

**Integrated Media Solutions Connecting  
Metalworking Buyers and Sellers**

**Modern  
Machine  
Shop**

**MMSonline.com**

10 20 30 40 50 60 70 80 90

## Celebrating 90 Years of Connecting Metalworking Buyers and Sellers

When the first edition of *Modern Machine Shop* magazine was published in June of 1928, Founder/Publisher Donald G. Gardner shared his vision for serving the metalworking marketplace: *“Time passes, conditions change, the world progresses – and those who are found keeping pace with the new order of things are those who are young enough in mind and spirit to recognize the value of the new and to make themselves a part of it.”*

This year marks our 90th year of service to this industry. During that span, *Modern Machine Shop* has consistently honored and fulfilled our founder’s vision with a magazine that recognizes the latest trends and technologies shaping the metalworking industry today and into the future. Indeed, the current era may well be the most interesting and challenging one for the metalworking marketplace. New technologies, new opportunities, and new ways to communicate and share information are changing the way we do business. Unexplored markets are emerging, and established markets are evolving. Manufacturers are renewing and expanding their capabilities to keep up with customer demand and remain competitive. Now more than ever, it’s essential that metalworking technology suppliers know who they are reaching, and more importantly, who they need to reach.

In response, *Modern Machine Shop* continues to invest heavily in three critical areas: audience (identifying and attracting potential buyers of technology); market research (understanding and quantifying their buying patterns); and content development (delivering the wisdom buyers need to make good decisions). This investment has been the foundation for *Modern Machine Shop*’s 90 years of bringing buyers and sellers of metalworking technology together in the most effective manner.

The following pages provide an introductory look at the results of this investment. For example, our circulation programs precisely distinguish market segments and operations they perform, our capital spending surveys pinpoint equipment acquisition trends, and our reliable editorial coverage ensures buyer engagement. Each section in this guide examines the markets we serve and shows how you can use this knowledge to reach the customers these markets represent.

To move beyond this introduction and into an active marketing campaign, I encourage you to contact me or your *Modern Machine Shop* account representative. We will discuss all the information we can provide to help you capture specific markets and enlarge the scope of your business—now and in the years to come.

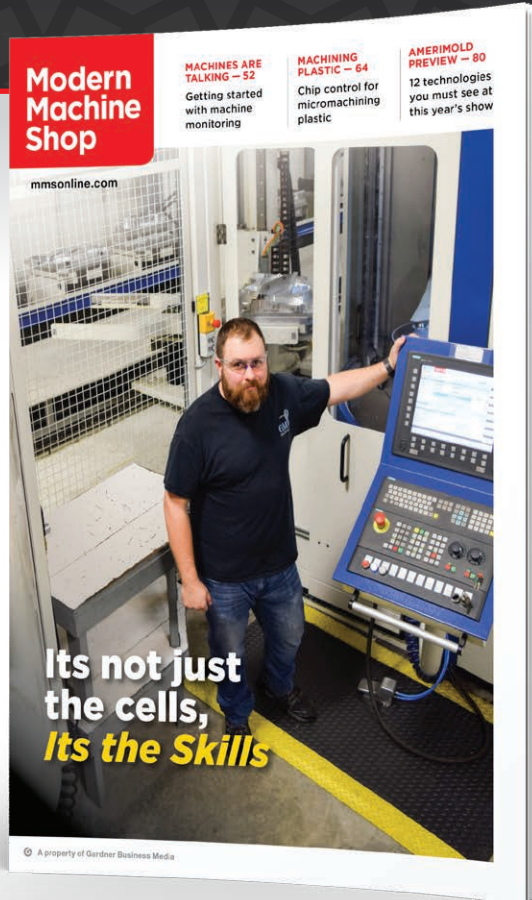
To all of our supporters in the past nine decades, I offer my sincerest gratitude. I look forward to celebrating this milestone with you throughout 2018. It will be year of exciting opportunities and special events, including our 90th anniversary edition in June.

Sincerely,



Travis Egan, Publisher  
*Modern Machine Shop*

Modern Machine Shop delivers to the machining industry's largest, most qualified audience of product and service technology purchasers and influencers.



**PRINT MAGAZINE**  
98,000+ SUBSCRIBERS

**DIGITAL EDITION**  
6,225 SUBSCRIBERS

### ONLINE



**241,589**  
PAGE IMPRESSIONS

### EMAIL



**62,000+**  
SUBSCRIBERS

### EVENTS



**COVERAGE +**  
DISTRIBUTION

### SOCIAL

**in** 1,975 +  
GROUP MEMBERS

**f** 8,000+  
FOLLOWERS

**t** 8,200+  
FOLLOWERS

**YouTube** 1,300+ SUBSCRIBERS  
161,000+ VIEWS

A printed, delivered magazine is the most effective way to deliver advertising and technical content to manufacturing professionals. †



## PRINT

### Subscriber Profile

Total Subscribers*	Total Mfg Facilities**	Total Manufacturing*
98,294	58,537	91,340

**88% Personal Direct Request Subscribers\***

### Job Titles & Functions\*

Company Mgmt and Corp Exec, Purchasing	Production Mgmt & Dept	Engineering Mgmt & Dept
44,736	20,750	20,951

