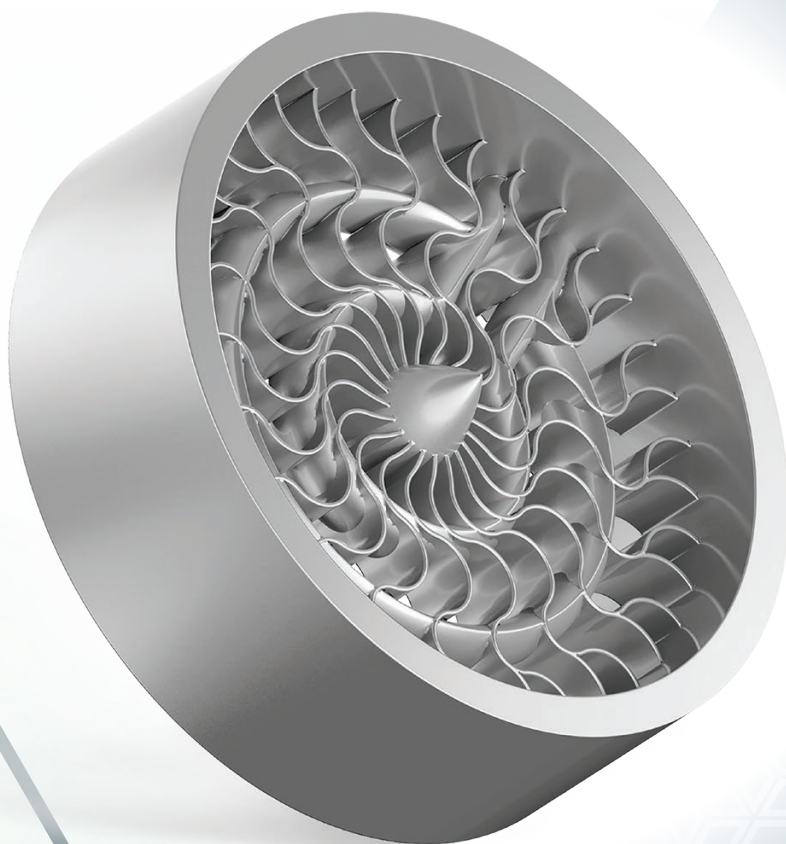


AM

ADDITIVE MANUFACTURING

2017 MEDIA GUIDE
additivemanufacturing.media



Additive Manufacturing for Industrial Parts Production

Additive Manufacturing is the only media brand that focuses on the industrial applications of 3D printing and digital layering technology to make functional parts. Leveraging a print magazine, online community, e-newsletter, technical conference and international award, Additive Manufacturing offers the perfect opportunity to build your brand and grow your business.



Additive Manufacturing is produced in association with AMT — The Association For Manufacturing Technology. AMT

represents and promotes U.S.-based manufacturing technology and its members — those who design, build, sell and service the continuously evolving technology that lies at the heart of manufacturing.



6915 Valley Avenue
Cincinnati, OH 45244-3029
800-950-8020
Fax: 513-527-8801

additivemanufacturing.media

Cover photos courtesy of Proto Labs Inc., Renishaw and Thinkstock.



The best tools and biggest audience for selling additive manufacturing products & services.



PRINT
23,600+*
subscribers

Digital Edition
42,000
page views



ONLINE
AdditiveManufacturing.media
16,300+ page impressions
8,200+ unique browsers



EMAIL
E-Newsletter
45,000
subscribers

EVENTS
Additive Manufacturing Conference

AWARD



www.additive-award.com

*Publisher's Count August 2016



The best reach to today's active users and tomorrow's adopters of additive manufacturing technology.

IN PRINT

AM Magazine

23,600+
total subscribers

Total Mfg. Facilities	17,590
Total Manufacturing	21,820

Job Titles and Functions*

Company MGMT and Corporate Executive, Purchasing	38.0%
Engineering MGMT & Dept.	32.0%
Production & Design MGMT & Dept.	24.0%
% of total subs	94.0%

Plant Size	SUBSCRIBERS	PLANTS
Fewer than 50 employees	12,400 / 52%	Fewer than 50 employees 11,000 / 59%
50-249 employees	5,840 / 25%	50-249 employees 4,560 / 22%
250+ employees	3,580 / 15%	250+ employees 2,030 / 11%

Gardner Business Media Additive Manufacturing Network

Additive Manufacturing is supported by Gardner Business Media's network of leading business-to-business industrial brands. Additive Manufacturing advertisers will benefit from the editorial, audience and sales/marketing support of:



Each of these brands delivers access to end users and end markets that are currently adopting or are likely adopters of additive manufacturing technologies. Your investment in Additive Manufacturing puts your message in front of an unmatched audience of both current and future buyers.

