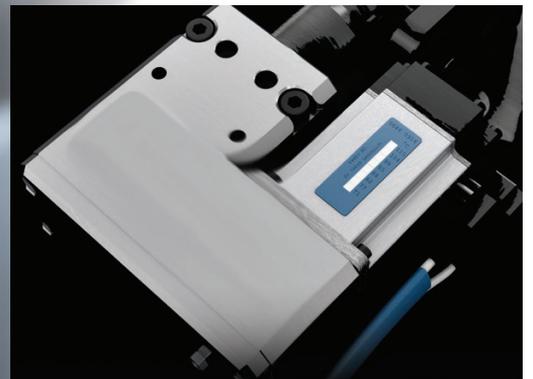


MoldMaking

TECHNOLOGY®

2017 MEDIA GUIDE



PRINT



ONLINE

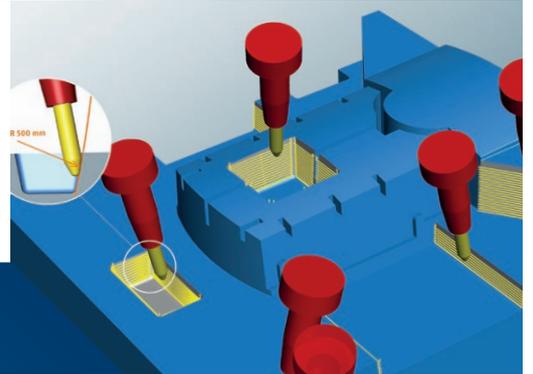


EMAIL



EVENTS

Your Access to the Industrial
Mold Manufacturing Market



ENGINEER / BUILD / MAINTAIN

MMT

MoldMaking TECHNOLOGY.

ENGINEER / BUILD / MAINTAIN

Reach the mold manufacturing industry's decision-makers in engineering, building and maintenance by creating an integrated media plan with *MoldMaking Technology!*

The best tools and biggest audience for selling mold manufacturing equipment and services.

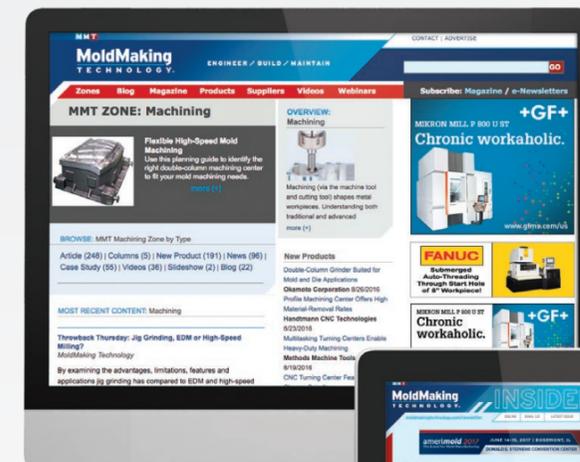


PRINT
20,400+
SUBSCRIBERS



ONLINE
61,400+ PAGE IMPRESSIONS
35,600+ UNIQUE BROWSERS

DIGITAL EDITION



EMAIL
16,200+
SUBSCRIBERS



2017 EVENTS
Amerimold, Molding,
Additive Manufacturing Conference

moldmakingtechnology.com

sales@moldmakingtechnology.com

6915 Valley Avenue
Cincinnati OH 45244
800-950-8020

Cover images courtesy of:
Background: DMG MORI
Top Right: Thinkstock Images
Center Right: HRSflow North America
Bottom Right: Open Mind Technologies USA
Image this page courtesy of: Thinkstock Images

Advertising in *MoldMaking Technology (MMT)* offers you access to the industry's most targeted audience in the only magazine dedicated to mold manufacturing. Reaching decision-makers in key end markets is essential to the growth of your business. *MMT* knows the right people in the right industries. Your ad in an *MMT* media product places your message alongside the expert editorial coverage these industry leaders look to time and time again.

