TECHNOLOGY SOLUTIONS ADS

ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max
BODY COPY: 200 characters max.

MODERN IS... weekly insights.

Keep your brand next to the freshest *Modern Machine Shop* content.

MMS blog content is updated every day with the latest news, technologies and case studies written by our editors.

DELIVERS WEEKLY TO
54,000+ OPT-IN READERS

Open Rate: 19.09%
Click Through Rate: 4.82%
Click To Open Rate: 25.20%

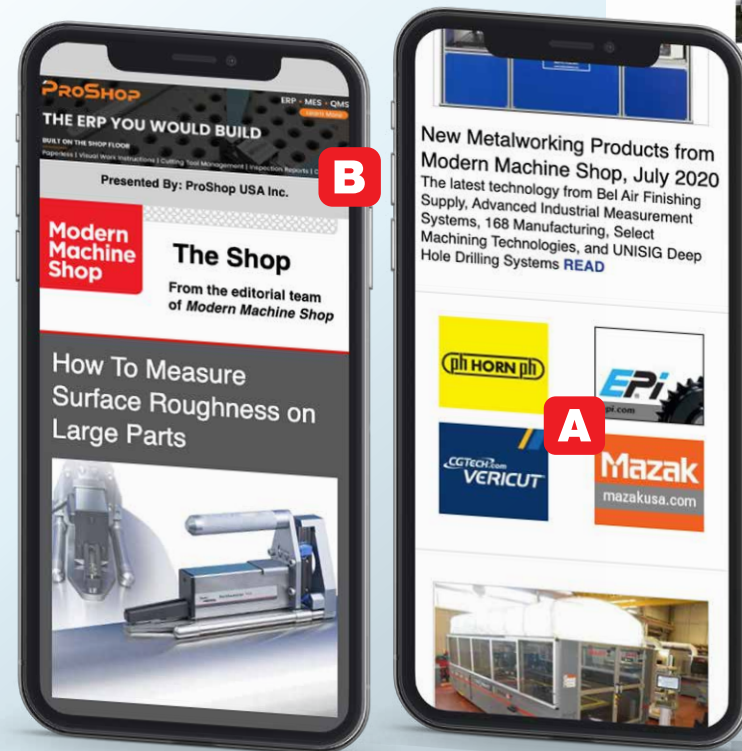
All web statistics are June 2020 Publisher Counts

MMS 'The Shop' Blog Bundle Investment

- A** MMSonline.com Blog Bundle 12/month \$ 3,300
 - Super Leaderboard 970 x 90
 - Medium Rectangle 300 x 250
 - Billboard 970 x 250
 - E-newsletter Button Ad 120 x 100 e-newsletter
- B** Exclusive Enewsletter Leaderboard 1/month \$ 3,500
 - 600 x 160 pixels @ 144 dpi JPG/PNG

GET YOUR AD SPECS HERE: gardnerweb.com/adcentral

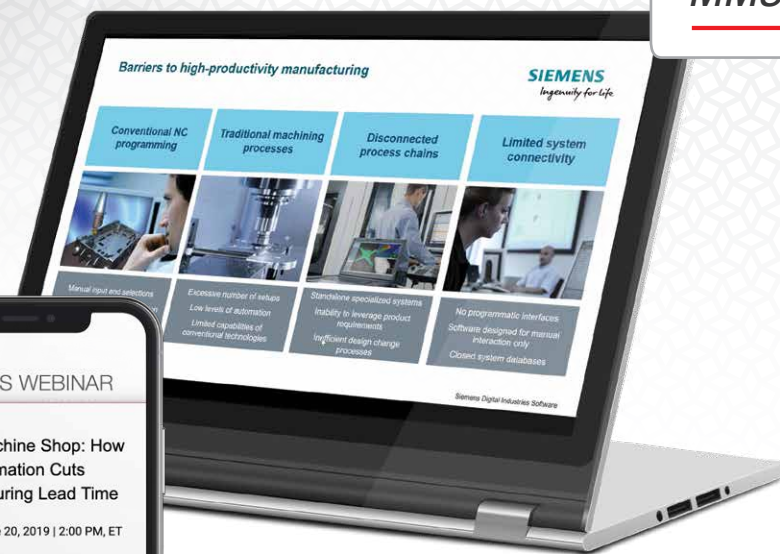
Eligible for the Gardner Premier Discount Opportunity
See page 19 for details



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MODERN IS...lead generation.