*Publisher's Count August 2016

TOP End Markets



Automotive/Transportation

Subscribers:	18,100
Facilities:	13,400



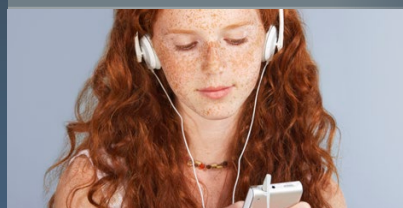
Aerospace/Aviation

Subscribers:	16,240
Facilities:	11,740



Medical/Dental

Subscribers:	15,060
Facilities:	10,810



Computer/Electronics

Subscribers:	12,930
Facilities:	9,100



Consumer Products

Subscribers:	7,450
Facilities:	5,150

EMAIL

AM E-Newsletter

45,000
subscribers

Top Domains

ge.com	zimmer.com	its.nj.com
medtronic.com	lmco.com	corning.com
bh.com	delphi.com	goodrich.com
parker.com	volvo.com	nasa.gov
jci.com	ford.com	saint-gobain.com
boeing.com	siemens.com	emerson.com
at.com	husky.ca	bemis.com
raytheon.com	mmm.com	gkn.com/aerospace
gm.com	paccar.com	berryplastics.com
alcoa.com	stryker.com	magna.com
daimler.com	johndeere.com	us.bosch.com
honeywell.com	aero.bombardier.com	woodward.com
utas.utc.com	chrysler.com	tema.toyota.com
spiritaero.com	tenneco.com	borgwarner.com
cat.com	timken.com	triumphgroup.com
pw.utc.com	ngc.com	cummins.com



ONLINE

AdditiveManufacturing.media

16,300+ page impressions
8,200+ unique browsers

AM Online Network

4,800 monthly ad impressions



EVENT

Additive Manufacturing Conference

average attendance:
450



Top Attending Companies

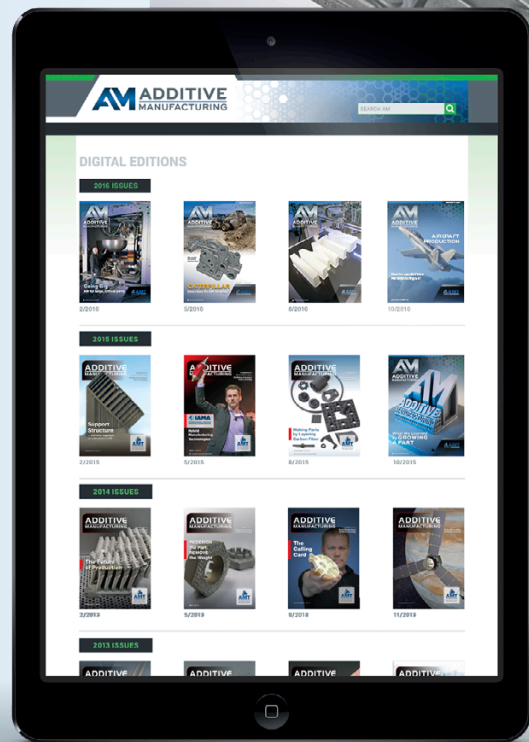
3M Company	GE Power & Water	National Oilwell Varco
Adobe	General Dynamics	Northrop Grumman Corporation
Airbus	Goodyear Tire Company	NSRW Inc.
Alcoa	Google	Oberg Industries
ATK Aerospace	Graco Inc.	Gillette
Autodesk	Hewlett Packard	Parker Aerospace
Bell Helicopter	Honda North America	PepsiCo
Boeing	Honeywell Aerospace	Raytheon
BP	ITW	Renishaw
C&A Tool Engineering Inc.	Jayco Inc.	Saint-Gobain Norton Abrasives
Castrol	Jet Propulsion Laboratory	Smith & Nephew Inc.
Caterpillar	John Deere	SpaceX
Cummins Inc.	Lockheed Martin Corp.	Spirit AeroSystems
DePuy-J&J	Lockheed Martin Space Systems	US Air Force
ExxonMobil	Major Tool & Machine	UTC Aerospace Systems
GE Appliances	MIT Lincoln Lab	Whirlpool - Advanced Manufacturing
GE Aviation	NASA GSFC	Wm. Wrigley Jr. Co.



