

ADDITIVE MANUFACTURING

A Supplement to
*Modern Machine Shop &
MoldMaking Technology*



CONNECTING Additive and Subtractive Manufacturing

IN ASSOCIATION WITH



2013 MEDIA PLANNER

MESSAGE FROM THE EDITOR

At a recent industry event, I overheard a machine shop manager describe the work his company does—CNC machining—as “subtractive” manufacturing. The naturalness with which he said this was striking, and so was the way his listeners understood the reference and what it signified. Material-cutting operations have begun to be characterized as subtractive for only one reason: because additive manufacturing is now a credible and viable possibility.

In 2012, we launched a new publication named **Additive Manufacturing**. This quarterly supplement—distributed with both *Modern Machine Shop* and *MoldMaking Technology*—aims to keep members of both of these magazines’ audiences informed about the rapid advance of additive manufacturing into mainstream 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 now produces aircraft components, medical technology, die/ mold tooling and other engineered products. It is being used by OEMs, contract manufacturers and technology startups. In our first year of **Additive Manufacturing**, we reported on examples of all of these. In our second year, we will do more of the same—building on readers’ growing awareness of the technology to provide an even more detailed view of what additive manufacturing makes possible.

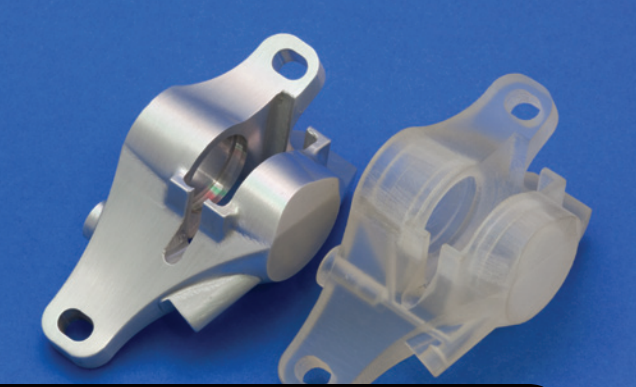
Our manufacturing audience of 50,000+ readers deserves to understand additive manufacturing, and to see it as an option for their production needs. Please join us in making the case for the advancing performance and growing impact of additive manufacturing technologies.



A large, stylized handwritten signature in black ink, which appears to read "Peter Zelinski".

Peter Zelinski
Editor-in-Chief





Connecting Additive & Subtractive Manufacturing

What are the new possibilities that additive processes will bring to production?

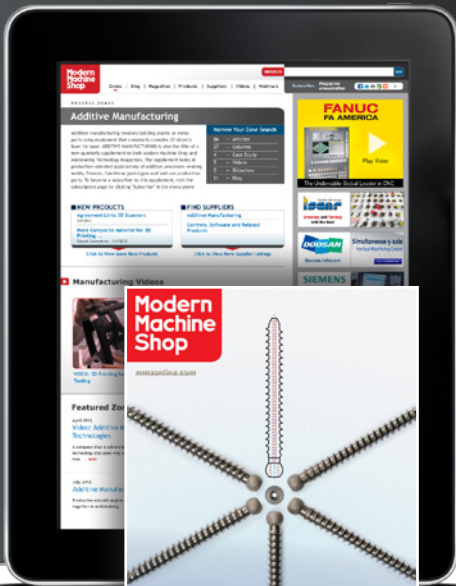


IN EACH ISSUE:

- Editor's Commentary
- Feature Articles
- Product Information

50,000+

Total Distribution







MODERN MACHINE SHOP

is the premier publication serving North America's discrete parts manufacturing marketplace. Reaching an active audience of more than 95,000 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.



Peter Zelinski
pzelinski@mmsonline.com



	Total Print Circulation:	95,000+
	Facilities: 48,000+	
	Additive Manufacturing:	15,400+
	Facilities: 4,900+	
	Total Email Audience:	75,000+
	Total Website Visits:	86,000+
	AM Zone:	3,500+

MMS Additive Manufacturing Supplement: Bound-in

Total Print Circulation = 40,000

Facilities = 27,000+

End Markets		Operations Performed	
Aerospace/Defense	7,300+	Additive Manufacturing	15,400+
Medical/Dental	5,600+	CAD/CAM	31,000+
Contract Job Shops	30,000+		



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.



Christina M. Fuges
cfuges@moldmakingtechnology.com



Total Print Circulation: 20,000+

Facilities: 11,900+



Additive Manufacturing: 1,000+

Facilities: 459+



Total Email Audience: 15,000+



Total Website Visits: 20,000+

AM Zone: 1,500+

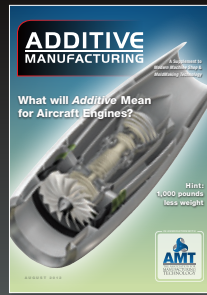
MMT Additive Manufacturing Supplement: Bound-in

Total Print Circulation = 10,000

Facilities = 6,900+

End Markets	
Aerospace/Defense	3,500+
Medical/Dental	5,500+
Contract Job Shops	2,000+

Operations Performed	
Additive Manufacturing	1,000+
CAD/CAM	7,300+



A Supplement to *Modern Machine Shop & MoldMaking Technology*
MMS: 40,000 + MMT: 10,000 = 50,000 TOTAL CIRCULATION

