# PM/PRODUCTION Machining

#### productionmachining.com

▲ A PROPERTY OF GARDNER BUSINESS MEDIA





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## MEDIA GUIDE 17

ONLINE EMAIL EVENTS PRINT

Your Access to the Precision Machining Industrial Equipment Buyer

## **PMPA**

Production Machining is produced in association with the Precision Machined Products Association (PMPA). PMPA is an international trade association representing the interests of the precision machined products industry. While PMPA consists mainly of North American manufacturers, its members also operate facilities in various industrial markets around the globe.

PMPA.org

### PRODUCTION Machining

6915 Valley Avenue Cincinnati, OH 45244-3029 USA P: 513-527-8800

800-950-8020 F: 513-527-8801

productionmachining.com

## The largest and most qualified audience paired with the best tools for selling precision machining equipment and services











24,000+

Unique Browsers

## PMAUDIENCE

The best reach in the most active audience in the turned parts market

Advertising in Production Machining (PM) offers you access to the industry's most targeted subscriber base in the only magazine dedicated to precision machining.

Reaching decision makers in key end markets is essential to the growth of your business. **PM** knows the right people in the right industries. Your ad in a **PM** product places your message alongside the expert editorial coverage these industry leaders look to time and time again.



32,000+ **PM** Online monthly visits Page Impressions: 51,000+ Unique Browsers: 24,000+

Check the Audit

Production Machining Invests in Quality Circulation It is essential that the foundation of your promotional campaign—the print ad—is reaching the right people. With our in-house audience development department, you can rest assured that the circulation of PM is held to the highest standards.

Circulation by Job Function*				
	<b>65.9%</b> / 13,369 Company Mgmt, Purchasing			
	<b>27.7%</b> / 5,625 Mfg Production, Engineering			
	<b>3.5%</b> / 713 R&D, Design, Quality			
	<b>2.9%</b> / 591 Sales & Mktg, Education, Consulting			
Circulation b	y Plant Size**			
	<b>78.0%</b> / 15,838 50 or fewer employees			
	<b>17.5%</b> / 3,559 50-249 employees			
	<b>4.5%</b> / 901 250+ employees			

Operations Performed**		
Operations	Subscribers	Facilities
Turning Operations		
Single-Spindle	15,867	11,441
Multi-Spindle	10,886	7,122
Swiss-Type	7,999	5,017
Transfer Type Turning	5,027	2,890
Other Operations		
Milling	16,369	11,993
Grinding	15,299	11,106
CNC Operations	15,156	10,928
Drilling	14,040	10,044
CAD/CAM	12,769	9,006
Inspection/Measurement	11,915	8,284
Micromachining	11,381	7,856
Titanium Machining	10,129	6,914
EDM	8,836	5,995
Rotary Transfer	3,498	1,898
Sawing	2,474	1,717
Deburring	1,986	1,377

\*June 2016 BPA \*\*Publisher's Data, June 2016

#### PM End Markets\*\*



Automotive/ Transportation SUBSCRIBERS PLANTS

15,002

10,955

TOP COMPANIES BMW Manufacturing Corp. Daimler Trucks North America Ford Motor Co. Honda of America Toyota Motor Corp.



SUBSCRIBERS PLANTS

> TOP COMPANIES Aero Gear Inc. Aerojet Rocketdyne Boeing Lockheed Martin Pratt & Whitney



Metalcutting **Machine Shops** SUBSCRIBERS 12,235 PLANTS 9,209

TOP COMPANIES Applied Engineering Camcraft Hardinge

## Medical/Dental

SUBSCRIBERS PLANTS

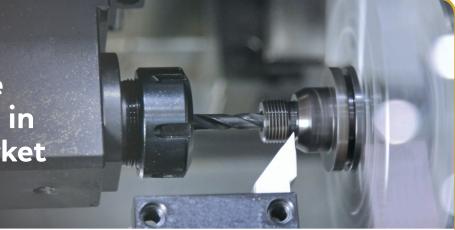
TOP COMPANIES BD Medical Biomet Inc. Boston Scientific Corp. Smith & Nephew Stryker Orthopaedics

\*\*Publisher's Data, June 2016

Miller Precision

Roush Industries

PM 2017 Media Guide



Aerospace/Aviation 13,388 9,590



Defense/Military

SUBSCRIBERS	13,01
PLANTS	9,20

TOP COMPANIES General Dynamics L-3 Communications Northrop Grumman Ravtheon United Technologies



Power/Oil/Gas

SUBSCRIBERS	12,699
PLANTS	8,996

TOP COMPANIES Baker Hughes Oilwell Ops. Duron Systems Inc. Halliburton Corp. Wellmark Co. Inc.