The biggest impact for building your brand.

6 Years – 20 Issues – 120 Articles

Going into our 6th year of publication, *Additive Manufacturing* is one of the world's leading resources for reporting on the use of additive processes to manufacture functional parts.



Visit the AM Digital Edition Library at additivemanufacturing.media/articles

In-depth coverage you can expect from AM:

• Advanced Manufacturing:

- The Future of Manufacturing
- How Far Can Additive Manufacturing Go?
- Moving Beyond Just Interest in AM
- Championing Additive Manufacturing
- Additive Manufacturing Is the New Normal
- Additive Idiosyncrasies
- Simplifying and Streamlining Conceptual Design for the Non-Expert
- Nothing But Design Intent
- What Oak Ridge National Laboratory is Learning About AM
- Precision Without Deposition

• End Market Focused:

- Additive Manufacturing: Areas of Industrial Impact
- New Possibilities for Medical Innovation
- Additive Manufacturing: Can You Print a Car?
- Material Improvements in Automotive
- The Aircraft Imperative
- What Will Additive Mean for Aircraft Engines?
- Interview: GE Aviation & Morris Technologies
- Precise Military Parts On Demand
- Rebuild, Don't Replace
- Predicting Performance with Multi-Scale Architecture

• AM for Metals:

- A Layered Approach to Boosting Business and the Industry
- Blowing by the Competition with Laser Metal Deposition
- Highlighting Hybrid Manufacturing
- Support Structure...and Other Important Considerations in AM
- Embracing both Additive and Subtractive Manufacturing
- How Additive Manufacturing Is Like CNC Machining
- Movable Components, No Assembly Required
- Multiplying Options
- Precisely Predictable Production
- Making Good Parts Even Better

• 3D Printing, Prototyping, Composites, Die/Mold & Plastics

- Bridging the Gap in 3D Printing Education
- The New Pattern for Prototyping
- 3D Printing for Better Customer Communication
- Lessons and Learning Curves in 3D Printing
- Where 3D Printing Fits In
- Material Differences
- Making Parts by Layering Carbon Fiber
- Redefining Plastics Manufacturing
- Additive Options for Mold and Die Tooling
- Another Tool in the Toolbox to Build a Better Mold

2017 AM Editorial Calendar

Edition	Emphasis Topic	Bonus Distribution		
FEBRUARY Closing Date: 1/31/2017	MEDICAL	AMUG	MD&M WEST	
MAY Closing Date: 3/31/2017	AEROSPACE	RAPID	EASTEC	
AUGUST Closing Date: 6/30/2017	AUTOMOTIVE		WESTEC	TITANIUM 2017
NOVEMBER Closing Date: 9/29/2017	BUYERS GUIDE	FORMNEXT	FABTECH	2018 EVENTS

IN EACH ISSUE:

Something to Add (Editor's Column)

News & Views

AMT Section

Features

Technology Review (New Products)

Check This Out

Topics of Coverage:

AM Processes

3D Printing

Product Development

Metals AM

Prototyping

CAD/CAM

Plastics AM

Automation

Systems & Software

Composites AM

Education & Training

Inspection & Measurement

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COMPOSITES
Industry Expert



Print and Digital Rates + Specs



4-Color Rates, Standard

4-Color	1x	4x	10x	16x
Full Page	\$4,950	\$4,740	\$4,500	\$4,250
1/2 Page	\$3,950	\$3,750	\$3,500	\$3,250
1/4 Page	\$3,000	\$2,750	\$2,500	\$2,250
Spread	\$7,500	\$7,250	\$7,000	\$6,750

2-Color Rates

2-Color	1x	4x	10x	16x
Full Page	\$4,450	\$4,240	\$4,000	\$3,750
1/2 Page	\$3,450	\$3,250	\$3,000	\$2,750
1/4 Page	\$2,500	\$2,250	\$2,000	\$1,750
Spread	\$7,000	\$6,750	\$6,500	\$6,250

Black & White Rates

B&W	1x	4x	10x	16x
Full Page	\$3,450	\$3,240	\$3,000	\$2,750
1/2 Page	\$2,450	\$2,250	\$2,000	\$1,750
1/4 Page	\$1,500	\$1,250	\$1,000	\$750
Spread	\$6,000	\$5,750	\$5,500	\$5,250

Cover Rates

Inside Front Cover	\$5,750
Inside Back Cover	\$5,500
Back Cover	\$5,950

Effective January 1, 2017.
All rates are gross, 15% agency commissionable.