20,407
Subscribers*

13,681
Facilities**

Circulation by Plant Size**

SIZE	SUBSCRIBERS	FACILITIES
1 - 49	11,859	8,878
20 - 249	5,647	3,250
250+	2,901	1,553
TOTAL	20,407	13,681

Circulation by End Markets**

END MARKET	SUBSCRIBERS	FACILITIES	TOP COMPANIES
AUTOMOTIVE/TRANSPORTATION	15,519	9,624	Delphi Automotive LLC Ford Motor Co. General Motors Corp. Johnson Controls Toyota Motor Corp. Winnebago Industries Inc.
CONSUMER PRODUCTS	11,872	6,858	Anderson Corp. General Electric Co. Nike Inc. Procter & Gamble Co. Stanley Black & Decker Inc. Whirlpool Corp.
ELECTRONICS/COMPUTERS	11,937	7,021	Apple Inc. Google Inc. Hewlett Packard Co. IBM Corp. Lexmark International Inc. Tyco Electronics Corp.
MEDICAL/DENTAL/PHARMACEUTICAL	13,905	8,428	Bayer Healthcare Ethicon Endo-Surgery Inc. GE Healthcare Johnson & Johnson Siemens Medical Solutions Stryker Orthopaedics
PACKAGING	7,960	4,176	Ancor APTAR Berry Plastics Dart Container Corp. Janler Corp. Tupperware Brands

Circulation by Operations Performed**

OPERATION	CIRCULATION	FACILITIES
CAD/CAM	16,119	9,817
Milling	14,893	8,898
Tool Maintenance & Repair	14,859	8,680
Grinding	14,173	8,398
Moldmaking	13,499	7,632
Drilling	12,811	7,421
Injection Molding	12,773	7,039
Mold Finishing	12,624	6,935
Additive Manufacturing	12,012	6,810
EDM	10,850	5,891

Circulation by Job Title/Function*

JOB/FUNCTION	SUBSCRIBERS
Company Management/Purchasing	7,634
Manufacturing Production/Engineering	10,408
Design/Quality/R&D	1,669
Other	696
TOTAL	20,407

Check the Audit!


MoldMaking Technology Invests in Quality Circulation
 It is essential that your promotional campaign is reaching the right people. With our in-house audience development department, you can rest assured that the audience for *MMT* is held to the highest standards.

2017 Editorial Calendar

MONTH CLOSING DATE	TECHNOLOGY FOCUS	END MARKETS	BONUS DISTRIBUTION
JANUARY 12/1/2016	Machining, Software, Repair/Surface Treatment, Mold Materials	Industrial Equipment & Machinery Automotive/Transportation	
FEBRUARY 1/3/2017	Mold Components/Hot Runners, Cutting Tools, Inspection/Measurement	Medical Packaging	MD&M WEST PLASTEC WEST
MARCH 2/1/2017	EDM, Machining, Software, Automation, Mold Materials	Electronics/Computers Appliances	THE MFG MEETING AMUG
APRIL 3/1/2017	Mold Components/Hot Runners, Repair/Surface Treatment, Cutting Tools	Consumer Products Medical	MOLDING 2017
MAY 3/31/2017	Machining, EDM, Inspection/Measurement, Software, Mold Materials	Packaging Automotive/Transportation	RAPID EASTEC MOULDING EXPO ANTEC AMBA CONFERENCE
<i>SHOW COVERAGE</i>	AMERIMOLD 2017 PRE-SHOW ISSUE		
JUNE 5/1/2017	Mold Components/Hot Runners, Repair/Surface Treatment, Software, Cutting Tools, Additive Manufacturing, Machining	Consumer Products Electronics/Computers	AMERIMOLD 2017 MD&M EAST PLASTEC EAST
<i>SHOW COVERAGE</i>	AMERIMOLD 2017 SHOW ISSUE / 2017 LEADTIME LEADER AWARDS		
JULY 6/1/2017	Additive Manufacturing, Software, Mold Materials, Mold Components/Hot Runners, Cutting Tools, Machining, EDM, Automation, Inspection/Measurement, Surface Treatment, Maintenance/Repair	2017 TECHNOLOGY REVIEW/ SOURCING GUIDE Full-page ad bonus! Ask your MMT sales representative.	
<i>ANNUAL GUIDE</i>	2017 TECHNOLOGY REVIEW/SOURCING GUIDE		
AUGUST 6/30/2017	Inspection/Measurement, Hot Runners/Mold Components, Repair/Surface Treatment, Machining	Industrial Equipment & Machinery Medical	
SEPTEMBER 8/1/2017	Mold Materials, Software, EDM, Automation, Cutting Tools	Automotive/Transportation Consumer Products	EMO WESTEC
OCTOBER 9/1/2017	Machining, Mold Components/Hot Runners, Repair/Surface Treatment + Hot Runner Supplement	Electronics/Computers Medical	FAKUMA
NOVEMBER 9/29/2017	Mold Materials, Software, EDM, Automation	Appliances Packaging	SPI WESTERN MOLDBAKERS TRADE FAIR PLASTIMAGEN
DECEMBER 11/1/2017	Cutting Tools, Inspection/Measurement, Mold Components/Hot Runners	Medical Automotive/Transportation	