Modern Machine Shop webinars allow you to present your company as a thought leader on important industry topics and secure valuable leads.



MMS webinars provide YOUR target audience with a dynamic and interactive webcast forum for discussing today's timely and compelling issues.

LIVE WEBINARS

PRINT

Event promotion within *Modern Machine Shop* magazine

E-MAIL PROMOTION

Invitations sent to the *MMS* audience

E-NEWSLETTER

Event promotion within *MMS* e-newsletters

ONLINE

Webinars are hosted on *MMSonline.com* for six months

LEAD GENERATION

Customized lead reports including all registrants, live attendees and Q&A report

TECH SUPPORT

Webinar hosting and support

EXPERT MODERATOR

Live webinars are moderated by *MMS* editors

ON-DEMAND WEBINARS

E-MAIL PROMOTION

Invitations sent to opt-in *MMS* email subscribers

ONLINE

Webinar recording hosted on *MMSonline.com* for six months

LEAD GENERATION

Customized lead reports including all registrants

SOCIAL PROMOTION

Social posts on LinkedIn, Facebook and Twitter.

TECH SUPPORT

Webinar hosting and support

Live or On-Demand Webinar Investment \$ 9,995 (GROSS)

Live Webinar topics and schedules subject to publisher approval. Attendance is limited to 1,000.

MODERN IS...targeted media and messaging.

MMS DIGITAL EDITION BUNDLE

Carry your brand online with *Modern Machine Shop*.

Digital Edition Bundle Includes:

- Full Page Ad on the opening page of digital edition
- Exclusive leaderboard in the digital edition email
- Exclusive advertising on the *MMSonline.com Latest Issue* landing page

Delivers Monthly to
60,000+ Readers**

Open Rate
25.78%**

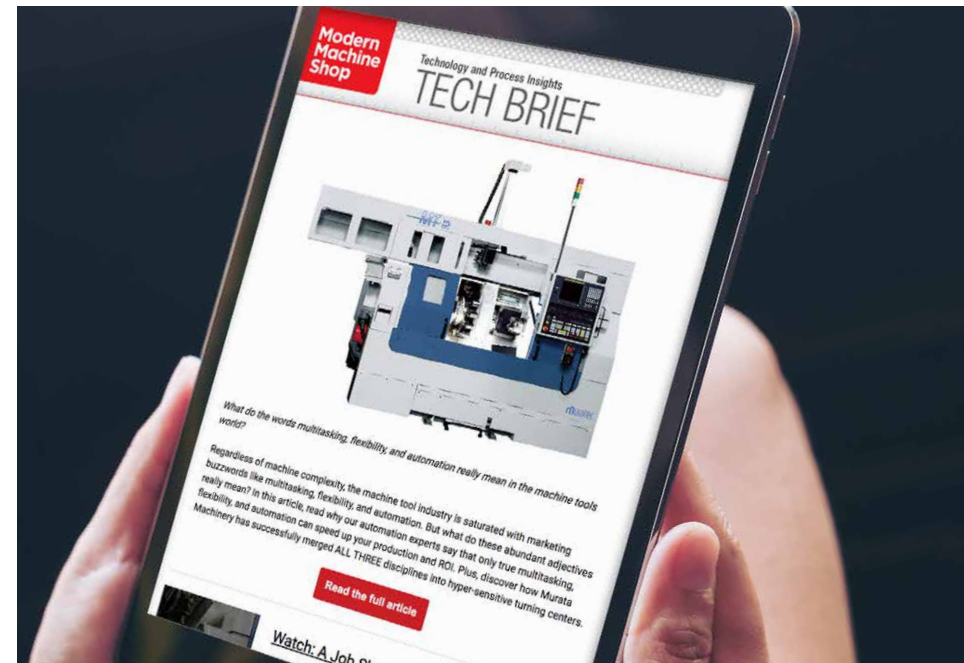
Click Through Rate
7.49%**



** June 2020 Publisher Counts

MMS Digital Edition Ad Package
\$ 5,860 per month (GROSS)