11,978 8,470



**Electronics**/ Computers SUBSCRIBERS 10,462 PLANTS 7,262

TOP COMPANIES Apple Inc General Electric Grayhill Inc. SMC Corp. of America Texas Instruments Corp.



Pumps/Valves/ Plumbing SUBSCRIBERS 9,195 PLANTS 6,185

TOP COMPANIES Conval Inc. Exair Corp. Husco International Inc. Sloan Valve Co. Spraying Systems Co.



## **Covering topics** that matter to your buyers

Issue Closing Date	Topics		<b>Bonus Distribution</b>
<b>January</b> Ad Close: 12/01/2016		2017 BUYER'S GUIDE	2017 Buyer's Guide will be distributed at all 2017 events
F 1	SPECIAL:	Medical	• MD&M West
February Ad Close: 01/04/2017	EMPHASIS:	EDM PARTS CLEANING	February 7-9, 2017   Anaheim, CA • PMPA Management Update March 3-5, 2017   Nashville, TN
	SPECIAL:	Multi-Spindle Machining	
<b>March</b> Ad Close: 02/01/2017	EMPHASIS:	Data-Driven Manufacturing     Workholding	The MFG Meeting March 22-25, 2017   Amelia Island, FL
<b>April</b> Ad Close: 03/01/2017	2017	2017 PMTS SHOW ISSUE PARTS CLEANING EXPO ISSUE	<ul> <li>PMPA National Technical Conference April 23-25, 2017   Columbus, OH</li> <li>PMTS / PCx April 25-27, 2017   Columbus, OH</li> <li>MT360 May 2-4, 2017   Nashville, TN</li> </ul>
	SPECIAL:	Swiss-Type Machining	
<b>May</b> Ad Close: 03/31/2017	EMPHASIS:	Cutting Tools PARTS CLEANING	EASTEC     May 16-18, 2017   West Springfield, MA
	SPECIAL:	Automotive	
<b>June</b> Ad Close: 05/01/2017	EMPHASIS:	CAD/CAM Software     Micromachining	• MD&M East June 13-15, 2017   New York, NY
	SPECIAL:	Robots and Automation	
<b>July</b> Ad Close: 06/01/2017	EMPHASIS:	• Workholding • Multitasking Machining	
_	SPECIAL:	Aerospace	
August Ad Close: 06/30/2017	EMPHASIS:	CNC Machine Controls	
		PARTS CLEANING	
<b>September</b> Ad Close: 08/01/2017	SPECIAL: EMPHASIS:	Rotary Transfer • Grinding • Shop Management Software	WESTEC     September 12-14, 2017   Los Angeles, CA     EMO     September 18-23, 2017   Hannover, Germany
			Additive Manufacturing Conference
October	SPECIAL:	Inspection and Measurement	October 9-11, 2017   Knoxville, TN  • Quality Show
Ad Close: 09/01/2017	EMPHASIS:	<ul> <li>Bar Feeders / Material Handling</li> <li>Vertical Turning</li> </ul>	October 24-26, 2017   Rosemont, IL • PMPA Annual Meeting October 26-30, 2017   Napa, CA
	SPECIAL:	Defense / Military	
November Ad Close: 09/29/2017	EMPHASIS:	Milling / Machining Centers     PARTS CLEANING	
-	SPECIAL:	2018 Industry Outlook	
December Ad Close: 11/01/2017	EMPHASIS:	Additive Manufacturing     Cutting Tools	

• Cutting Tools

#### PM Staff



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#### 4-Color Rates, Standard