**Total 86,437 (89% of Total Subscribers)**

### Plant Size

Employees	Plants	Subscribers
Fewer than 50	42,955	60,809
50-249	11,007	24,635
250+	4,575	12,770
<b>Totals</b>	<b>58,537</b>	<b>98,294</b>



### Key End Markets

Key End Markets	Totals	Contract Shops Suppliers	OEM
Automotive / Transportation	57,085	41,535	11,600
Aerospace / Aviation	48,325	37,599	7,116
Offroad / Agriculture / Construction	45,046	40,555	1,464
Military / Defense	44,238	40,180	1,001
Electrical Electronics	41,494	36,926	4,568
Energy / Oil / Mining	40,974	37,235	826
Medical / Dental	38,313	30,584	4,733
Metalworking Job Shops/ Contract Shops	32,440	32,440	-

### Operations Performed

Operation**	Circulation**	Plants**
Milling	73,843	37,396
Grinding	71,555	35,701
CNC Operations	70,778	34,882
Turning	70,090	34,652
Drilling	67,929	33,106
CAD/CAM	67,094	32,104
Inspection	64,311	30,099
High Speed Machining	63,750	29,460

Operation**	Circulation**	Plants**
Additive Manufacturing	54,735	24,005
Micro Machining	53,505	22,948
EDM	46,995	19,469
Titanium Machining	45,661	18,944
Gear Cutting or Rolling	37,021	14,409
Wire EDM	35,938	13,393
Robotics	34,442	12,555
Laser Machining	27,750	10,088

Operation**	Circulation**	Plants**
Composite Machining	23,331	7,727
Tapping or Threading	9,451	3,958
Welding	7,841	3,279
Deburring	6,604	2,845
Boring	5,615	2,589
Honing	4,356	1,745
Fastening	4,330	1,826
Broaching	3,864	1,647

Extend Your Brand and Put Your Message in Context

# ONLINE

Monthly Page Impressions 241,569  
Unique Browsers 130,353



Desktop 70.25%



Mobile 25.67%



Phone 3.92%

mmsonline.com Ad Impressions	Annual	Monthly
Blog	285,522	23,794
Home Page	209,682	17,474
Machining Centers & Milling Machines	153,515	12,793
Cutting Tools	112,872	9,406
CNC & Machine Controls	82,164	6,847
Inspection & Measuring Equipment	76,646	6,387
Grinding Equipment	73,742	6,145
Products	71,777	5,981
Workholding	64,781	5,398
Suppliers Landing Page	59,939	4,995
Article	54,810	4,568
CAD, CAM and Related Software	53,766	4,481
Training and Personnel	52,386	4,366

Video	41,926	3,494
Turning Machines	40,588	3,382
Milling Tools	37,750	3,146
Data Driven	33,053	2,754
Aerospace Machining	31,978	2,665
High Speed Machining	31,946	2,662
EDM Equipment	26,370	2,198
Top Shops	23,165	1,930
Robots	20,901	1,742
Metalworking Fluids	19,852	1,654
Gear Production	18,604	1,550
Waterjet	13,566	1,131

## DIGITAL EDITION

Delivering Valuable, Extended Visibility to Your Advertising Investment

Digital Edition Email Recipients 62,000+

### Monthly totals

Page Views	Subscribers	Issue Views
123,820	6,225	4,505

### Online Lead Generation

**TECHSPEX**



Registered Qualified Buyers

Webinar Registrants

1,440 Annual Registrants (avg.)  
30 Registrants Per Week (avg.)

160 average per webinar



# Modern Machine Shop



## Deliver Your Brand and Drive Traffic EMAIL

Total Audience	Open Rate	Click-Through Rate	Click To Open Rate
62,813	18.47%	1.94%	10.49%



Desktop  
70.25%



Mobile  
20.88%



Phone  
8.88%

### Top Subscribing Domains

Domain	Company	Domain	Company	Domain	Company
ge.com	GE	medtronic.com	Medtronic	woodward.com	Woodward
parker.com	Parker	its.jnj.com	Johnson + Johnson	boeing.com	Boeing
honeywell.com	Honeywell	mmm.com	3M	sikorsky.com	Sikorsky
ngc.com	Northrop Grumman	nasa.gov	NASA	stryker.com	Stryker
ford.com	Ford	pw.utc.com	Pratt & Whitney	magna.com	Magna
lmco.com	Lockheed Martin	johndeere.com	John Deere	raytheon.com	Raytheon
gm.com	General Motors	triumphgroup.com	Triumph Group	orbitalatk.com	Orbital ATK
cat.com	Caterpillar	cummins.com	Cummins	synthes.com	Depuy Synthes

### EVENTS

#### Display Your Brand and Generate Leads



3D Print Workshop @ NPE2018  
The Plastics Showcase



Amerimold 2018



IMTS 2018



Additive Manufacturing Conference at IMTS 2018



Top Shops Workshop at IMTS 2018



PMTS 2019

### Bonus Distribution

- MD&M West
- AERODEF
- The MFG Meeting
- RAPID + TCT
- SMART Manufacturing
- Amerimold
- MT360
- IMTS
- Additive Manufacturing Conference
- Top Shops Workshop
- CAMX
- Global Forecasting & Marketing Conference
- FABTECH

