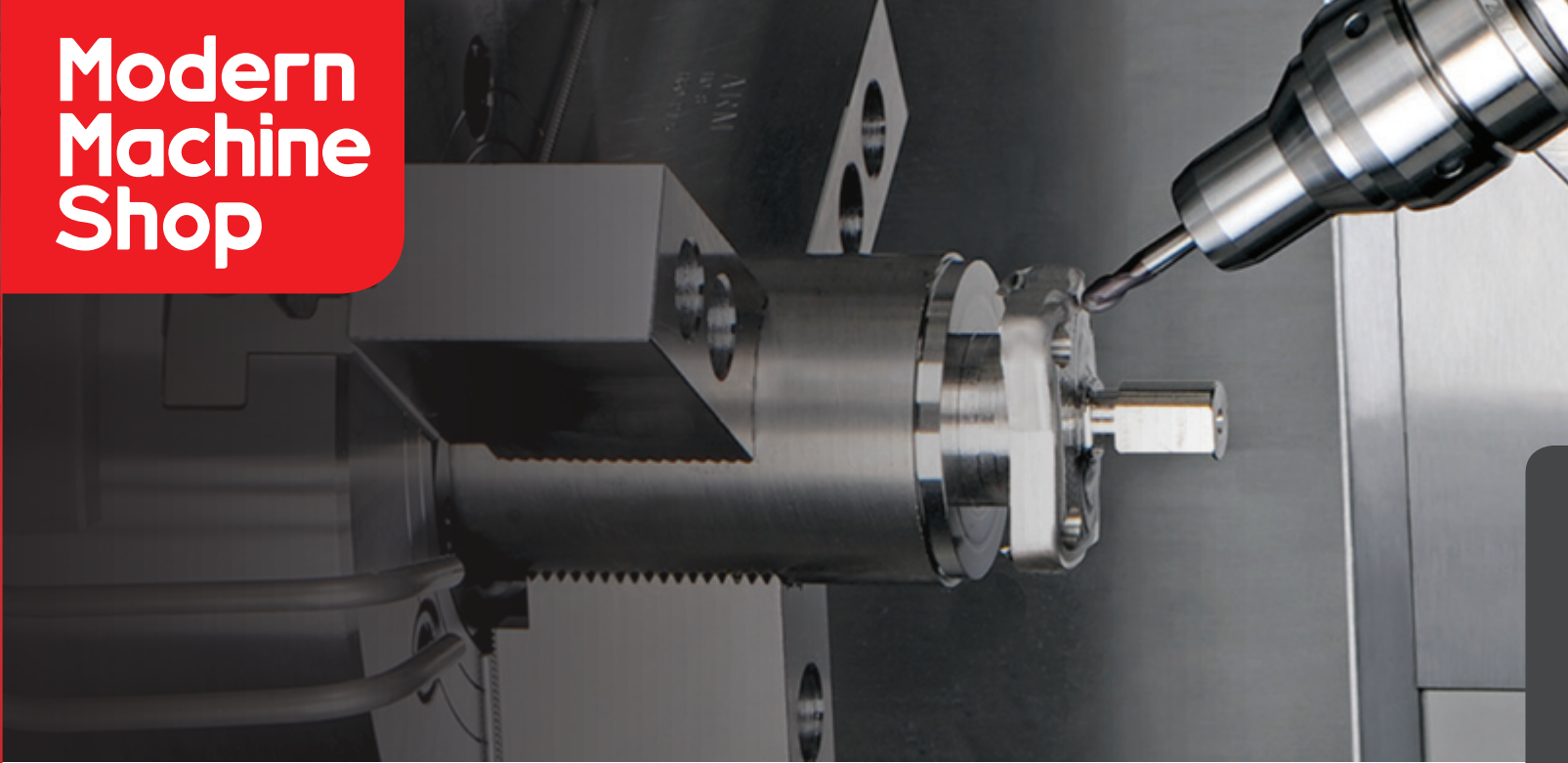


Modern Machine Shop



Integrated Media Solutions
Connecting Metalworking
Buyers and Sellers



PRINT



ONLINE



EMAIL



EVENTS

2013 MEDIA GUIDE



Integrated Media Solutions Connecting Metalworking Buyers and Sellers

Profile of the Manufacturing Technology Buyer

- Is around 50 years old
- Is college educated
- Is technically minded
- Looks for product or process solutions at least once a month
- Uses at least five media types to find work-related information
- Carries a laptop computer
- Uses a smartphone

**Modern
Machine
Shop**

6915 Valley Avenue
Cincinnati, OH 45244-3029 U.S.A.
513-527-8000 • 800-950-8020
Fax: 513-527-8801

mmsonline.com

Align your media strategy to serve prospects at each stage of the buying cycle.

