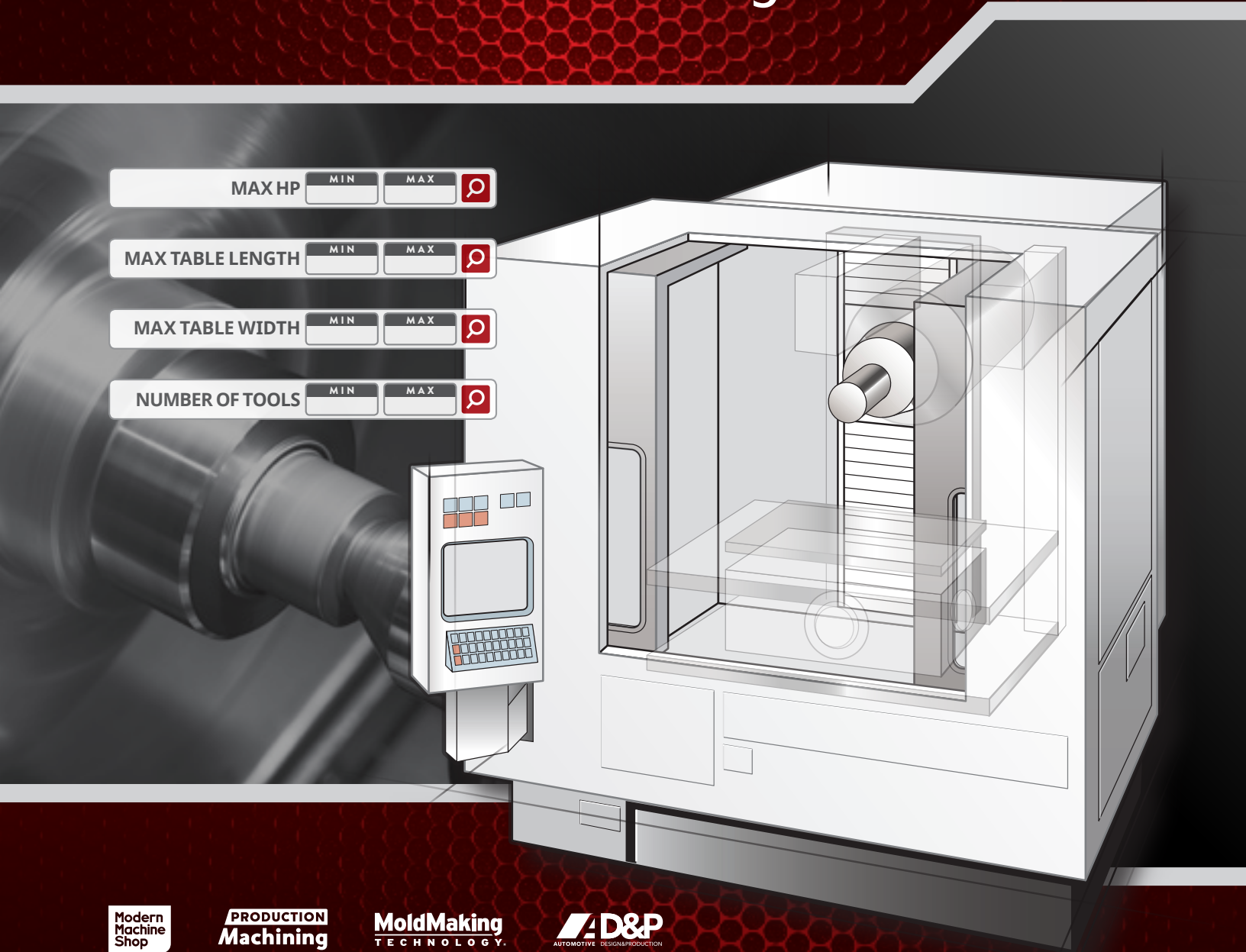


# TECHSPEX

The Machine Tool Sales Engine



Modern  
Machine  
Shop

PRODUCTION  
Machining

MoldMaking  
TECHNOLOGY.