How to Ad Submit Files

- Upload to:** files.gardnerweb.com
Upload recipient: Bill Caldwell
- Email file to** (5 MB max):
billc@gardnerweb.com
- Ship CD/proofs to:**
Advertising Department
Additive Manufacturing Magazine
6915 Valley Avenue
Cincinnati, OH 45244

2-Page Spread

Bleed:
16.25" W x 11" H
414 mm x 280 mm

Trim:
15.75" W x 10.5" H
400 mm x 267 mm

Live Area:
15.25" W x 10" H
387 mm x 254 mm

Full Page

1/2 Page Horizontal

Bleed:
8.375" W x 11" H
214 mm x 281 mm

Trim:
7.875" W x 10.5" H
200 mm x 267 mm

Live Area:
7.375" W x 10" H
187 mm x 254 mm

Bleed:
8.375" W x 5.375" H
213 mm x 136.5 mm

Trim:
7.875" W x 4.875" H
200 mm x 124 mm

Live Area:
6.875" W x 4.375" H
175 mm x 111 mm

1/2 Page Vertical

1/4 Page

Bleed:
4.25" W x 11" H
107.95 mm x 280 mm

Trim:
3.75" W x 10.5" H
95.25 mm x 267 mm

Live Area:
3.25" W x 10" H
82.55 mm x 254 mm

Bleed:
3.25" W x 4.375" H
83 mm x 111 mm

BORDERS
1/4 page ads must have a border on all sides.

Keep all essential material 1/4" (6 mm) from all trim edges.

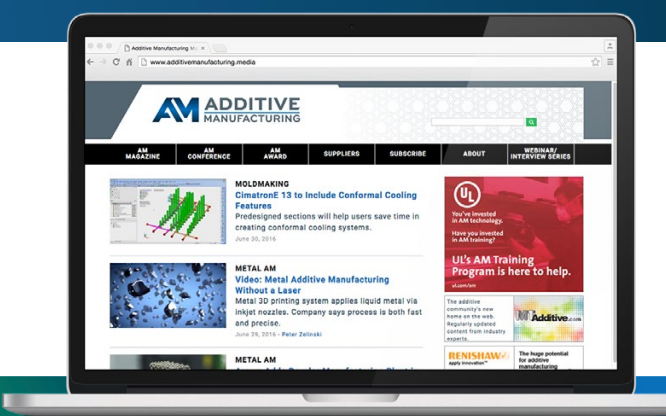
For Additional Ad Info:



ADVERTISING MANAGER
Bill Caldwell
800-950-8020
513-527-8800
billc@gardnerweb.com

AM Manufacturing Network Digital Buy

Align your brand with the industrial marketplace's most comprehensive collection of new and archived content on industrial applications of additive manufacturing technology.



AM Online Ad Package A+B+C

A AM Rich Media Ad
A single ad rotates into position on page refresh. This ad will link to company showroom, website, or video.
300 x 250 pixels | .JPG or .GIF

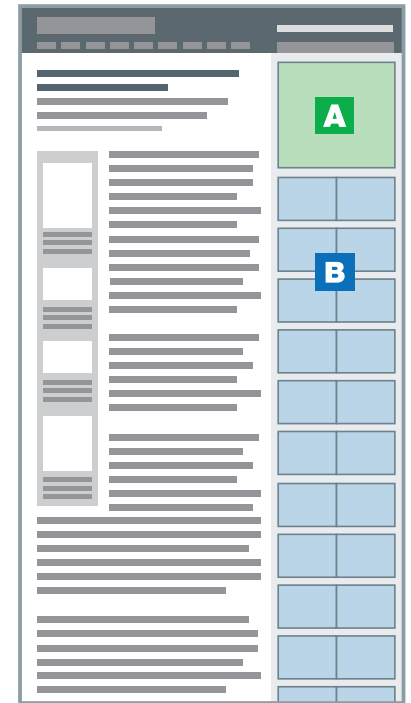
B AM Hybrid Ad
Live Text or Branded Hybrid Ad CHOOSE ONE
A single ad rotates into position on page refresh.
300 x 100 pixels

C AM Button Ad 120 x 60 pixels

- AD LOCATIONS
- Additive Manufacturing Website
additivemanufacturing.media
 - Gardner Business Media Additive Manufacturing Network Zones
AM zone pages on these sites:
mmsonline.com
ptonline.com
compositesworld.com
moldmakingtechnology.com
 - AM Update E-Newsletter

12 positions available

Visit gardnerweb.com/adcentral for a complete list of digital specifications.