Industrial Equipment Buying Cycle

Market Universe

- Trade Magazines
- E-Newsletters

Eventual Need

- Trade Magazines
- E-Newsletters
- Industry Websites
- Tradeshows
- Webinars
- Blogs

Immediate Need

- Search Engines
- Industry Websites
- Supplier Websites
- Webinars
- Social Networks
- Blogs

Vendor Selection

- Supplier Websites
- Social Networks

PUSH MEDIA Build brand identity early with Push Media

BRAND IMPRESSION is the single most important factor in a manufacturing prospect's selection of a vendor

PULL MEDIA Support brand and harvest its benefits in Pull Media

The market actively consumes push media to learn about things they did not know.

PUSH MEDIA is the best means to introduce new products and establish brand, which is essential in the later stages of the buying process.

This market segment knows they have an interest in certain topics and technologies to act upon in the future.

PUSH MEDIA still dominates, but the segment is more focused.

Prospects have immediate requirements, and are actively seeking solutions.

With the prospect now in control of the information gathering process, PULL MEDIA becomes most important. Brand is a primary influence on where and at whom they look.

Final comparison of known alternatives.

Brand impression is the largest influence in final purchasing decision.

PUSH MEDIA

A medium that introduces prospects to information and products they do not know they need.

PULL MEDIA

Media that provides prospects with information they know they need, but are not sure where to find it.

Modern Machine Shop

“A well-balanced integrated program of multiple media provides the best path to build brand awareness in the minds of prospects and to influence their behavior at each stage of the buying cycle.”

— Travis Egan, Metalworking Group Publisher, Gardner Business Media, Inc.

The best tools and biggest audience for selling metalworking products and services



PRINT
95,000+
SUBSCRIBERS*



INTEGRATED MEDIA
In Print. Online. In Person

ONLINE
86,000+
VISITS



256,000+

Total MMS Monthly
Audience Impressions



EMAIL
75,000+
SUBSCRIBERS

EVENTS
IN 2013
AMERIMOLD & PMTS



amerimold
2013

PMTS
2013
PRECISION MACHINE TECHNOLOGY SHOW



Modern Machine Shop

Our print and electronic audiences closely mirror the makeup of the manufacturing community that is, by far, the most influential in purchasing decisions.

— Steven Kline Jr., Director of Market Intelligence

END MARKETS



AUTOMOTIVE

| | |
|----------------|-----------------------------|
| PRINT | 60,992 |
| Contract Shops | 51,983 |
| OEMs | 9,009 |
| EMAIL | 49,816 |
| EVENTS | PRI, amerimold, IMTS |

TOP COMPANIES

- Honda
- Visteon
- Chrysler
- Toyota
- Navistar
- Ford
- Paccar
- BMW
- GM
- Subaru

TOP DOMAINS

- ford.com
- honda.com
- GM.com



AEROSPACE

| | |
|----------------|---------------------------|
| PRINT | 53,722 |
| Contract Shops | 44,341 |
| OEMs | 9,381 |
| EMAIL | 43,454 |
| EVENTS | WESTEC, IMTS, TRAM |

TOP COMPANIES

- Boeing
- Lockheed Martin
- Northrop Grumman
- Sikorsky Aircraft
- Learjet

TOP DOMAINS

- lmco.com
- rollsroyce.com
- boeing.com



DEFENSE

| | |
|----------------|----------------------------|
| PRINT | 52,149 |
| Contract Shops | 51,291 |
| OEMs | 858 |
| EMAIL | 42,470 |
| EVENTS | IMTS, FABTECH, MFG4 |

TOP COMPANIES

- Honeywell
- Raytheon Missile Systems
- Rockwell Collins
- Garmin International
- Rock Island Arsenal

TOP DOMAINS

- baesystems.com
- ngc.com
- navy.mil.us



OFF-ROAD

| | |
|----------------|----------------------------|
| PRINT | 40,899 |
| Contract Shops | 37,875 |
| OEMs | 3,024 |
| EMAIL | 33,466 |
| EVENTS | MFG4, FABTECH, IMTS |

TOP COMPANIES

- Toro
- Agco
- Hunter Industries
- John Deere
- CNH America

TOP DOMAINS

- cat.com
- titan-intl.com
- toro.com



ELECTRONICS

| | |
|----------------|-----------------------------|
| PRINT | 34,580 |
| Contract Shops | 28,137 |
| OEMs | 6,443 |
| EMAIL | 28,361 |
| EVENTS | IMTS, RAPID, QUALITY |

TOP COMPANIES

- Motorola
- 3M
- Apple
- Dell
- IBM Corp.