### Special Show Coverage

- SMART Manufacturing
- Amerimold 2018
- IMTS 2018

**QUESTIONS?** Contact your MMS sales representative.

# Modern Machine Shop

mmsonline.com

Integrated Media Solutions Connecting Metalworking Buyers and Sellers

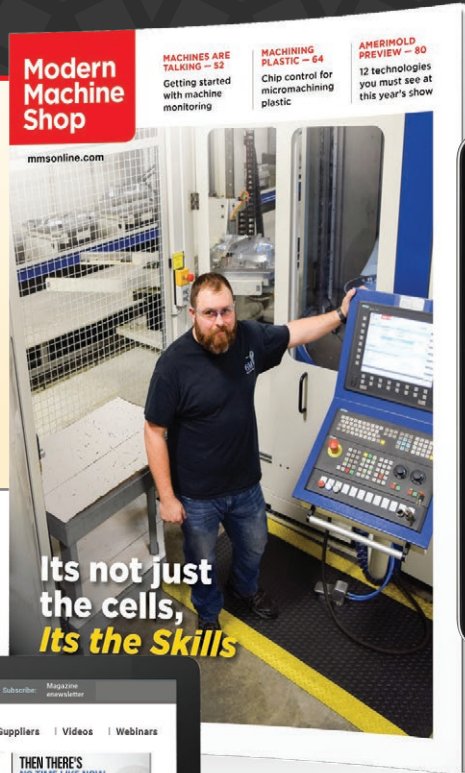
## 2018 Rates and Data

CELEBRATING

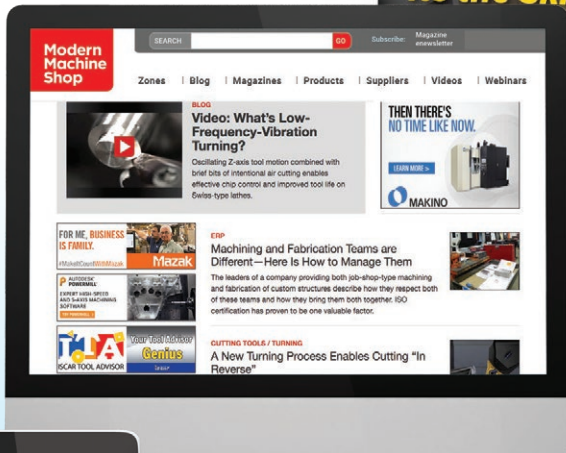
**90**  
NINETY YEARS  
1928-2018



**PRINT**  
98,000+  
SUBSCRIBERS



**DIGITAL EDITION**  
6,225 SUBSCRIBERS



**ONLINE**  
241,589 PAGE IMPRESSIONS



### 2018 EVENTS

AMERIMOLD, IMTS, AM CONFERENCE  
TOP SHOPS CONFERENCE



**EMAIL**  
62,000+ SUBSCRIBERS



# Modern Machine Shop

## PRINT RATES AND CUSTOM CONTENT

**New Larger Size Coming January 2018**

For ad specifications and more information, please visit: [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



### FULL COLOR RATES

Effective January 2018

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
<b>Full Page</b>	\$8,320	\$8,270	\$8,150	\$8,040	\$7,920	\$7,790	\$7,670	\$7,350
<b>3/4 Page</b>	\$6,750	\$6,710	\$6,610	\$6,520	\$6,430	\$6,340	\$6,240	\$6,010
<b>2/3 Page</b>	\$6,640	\$6,600	\$6,520	\$6,440	\$6,360	\$6,250	\$6,180	\$6,000
<b>1/2 Island</b>	\$6,520	\$6,490	\$6,430	\$6,370	\$6,310	\$6,210	\$6,110	\$5,990
<b>1/2 Page</b>	\$5,310	\$5,280	\$5,250	\$5,230	\$5,210	\$5,150	\$5,130	\$5,040
<b>3/8 Page</b>	\$4,520	\$4,500	\$4,480	\$4,460	\$4,440	\$4,410	\$4,390	\$4,330
<b>1/4 Page</b>	\$3,680	\$3,670	\$3,650	\$3,630	\$3,610	\$3,580	\$3,550	\$3,510
<b>1/8 Page</b>	\$2,840	\$2,830	\$2,820	\$2,810	\$2,800	\$2,790	\$2,780	\$2,770
<b>Spread</b>	\$11,990	\$11,890	\$11,790	\$11,590	\$11,400	\$11,150	\$11,000	\$10,520