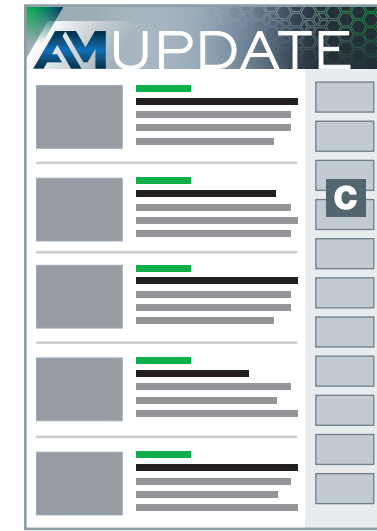


AM Website

— PLUS —

GBM Network AM Zones

AM zone pages on the these Gardner Business Media websites:
mmsonline.com
ptonline.com
compositesworld.com
moldmakingtechnology.com



AM E-Newsletter
SUBSCRIBERS:
45,000+
FREQUENCY:
Twice Monthly

Investment: \$1,750 per month

Additional Online Products

AM Webinars

Showcase your company's knowledge and leadership on important industry topics!

Investment: \$6,500

With your investment in a webinar with AM, you'll receive:

- E-Mail – Customized e-mail invitations to 10,000 AM subscribers
- E-Newsletter – Webinar promotion within AM Update E-Newsletter
- Print – Event promotion within *Additive Manufacturing*
- Lead Generation – Customized lead generation report
- Tech Support – Webinar hosting and support
- Moderated – Webinar moderated by an AM editor



Display your brand and generate leads.



Contact: Dave Necessary
Director of Marketing and Events
dnecessary@gardnerweb.com
513-527-8800



Additive Manufacturing Conference

Centered in the Knoxville-Oak Ridge Innovation Valley and positioned close to the University of Tennessee and Local Motors, the Knoxville Convention Center is the ideal host for the Additive Manufacturing Conference.

As the first and only conference focused exclusively on additive technologies for industrial part production, the conference takes a practical, applications-based look at the machines, materials and methodologies being used to grow end-use tools and components. The conference is designed for owners, executives and engineers at contract manufacturers, as well as OEMs involved in durable goods manufacturing.

AM Sponsorship Opportunities

	Bronze	Silver	Gold Limit 6	Platinum Limit 3	Diamond EXCLUSIVE
Exhibit Table in Exhibit + Networking Room	X	X	X	X	X
Logo on on-site directional signage	X	X	X	X	X
Logo on pre-show electronic marketing materials (where applicable)	X	X	X	X	X
Logo on sponsor slide during event	X	X	X	X	X
Logo on registration brochure (distribution 50,000+)		X	X	X	X
1/2 page company profile in conference notebook		X	X	X	X
Sponsorship of one of the following: lanyard, pens, conference notebook, or one break			X		
Full page company profile in conference notebook			X	X	X
Complete attendee list before and after the event			X	X	X
Full conference pass			X	X	X
30-second commercial to be played during the conference				X	X
Breakfast or lunch sponsorship				X	
Sponsorship of the grand reception					X
AMC SPONSORSHIP INVESTMENT	\$3,000	\$4,000	\$6,500	\$8,000	\$10,000

For a complete list of available sponsorships, please visit additiveconference.com



IAMA

INTERNATIONAL ADDITIVE MANUFACTURING AWARD

The International Additive Manufacturing Award (IAMA) recognizes the world's best innovations in the growing expanse of additive processes in all areas of modern manufacturing. The award identifies and recognizes the premier example of advancement in additive processes and applications, taking into account concept, design, prototype, manufacturing and application impact. Individuals, companies and research institutes are all invited to submit entries.



Award Submission:
Online at www.additive-award.com



2016 IAMA Winner:
Concept Laser GmbH



Award Assessment Criteria:

- Technological innovations
- Benefits for industry, environment, and society
- Cost effectiveness
- Form of depiction / presentation
- Reality test in an industrial application



IAMA PRIZE:
\$100,00 Value
\$20,000-Cash
\$80,000-International
Marketing Package

PRESENTED BY:



MEDIA PARTNERS:



VDI nachrichten

SPONSORED BY:



For more information on the International Additive Manufacturing Award, visit www.additive-award.com



2017 MEDIA GUIDE

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THE ADDITIVE MANUFACTURING NETWORK



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