- #### TOP DOMAINS
- telephonics.com
 - eaton.com
 - trw.com



MEDICAL

| | |
|----------------|--------------------------------|
| PRINT | 49,529 |
| Contract Shops | 44,084 |
| OEMs | 5,445 |
| EMAIL | 40,382 |
| EVENTS | IMTS, MD&M, QUALITY |

TOP COMPANIES

- Medtronic
- Smith & Nephew
- Stryker Corp.
- Depuy Ortho
- Boston Scientific

TOP DOMAINS

- medtronic.com
- zimmer.com
- accellent.com



ENERGY

| | |
|----------------|-----------------------------|
| PRINT | 40,632 |
| Contract Shops | 36,774 |
| OEMs | 3,858 |
| EMAIL | 39,335 |
| EVENTS | IMTS, MFG4, EUROMOLD |

TOP COMPANIES

- Siemens Energy
- Dresser Rand
- Baker Oil Tools
- FMC Technologies
- Solar Turbines

TOP DOMAINS

- ge.com
- siemens.com
- halliburton.com



JOB SHOPS

| | |
|---------------|-----------------------------|
| PRINT | 28,661 |
| EMAIL | 18,113 |
| EVENTS | PMTS, IMX, amerimold |

TOP COMPANIES

- C&S Machine Products, Inc.
- Major Tool & Machine, Inc.
- Dearborn Precision Tubular
- Unison Engine Components
- Pulse Technologies

TOP DOMAINS

- candsmachine.com
- pulsetechnologies.com
- majortool.com

Best reach to metalworking's most active industries.

The biggest impact for building your brand.

PRINT AUDIENCE

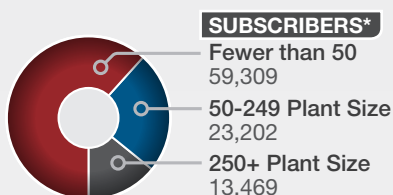
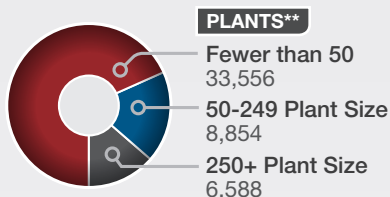
SUBSCRIBER PROFILE

| | |
|-------------------------|--------|
| Total Subscribers* | 95,980 |
| Total Mfg Facilities** | 48,998 |
| Total Manufacturing* | 90,716 |
| Personal Direct Request | 89.6% |

JOB TITLES & FUNCTIONS*

| | |
|--|--------|
| Company Mgmt and Corp Exec, Purchasing | 41,573 |
| Engineering Mgmt & Dept | 27,035 |
| Production Mgmt & Dept | 19,278 |

PLANT SIZE*



OPERATIONS** Circulation Facilities

| OPERATIONS** | Circulation | Facilities |
|-------------------------|-------------|------------|
| High Speed Machining | 61,042 | 24,849 |
| Grinding | 57,017 | 24,793 |
| Turning | 47,874 | 20,550 |
| Micro Machining | 45,036 | 15,772 |
| Milling | 42,547 | 20,580 |
| Wire EDM | 41,393 | 14,042 |
| Drilling | 39,854 | 19,854 |
| CNC Operations | 39,687 | 18,657 |
| CAD/CAM-CIM | 35,987 | 16,989 |
| Titanium Machining | 33,854 | 10,655 |
| Composite Machining | 32,142 | 9,904 |
| EDM | 29,888 | 11,214 |
| Additive Manufacturing | 15,476 | 4,977 |
| Inspection | 15,247 | 6,059 |
| Deburring | 9,698 | 5,011 |
| Boring | 9,391 | 4,258 |
| Broaching | 6,985 | 2,587 |
| Assembly | 6,598 | 3,124 |
| Robotics | 4,475 | 1,547 |
| Laser Machining | 2,547 | 800 |
| Gear Cutting or Rolling | 2,020 | 792 |

* June 2012 BPA ** June 2012 Publishers Count



A *Modern Machine Shop* magazine advertisement remains the most impactful way to build brand recognition and is an essential foundation for any integrated marketing strategy.

How *Modern Machine Shop* Builds Brand.

- **IMPACT.** *MMS* surrounds your message with the two most powerful factors in brand development – compelling content and an influential audience.
- **MMS DELIVERS.** Literally. *Modern Machine Shop* delivers each month to metalworking’s largest audience. It’s physical. It’s lasting. It’s influential.

Why Building Your Brand in Print Matters.

Throughout the industrial buying cycle, brand recognition and brand reputation is critical; particularly during the *awareness* and *consideration* phases. Brand is the first factor used by industrial buyers when evaluating and compiling a list of prospective suppliers.



89% **TRADE MAGAZINES**
Trade magazines remain the most popular media choice for users to find out about product, process and best practice. It is the medium where users first learn about previously unknown (to them) technologies.†

† - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey

Extend your brand and put your message in context.