MMT Staff



Ryan Delahanty
Publisher
ryand@gardnerweb.com



Christina M. Fuges
Editorial Director
cfuges@gardnerweb.com



Cyndi Kustush
Senior Editor
ckustush@gardnerweb.com



Barbara Schulz
European Consultant
bschulz@gardnerweb.com



El McKenzie
Managing Editor
emckenzie@gardnerweb.com

Print Ad Rates & Specs

Full Page
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)

2-Pg Spread
Bleed: 16.25"W x 11"H
(414 mm x 281 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)

2/3 Pg Vertical
4.375"W x 9.125"H
(111 mm x 232 mm)

1/2 Pg Island
4.375"W x 6.875"H
(111 mm x 175 mm)

1/2 Pg Horizontal
6.875"W x 4.375"H
(175 mm x 111 mm)

1/2 Pg Vertical
3.25"W x 9.125"H
(83 mm x 232 mm)

1/3 Pg Vertical
2.25"W x 9.125"H
(57 mm x 232 mm)

1/3 Pg Square
4.375"W x 4.375"H
(111 mm x 111 mm)

1/4 Pg Vertical
3.25"W x 4.375"H
(83 mm x 111 mm)



4-COLOR RATES

SIZE	3x	6x	12x	24x
Full Page	\$6,304	\$6,103	\$5,778	\$5,557
2/3 Page	\$5,109	\$4,980	\$4,738	\$4,558
1/2 Island	\$4,743	\$4,625	\$4,424	\$4,223
1/2 Page	\$4,316	\$4,213	\$4,017	\$3,888
1/3 Page	\$3,523	\$3,440	\$3,311	\$3,208
1/4 Page	\$3,147	\$3,085	\$2,977	\$2,899

2-COLOR RATES (STANDARD*)

SIZE	3x	6x	12x	24x
Full Page	\$5,619	\$5,371	\$5,047	\$4,820
2/3 Page	\$4,393	\$4,249	\$4,007	\$3,837
1/2 Island	\$3,996	\$3,883	\$3,667	\$3,517
1/2 Page	\$3,595	\$3,481	\$3,291	\$3,162
1/3 Page	\$2,786	\$2,704	\$2,580	\$2,477
1/4 Page	\$2,410	\$2,359	\$2,245	\$2,163

BLACK & WHITE RATES

SIZE	3x	6x	12x	24x
Full Page	\$4,769	\$4,522	\$4,197	\$3,971
2/3 Page	\$3,533	\$3,399	\$3,157	\$3,075
1/2 Island	\$3,136	\$2,977	\$2,796	\$2,647
1/2 Page	\$2,735	\$2,652	\$2,436	\$2,312
1/3 Page	\$1,931	\$1,859	\$1,730	\$1,627
1/4 Page	\$1,560	\$1,504	\$1,391	\$1,313

MARKETPLACE ADS

SIZE	1x	4x	8x	12x
3.25" W x 1.5" H	\$700	\$600	\$550	\$450

All MoldMaking Marketplace ads are 4-color and must be boxed. No bleed ads permitted.

COVER RATES

Premium Positions	
Second Cover (Inside Front)	+\$1,000
Third Cover (Inside Back):	+\$500
Fourth Cover (Back):	+\$1,000



Combination Rates
Advertisers may combine their total number of insertions in *MoldMaking Technology* with any other Gardner Business Media Inc. magazines or websites during the same 12-month period to earn the best frequency discount.

Multiple-page Discounts:
Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your district manager for details.

Agency Commission:
15% commission is allowed on display advertisements if ad material is furnished to our specifications and payment is received within 30 days.

How to Submit Files:
Upload files to:
files.gardnerweb.com
Send to: *MoldMaking Technology* Magazine (Becky Helton)
E-mail file to: bhelton@gardnerweb.com (5MB max.)