4-Color	1×	3×	6×	9×	12×	:
Full Page	\$5,450	\$5,340	\$5,210	\$5,070	\$4,940	\$4
2/3 Page \$4,830		\$4,750	\$4,640	\$4,530	\$4,410	\$4
Island	\$4,360	\$4,300	\$4,200	\$4,090	\$3,990	\$3
1/2 Page	\$3,840	\$3,810	\$3,720	\$3,630	\$3,540	\$3
1/3 Page	\$3,330	\$3,300	\$3,240	\$3,180	\$3,120	\$3
1/4 Page	\$2,910	\$2,880	\$2,830	\$2,770	\$2,720	\$2
1/8 Page	\$2,500	\$2,470	\$2,430	\$2,400	\$2,370	\$2
Spread	\$7,950	\$7,930	\$7,660	\$7,390	\$7,120	\$6

#### 2-Color Rates \*NOTE: Matched or PMS color: Add an additional \$300 to the 2-color standard rate.

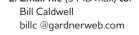
2-Color*	1×	3×	6×	9×	12×	18×	24×
Full Page	\$4,850	\$4,740	\$4,610	\$4,470	\$4,340	\$4,150	\$3,970
2/3 Page	\$4,230	\$4,150	\$4,040	\$3,930	\$3,810	\$3,650	\$3,490
Island	\$3,760	\$3,700	\$3,600	\$3,490	\$3,390	\$3,280	\$3,170
1/2 Page	\$3,240	\$3,210	\$3,120	\$3,030	\$2,940	\$2,820	\$2,720
1/3 Page	\$2,730	\$2,700	\$2,640	\$2,580	\$2,520	\$2,420	\$2,330
1/4 Page	\$2,310	\$2,280	\$2,230	\$2,170	\$2,120	\$2,060	\$2,000
1/8 Page	\$1,900	\$1,870	\$1,830	\$1,800	\$1,770	\$1,720	\$1,660
Spread	\$7,350	\$7,330	\$7,060	\$6,790	\$6,520	\$6,310	\$6,100

#### **Black and White Rates**

B&W	1×	3×	6×	9×	12×	18×	24×
Full Page	\$4,200	\$4,090	\$3,960	\$3,820	\$3,690	\$3,500	\$3,320
2/3 Page	\$3,580	\$3,500	\$3,390	\$3,280	\$3,160	\$3,000	\$2,840
Island	\$3,110	\$3,050	\$2,950	\$2,840	\$2,740	\$2,630	\$2,520
1/2 Page	\$2,590	\$2,560	\$2,470	\$2,380	\$2,290	\$2,170	\$2,070
1/3 Page	\$2,080	\$2,050	\$1,990	\$1,930	\$1,870	\$1,770	\$1,680
1/4 Page	\$1,660	\$1,630	\$1,580	\$1,520	\$1,470	\$1,410	\$1,350
1/8 Page	\$1,250	\$1,220	\$1,180	\$1,150	\$1,120	\$1,070	\$1,010
Spread	\$6,700	\$6,680	\$6,410	\$6,140	\$5,870	\$5,660	\$5,450

#### How to Submit Files

1. Upload to: files.gardnerweb.com Upload recipient: Bill Caldwell 2. Email file (5 MB max) to:



3. Ship CD/proofs to: Advertising Department Production Machining 6915 Valley Ave., Cincinnati, OH 45244-3029

#### For Additional Ad Info:

2 100



P: 513-527-8800 / 800-950-8020 F: 513-527-8801 email: billc@gardnerweb.com

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#### PRINT Rates/Data

18×	24×
4,750	\$4,570
4,250	\$4,090
3,880	\$3,770
3,420	\$3,320
3,020	\$2,930
2,660	\$2,600
2,320	\$2,260
6,910	\$6,700