ONLINE AUDIENCE

TOTAL ACTIVITY

| | | | |
|------------------------|----------|-----------------------|------------|
| Total Visits (MONTHLY) | 86,000+ | Total Visits (YEARLY) | 1,032,000+ |
| Total Views (MONTHLY) | 168,000+ | Total Views (YEARLY) | 2,018,000+ |

BLOG VIEWS (MONTHLY AVG.)

| | | |
|--------|--------|--------|
| 2010 | 2011 | 2012 |
| 4,450+ | 5,600+ | 8,650+ |

SUPPLIER & SHOWROOM TRAFFIC

| | |
|----------------------------|---------|
| 2012 AVERAGE MONTHLY VIEWS | 24,500+ |
|----------------------------|---------|

TOP 20 DOMAINS

| | |
|------------------|------------------|
| alcoa.com | navy.mil |
| boeing.com | ngc.com |
| cat.com | parker.com |
| emerson.com | pw.utc.com |
| fairfieldmfg.com | siemens.com |
| ford.com | swagelok.com |
| ge.com | timken.com |
| gm.com | trane.com |
| honeywell.com | triumphgroup.com |
| medtronic.com | zimmer.com |



MMSOnline offers contextual brand alignment, putting your company in front of prospective buyers at a time when they are looking for the specific solutions you offer.

How MMSOnline Builds Brand.

- **VISITORS.** MMS optimizes content and invests in design and functionality to ensure MMSOnline attracts and serves metalworking equipment buyers at all stages of the industrial buying cycle.
- **CONTEXT.** We've expanded our zone advertising concept to include article pages. The expansion delivers more traffic and deeper contextual alignment for your advertisement.

Why Building Your Brand Online Matters.

Online research is a key part of the industrial buying cycle particularly during the *consideration* and *decision* stages. MMSOnline is where buyers search, research and learn about new product technology and new process innovations. Aligning your message with the areas where prospects are likely to look for technical solutions is the essence of contextual advertising and brand development.

87% INDUSTRY WEBSITES
Users rely on industry websites for credible insight into technology from vetted sources with a more balanced approach to information selection.†

† - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey

Deliver your brand and drive traffic.

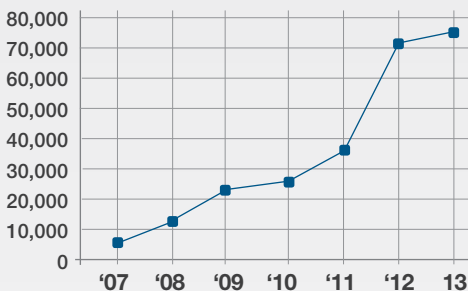
EMAIL AUDIENCE

TOTAL AUDIENCE 75,000+

TOP 20 DOMAINS

| | |
|------------------|---------------|
| alcoa.com | lmco.com |
| boeing.com | medtronic.com |
| cat.com | navy.mil |
| eaton.com | ngc.com |
| emerson.com | parker.com |
| fairfieldmfg.com | pw.utc.com |
| ford.com | siemens.com |
| ge.com | stryker.com |
| gm.com | swagelok.com |
| goodrich.com | timken.com |

LIST GROWTH



MMS Extra is just that – additional, influential “pushes” that provide an essential component to reaching buyers throughout the industrial buying cycle.

How MMS Extra Builds Brand.

- **HIGH IMPACT.** MMS Extra delivers your advertisement direct to the inbox of subscribers in a trusted format; surrounded by compelling, technical content.
- **HIGH ACTIVITY.** MMS Extra advertisements produce a concentrated, direct push component to your marketing program.

Why Building Your Brand In Email Matters.

Email is direct, immediate and actionable. As a result, it is a vital component to a complete integrated program. Email produces a high volume of impressions; impressions produced by permission-based subscribers who have opened an email looking for technical information. As a result, email is an ideal venue for targeting the *awareness* and *consideration* phase of the industrial buying cycle.

2012
MEDIA
USAGE
 IN MANUFACTURING FACILITIES
 OUR SUBSCRIBER ► YOUR BUYER

55%
 E-NEWSLETTERS

Users like relevant information on technology pushed to them on a regular basis.[†]

[†] - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey

Display your brand and generate leads.

EVENTS AUDIENCE

BONUS DISTRIBUTION

| | |
|-----------------------|-----------------------------|
| FEBRUARY | AUGUST |
| • MD&M West | • EMO |
| MARCH | SEPTEMBER |
| • MICRO/NANO/ MEMS | • QUALITY |
| • AERODEF | • EMO |
| APRIL | OCTOBER |
| • PMTS | • WESTEC |
| • AMUG | NOVEMBER |
| MAY | • IMX |
| • EASTEC | • FABTECH |
| JUNE | • EuroMold |
| • RAPID | DECEMBER |
| • amerimold | • PRI/Performance Racing |
| • MD&M | |

MMS PRE-SHOW COVERAGE

| | |
|-------------------------|----------------------|
| APRIL – PMTS | AUG – EMO |
| MAY – EASTEC | SEPT – WESTEC |
| JUNE – amerimold | OCT – IMX |

PMTS

PMTS
2013
PRECISION MACHINING TECHNOLOGY SHOW

APRIL 16-18 – COLUMBUS, OH
GREATER COLUMBUS CONVENTION CENTER

AMERIMOLD

amerimold 2013

THE EVENT FOR TOOL AND MOLD MAKING, MOLDING, AND ADDITIVE MANUFACTURING

JUNE 12-13 - ROSEMONT, IL
DONALD E. STEPHENS CENTER

IMX

imX
INTERACTIVE MANUFACTURING EXPERIENCE

NOVEMBER 18-20 – LAS VEGAS, NV
LAS VEGAS CONVENTION CENTER

EMAIL/EVENTS



Buying industrial equipment is very much a physical, face-to-face transaction. For this and many other reasons, events are an irreplaceable element in an integrated media strategy.