A&P  
AUTOMOTIVE DESIGN/PRODUCTION

2017 Media Guide

Techspex.com



# What is Techspex? The Machine Tool Sales Engine.

**“Technology is the most influential criterion used by manufacturing professionals when making final vendor selections.”**

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities

Techspex is a machine tool search engine designed to help end users quickly specify and compare new machine models. More than just data, Techspex connects buyers and sellers of metalworking products and services at critical stages of the industrial buying cycle.

Techspex is the world’s largest database of new machine tools with specifications of over 8,600 machines from more than 600 builders.

Techspex allows users to find the ideal machine for their job. As a parametric database, users can enter just the specs and features that are most important to them and immediately find all models that match their requirements.

## THE DATABASE IS SEARCHABLE BY:



- ▶ Machine Configuration
- ▶ Horsepower
- ▶ Size
- ▶ Spindle
- ▶ Speed
- ▶ And More!

## WHAT IT MEANS TO YOU:

- ▶ Provide Technical Data
- ▶ Generate Leads
- ▶ Build Your Brand
- ▶ Integrate Communications
- ▶ Promote Effectively



# Why Advertise with Techspex?

 <b>DIGITAL:</b> <i>Techspex MACHINE/SHOP</i> Digital Supplement Push	<b>65,000+</b> QUARTERLY SUBSCRIBERS	The digital edition of the quarterly <i>Techspex MACHINE/SHOP</i> supplement is pushed via email to the entire <i>Modern Machine Shop</i> email database.
 <b>PRINT:</b> <i>Techspex MACHINE/SHOP</i> Print Supplement Push	<b>25,000+</b> QUARTERLY SUBSCRIBERS	The print edition of the quarterly <i>Techspex MACHINE/SHOP</i> supplement is polybagged with the <i>Modern Machine Shop</i> job shop circulation.
 <b>EMAIL:</b> Techspex eNewsletter Push	<b>14,600+</b> MONTHLY SUBSCRIBERS	The <i>Techspex eNewsletter</i> is pushed monthly to registered users and email subscribers.
 <b>ONLINE:</b> Techspex.com	<b>13,900+</b> MONTHLY SESSIONS	<i>Techspex.com</i> is the industry’s online search engine with over <b>8,600</b> machine tool listings from more than <b>600</b> machine tool brands.
 <b>LEAD GENERATION:</b> Techspex Weekly Lead Report	<b>5,600+</b> REGISTERED QUALIFIED BUYERS	Advertisers receive a weekly lead report containing that week’s registered qualified users. The site averages <b>25</b> new qualified leads per week.

## PREMIUM QUALITY LEADS

**“Requesting more information or issuing an RFP online is the most common way manufacturing buyers reveal themselves as a sales lead.”**

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities



# Registered Qualified Buyers

Advertisers in Techspex receive access to premium quality leads. Every week the advertising company receives a list of that week's active users. This *Registered Qualified Buyer* report includes all available demographics and contact information on that registered user. This includes: Name, Title, Company,

Mailing Address, Phone, Email, Plant Size, NAICS Code, End Markets Served, Operations Performed, Registration Date and Last Access Date.

Below is a sample of some registered user companies and titles by end market served.

**AEROSPACE**

- Aircraft Precision Products Inc**  
Manufacturing Engineer
- BAE Systems**  
Engineering Manager
- Baker Hughes Inc**  
Manufacturing Engineer
- Bell Helicopter**  
Principal Equipment Engineer
- Boeing**  
Team Lead
- Bombardier Inc**  
Sr Technologist
- Cessna Aircraft Co**  
Director Finance
- Coast to Coast Aerospace LLC**  
Owner
- Curtiss-Wright Corp**  
Sr Manufacturing Engineer
- Eaton Aerospace**  
Toolmaker
- GE Aviation Systems LLC**  
Process Engineer
- GKN Aerospace**  
Principal Engineer
- HM Dunn Aerospace**  
Operations Director
- Honeywell Aerospace**  
Engineer

**AUTOMOTIVE**

- Addison Precision Manufacturing**  
Manufacturing Engineer
- American Axle Manufacturing**  
Corporate Manufacturing Engineer
- Chrysler**  
Project Coordinator
- Continental Automotive Systems**  
Manufacturing Engineer
- Ford**  
Manufacturing Engineer
- General Motors Powertrain**  
Broach Area Leader
- GM**  
Engineer
- Harley Davidson**  
Manufacturing Engineer
- Hitachi Metal Automotive Components**  
Program Manager
- John Deere Dubuque Works**  
Machine Hand
- Mckechnie Vehicle Components**  
Quality Assurance Manager
- Nissan North America**  
Manager - Tool & Die
- Renault**  
Process Engineering Manager
- Tesla Motors**  
Facility Engineer