Additive Manufacturing Supplement – 2013 EDITORIAL CALENDAR

	AM Supplement Feature Coverage	MMS Feature Coverage	MMT Feature Coverage	Bonus Distribution
Q1: February Closing Date: 12/28/2012 Materials Deadline: 01/07/2013	Additive Manufacturing	EDM Medical	Medical/Dental	Medical Design & Manufacturing West February 12-14, 2013, Anaheim, CA AMUG April 14-18, 2013, Jacksonville, FL
Q2: May Closing Date: 03/27/2013 Materials Deadline: 04/05/2013	Additive Manufacturing	Measurement & Inspection	Consumer Products Automotive	amerimold June 12-13, 2013 amerimold 2013 Rosemont, IL Medical Design & Manufacturing East June 18-20, 2013, Philadelphia, PA RAPID June 10-13, 2013, Pittsburgh, PA
Q3: August Closing Date: 06/28/2013 Materials Deadline: 07/05/2013	Additive Manufacturing	Top Shops	Aerospace Defense	EMO September 16-21, 2013 Hannover, GE
Q4: November Closing Date: 09/30/2013 Materials Deadline: 10/04/2013	Additive Manufacturing	CAD/CAM Software	Packaging	Euromold EUROMOLD November 26-29, 2013 Frankfurt, GE

Bundled Ad Package BONUS Full Run Print Ad for June Issue of MMS and MMT

June Closing Date: 04/29/2013 Materials Deadline: 05/06/2013	– FREE Full Run Ad – w/ 4x Supplement Package –	amerimold June 12-13, 2013 amerimold 2013 Rosemont, IL RAPID June 10-13, 2013, Pittsburgh, PA
	No Supplement MMS & MMT Feature Coverage Additive Manufacturing & Die/Mold Machining	

Additive Manufacturing Coverage Includes:

- | | | |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Processes and equipment • Software • Materials | <ul style="list-style-type: none"> • Prototyping • Plastic part production • Metal part production | <ul style="list-style-type: none"> • Moldmaking • Tool and fixture making • Design for additive processes |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|



A-La-Carte Print Ad Pricing (4-color)

Full Page	Half Page Horizontal	Half Page Vertical
\$6,025	\$3,970	\$3,970

Special Bundled Ad Package

	Value	Investment
All (4) Print Supplements: <ul style="list-style-type: none"> (1) Full-Page, 4-color ad in each \$6,025 gross per ad 	\$24,100	\$24,100
Bonus Full Run Print Ad: <ul style="list-style-type: none"> (1) Full-Page ad in June issue of <i>MMS</i> (95,000+) \$7,300 gross per ad (1) Full-Page ad in June issue of <i>MMT</i> (20,000+) \$5,590 gross per ad 	\$12,890	INCLUDED
(12) Months Online Ads: <i>Additive Manufacturing Zones</i> <ul style="list-style-type: none"> 12-Month Hybrid Ad Package* on <i>MMS</i> and <i>MMT</i> Additive Manufacturing Zone 	\$12,360	INCLUDED
<i>(Limited Availability: 12)</i> <i>Note: Must run in all (4) editions to qualify</i> <i>Must contract before January 1, 2013</i>	Total Investment \$49,350	Total Investment \$24,100
	Total Savings: \$25,250	

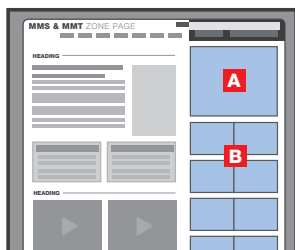
Extended Reach / Added Value



Additive
Manufacturing
Digital Edition

The Additive Manufacturing Digital Edition is delivered via email to 75,000+ manufacturing professionals. Includes a Full-Page, 4-Color Ad and Streaming Video Placement.

***12-Month Hybrid Ad Package**
Includes one (1) Hybrid Ad, plus your choice of a Flash or Video Ad that will rotate on the main page of both *MMS* and *MMT* sites.



Print Specifications:

Full Pg	Half Pg Hor.	Half Pg Vert.
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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

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

Web Specifications:

Flash Ad: 300W x 250H pixels
Specs: Animated SWF/FLA, 40k, 15 sec. max, 25 frames/sec, 2 loops max. Please submit both .FLA and .SWF files. Auto-play audio is not permitted. Audio is initiated by user with an on/off button for sound.

Video Ad:

640W x 360H pixels
Specs: SWF/FLA, 40k, 29.97 frames/sec. 30 sec. - 4 minutes



Hybrid Ad:

300W x 100H pixels
Specs: Static jpg or gif, 72dpi, 20k



Sample
Branded
Hybrid Ad

Experts in:
• Rapid Prototyping
• CNC Machining
• Injection Molding
Click for a quote.



Sample
Live Text
Hybrid Ad

ADDITIVE MANUFACTURING

2013 Events

amerimold 2013

June 12-13, 2013, Rosemont, IL
Modern Machine Shop & MoldMaking Technology are co-presenters of amerimold 2013 – the event for tool & mold making, molding and additive technologies. Reserve booth space today.
amerimoldexpo.com

EUROMOLD

November 26-29, 2013, 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

Exclusive Partner



Founded in 1902, AMT – The Association For Manufacturing Technology represents and promotes the interests of American providers of manufacturing machinery and equipment. Its goal is to promote technological advancements and improvements in the design, manufacture and sale of members' products and act as an industry advocate on trade matters to governments and trade organizations throughout the world. AMT is welcoming additive technology providers to its membership. **Learn more at AMTonline.org.**

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