How Events Build Your Brand.

- **BEYOND THE BOOTH.** In addition to providing a complete suite of promotional products, *MMS* invests in covering and attending events and providing press opportunities for exhibitors.
- **ONSITE.** The opportunity to display your products and interact face-to-face with buyers at a time when they are looking for solutions is a key component to your integrated marketing strategy.


Why Building Your Brand at Events Matters.

Events remain a leader in lead generation and brand building. There is no substitute for displaying your brand, your products and your people in person. From pre-show promotion to post-show lead follow-up, events are a critical part of reaching buyers throughout the industrial buying cycle.

2012
MEDIA
USAGE
IN MANUFACTURING FACILITIES
OUR SUBSCRIBER ► YOUR BUYER

64% **TRADESHOWS**
While individual shows come and go, general attendance has held up well. Don't believe those who say tradeshows will give way to new media. Users still want to see products and talk to real people face-to-face.†

† - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey

| ISSUE | Featured Topics For Special Coverage | Better Production Shops Using Technology special coverage on: | Modern Equipment Review Special section | Tooling & Workholding Product section covers: |
|---|--|--|--|--|
| JANUARY Ad Closing Date: 11/30/12 Ad Materials Deadline: 12/7/12 | <ul style="list-style-type: none"> CUTTING TOOLS TURNING | Workholding | Robots & Automation | Cutting Tools, Toolholders & Workholding Equipment |
| FEBRUARY Ad Closing Date: 12/28/12 Ad Materials Deadline: 1/7/13 | <ul style="list-style-type: none"> EDM MEDICAL MACHINING | CAD/CAM Software | Grinding | Cutting Tools, Toolholders & Workholding Equipment |
| MARCH Ad Closing Date: 2/2/13 Ad Materials Deadline: 2/7/13 | <ul style="list-style-type: none"> AEROSPACE MACHINING MICROMACHINING | Measurement & Inspection | Machining Centers | Cutting Tools, Toolholders & Workholding Equipment |
| APRIL Ad Closing Date: 2/28/13 Ad Materials Deadline: 3/5/13 | <ul style="list-style-type: none"> WORKHOLDING LARGE-PART MACHINING <p>SPECIAL COVERAGE: WORLD MACHINE TOOL OUTPUT & CONSUMPTION REPORT</p> | Automation | Turning | Cutting Tools, Toolholders & Workholding Equipment |
| PRE-SHOW COVERAGE PMTS | | | | |
| MAY Ad Closing Date: 3/29/13 Ad Materials Deadline: 4/5/13 | <ul style="list-style-type: none"> CNC & MACHINE CONTROLS MEASUREMENT & INSPECTION | Machining Centers | Micromachining | Cutting Tools, Toolholders & Workholding Equipment |
| PRE-SHOW COVERAGE EASTEC | | | | |
| JUNE Ad Closing Date: 4/29/13 Ad Materials Deadline: 5/6/13 | <ul style="list-style-type: none"> ADDITIVE MANUFACTURING DIE/MOLD MACHINING | Grinding | EDM | Cutting Tools, Toolholders & Workholding Equipment |
| PRE-SHOW COVERAGE amerimold | | | | |
| JULY Ad Closing Date: 5/30/13 Ad Materials Deadline: 6/5/13 | <ul style="list-style-type: none"> HOLE MAKING SWISS-TYPE MACHINING | Cutting Tools | Cleaning & Deburring | Cutting Tools, Toolholders & Workholding Equipment |
| AUGUST Ad Closing Date: 6/28/13 Ad Materials Deadline: 7/5/13 |  | Turning | Product Marking | Cutting Tools, Toolholders & Workholding Equipment |
| PRE-SHOW COVERAGE EMO | | | | |
| SEPTEMBER Ad Closing Date: 7/29/13 Ad Materials Deadline: 8/5/13 | <ul style="list-style-type: none"> OIL FIELD MACHINING AUTOMATION | CAD/CAM Software | Laser & Waterjet Machining | Cutting Tools, Toolholders & Workholding Equipment |
| PRE-SHOW COVERAGE WESTEC | | | | |
| OCTOBER Ad Closing Date: 8/30/13 Ad Materials Deadline: 9/6/13 | <ul style="list-style-type: none"> TITANIUM MULTITASKING MACHINING | Laser & Waterjet Machining | Measurement & Inspection | Cutting Tools, Toolholders & Workholding Equipment |
| PRE-SHOW COVERAGE IMX | | | | |
| NOVEMBER Ad Closing Date: 9/30/13 Ad Materials Deadline: 10/4/13 | <ul style="list-style-type: none"> CAD/CAM SOFTWARE MILLING/MACHINING CENTERS | Multitasking | Fabrication | Cutting Tools, Toolholders & Workholding Equipment |
| DECEMBER Ad Closing Date: 10/29/13 Ad Materials Deadline: 11/05/13 | <ul style="list-style-type: none"> GRINDING COMPOSITE MACHINING <p>SPECIAL COVERAGE: 2014 METALWORKING MARKET FORECAST</p> | Cutting Tools | Machining Centers | Cutting Tools, Toolholders & Workholding Equipment |