### BLACK & WHITE RATES

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
<b>Full Page</b>	\$6,320	\$6,270	\$6,150	\$6,040	\$5,920	\$5,790	\$5,670	\$5,350
<b>3/4 Page</b>	\$4,750	\$4,710	\$4,610	\$4,520	\$4,430	\$4,340	\$4,240	\$4,010
<b>2/3 Page</b>	\$4,640	\$4,600	\$4,520	\$4,440	\$4,360	\$4,250	\$4,180	\$4,000
<b>1/2 Island</b>	\$4,520	\$4,490	\$4,430	\$4,370	\$4,310	\$4,210	\$4,110	\$3,990
<b>1/2 Page</b>	\$3,310	\$3,280	\$3,250	\$3,230	\$3,210	\$3,150	\$3,130	\$3,040
<b>3/8 Page</b>	\$2,520	\$2,500	\$2,480	\$2,460	\$2,440	\$2,410	\$2,390	\$2,330
<b>1/4 Page</b>	\$1,680	\$1,670	\$1,650	\$1,630	\$1,610	\$1,580	\$1,550	\$1,510
<b>1/8 Page</b>	\$840	\$830	\$820	\$810	\$800	\$790	\$780	\$770
<b>Spread</b>	\$9,990	\$9,890	\$9,790	\$9,590	\$9,400	\$9,150	\$9,000	\$8,520

**COVER RATES** Cover rates include black and any combination of process colors.

#### COVER PLACEMENT

INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$10,500	\$9,500	\$11,500

## CONTENT MARKETING

### NEW FOR 2018

#### NATIVE ADVERTISING

Digital marketing opportunity to feature your content in the natural (or native) form and experience of our online content. Native advertising is supported digitally across our platforms and channels. Content should be in-line with our editorial standards and will be vetted by our editorial team.

#### KNOWLEDGE CENTERS

A co-branded, category-specific microsite featuring non-commercial applications and technical-based content. Knowledge Centers are supported by an integrated promotional program and include multi-media content and lead generation opportunities.

#### CUSTOM CONTENT

Custom content includes a strategic collaboration between our custom content team and your brand management to identify and develop a unique content marketing opportunity that marries your marketing objectives with our audience's educational interests. Custom content will be branded to, supported by and promoted on our digital platforms and channels.

For more information on these content marketing opportunities, please contact your Gardner Business Media sales professional.



MONTH CLOSING DATE	TECHNOLOGY FEATURES	SPECIAL COVERAGE	EQUIPMENT REVIEW	SUPPLEMENT	BONUS DISTRIBUTION
<b>JAN</b> 12.1.17	Cutting Tools — Turning	<b>How OEM's View Job Shops</b>	Coolant & Chip Management Tooling & Workholding Systems & Software		
<b>FEB</b> 1.5.18	EDM — Machine Monitoring	<b>Medical Machining</b>	Additive Manufacturing Tooling & Workholding Systems & Software	TechSpex [Machine/Shop]	MD&M West (Medical) Anaheim, CA
<b>MARCH</b> 2.1.18	Milling & Machining Centers — Manufacturing Software	<b>Aerospace Manufacturing</b>	Laser & Waterjet — Tooling & Workholding Systems & Software		AERODEF (Aerospace) Long Beach, CA — The MFG Meeting Miami, FL
<b>APRIL</b> 3.1.18	Additive Manufacturing — CNC/Machine Controls	<b>Industrial Internet of Things</b>	Robots & Automation — Tooling & Workholding Systems & Software		
<b>EVENT PREVIEW   SMART MANUFACTURING</b>					
<b>MAY</b> 3.30.18	Measurement & Inspection — Workholding	<b>World Machine Tool Report</b>	Machining Centers — Tooling & Workholding Systems & Software	TechSpex [Machine/Shop]	RAPID + TCT 2018 Fort Worth, TX — SMART MANUFACTURING Boston, MA
<b>JUNE</b> 5.1.18	CAD/CAM — Die/Mold Machining	<b>90 Year Anniversary Issue</b>	EDM — Tooling & Workholding Systems & Software		AMERIMOLD 2018 Detroit, MI — MT360 Santa Clara, CA
<b>EVENT PREVIEW   Amerimold 2018</b>					
<b>JULY</b> 6.1.18	Holemaking — Swiss-Type Machining	<b>Workforce Development</b>	Grinding — Tooling & Workholding Systems & Software		
<b>AUG</b> 6.29.18	<b>SPECIAL ISSUE: IMTS 2018</b>			TechSpex [Machine/Shop]	IMTS 2018 — AMC 2018 — TOP SHOPS Chicago, IL
<b>EVENT PREVIEW Additive Manufacturing &amp; Top Shops Conferences</b>					
<b>SEPT</b> 8.1.18	<b>SPECIAL ISSUE: TOP SHOPS</b> <b>SPECIAL ISSUE: IMTS 2018</b>				IMTS 2018 — AMC 2018 — TOP SHOPS Chicago, IL
<b>OCT</b> 8.31.18	Multitasking Machining — Five-Axis Machining	<b>Micro Machining</b>	Measurement & Inspection — Tooling & Workholding Systems & Software		CAMX 2018 Dallas, TX — GFMC Indianapolis, IN
<b>NOV</b> 10.1.18	Fabricating — Robots & Automation	<b>Automotive Manufacturing</b>	Cleaning and Deburring — Tooling & Workholding Systems & Software	TechSpex [Machine/Shop]	FABTECH Atlanta, GA
<b>DEC</b> 11.1.18	Grinding — Manufacturing Software	<b>2019 Industry Outlook</b>	Turning — Tooling & Workholding Systems & Software		

**COLUMN TOPICS (EVERY ISSUE):** Deciding Factors: Data-Driven Manufacturing, Competing Ideas, Job Shop Perspective: View From My Shop, Additive Manufacturing: Additive Insights, Quality: Quality Gaging Tips, GBI: Metalworking Marketplace.