**MEDICAL**

- BD Medical**  
Moldmaker
- Berne Medical Development**  
President
- Biomet Spine**  
CNC Programmer
- Boston Scientific**  
Sr Manufacturing Engineer
- Bradshaw Medical**  
Manufacturing Manager
- DePuySynthes**  
Engineering Technician
- Ethicon**  
Senior CADD
- Philips Home Healthcare Solutions**  
Tooling Specialist
- Smith & Nephew**  
CNC Programmer
- Stryker Orthopaedics**  
Project Manager
- Suburban Surgical Co**  
Company Vice President
- West Pharmaceuticals**  
Tool Room Supervisor
- Wright Medical Technology**  
Sr Director of Manufacturing
- Zimmer Manufacturing B.V**  
CNC Maintenance Technician

**JOB SHOPS**

- Accurate Machining & Fabricating**  
Owner
- Alcoa Fastening Systems**  
Advanced Manufacturing Engineering Manager
- Allen Tool Co Inc**  
President
- Autocam Corp**  
Manufacturing Engineer
- Blackhawk Engineering Inc**  
Engineer
- C & A Tool Engineering Inc**  
Supervisor
- Camcraft**  
Director of Manufacturing
- CNC Machine & Engineering Corp**  
President
- Cobra Precision Machining**  
President
- Curtis Screw Company**  
Sr Manufacturing Engineer
- Cyclone Manufacturing**  
CNC Shop Supervisor
- Dura Metal Products Corp**  
President
- Excel Precision Machining**  
Production Manager
- Future Tool**  
Plant Manager

**ENERGY**

- Argus Machine Co Ltd**  
Equipment Manager
- Cameron**  
Manager
- Gardner Denver Inc**  
Sr Manufacturing Engineer
- GE Energy**  
Engineer Manager
- GE Oil & Gas Pressure Ctrl**  
Manufacturing Specialist
- GE Power**  
Senior Conceptual Design Engineer
- Halliburton**  
Lead Machinist
- Honeywell**  
Principal Engineer
- Lord Corporation**  
Project Team Leader
- Praxair**  
Engineer
- Saturn Machine Inc.**  
President
- Schlumberger**  
Manufacturing Engineer
- Solar Turbines Inc.**  
Principal Manufacturing Engineer
- Westinghouse Electric Co LLC**  
Quality Control

**MILITARY**

- American Rifle Co Inc**  
President
- Colt Manufacturing**  
Manufacturing Engineer
- Crane Army Ammunition Activity**  
Planner - Estimator
- General Dynamics**  
Manager of Manufacturing Engineering
- NASA**  
Asset Management
- Naval Surface Warfare Center**  
Engineer
- Naval Undersea Warfare Center**  
Mechanical Technician
- Newport News Shipbuilding**  
Facilities Engineer
- Northrop Grumman**  
Manager of Product and Tool Design
- Raytheon Missile Systems Co**  
Procurement
- Smith & Wesson**  
Engineering Technician
- Tinker AFB**  
ME
- US Navy**  
Airframes Division Officer
- US Navy**  
Facilities/Mechanical Engineer

# Brand Integration

To industrial equipment buyers, your brand is much more than a logo and a name; it is the impression of your technology, your quality, your service and your technical content. Techspex delivers a platform to communicate your brand components to an active, engaged audience that visits the site to locate and compare specific machines for specific applications needs.

Techspex utilizes more than \$500,000 in marketing promotion annually. Using an integrated media mix is the most effective way to reach to today's manufacturing buyers. As a Gardner Business Media product, Techspex is presented, promoted and connected in print, online, via email and at industry events by *Modern Machine Shop*, *MoldMaking Technology*, *Production Machining* and *Automotive Design & Production*.



## How It Works

Advertising, content, listing and data are shared across Gardner Business Media sites. As a result, related links direct visitors to specific Techspex technical content, machine tool listings and targeted search results.