Ship CD/proofs to:
Advertising Department
MoldMaking Technology Magazine
6915 Valley Ave., Cincinnati OH 45244

For additional information contact:
Becky Helton | Advertising Production Manager
bhelton@gardnerweb.com | or (513) 527-8800



MMT ONLINE AD PACKAGES

A MMT Rich Media Ad

Video ad:

A single ad rotates into position on page refresh

-PLUS-

B MMT Hybrid Ad

(CHOOSE 1) Live Text hybrid or Branded hybrid

Ad position rotates on page refresh



Online Zones TECHNOLOGY

- Additive Manufacturing
- Automation
- Cutting Tools
- EDM
- Hot Runners
- Inspection/Measurement
- Machining
- Mold Components
- Mold Maintenance and Repair
- Mold Materials
- Molds
- Software
- Surface Treatment
- Business Strategies

ONLINE ADVERTISING RATES

MMT Online Ad Locations	Performance Advertising Package	Available	Investment
Home Page + Slotting*	A + B	12	\$1,150 gross/month
Blog Page + Weekly e-newsletter banner	A + B	12	\$825 gross/month
Zone Page + Article Page Placement + Slotting	A + B	12	\$725 gross/month
All Sub-Pages	A + B	12	\$625 gross/month

*Slotting: Priority placement in all product technology categories associated with your company

MMT E-NEWSLETTERS

MMT INSIDER E-NEWSLETTER

SUBSCRIBERS	FREQUENCY	DELIVERY
16,200+	Monthly	2nd Week of Month

MMT E-NEWSLETTER ADVERTISING RATES

Ad type	Positions	Investment
1 Leaderboard Banner	1 per edition	\$1,000 gross/month
2 Video Ad	2 per edition	\$995 gross/month
3 Multi-Format Ad	3 per edition	\$825 gross/month
4 Featured Product Ad	4 per edition	\$625 gross/month

3-month minimum commitment required.

MMT BLOG E-NEWSLETTER

SUBSCRIBERS	FREQUENCY
16,200+	Weekly

MMT BLOG E-NEWSLETTER ADVERTISING SPECS

Ad type	Positions	Note
5 Button Ad	12 per edition	Only available in Blog ad package.

Image Size: 120 x 60 pixels Format: JPG/GIF File Size: 10K at 72 dpi



A VIDEO AD

640 x 360 pixels
SWF/FLA file
29.97 frames/sec.
30 sec. - 4 minutes
LOCATION:
Home and Zone Pages



Our videos do not play in place. Advertisers need to create a static pre-launch ad. This pre-launch ad is a 300 x 250 pixel placeholder. Gardner will add the grey "PLAY" button at center and a static video controller on the bottom.

Static Video Pre-Launch Ad Specs

Pixel Dimension: 300 x 250 pixels Files Size: 40K
File Formats: PNG, JPG or GIF

Video Specifications At A Glance

Frame Size: 640 x 360 (16:9)
File Format: .wmv .avi .mov .mpeg2 .mpeg4
Length: 30 seconds to 45 minutes
Frame Rate: 29.97 - preserve native frame rate
Bitrate: >3 Mbps Max File Size: 50 MB
Hosting: Video ads will be hosted by GBM

URL LINKING: By default, video ads link to your showroom within our website. If you would prefer to link to another URL, please provide your advertising manager with your desired active link.

B HYBRID AD (Live Text)

Live text area	Brand logo, graphic, photo, tag line
----------------	--------------------------------------

LEFT: Live Text to be entered by the MMT Advertising Mgr.; 120 characters
RIGHT: Brand logo/image/tag; 150 x 100 pixels; 10K; GIF/JPG (static)

B HYBRID AD (Branded)

Brand logo w/ short message	Brand logo, graphic, or photo
-----------------------------	-------------------------------

FINISHED SIZE: 300 x 100 pixels; 72 dpi, 20K Max
LEFT: 150 x 100 pixels; text or logo graphic on white background; 10K; GIF/JPG (static)
RIGHT: Brand logo/image; 150 x 100 pixels; 10K; GIF/JPG (static)

LEADERBOARD BANNER AD (static image)

1	Size: 468 x 60 pixels, Resolution: 72 dpi Format: JPG/GIF, Max Size: 35K
---	---

VIDEO AD (static image / live text / link to URL hosting your video)

Single static image combined with 50 words of live text (including headline). Headline and last line can link to URLs you request.