<b>2-Page Spread</b>	Effective January 1, 2017:	
<b>Bleed:</b> 16.25" W × 1	All rates are gross,	
414 mm × 281 mm	15% agency commissionable.	
<b>Trim:</b> 15.75" W × 1	LIVE AREA —	
400 mm × 267 mm	Keep all essential	
<b>Live Area:</b> 15.25" V	material <sup>1</sup> /4 " (6 mm)	
387 mm × 254 mm	from all trim edges.	
Bleed: 8.375" W × 11" H 214 mm × 281 mm Trim: 7.875" W × 10.5" H 200 mm × 267 mm Live Area: 7.375" W × 10" H 187 mm × 254 mm Ruled Page: 6.75" W × 9.125" H 175 mm × 232 mm	<mark>2∕3 Page</mark> 4.375" W × 9.125" H 111 mm × 232 mm	<b>1/<sub>3</sub> Page</b> (Vert.) 2.25" W × 9.125" H 57 mm × 232 mm
<b>Island</b>	<b>1/2 Page</b> (Horz.)	<mark>1∕2 Page</mark> (Vert.)
4.375" W × 6.875" H	6.875" W × 4.375" H	3.25" W × 9.125" H
111 mm × 175 mm	175 mm × 111 mm	83 mm × 232 mm
1/3 Page (Sq.)	<b>1/4 Page</b>	1/8 Page
4.375" W × 4.375" H	3.25" W × 4.375" H	3.25" W × 2.125" H
111 mm × 111 mm	83 mm × 111 mm	83 mm × 56 mm

**BORDERS** -  $\frac{1}{4}$ ,  $\frac{1}{3}$  and  $\frac{1}{8}$  page ads must have a border on all sides

Cover Rates	
Back	\$6,420
Inside Front	\$6,280
Inside Back	\$6,070

#### **Special Position Requests**

Add 10% to space and color charges. Rates include black and any combination of process colors.

Direct Mail

Access PM's list via affordable direct mail list rental. Contact your sales representative or Sonja Maxfield at sonjam@gardnerweb.com for more details. \$625 N4:...:

Minimum Charge	\$625
Base Rate	\$160 per thousand
Each Category Selection	\$15 per thousand
Duplicate Set or Use	\$95 per thousand

#### Reprints

Reprints of articles and/or ads are available in print or high resolution PDF format. All printed reprints are 8" × 10.75" on white semi-gloss stock. For quotes, contact Scott Clifton at 800-950-8020 or sclifton@gardnerweb.com.



#### **Online Zones**

- Bar Feeders & Material Handling
- CAD/CAM and Related Software
- Cutting Tools
- ERP, Management, and Related Software
- Micromachining
- Milling Tools
- Multi-Spindle Screw Machines
- Parts Cleaning Equipment
- Rotary Transfer Machines
- Single-Spindle Screw Machines
- Swiss-Type Screw Machines
- Turning Machines

## PNONLINE

#### **PM** Online Ad Packages

#### A Rich Media Ad

A single ad rotates into position on page refresh.

#### —PLUS—

**B** Hybrid Ad

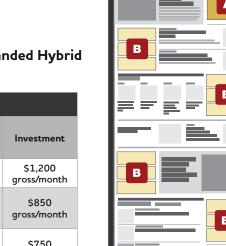
(CHOOSE 1) Live Text Hybrid or Branded Hybrid Ad position rotates on page refresh.

ONLINE ADVERTISING RATES				
PM Online Ad Locations	Performance Advertising Package	Available	Investment	
Home Page + Slotting*	<b>A</b> + B	12	\$1,200 gross/month	
Blog Page + Weekly e-Newsletter banner	<b>A</b> + B	12	\$850 gross/month	
Zone Page + Article Page Placement + Slotting	<b>A</b> + B	12	\$750 gross/month	
All Subpages	A + B	12	\$500 gross/month	

\*Slotting: Priority placement in all supplier directory product technology categories associated with your company.

M PRODUCTION

Image Size: 120 × 60 Format: JPG/GIF File Size: 10K at 72 dpi.