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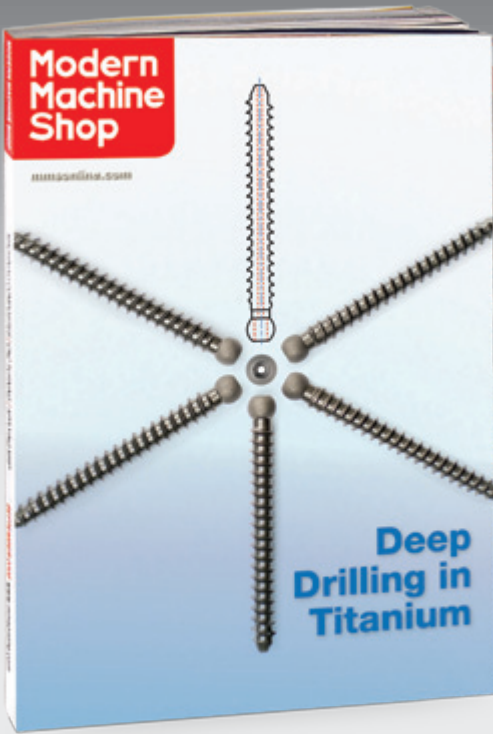


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kluciano@mmsonline.com

working buyers

| Systems & Software Product section covers: | Special Supplements | Bonus Distribution |
|--|--|---|
| CAD/CAM Shop Management & Manufacturing Software | | |
| CAD/CAM Shop Management & Manufacturing Software | Additive Manufacturing Supplement to MMS & MMT | Medical Design & Manufacturing West February 12-14, 2013, Anaheim, CA |
| CAD/CAM Shop Management & Manufacturing Software | AMT 2013 AMT Buyer's Guide Supplement to MMS | MICRO NANO MEMS 2013 March 13-14, 2013, Rosemont, IL The MFG Meeting March 6-10, 2013, Waikola, HI AERODEF March 19-21, 2013, Laguna Beach, CA |
| CAD/CAM Shop Management & Manufacturing Software | | PMTS April 16-18, 2013, Columbus, OH AMUG APRIL 14-18, 2013, Jacksonville, FL |
| CAD/CAM Shop Management & Manufacturing Software | Additive Manufacturing Supplement to MMS & MMT | EASTEC May 14-16, 2013, Springfield, MA |
| CAD/CAM Shop Management & Manufacturing Software | | RAPID June 10-13, 2013, Pittsburg, PA amerimold SUR-FIN OMTEC June 12-13, 2013, Rosemont, IL Medical Design & Manufacturing East June 18-20, 2013, Philadelphia, PA |
| CAD/CAM Shop Management & Manufacturing Software | | |
| CAD/CAM Shop Management & Manufacturing Software | Additive Manufacturing Supplement to MMS & MMT | EMO September 16-21, 2013, Hannover, GE |
| CAD/CAM Shop Management & Manufacturing Software | | EMO September 16-21, 2013, Hannover, GE Quality Expo September 10-12, 2013, Chicago, IL |
| CAD/CAM Shop Management & Manufacturing Software | | WESTEC October 15-17, 2013, Los Angeles, CA |
| CAD/CAM Shop Management & Manufacturing Software | Additive Manufacturing Supplement to MMS & MMT | IMX November 18-20, 2013, Las Vegas, NV FABTECH November 18-21, 2013, Chicago, IL Euromold November 26-29, 2013, Frankfurt, GE |
| CAD/CAM Shop Management & Manufacturing Software | | PRI Performance Racing December 12-14, 2013, Orlando, FL |



2013 SPECIAL AD RATES

COMBINATION RATES

Advertisers may combine their total number of insertions in *Modern Machine Shop* with any other Gardner Business Media periodicals 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 sales representative for details.

COVER RATES

Cover rates include black and any combination of process colors.

| | |
|-----------------------------|----------|
| Second cover (inside front) | \$ 8,970 |
| Third cover (inside back) | \$ 8,260 |
| Fourth cover (back) | \$ 9,990 |

AGENCY COMMISSIONS

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

SPECIAL POSITION REQUESTS

Add 10% to space and color charges.

The biggest impact for building your brand.

