

# ADDITIVE MANUFACTURING

A Supplement to  
*Modern Machine Shop &  
MoldMaking Technology*

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

## Connecting Additive & Subtractive Manufacturing



PRINT



ONLINE



EMAIL



EVENTS

IN ASSOCIATION WITH



2014 MEDIA GUIDE

## MESSAGE FROM THE EDITOR

What is holding back the advance of additive manufacturing? Really, not much.

The technology is already here. Moreover, that technology has been *proven*—not just for prototyping, but for industrial production of end-use parts.

The chief impediment to the spread of additive manufacturing right now is, actually, its promise. Additive manufacturing generates part geometries that would be impossible or impractical to produce otherwise. In this way, it expands the possibilities available to design engineers. Today, those designers are just beginning to take notice. As more of them see the possibilities, as they increasingly make choices that take advantage of those possibilities, the use of additive manufacturing will expand.

We launched the ADDITIVE MANUFACTURING supplement two years ago to open a window on this ongoing development. The quarterly publication—distributed with both *Modern Machine Shop* and *MoldMaking Technology*—aims to keep members of both of these magazines' audiences informed about the growing use of additive manufacturing in production. Taking a real-world look at the topic, this supplement has documented both the promise and challenges companies see as they apply additive processes to making end-use parts.

Additive manufacturing is destined to take its place as a mainstream production option. How large a share of manufacturing it will account for is unknown, and how quickly it will advance is unknown. But “destined” is not too strong a word, because the technology is simply too useful not to have an impact across production applications ranging well beyond even those that are already using it today.

Please join us in making the case for the importance, the promise and the *arrival* of additive manufacturing technologies.



Peter Zelinski  
Editor-in-Chief

additivemanufacturinginsight.com

Cover and inside cover photo courtesy of Concept Laser/ITL Fraunhofer.



### MAGAZINE:

#### Print Edition:

**25,000** Subscribers

A supplement to *Modern Machine Shop* and *MoldMaking Technology*.

#### Digital Edition:

**2,804** Average issue views

**34,787** Average issue page views



### ONLINE: NEW!

#### AdditiveManufacturingInsight.com

**2,600+** Ad impressions per month



### EMAIL:

**80,000+** Digital Editions emailed to manufacturing professionals



### BONUS DISTRIBUTION:

Print editions distributed at major industry events

### IN EACH ISSUE:

- Editor's Commentary
- Feature Articles
- Product Information

*Additive Manufacturing* has featured case studies and applications stories on how these leading companies are using additive technologies to make functional parts:

Boeing  
GE Aviation  
Linear Mold & Engineering  
Thogus  
Vista Technologies  
Morris Technologies  
EADS Innovation Works  
Directed Manufacturing  
C&A Tool  
Gartech  
Innovative Medical Device Solutions

DESIGN / BUILD / REPAIR

# MoldMaking

## TECHNOLOGY

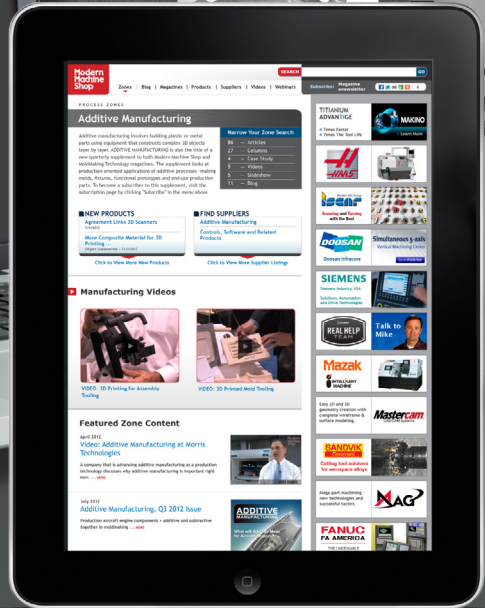
**Modern Machine Shop**

mmsonline.com

When Prototyping Is Like Production



A Supplement to  
Modern Machine Shop and  
MoldMaking Technology



**Modern Machine Shop**

is the premier publication serving North America's discrete parts manufacturing marketplace. Reaching an active audience of more than 93,000 owners, executives and managers at facilities ranging from contract shops to tier 1 suppliers and OEMs, *MMS* is the best outlet for equipment and service suppliers to reach metalworking professionals who are interested or engaged in additive technologies.