**INBOX** Insight



**PM** Online Ads

ION

_	
-	
B	

#### **RICH MEDIA AD** 640 × 360 pixels 29.97 frames/sec. 30 sec. - 4 min. Home and Zone Pages 00:00

Static Video

Pre-Launch

Ad Specs

Video Ad

**Specifications** 

At a Glance

Pixel Dimension: 300 × 250 pixels Files Size: 40K PNG, JPG or GIF File Formats: Frame Size: 640 × 360 (16:9) File Format: .wmv .avi .mov .mpeg2 .mpeg4 Length: 30 sec. to 4 min. 29.97 - preserve native frame rate Frame rate: >3 Mbps Max File Size: 50 MB Bitrate: 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** LIVE TEXT HYBRID AD **B** BRANDED HYBRID AD

Live text area	Brand logo, graphic, photo, tag line	Brand w/ s mess	hort	Brand logo graphic, or photo
LEFT: Live To the P/ - 120	LEFT:	text o	100 pixels r logo grapl GIF/JPG (st	
150 ×	logo/image/tag 100 pixels GIF/JPG (static)	RIGHT:	150 ×	logo/image 100 pixels GIF/JPG (st

e-Newsletter Specs
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MULTI-FORMAT AD (static image / live text) Single static image combined with 4 lines of live text. Maximum 45 LEADERBOARD BANNER AD (static image) characters per line. First and last line can link to URLs you request. Line 1: Your Headline Goes Here. Multi-Format Size: 468 × 60 pixels, Resolution: 72 dpi Line 2: Your message and content will be placed here. 1 3 Ad Image Format: JPG/GIF. Max Size: 35K Line 3: Your message and content will be placed here. 120 × 60 pixels Line 4: Your Message and URL goes here. Multi-Format Ad Specs Image Size: 120 × 60 pixels Format : JPG/GIF (static) **VIDEO AD** (static image / live text / link to URL hosting your video) Single static image combined with 50 words of live text (including Resolution: 72 dpi File Size: 40K Characters: 45 per line headline). Headline and last line can link to URLs you request. o Ad Live Text Headline Goes Here (BOLD) **PRODUCT AD** (static image / live text) sored Content Single static image combined with 50 words of live text (including message and content will be placed here. mum of 50 words or 250 characters. headline). Headline and last line can link to URLs you request. 2 ve Link to Video Page (BOLD) Headline Goes Here (BOLD) Featured Sponsored Content 4 Product Ad Your message and content will be placed here. Maximum of 50 words or 250 characters. Image Your URL Goes Here (BOLD) 140 × 140 pixels **Product Ad Specs** Image Size: 140 × 140 pixels Format : JPG/GIF (static) Resolution: 72 dpi File Size: 40K Words: 50 (250 Characters max.)

Video Ad with Text	Vide Spon Your Maxi Activ
180 × 100 pixels	
00.00	

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

**PM**e-Newsletters

PM INBOX INSIGHT*					1		
SUBSCRIBERS: 14,000+							
FREQUENCY: Monthly							
DELIVERY: 4th Week of Month					2 •		
PM INBOX INSIGHT e-Newsletter Advertising Rates							
Ad type	Positions	Inve	estment				
1 Leaderboard Banner	1 per edition	\$1,	100 gross/month		3		
2 Video Ad	2 per edition	\$90	00 gross/month			Machining B	LOG
3 Multi-Format Ad	3 per edition	\$79	95 gross/month				
4 Featured Product Ad	4 per edition	\$60	00 gross/month				
PM BLOG E-NEWSLETTER*			PM BLOG e-Nev	vsletter Advertis	sing Rates		
SUBSCRIBERS: 14,000+		Ad type Posit		Position	Notes		<u> </u>
FREQUENCY: Weekly			5 Button Ad	12 per edition	Only available in blog ad package.		

\*3-month minimum commitment required.

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**Online Ad Specs** 

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. We will add the grey "PLAY" button at center and a static video controller on the bottom.

d logo, phic, photo

FINISHED SIZE: 300 × 100 pixels; 72 dpi, 20K Max

graphic on white background G (static) mage

ixels G (static)

#### Additional **PM** Online Products

#### **Webinars** INVESTMENT: \$5,000

Gain credibility in the metalworking marketplace while securing leads. Sponsoring a webinar through PM allows you to get in front of an audience that is actively seeking solutions to a problem your product can fix.