EFFECTIVE JANUARY 2013

4-COLOR RATES - STANDARD

| SPACE | 1X | 3X | 6X | 9X | 12X | 18X | 24X | 36X |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Full Page | \$ 7,460 | \$ 7,410 | \$ 7,300 | \$ 7,200 | \$ 7,100 | \$ 6,950 | \$ 6,880 | \$ 6,610 |
| 3/4 Page | \$ 6,100 | \$ 6,060 | \$ 5,980 | \$ 5,900 | \$ 5,830 | \$ 5,710 | \$ 5,660 | \$ 5,460 |
| 2/3 Page | \$ 5,900 | \$ 5,870 | \$ 5,820 | \$ 5,770 | \$ 5,710 | \$ 5,630 | \$ 5,540 | \$ 5,440 |
| 1/2 Island | \$ 5,880 | \$ 5,850 | \$ 5,800 | \$ 5,750 | \$ 5,690 | \$ 5,610 | \$ 5,520 | \$ 5,420 |
| 1/2 Page | \$ 4,850 | \$ 4,830 | \$ 4,810 | \$ 4,790 | \$ 4,770 | \$ 4,720 | \$ 4,700 | \$ 4,620 |
| 3/8 Page | \$ 4,170 | \$ 4,160 | \$ 4,140 | \$ 4,120 | \$ 4,100 | \$ 4,070 | \$ 4,060 | \$ 4,010 |
| 1/4 Page | \$ 3,450 | \$ 3,440 | \$ 3,420 | \$ 3,400 | \$ 3,380 | \$ 3,350 | \$ 3,340 | \$ 3,310 |
| 1/8 Page | \$ 2,740 | \$ 2,730 | \$ 2,720 | \$ 2,710 | \$ 2,700 | \$ 2,690 | \$ 2,680 | \$ 2,670 |
| Spread | \$ 11,995 | \$ 11,985 | \$ 11,790 | \$ 11,590 | \$ 11,400 | \$ 11,150 | \$ 11,000 | \$ 10,520 |

2-COLOR RATES

*Matched or PMS color: Add an additional \$500 to the 2-color standard rate.

| SPACE | 1X | 3X | 6X | 9X | 12X | 18X | 24X | 36X |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Full Page | \$ 6,460 | \$ 6,410 | \$ 6,300 | \$ 6,200 | \$ 6,100 | \$ 5,950 | \$ 5,880 | \$ 5,610 |
| 3/4 Page | \$ 5,100 | \$ 5,060 | \$ 4,980 | \$ 4,900 | \$ 4,830 | \$ 4,710 | \$ 4,660 | \$ 4,460 |
| 2/3 Page | \$ 4,900 | \$ 4,870 | \$ 4,820 | \$ 4,770 | \$ 4,710 | \$ 4,630 | \$ 4,540 | \$ 4,440 |
| 1/2 Island | \$ 4,880 | \$ 4,850 | \$ 4,800 | \$ 4,750 | \$ 4,690 | \$ 4,610 | \$ 4,520 | \$ 4,420 |
| 1/2 Page | \$ 3,850 | \$ 3,830 | \$ 3,810 | \$ 3,790 | \$ 3,770 | \$ 3,720 | \$ 3,700 | \$ 3,620 |
| 3/8 Page | \$ 3,170 | \$ 3,160 | \$ 3,140 | \$ 3,120 | \$ 3,100 | \$ 3,070 | \$ 3,060 | \$ 3,010 |
| 1/4 Page | \$ 2,450 | \$ 2,440 | \$ 2,420 | \$ 2,400 | \$ 2,380 | \$ 2,350 | \$ 2,340 | \$ 2,310 |
| 1/8 Page | \$ 1,740 | \$ 1,730 | \$ 1,720 | \$ 1,710 | \$ 1,700 | \$ 1,690 | \$ 1,680 | \$ 1,670 |
| Spread | \$ 10,995 | \$ 10,985 | \$ 10,790 | \$ 10,590 | \$ 10,400 | \$ 10,150 | \$ 10,000 | \$ 9,520 |

BLACK AND WHITE RATES

| SPACE | 1X | 3X | 6X | 9X | 12X | 18X | 24X | 36X |
|------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Full Page | \$ 5,460 | \$ 5,410 | \$ 5,300 | \$ 5,200 | \$ 5,100 | \$ 4,950 | \$ 4,880 | \$ 4,610 |
| 3/4 Page | \$ 4,100 | \$ 4,060 | \$ 3,980 | \$ 3,900 | \$ 3,830 | \$ 3,710 | \$ 3,660 | \$ 3,460 |
| 2/3 Page | \$ 3,900 | \$ 3,870 | \$ 3,820 | \$ 3,770 | \$ 3,710 | \$ 3,630 | \$ 3,540 | \$ 3,440 |
| 1/2 Island | \$ 3,880 | \$ 3,850 | \$ 3,800 | \$ 3,750 | \$ 3,690 | \$ 3,610 | \$ 3,520 | \$ 3,420 |
| 1/2 Page | \$ 2,850 | \$ 2,830 | \$ 2,810 | \$ 2,790 | \$ 2,770 | \$ 2,720 | \$ 2,700 | \$ 2,620 |
| 3/8 Page | \$ 2,170 | \$ 2,160 | \$ 2,140 | \$ 2,120 | \$ 2,100 | \$ 2,070 | \$ 2,060 | \$ 2,010 |
| 1/4 Page | \$ 1,450 | \$ 1,440 | \$ 1,420 | \$ 1,400 | \$ 1,380 | \$ 1,350 | \$ 1,340 | \$ 1,310 |
| 1/8 Page | \$ 740 | \$ 730 | \$ 720 | \$ 710 | \$ 700 | \$ 690 | \$ 680 | \$ 670 |
| Spread | \$ 9,995 | \$ 9,985 | \$ 9,790 | \$ 9,590 | \$ 9,400 | \$ 9,150 | \$ 9,000 | \$ 8,520 |