**Additive Manufacturing – MMS Distribution**

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**PRINT: 20,000**  
qualified subscribers

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**ONLINE: 1,609\***  
ad impressions per month

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**EMAIL: 67,000+**  
Digital Editions emailed to manufacturing professionals

\* Ad Impressions on MMSOnline.com Additive Manufacturing Zone

**MMS End Markets**

Aerospace/Defense	13,584
Medical/Dental	11,287
Contract Job Shops	14,257

**MMS Operations Performed**

Additive Manufacturing	17,895
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**MoldMaking Technology**

is the only media brand dedicated to connecting North America's mold manufacturing industry. *MMT's* approach focuses on covering the entire mold lifecycle – from design through build and into repair. With a history of covering additive and a commitment to promoting new technologies, *MMT* is an ideal venue for reaching prospects interested in adopting additive technologies or investing more in existing operations.

**Additive Manufacturing – MMT Distribution**

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**PRINT: 5,000**  
qualified subscribers

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**ONLINE: 907\***  
ad impressions per month

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**EMAIL: 21,000+**  
Digital Editions emailed to moldmaking professionals

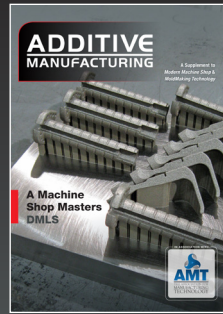
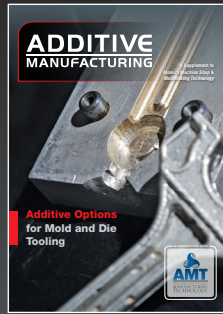
\* Ad Impressions on MoldMakingTechnology.com Additive Manufacturing Zone

**MMT End Markets**

Aerospace/Defense	3,874
Medical/Dental	2,987
Contract Job Shops	3,897

**MMT Operations Performed**

Additive Manufacturing	4,000
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# Special Bundled Ad Package

	VALUE	INVESTMENT
<b>All (4) Print Supplements:</b>		
1 Full-page, 4-color ad in each	\$6,025 gross per ad	\$24,100
<b>Bonus Full Page Print Ad:</b>		
1 Full-page ad in June issue of MMS	\$7,300 gross per ad	\$12,890
1 Full-page ad in June issue of MMT	\$5,590 gross per ad	INCLUDED
<b>(12) Months Online Ads:</b>		
12-Month Hybrid Ad Package - Includes one (1) Hybrid ad, plus your choice of a Flash or Video ad that will rotate on MMS and MMT Additive Manufacturing Zone main page and additivemanufacturinginsight.com	\$12,360	INCLUDED

<b>Total Value: \$49,350</b>	<b>Total Investment: \$24,100</b>	<b>Total Savings \$25,250</b>
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(Limited Availability: 12) Note: Must run in all (4) editions to qualify. Must contract before January 1, 2014

A-La-Carte Ad Pricing	Full Page	Half Page Horizontal	Half Page Vertical
	\$6,025	\$3,970	\$3,970

## Specifications

### Print Specifications:

Full Pg

Half Pg Hor.

Half Pg Vert.

**Half Pg Hor.**  
5.625" W x 4.1875" H  
143 mm x 106 mm

**Half Pg Vert.**  
2.75" W x 8.5" H  
70 mm x 216 mm

**Full Pg**  
Standard Ruled Page:  
5.625" W x 8.5" H (146 mm x 210 mm)  
w/Bleed: 7.125" W x 9.875" H (181 mm x 251 mm)  
Final Trim: 6.625" W x 9.375" H (168 mm x 238 mm)  
Max Live Area: 5.875" W x 8.875" H



### Digital Specifications:

**Additive Manufacturing DIGITAL ADDITION**

The AM Digital Edition is delivered via email to 81,000+ manufacturing professionals.

Includes a full-page, 4-color ad.