#### WEBINARS INCLUDE:

- Live webinar moderated by a PM editor
- Print ad promotion in PM magazine
- Email invitations to PM e-newsletter opt-in audience
- PM Inbox Insight e-newsletter event listing
- Custom lead report including all registrants
- 6-month archive of the webinar session on PM Online

#### **Knowledge Centers**

**INVESTMENT:** Contact your *PM* sales rep.

Share your knowledge with a highly focused and qualified metalworking audience. A sponsored Knowledge Center offers your company a multimedia 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

## PMEVENTS

### Build your brand. Generate leads.

Buying industrial equipment is very much a physical, face-to-face transaction. For this and many other reasons, events are irreplaceable and an important element in the integrated media strategy. PM invests in covering and attending events and providing press opportunities for exhibitors, in addition to our complete suite of promotional products.

Building relationships is key. The opportunity to display your products and interact faceto-face with buyers at a time when they are looking for solutions is fundamental.



## **Precision Machining** Technology Show



CO-LOCATED WITH **Reliableplant FINISHING** 

### Nowhere else can you find this many precision machining buyers in one place.

#### April 25-27, 2017, Columbus, Ohio

PMTS gives you the opportunity to exhibit at a show that's been put together just for you-manufacturers of precision machined parts. An investment at PMTS combines the opportunity to get in front of new and existing customers with an extensive promotional package, making it the best investment for building your brand.

#### PMTS 2015 was the largest in the show's history!

REGISTRATION

**EXHIBITORS** 





### Parts Cleaning Expo at PMTS

The Parts Cleaning Pavilion has been a part of PMTS since 2011. It has proven to be a great partnership and success. PMTS is all about machining high-volume precision parts—parts that need to be cleaned. By bringing cleaning to machining, exhibitors benefit from more promotion, more attendees, and more ways to bring value to their investment.

PMTS attendees are active buyers looking to find ways to improve their processes and bottom line. In 2015, over 65% of the attendees had direct purchasing power or influence at their facility. Attendees are from the industries you serve, such as automotive, medical, defense, and aerospace.

BUSI	NESS C
<b>43</b> %	Contra
<b>28</b> %	OEM
<b>16</b> %	Distrib
15%	Other
	(Categor Consulta Materials
NUM	1BER O
15%	500+
26%	100-49
<b>12</b> %	50-99
<b>47</b> %	0-49

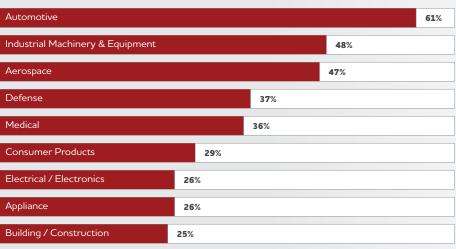
#### **INDUSTRIES SERVED**

of PMTS attendees are

involved in manufacturing

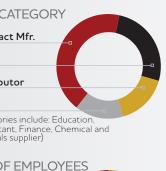
purchasing or management.

production, engineering,











MINIMUM MAXIMUM 10'x10' 40'x60' All booth sizes are in 100-square-foot increments

**BOOTH SIZES** 

#### RATE / SOUARE FOOT

PMPA Members \$18 per square foot non-PMPA Members **\$25** per square foot

#### **EXHIBIT SPACE INCLUDES:**

- 8' high back wall drapes in show colors
- 3' high white side dividers
- 7" x 44" standard two-line identification sign
- Aisle cleaning
- Nightly perimeter security

#### **PROMOTIONAL ITEMS:**

- Post-show attendee file
- Free print and electronic VIP passes
- Free company listing on PMTS.com
- Complimentary exhibitor showroom on PMTS.com and online floor plan (MapYourShow) listing
- Free listings in all promotional distributions of show exhibitor list, including company and product category listing in Official PMTS Show Directory

#### FOR GENERAL SHOW INQUIRIES:

Michelle Crider, Exhibit Sales and Services 6915 Valley Avenue, Cincinnati, OH 45244 800-950-8020 Fax: 513-527-8801 mcrider@gardnerweb.com





## PM PRODUCTION Machining

## Sales Team and Corporate Staff

productionmachining.com

#### National Offices/Sales Representatives

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OHIO/EAST COAST

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LOS ANGELES/ WEST COAST

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

**Rick Brandt** rbrandt@gardnerweb.com PH 513-766-5864 MARKETPLACE/ CLASSIFIED ADS

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

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#### Gardner Metalworking Group



PRODUCTION Machining productionmachining.com









techspex.com