# 2018 Revised Display Ad Sizes

Full Size w/Bleed  
14.5" W × 10.50" H  
(369 mm × 267 mm)

Final Trim  
14.00" W × 10.00" H  
(556 mm × 254 mm)

Live Area per each side of spread  
6.00" W × 9.00" H  
153 mm × 229 mm

## TWO PAGE SPREAD AD

New for 2018  
**14.0" x 10.0"**

Full Size w/Bleed  
7.50" W × 10.50" H  
190 mm × 267 mm

Final Trim  
7.00" W × 10.00" H  
178 mm × 254 mm

Max Live Area  
6.00" W × 9.00" H  
153 mm × 229 mm

## FULL PAGE FULL BLEED

New for 2018  
**7.0" x 10.0"**

5.875" W × 6.375" H  
149 mm × 162 mm

**3/4 PAGE AD**  
**5.875" x 6.375"**

3.875" W × 8.625" H  
99 mm × 219 mm

**2/3 PAGE AD**  
**3.875" x 8.625"**

## 1/2 ISLAND WITH BLEED

Now includes edge page bleed at no charge.

**4.125" x 6.375"**

Bleed 4.75" W × 7.00" H  
(121 mm W × 178 mm H)  
Trim 4.125" W × 6.375" H  
(105 mm W × 162 mm H)  
Live Area 3.5" W × 6.125" H  
(89 mm W × 156 mm H)

5.875" W × 4.1875" H  
149 mm × 106 mm

**1/2 HORZ. AD**  
**5.875" x 4.1875"**

2.75" W × 8.625" H  
70 mm × 219 mm

**1/2 PAGE VERT**  
**5.875" x 6.375"**

5.875" W × 2" H  
143 mm × 51 mm

**1/4 PAGE HORZ**  
**5.875" x 2.0"**

2.75" W × 4.1875" H  
70 mm × 106 mm

**1/4 PAGE HORZ**  
**2.75" x 4.1875"**

2.75" W × 4.1875" H  
70 mm × 106 mm

**1/4 PAGE HORZ**  
**2.75" x 4.1875"**

2.75" W × 6.375" H  
70 mm × 162 mm

**3/8 PAGE**  
**5.875" x 6.375"**

2.75" W × 2" H  
70 mm × 51 mm

**1/8 PAGE**  
**2.75" x 2.0"**

## FOR ADDITIONAL AD INFO

ADVERTISING MANAGER

Bill Caldwell

PH 800-950-8020

513-527-8800

billc@gardnerweb.com

## MMS ONLINE AD PACKAGES

mmsonline.com	Available Positions	Investment
HOME PAGE	12	\$2,100
BLOG PAGE	12	\$1,850
METALWORKING NETWORK ZONE PAGE (*Select Zones - See below)	12	\$1,750
MMS ONLY ZONE PAGE	12	\$1,500
ALL SUB-PAGES	12	\$1,250



### \*METALWORKING NETWORK ZONES

#### METALWORKING NETWORK INCLUDES:

- mmsonline.com
- moldmakingtechnology.com
- productionmachining.com

#### TECHNOLOGY ZONES

- Milling
- Turning
- Turn/Mill
- EDM
- CNC & Machine Controls

- Cutting Tools
- Metalworking Fluids
- CAD/CAM Software
- ERP Software

#### PROCESS ZONES

- Additive Manufacturing
- Micro Machining
- Inspection & Measurement
- Data-Driven Manufacturing
- Automation

#### INDUSTRY ZONES

- Automotive
- Aerospace
- Medical

#### SPECIAL ZONES

- Next Generation Zone
- The IMTS Zone



## MMS EXTRA E-NEWSLETTER

PLACEMENT	AVAILABILITY PER EDITION	GROSS PER EDITION
LEADERBOARD BANNER	1	\$2,500
VIDEO AD	2	\$2,500
MULTI-FORMAT AD	4	\$1,750
FEATURED PRODUCT AD	8	\$1,250