MMS ePRINTS



MMS ePrints Include:

CUSTOMIZABLE CONTENT
ePrints offer a combination of unique ways to feature your brand. Each message can be tailored to fit the appropriate mix of content to reach your customers.

DEMOGRAPHIC TARGETING
Audience can be selected by industry, geography, facility size, title, and operation performed.

ANALYTIC REPORTING
Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data.

Modern Machine Shop ePrints provide targeted email outreach to opt-in subscribers. Instead of being presented as an unsolicited advertisement, *MMS* ePrint advertisers appear as technology providers and thought leaders.

MMS ePrint Investment
\$1.00 per name (NET)
(\$2,500 minimum)



Eligible for the Gardner Premier Discount Opportunity
See page 19 for details

MODERN IS... helping you tell your story.



MMS Custom Content Native Ad Package

\$ 9,850 per month (GROSS)

Sold in 3 consecutive month increments

OPTIONAL INVESTMENTS:

- Article development fee of \$1,000 (NET)
- ePrint email promotions, \$1 per name (NET)
- Inclusion in *MMS Magazine*

Leverage the power of the *MMS* brand and audience with our custom content marketing services.

WHAT IS CONTENT MARKETING?

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

WHY CONTENT MARKETING?

INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a thought leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.

YOUR NATIVE ADVERTISING CAMPAIGN:

STEP 1: CONTENT CREATION

- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards, or, for an additional fee, we will create the content on your behalf.
- Your content appears on MMSOnline.com for at least 12 months.

- Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

STEP 2: CONTENT PROMOTION

- MMSOnline.com Site Coverage
 - Homepage display
 - "Related Story" promotion on relevant articles
- E-Newsletter Promotion
 - *MMS Extra* E-Newsletter promotion
- Social Media Campaign
 - Paid promotion on Facebook, Twitter, LinkedIn

STEP 3: CAMPAIGN ANALYTICS

Our team will create a report detailing the performance of your program, so you see your investment at work.

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MODERN IS... innovative

Our custom services drive leads and place your company as an industry thought leader.



CONTENT COLLECTIONS

Custom lead generation programs centered around a downloadable piece of your content.

CONTENT COLLECTION BENEFITS:

- LEAD GENERATION – you’ll receive lead lists of all visitors that register to download the collection
- CO-BRANDING – display your brand alongside our trusted media brand and content
- THOUGHT LEADERSHIP – align your brand with specific topics – trends, technologies, processes, materials, industries, etc.
- BRAND DEVELOPMENT – your brand and brand message appear in the content collection, content collection promotion and collection download follow-up

Content Collections Investment

\$ 7,500 per month

Sold in 2 consecutive month increments



RETARGETING CAMPAIGNS

Reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.

BENEFITS OF RETARGETING:

- BRAND DEVELOPMENT – Continue your brand development to our qualified audience
- DEMAND GENERATION – Use creative and call-to-action messaging that encourages viewers to visit your site
- AUDIENCE EXTENSION – Only way to connect with our web traffic offsite

Retargeting Campaign Investment

\$ 4,000 per month



DIRECT TRAFFIC MARKETING

Direct Traffic Marketing pieces are multi-platform demand generation campaigns designed to drive traffic directly to your website. They are an effective means of lead generation by driving visitors to gated content.