2	Video Ad with Text 180 x 100 pixels
---	--

Video Ad Live Text Headline Goes Here (BOLD)
Sponsored Content
Your message and content will be placed here.
Maximum of 50 words or 250 characters.
Active Link to Video Page (BOLD)

Video Ad Specs
Image Size: 180 x 100 pixels
Resolution: 72 dpi File Size: 40K
Format: JPG/GIF (static)
Words: 50 (250 characters max.)

WEBINARS

INVESTMENT: \$6,000 GROSS/WEBINAR

Gain credibility in the moldmaking marketplace while securing leads. Sponsoring a webinar through MMT puts you in front of an audience that is actively seeking out solutions to a problem your product can fix.

Webinars include:

- Live webinar moderated by an MMT editor
- An archive of the webinar session on moldmakingtechnology.com for six (6) months
- A print advertisement in *Moldmaking Technology* promoting the webinar
- A series of e-mail invitations to the MMT e-newsletter audience promoting the webinar
- An advertisement in the *MMT Insider* e-newsletter promoting the webinar
- Custom lead report and access to all live and archived webinar registrants



KNOWLEDGE CENTERS

INVESTMENT: \$3,000 GROSS/MONTH

Share your knowledge with a highly focused and qualified moldmaking audience. A sponsored Knowledge Center offers your company a multi-media platform to demonstrate your capabilities as an expert within a specific product or process technology area.

Knowledge Centers provide:

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

MULTI-FORMAT AD (static image / live text)

Single static image combined with 4 lines of live text. Maximum 45 character per line. First and last line can link to URLs you request.

3	Multi-Format Ad Image 120 x 60 pixels
---	--

Line 1: Your Headline Goes Here. Maximum 45 characters.
Line 2: Your message and content will be placed here. Max 45 characters.
Line 3: Your message and content will be placed here. Max 45 characters.
Line 4: Your message and URL goes here. Maximum 45 characters.

Multi-Format Ad Specs
Image Size: 120 x 60 pixels
Resolution: 72 dpi File Size: 40K
Format: JPG/GIF (static)
Characters: 45 per line

PRODUCT AD (static image / live text)

Single static image combined with 50 words of live text (including headline). Headline and last line can link to URLs you request.

4	Featured Product Ad Image 140 x 140 pixels
---	---

Headline Goes Here (BOLD)
Sponsored Content
Your message and content will be placed here.
Maximum of 50 words or 250 characters.
Your URL Goes Here (BOLD)

Product Ad Specs
Image Size: 140 x 140 pixels
Resolution: 72 dpi File Size: 40K
Format: JPG/GIF (static)
Words: 50 (250 characters max.)

MMT

MoldMaking
TECHNOLOGY®

ENGINEER / BUILD / MAINTAIN

MMT EVENTS

Events are a key component of an integrated media strategy and provide brand building and lead generation.

MoldMaking Technology offers content marketing and targeted multimedia promotional strategies for key industry events.

From pre-show promotion to post-show follow-up on leads, *MMT* provides the tools needed to make these contacts throughout show and buying cycles.

amerimold

The Event for Mold Manufacturing **2017**

JUNE 14-15, 2017

Rosemont Donald E. Stephens Center
Rosemont, IL

Amerimold is the Event for Mold Manufacturing. The annual tradeshow and technical conference addresses the business development, best practices and networking interests of the plastic injection mold manufacturing industry. Amerimold is presented by *MoldMaking Technology* magazine, *Plastics Technology* magazine and *Modern Machine Shop* magazine. With more moldmakers, exhibitors and attendees than ever before, Amerimold's continued growth makes it the premier place to connect with clients and buyers.

ATTENDEES: 3,000 | EXHIBITORS: 200

Exhibit rates: Before April 1, 2017 – \$27/square foot
After April 1, 2017 – \$30/square foot

Contact your *MMT* Sales Representative for details.

PRESENTED BY

MoldMaking
TECHNOLOGY.

PT Plastics
Technology

Modern
Machine
Shop

G
GARDNER
Business Media, Inc.

amerimoldexpo.com



Molding 2017

APRIL 3-5, 2017

Sheraton/Le Meridien
Charlotte, NC

Molding 2017 is a unique event focusing on innovations in injection molding technology. At Molding 2017, industry leaders discuss the latest developments in various molding processes, equipment, materials and management techniques, with special emphasis on adding value to your business. These conferences are widely recognized as the most important forum for technical information and business conditions in injection molding.