**FOCUS:** General Metalworking

**FREQUENCY:** 2 Monthly Editions

Edition #1 — First Week of Month, Edition #2 — Third Week of Month

## MMS WEBINARS

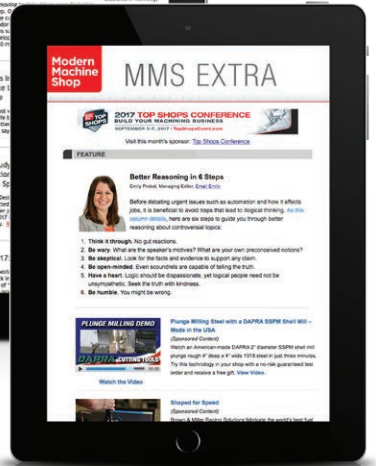
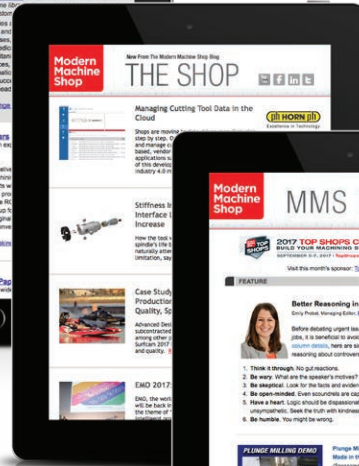
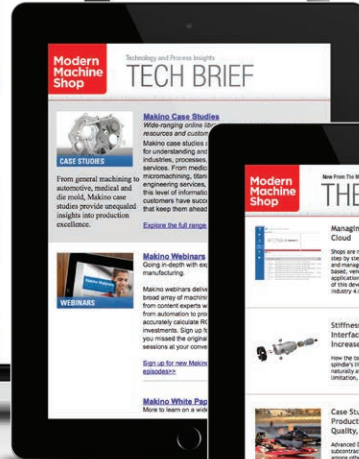
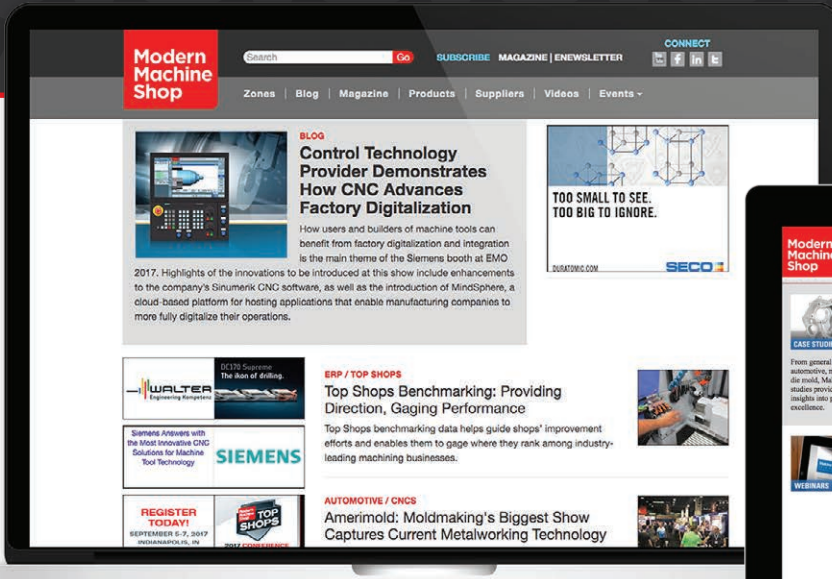
PRESENTATIONS HOSTED	GROSS PER WEBINAR
1 WEBINAR	\$8,000

### EACH WEBINAR INCLUDES:

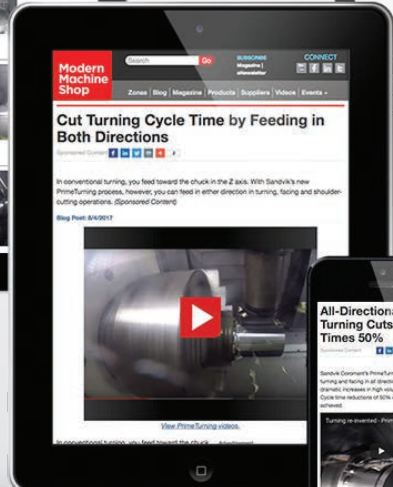
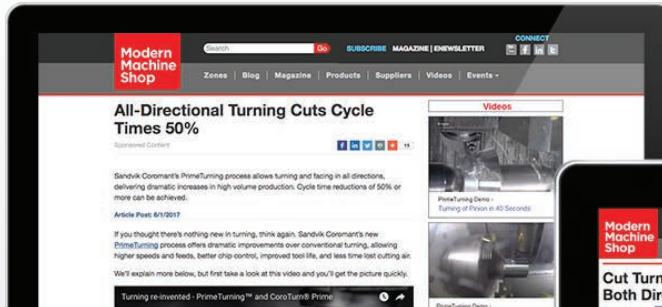
- Live webinar moderated by an MMS Editor
- Print ad promoting webinar in MMS magazine
- Email invitations to MMS opt-in audience
- MMS Extra e-newsletter editorial preview
- Custom lead report including all registrants
- 6-month archive of webinar session on MMS Online



mmsonline.com



Content-based marketing solutions for building brand, driving traffic and generating leads.



### WEBINARS

Educate the market and generate highly-qualified, active leads with MMS Webinars.

Modern Machine Shop webinars deliver a high ROI combination of brand development, content marketing and lead generation.

Industrial equipment buyers turn to webinars to learn more about best practices, new process technology and specific, solutions-based applications of new technology.

MMS webinars are moderated by a Modern Machine Shop editor and delivered by the Modern Machine Shop brand to our audience of industrial equipment purchasers and influencers.