### Web Specifications:

Sample Branded Hybrid Ad



**Branded Hybrid Ad:**  
300W x 100H pixels, 72dpi  
Left: 150 x 100 pixels; text or logo on white background; 10K; GIF/JPG (static)  
Right: Brand logo/image 150 x 100 pixels; 10K; GIF/JPG (static)

Sample Live Text Hybrid Ad



**Live Text Hybrid Ad:**  
Left: Live text entered by MMS Advertising Mgr. 120 characters.  
Right: Brand logo/image/tag 150 x 100 pixels; 10K; GIF/JPG (static)



**Flash Ad:**  
300W x 250H pixels; 40K  
Animated SWF/FLA; 15 sec. max; 25 frames/sec; 2 loops max.  
Submit both .FLA and .SWF files.

**Video Ad:**  
300W x 250H pixels; 40K  
SWF/FLA; 29.97 frames/sec.  
30 sec. - 4 minutes

## 2014 Additive Manufacturing – EDITORIAL CALENDAR

Issue	Feature Coverage	Bonus Distribution
<b>February</b> Ad Close: 1/3/2014 Materials Due: 1/10/2014	Additive Manufacturing Medical/Dental	<b>MD&amp;M West</b> – February 12-14, 2014, Anaheim, CA <b>AERODEF</b> – February 25-27, 2014, Long Beach, CA <b>The MFG Meeting</b> – March 5-8, 2014, Biltmore, AZ <b>AMUG</b> – April 14-18, 2014, Tucson, AZ
<b>May</b> Ad Close: 3/27/2014 Materials Due: 4/3/2014	Additive Manufacturing Consumer Products	<b>MFG<sup>+</sup></b> – May 6-8, 2014, Hartford, CT <b>Quality Expo</b> – May 7-8, 2014, Fort Worth, TX <b>MD&amp;M East</b> – June 10-12, 2014, New York, NY <b>amerimold</b> – June 11-12, 2014, Novi, MI <b>RAPID</b> – June 9-12, 2014
<b>September</b> Ad Close: 7/28/2014 Materials Due: 8/4/2014	Additive Manufacturing IMTS Automotive	<b>IMTS</b> September 8-13, 2013 Chicago, IL
<b>November</b> Ad Close: 9/29/2014 Materials Due: 10/6/2014	Additive Manufacturing Aerospace / Defense	<b>Euromold</b> November 25-28, 2014 Frankfurt, GE

## Special Bundled Ad Package BONUS

FREE full page print ad in the June issues of MMS and MMT with Special Bundled Ad Package

	NO SUPPLEMENT	
<b>June</b> Ad Close: 4/29/2013 Materials Due: 5/6/2013	<b>MMS &amp; MMT Feature Coverage</b> Additive Manufacturing Die/Mold Machining	<b>MD&amp;M East</b> – June 10-12, 2014, New York, NY <b>amerimold</b> – June 11-12, 2014, Novi, MI <b>RAPID</b> – June 9-12, 2014

## Additive Manufacturing Coverage

Processes and equipment Software Materials	Prototyping Plastic part production Metal part production	Moldmaking Tool and fixture making Design for additive processes
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## amerimold 2014

June 11-12, 2014, Novi, MI

*Modern Machine Shop & MoldMaking Technology* are co-presenters of amerimold 2014 – the event for mold manufacturing. Reserve booth space today. [amerimoldexpo.com](http://amerimoldexpo.com)



September 8-13, 2014, Chicago, IL

IMTS, the world's premier manufacturing exhibition in 2014, will put the spotlight on additive technologies in the renowned Emerging Technology Center. IMTS will also feature an exhibition pavilion dedicated to promote suppliers of products and services used in additive technologies. IMTS 2014 is the place you need to be to find the latest innovations and ideas in manufacturing technology. Come together. Leave Inspired. [IMTS.com](http://IMTS.com)

## euromold.

November 25-28, 2014, Frankfurt GE

EuroMold is the world-wide leading trade fair for Moldmaking and Tooling, Design and Application Development and presents products and services, technology and impulses for tomorrow's markets. [euromold.com](http://euromold.com)

Exclusive Partner



Learn more at [AMTonline.org](http://AMTonline.org)

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