**"Throughout the industrial buying cycle, brand impression is the most important factor in a manufacturing prospect's initial vendor selections."**

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities



# The Power of Print

All Techspex advertisers receive quarterly print branding in the *MACHINE/SHOP* supplement and the *MT Buyers Guide*.

## MACHINE/SHOP

The ultimate guide to specifying and purchasing new machine tools. This is your chance to get your products in front of more than 25,000 decision makers from job shops across the country, pulled from the *Modern Machine Shop* audience.

The *MACHINE/SHOP* supplement includes expert insight on machine tool purchasing, machine tool features, specifications and product listings.

Techspex advertisers receive free product listings based on their level of investment.

## MT Buyers Guide

The *MT Buyers Guide* is a comprehensive listing of major machine tool builders and distributors along with suppliers of machine tool products and services. Powered by the Association For Manufacturing Technology (AMT), *Modern Machine Shop*, and Techspex.

Techspex advertisers receive logo branding in a Techspex promotional ad in the *MT Buyers Guide*.



**DELIVERS**

February, May, November



**DELIVERS**

August

### Techspex Advertisers Receive Free Product Listings:

LEVEL	INVESTMENT <sup>1</sup>	FREE LISTINGS
LEVEL 1	\$5k to \$10k	1 = 1/4 PAGE
LEVEL 2	\$10k to \$20k	2 = 1/2 PAGE
LEVEL 3	\$20k to \$40k	4 = 1 PAGE
LEVEL 4	\$40k +	8 = 2 PAGES

<sup>1</sup>Based on annual net investment in Techspex

### Additional Opportunities are Also Available:

BUY UPS <sup>2</sup>		FULL PAGE ADS <sup>3</sup>	
TECHSPEX ADVERTISERS	\$750 / Listing	TECHSPEX ADVERTISERS	\$4,000
NON-ADVERTISERS	\$1,000 / Listing	NON-ADVERTISERS	\$5,000

<sup>2</sup>Maximum buy ups: 8 listings

<sup>3</sup>Full Page Ads Only

### SUPPLEMENT DISTRIBUTION

#### Print Edition:

25,000 job shop professionals receive the *MT Buyers Guide* and *MACHINE/SHOP* polybagged with *Modern Machine Shop*.

#### Digital Edition:

Emailed to more than 65,000 manufacturing professionals.

#### Events:

5,000 additional copies will be distributed at industry events throughout the year including: IMTS, MFG Meeting, MC2 Conference, Fabtech, Amerimold, MD&M, Aerodef, MFG4, South-Tec and Quality Expo.