#### Webinar Overview

Average # of Leads Generated  
**235**

Average # of Registrants  
**160**

Average # of Archive Views  
**75**

#### Webinar Integrated Marketing Program:

Your webinar, your brand and your solutions are promoted in:

**PRINT** Display advertisement in Modern Machine Shop magazine delivered to 98,000+ qualified subscribers

**E-MAIL** Multiple, direct e-mail invitations sent to 10,000 MMS email subscribers

#### E-NEWSLETTER

Webinar announcement in MMS Extra E-Newsletter delivered to more than 62,000+ e-mail subscribers

#### SOCIAL

Webinar promotion on MMS social platforms

**ONLINE** Webinar event listed and referenced on mmsonline.com

**COST: \$8,000**

#### Past Webinar Presenters include:

ABB	Dassault	Heidenhain	Okuma
ATI	Doosan	Hexagon	Quaker Chemical
Autodesk	DP Technology	Hurco	Robbjack
Big Kaiser	Epicor	MAG	Siemens
Blueswarf	Exact JobBoss	Master 3D Gage	Solidcam
Camfil APC	FANUC	Memex	Spaceclaim
CG Tech	Faro	Mitutoyo	TCI
Cimatron	Flow Corp	Nikon Metrology	Tebis
Darex	Gibbs	Objet	United Grinding

### DIGITAL DISPLAY ADVERTISING

#### MMS Online Ad Packages

LOCATION	POSITIONS	COST
Home Page	12	\$2,100
Blog Page	12	\$1,850
MMS Only Zone Page	12	\$1,500
All Sub-Pages	12	\$1,250



#### Metalworking Network Zones

Put your brand in context by displaying your marketing message inside a network of highly-relevant, solutions-based content delivered across metalworking's most active online knowledge resources – [mmsonline.com](http://mmsonline.com), [moldmakingtechnology.com](http://moldmakingtechnology.com), [productionmachining.com](http://productionmachining.com)

LOCATION	POSITIONS	COST
Metalworking Network Zone Page	12	\$1,750

#### Metalworking Network Zones Include:

##### TECHNOLOGY

- Milling
- Turn/Mill
- EDM

##### PROCESS

- Additive Manufacturing
- Micromachining
- Inspection/Measurement
- Automation

- Turning
- Cutting Tools
- CAD/CAM Software

##### INDUSTRY

- Automotive
- Aerospace
- Medical

- CNC & Machine Controls
- Metalworking Fluids
- ERP Software

##### SPECIAL

- Next Generation Zone
- The IMTS Zone

## E-NEWSLETTERS



Build your brand and create demand by delivering your message in context with MMS E-Newsletters

MMS Extra is a semi-monthly e-newsletter that builds on Modern Machine Shop magazine by offering additional insights into the work and business of metalworking. Created by the editors of Modern Machine Shop magazine, the newsletter pays particular attention to the perspectives and personalities of the people who manage and oversee machining processes.

For more information, please contact your Modern Machine Shop sales professional:

sales@mmsonline.com  
800-950-8020  
gardnerweb.com/mms

**AUDIENCE 62,000+**

**FREQUENCY Semi-Monthly**  
(1st & 3rd of the Month)

Total Audience **62,813**  
Click-Through Rate **1.94%**

Open Rate **18.47%**  
Click To Open Rate **10.49%**



Desktop **70.25%**



Mobile **20.88%**



Phone **8.88%**



Top Subscribing Domains	
ge.com	GE
parker.com	Parker
honeywell.com	Honeywell
ngc.com	Northrop Grumman
ford.com	Ford
lmco.com	Lockheed Martin
gm.com	General Motors
cat.com	Caterpillar
medtronic.com	Medtronic
its.jnj.com	Johnson + Johnson
mmm.com	3M
nasa.gov	NASA
pw.utc.com	Pratt & Whitney
johndeere.com	John Deere
triumphgroup.com	Triumph Group
cummins.com	Cummins
woodward.com	Woodward
boeing.com	Boeing
sikorsky.com	Sikorsky
stryker.com	Stryker
magna.com	Magna
raytheon.com	Raytheon
orbitalatk.com	Orbital ATK
synthes.com	Depuy Synthes

Most Active Subscribers	
ll.mit.edu	MIT
oceanengineering.com	Oceanengineering
navy.mil	United States Navy
philips.com	Philips
orbitec.com	Orbital Technologies
smith-nephew.com	Smith and Nephew
us.army.mil	United States Military
cecoenviro.com	Ceco Environmental
automatedmachiningco.com	Automated Machining Co.
thecardinalgroup.net	The Cardinal Group
steffes.com	Steffes
SJM.COM	St Jude Medical
mvpind.com	Magnum Venus Products
stewart-mfg.com	Stewart Manufacturing
nexengroup.com	Nexen Group
knightmanufacturinginc.com	Knight Manufacturing Company
autometer.com	Auto Meter
nanz.com	The Nanz Company
ferno.com	Ferno
meanseng.com	Means Engineering
moelleraerospace.com	Moller Aerospace
Leesta.com	Leesta
catool.com	C&A Tool
Splintek.com	Splintek