DIRECT TRAFFIC CAMPAIGNS INCLUDE:

- Demographically targeted custom email *MMS* Tech Briefs
- Sponsored Content advertisements in email newsletters
- Highly targeted social media campaigns that leverage the *Modern Machine Shop* brand

Direct Traffic Marketing Investment

\$ 9,300 per month

Sold in 3 consecutive month increments



KNOWLEDGE CENTERS

An *MMS* Knowledge Center is a co-branded, category specific microsite featuring non-commercial applications and technical-based content. It is supported by an integrated promotional program and includes multimedia content and lead generation opportunities.

MMS KNOWLEDGE CENTERS PROVIDE:

- An integrated promotional program including a strong online, e-newsletter and print presence
- Perception of industry expertise
- Exclusivity by content focus
- Interaction with interested technology buyers

Knowledge Center Investment

\$ 5,000 per month

Sold in 12 consecutive month increments

Connect your brand to the metalworking industry with these digital marketing solutions.





MODERN IS... in person, and personal.

Events are a critical part of an integrated marketing strategy, from pre-show promotion to post-show lead follow-up. *Modern Machine Shop* provides the tools needed to make contacts throughout the show and the buying cycle.



Presented by the Precision Machined Products Association and co-presented by *Production Machining, Products Finishing and Modern Machine Shop*, the Precision Machining Technology Show (PMTS) addresses product technology, process innovation and business development in the precision machined parts industry.
pmts.com



Amerimold connects buyers and sellers of products and services used throughout the life cycle of an injection mold. Mold builders, injection molders and OEMs attend Amerimold to evaluate the products and services that will help them run their businesses. Build meaningful relationships and sales at Amerimold 2021.
amerimoldexpo.com



The International Expo of Technology and Manufacturing for Latin America - FITMA, will connect leading contract manufacturers, global OEMs and equipment technology and service suppliers. Three days of exhibitions, networking experiences and technical education. FITMA will showcase international activity and investment taking place in the Latin American industrial metalworking market.
fitma-la.com



As the first and only conference focused exclusively on additive technologies for industrial part production, the Additive Conference takes a practical, applications-based look at the machines, materials and methodologies being used to print end-use tools and components.
additiveconference.com

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Belly Band Wrapper



Tip-in Postcard



Heavy Stock Insert



Polybag Supplement

MODERN IS...unique.

The benefits of investing in your brand with *MMS* aren't limited to the pages of the magazine. Each year we design dozens of client-specific opportunities. Special positions in the magazine, content specific supplements, a custom sponsorship for an event or anything you can dream up are all within reach. Contact your sales rep to get started.

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Tell your story in *Modern Machine Shop*.

Modern Machine Shop has solutions that reach technology and process decision makers.



DISPLAY ADVERTISING



ON-DEMAND WEBINARS



VIDEO PRESENTATIONS



CONTENT COLLECTIONS



CUSTOM CONTENT SOLUTIONS



NATIVE ADVERTISING



TARGETED EPRINTS



LEAD GENERATION



INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.

NEW FOR 2021 — Maximize Your Impact with Gardner's Premier Discount Opportunity

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We value you and want to reward your investment in the valuable media we produce.

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner's brands will count toward a significant program discount.

How to Determine Your Discount

- 1 CREATE YOUR 2021 PLAN**
Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.
- 2 APPLY THE PREMIER DISCOUNT OPPORTUNITY**
Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.
- 3 ENJOY VALUE ADD**
As a bonus for your investment, every advertiser who spends \$10,000 in Gardner's products receives an expanded Supplier Showroom.



GARDNER PREMIER DISCOUNT OPPORTUNITY

\$5,000 - \$9,999 — 5% OFF entire program
\$10,000 - \$24,999 — 10% OFF entire program
\$25,000 - \$39,999 — 15% OFF entire program
\$40,000 - \$64,999 — 20% OFF entire program
\$65,000 - \$99,999 — 25% OFF entire program
\$100,000 - \$149,999 — 30% OFF entire program

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.



Contact your *Modern Machine Shop* media consultant for more information.



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