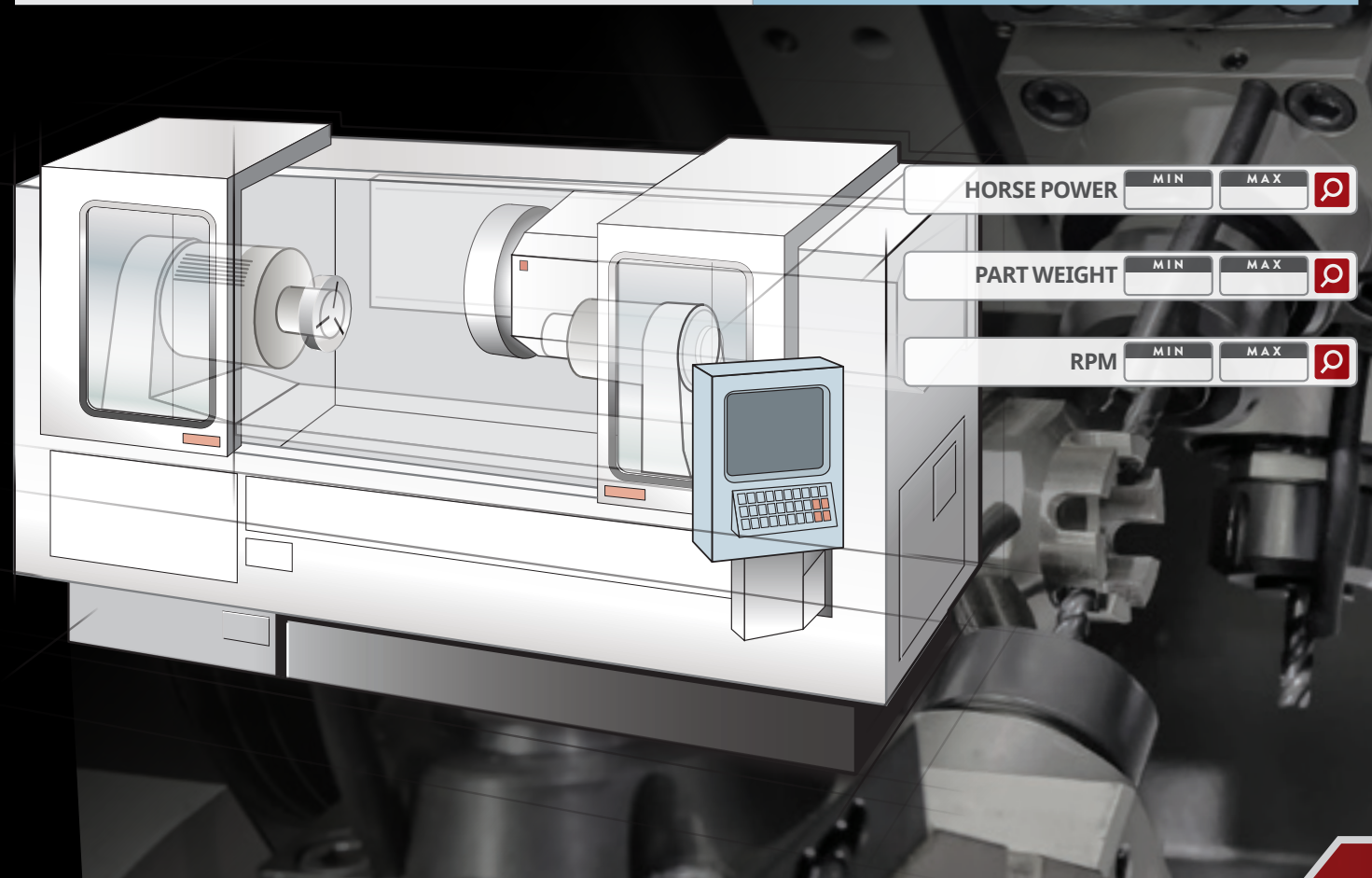


# Techspex Integrated Media Ad Packages

ADVERTISING PACKAGE	MONTHLY
SITE SPONSORSHIP	<b>\$2,400 Gross</b>
MACHINE TECHNOLOGY SPONSORSHIP	<b>\$1,850 Gross</b>
TOOLING / WORKHOLDING SPONSORSHIP	<b>\$1,850 Gross</b>
SUPPLIER DIRECTORY SPONSORSHIP	<b>\$1,000 Gross</b>

BUY UPS	AMOUNT
E-BLAST TEMPLATE	\$1 per name (minimum 5,000)
ADD-A-ZONE SPONSORSHIP	Additional zone packages are available at 50% discount



## SITE SPONSORSHIP PACKAGE | \$2,400 per month

This sponsorship package delivers lead generation and high-impact brand building within Techspex's primary and most-traveled pages.

### Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

### Brand Development

#### Banner Types

- A** Rich Media Ad (300x250 pixel video)
- B** Live Text Hybrid or Branded Hybrid (300x100 pixels)
- C** Logo Button (120x60 pixel logo image)

#### Banner Placements

Home Page  
Builders, Distributors, and Model Search main pages  
Blog (all pages)  
Enewsletter

#### Print Promotion

- D** *MACHINE/SHOP* Supplement  
Free listing for Techspex advertisers
- E** *MT Buyers Guide*  
Free logo branding for Techspex advertisers in Techspex Ad

### Value Added Benefits

Slotting  
Expanded Showroom  
Enhanced Model Pages



## MACHINING TECHNOLOGY SPONSORSHIP | \$1,850 per month

As visitors navigate Techspex, they search, research and compare machines within specific equipment types. This sponsorship delivers lead generation and targeted, contextual brand building by placing your message on all major pages within a specific equipment type. Techspex refers to these equipment types as machining technology zones.