Sponsorships available at moldingconference.com.
Contact your *MMT* Sales Representative for details.

PRESENTED BY

MoldMaking
TECHNOLOGY.

PT Plastics
Technology

moldingconference.com

AM2017

Additive Manufacturing Conference

OCTOBER 9-11, 2017

Knoxville Convention Center
Knoxville, Tennessee

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.

Sponsorships available at additiveconference.com.
Contact your *MMT* Sales Representative for details.

PRESENTED BY

AM
ADDITIVE
MANUFACTURING

MoldMaking
TECHNOLOGY.

Modern
Machine
Shop

CW
CompositesWorld

G
GARDNER
Business Media, Inc.

additiveconference.com

CONTACT US TODAY TO GET STARTED ON YOUR MARKETING CAMPAIGNS FOR THE BIGGEST EVENTS IN THE MOLD MANUFACTURING INDUSTRY!

MoldMaking

TECHNOLOGY®

moldmakingtechnology.com

National Offices/Sales Representatives:

CINCINNATI HQ / CENTRAL

PH 513-527-8800
FAX 513-527-8801

OHIO / EAST COAST

Bryce Ellis
bellis@gardnerweb.com
PH 513-527-8970

Brian Wertheimer
bwertheimer@gardnerweb.com
PH 513-527-8806

Kent Luciano
kluciano@gardnerweb.com
PH 513-527-8870

CHICAGO / MIDWEST

Joe Campise
jcampise@gardnerweb.com
PH 513-766-5862

John Campos
jcampos@gardnerweb.com
PH 513-766-5861

Ryan Mahoney
rmahoney@gardnerweb.com
PH 513-766-5863

OHIO / MIDWEST / SOUTHEAST / CANADA

Jackie Dalzell
jdalzell@gardnerweb.com
PH 513-338-8870

DETROIT / MIDWEST

Mike Vohland
mvohland@gardnerweb.com
PH 513-338-2183

LOS ANGELES / WEST COAST

Stephen Kosloff
skosloff@gardnerweb.com
PH 513-766-5857

Rick Brandt
rbrandt@gardnerweb.com
PH 513-766-5864

PITTSBURGH / EAST COAST

Anthony Pavlik
apavlik@gardnerweb.com
PH 917-838-8734

MARKETPLACE

Chris Brock
cbrock@gardnerweb.com
PH 440-639-2311

International Offices/Sales Representatives:

EUROPE

Edward Kania
RGH International (UK)
PH 44-1663-750242
ekania@gardnerweb.com

CHINA

Lucy Xiao
Vogel (Beijing - China)
PH 86-10-63326090
lucy@vogel.com.cn

TAIWAN

May Hsiao
J&M Media (Taiwan)
PH 866-4 2296-5959
may@jandm.com.tw

JAPAN/KOREA

Kent Luciano
Gardner Business Media (USA)
PH 513-527-8800
kluciano@gardnerweb.com

Gardner Business Media Corporate Staff:

CHAIRMAN and CEO
Richard Kline, CBC
rkline@gardnerweb.com

GROUP PUBLISHER
Travis Egan
tegan@gardnerweb.com

DIR. of INFORMATION SERVICES
Jason Fisher
jfisher@gardnerweb.com

PRESIDENT
Richard Kline, Jr.
rkline2@gardnerweb.com

DIR. of MARKET INTELLIGENCE
Steven Kline, Jr.
skline2@gardnerweb.com

SENIOR ADVERTISING MANAGER
William Caldwell
billc@gardnerweb.com

CHIEF OPERATING OFFICER
Melissa Kline Skavlem
mskavlem@gardnerweb.com

V. P. of CONTENT
Tom Beard
tbeard@gardnerweb.com

DIR. of EDITORIAL OPERATIONS
Kate Hand
khand@gardnerweb.com

TREASURER
Ernest Brubaker
ernieb@gardnerweb.com

DIR. of MARKETING and EVENTS
Dave Necessary
dnecessary@gardnerweb.com

CREATIVE DEPT. MANAGER
Rhonda Weaver
rweaver@gardnerweb.com



mmsonline.com



ptonline.com

Plastics
Technology



moldmakingtechnology.com



additivemanufacturing.media



ADandP.media



techspx.com



GARDNER
Business Media, Inc.

6915 Valley Ave. Cincinnati, OH 45244-3029 PH 513-527-8800 FAX 513-527-8801 gardnerweb.com