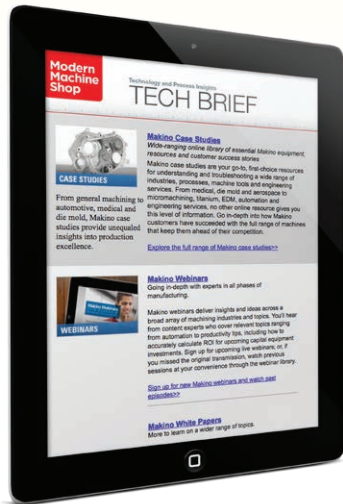
### ADVERTISING OPTIONS:

LEADERBOARD	VIDEO AD	MULTI-FORMAT AD	NEW PRODUCT AD
468 x 60 image	180 x 100 image	120 x 60 image	140 x 140 image
-	-	4 lines	300 characters max.
-	250 char. text	45 characters per line	45 characters per line
1 available	2 available	4 available	8 available-
<b>\$2,500 gross per/mo.</b>	<b>\$2,500 gross per/mo.</b>	<b>\$1,750 gross per/mo.</b>	<b>\$1,250 gross per/mo.</b>

# MMS CONTENT MARKETING:

## EPRINTS

Deliver your solutions-based content marketing direct to a list of active, qualified buyers with MMS EPRINTS.



Modern Machine Shop EPRINTS are custom published e-mail messages featuring your company's solutions and/or applications-based technical content.

The foundation of the EPRINT is a lead article that highlights a solutions-based story on a specific product or process application. Typically, this lead article is a previous Gardner Business Media-crafted article or a case study provided by the customer. In addition to the anchor content, EPRINTS allow for three customizable sections ideal for promoting product releases, webcasts, white papers, videos, event displays, e-newsletters, etc.

EPRINT advertisers benefit from the equity and relationship the delivering brand has developed with its permission-based subscribers. Additionally, instead of being presented as an unsolicited advertisement, EPRINT advertisers appear as technology providers and thought leaders.

**COST:**  
**\$1.00 per name**  
 (\$2,500 minimum)

### MMS Eprint Components

#### PROMOTIONAL LIST

The EPRINT promotional list consists of the selected title's opt-in e-mail subscribers. It is an active audience with a stated preference to receive information about new product and process technology via email.

#### DEMOGRAPHICS

Demographic selection is available in a limited capacity.

#### CONTENT

In total, the EPRINT allows for maximum of 5 content sections: the feature, the custom sections and the learn more / company section.

#### ANALYTICS

EPRINT advertisers will receive sent, deliver, open, read, total click, unique clicker and CTR data. Recipient or participant contact data will not be included. Advertisers are encouraged to include registration-based landing pages or tracking applications in order to collect specific contact information.

## NATIVE ADVERTISING

### NATIVE ADVERTISING PACKAGE:

Native sponsored content/article placement on host website.

- One (1) per three month program consisting of 500-1,000 words produced by customer. Customer can request content development by GBM custom content team for an additional fee of \$1,000 net.

Native advertising sponsored content placement on:

- Home Page one (1) week per month
- Zone Pages, up to three (3) related Zones one (1) week each per month

Native advertising sponsored content placement on the MMS blog and blog e-newsletter push.

- one (1) per month

Native advertising placement on the MMS e-newsletter push.

- one (1) per month

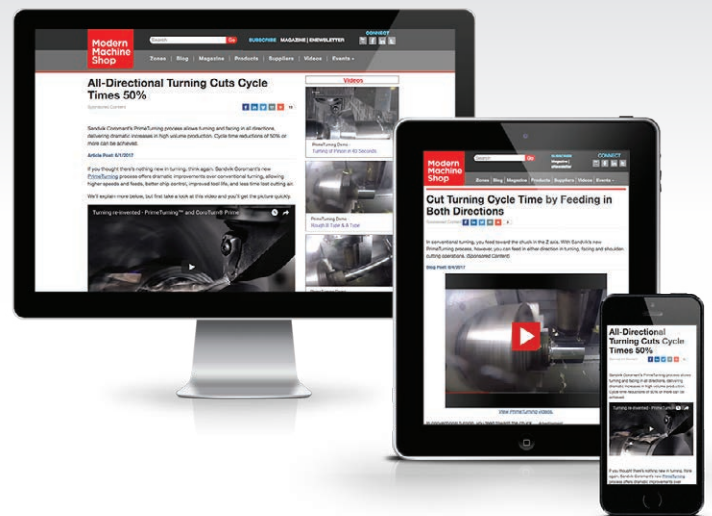
Native advertising social cross-placement for MMS

- Facebook, Twitter and LinkedIn.

Related content widget promotion.

Hybrid ad Package placement on advertorial article page.

- Plus up to three (3) Related Content/promotional links on an advertorial page (with registration if requested).
- Advertorial contextual links placement back to sponsor website.



### MMS Native Advertising Rates

Sold in three (3) consecutive month increments

<b>INVENTORY</b>	4 per month / Max. 2 per customer per year
<b>COST</b>	\$6,000 per month, gross
<b>OPTIONAL</b>	Article development fee of (\$1,000 net)
<b>OPTIONAL</b>	Direct E-Mail Promotions (\$1 per name)

# Modern Machine Shop

[MMSonline.com](http://MMSonline.com)