### MACHINING TECHNOLOGY ZONES:

Turning | Milling | Grinding | EDM | CMM | Presses

### Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

### Brand Development

#### Banner Types

- A** Rich Media Ad (300x250 pixel video)
- B** Live Text Hybrid or Branded Hybrid (300x100 pixels)

#### Banner Placements

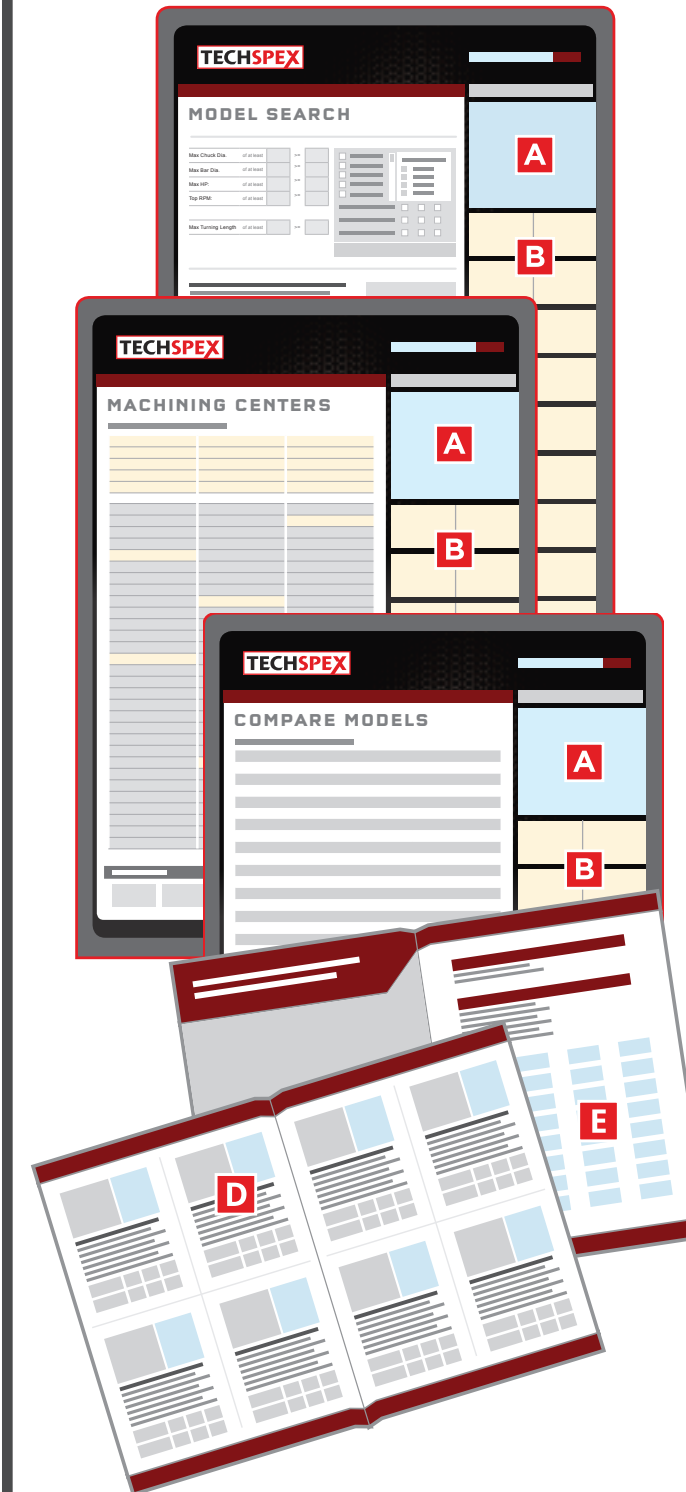
Major pages within selected Machining Zone  
Model Search Page and Results  
Builders, Distributors and Compare Models pages

#### Print Promotion

- D** *MACHINE/SHOP* Supplement  
Free listing for Techspex advertisers
- E** *MT Buyers Guide*  
Free logo branding for Techspex advertisers in Techspex Ad

### Value Added Benefits

Slotting  
Expanded Showroom  
Enhanced Model Pages  
Product Line Display Listing Exclusivity





## TOOLING / WORKHOLDING SPONSORSHIP | \$1,850 per month

Typically, machine tool buyers identify, specify and approve the purchase of tooling and workholding. The Techspex Tooling / Workholding sponsorship delivers a targeted platform for tooling and workholding suppliers to reach a captive, active machine tool buying audience.

### Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

### Brand Development Banner Types

- A** Rich Media Ad (300x250 pixel video)
- B** Live Text Hybrid or Branded Hybrid (300x100 pixels)
- F** Top of Page Banner (300x100 pixels)
- G** Multi-Format Description Listing (175x75 pixels)
- H** Featured Supplier Listing (250x190 pixels jpg + 445x90 pixels text)

### Banner Placements

Top of Page Banner: Placement is introduced as “featured tooling supplier” and rotates on selected machining technology zone

Hybrid and Rich Media Banners: Tooling Model Search pages

Multi-Format Company Listing: Tooling main page

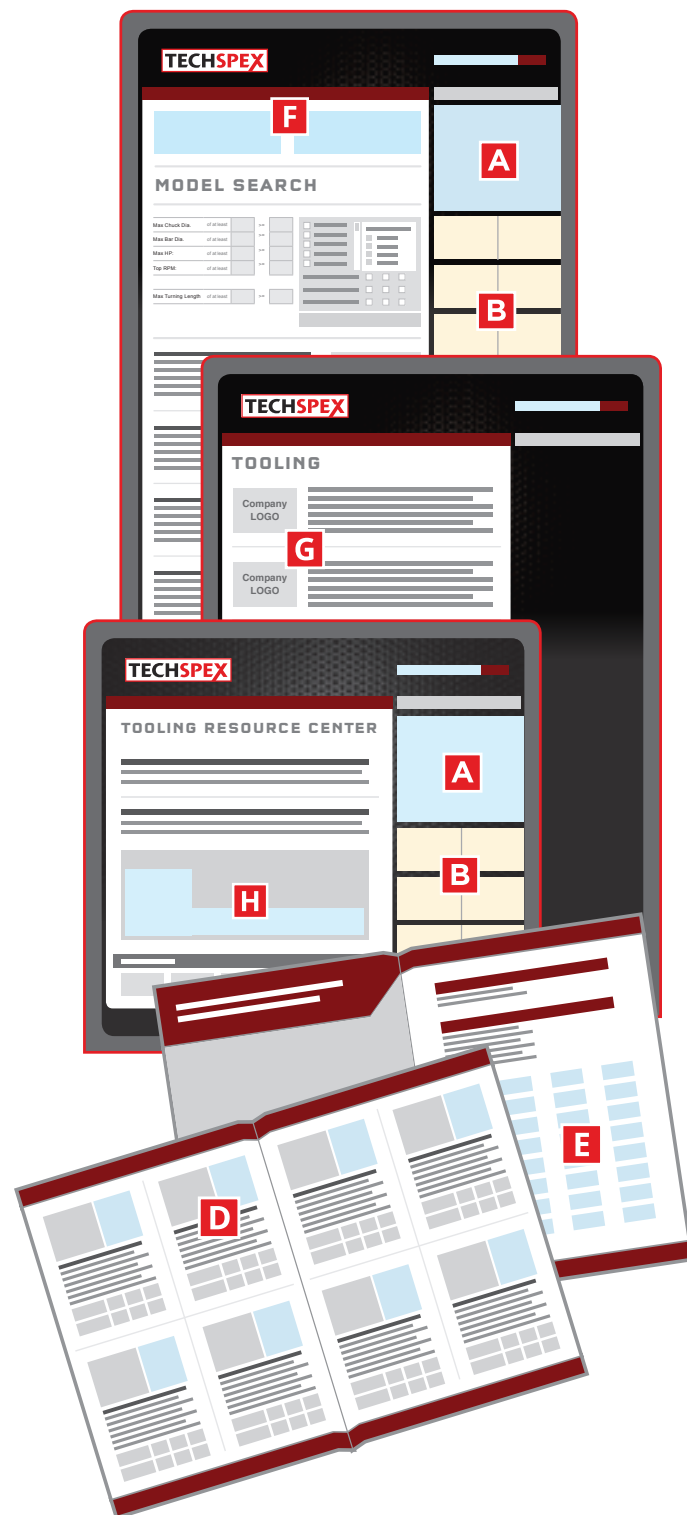
Showroom Links: From custom menu listing and company listing

### Print Promotion

- D** *MACHINE/SHOP* Supplement  
Free listing for Techspex advertisers
- E** *MT Buyers Guide*  
Free logo branding for Techspex advertisers in Techspex Ad

### Value Added Benefits

Slotting  
Expanded Showroom  
Enhanced Model Pages  
Custom Microsite



## SUPPLIER DIRECTORY SPONSORSHIP | \$1,000 per month

The Techspex Suppliers Directory delivers access to the products that machine tool buyers need to maintain operations. Suppliers are listed and searchable alphabetically, by company name and by product category. Advertisers enjoy all the benefits of a Techspex promotional program with the addition of targeted, contextual banner placements.

### Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

### Brand Development

#### Banner Types

- A** Rich Media Ad (300x250 pixel video)
- B** Live Text Hybrid or Branded Hybrid (300x100 pixels)

#### Banner Placements

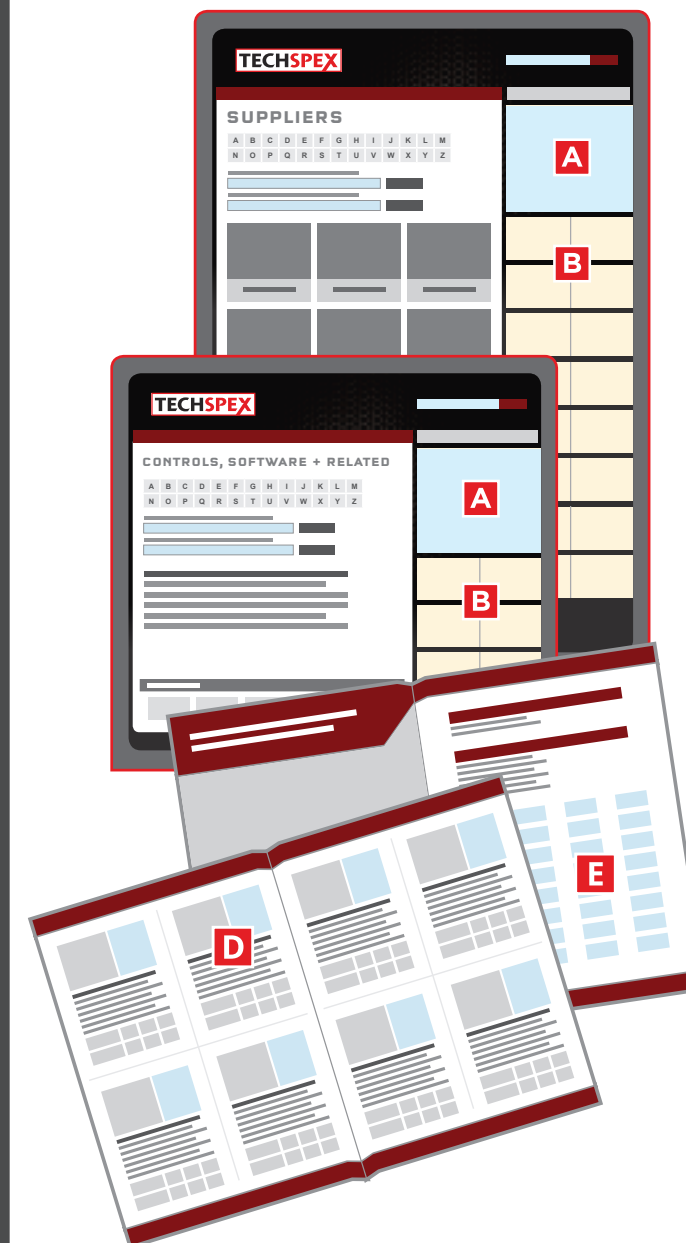
All Supplier pages

#### Print Promotion

- D** *MACHINE/SHOP* Supplement  
Free listing for Techspex advertisers
- E** *MT Buyers Guide*  
Free logo branding for Techspex advertisers in Techspex Ad

### Value Added Benefits

Slotting  
Expanded Showroom  
Enhanced Model Pages



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