PRINT AD REQUIREMENTS

HOW TO SUBMIT FILES

1. Upload to: files.gardnerweb.com
Upload recipient: Bill Caldwell
2. Email file to: billc@gardnerweb.com
(5MB max)
3. Ship CD/proofs to:
Advertising Department
Modern Machine Shop
6915 Valley Ave.
Cincinnati, OH 45244

INSERTS

For insert sizes, current quantities and shipping information, contact Bill Caldwell

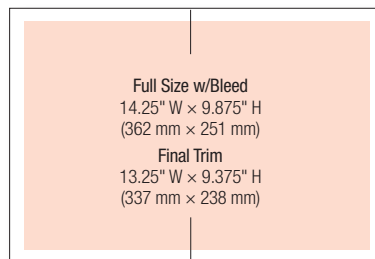
FOR ADDITIONAL AD INFO



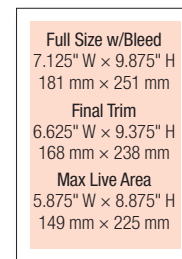
ADVERTISING
MANAGER

Bill Caldwell

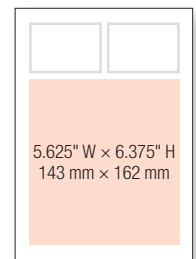
PH (800) 950-8020 or (513) 527-8800
email: billc@gardnerweb.com



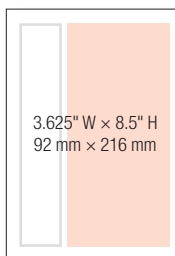
Two-Page Spread



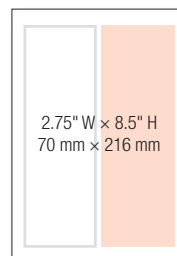
One Page



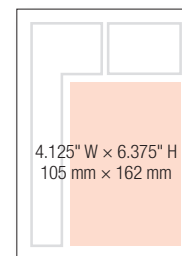
Three-Quarter Page



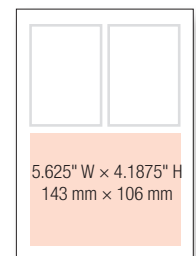
Two-Third Page



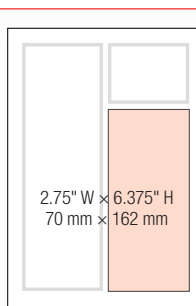
Half Page (Vertical)



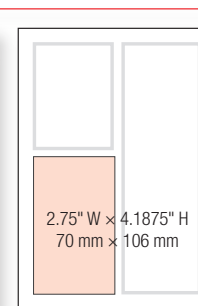
Island Unit



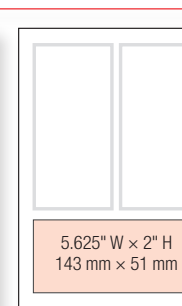
Half Page (Horizontal)



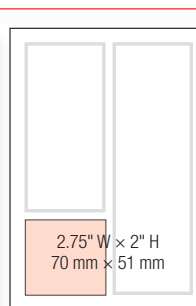
Three-Eighth Page



Quarter Page (Vertical)



Quarter Page (Horizontal)



Eighth Page

BORDERS: Three-Eighth, Quarter and Eighth page ads must have a border on all sides.

Modern Machine Shop

ZONE ADVERTISING LOCATIONS

MMS ONLINE ZONES

- Additive Manufacturing
- Aerospace Machining
- Automotive Machining
- CAD/CAM
- CAM for Die/Mold
- CAM for Production
- CNC & Machine Controls
- Composites Machining
- Cutting Tools
- Deburring
- Die/Mold Machining
- EDM
- ERP Software
- Grinding
- High Speed Machining
- Inspection & Measurement
- Large-Part Machining
- Lean Manufacturing
- Machining Centers
- Five Axis Machining
- Medical Machining
- Metalworking Fluids
- Micromachining
- Milling Tools
- Parts Cleaning
- Retrofit/Rebuild
- Titanium Machining
- Toolholders
- Training & Personnel
- Turn/Mill Machines
- Turning
- Turning Tools
- Workholding

MMS SUB-PAGES

- Articles / Magazine
- Events
- Experts
- News
- Products
- Suppliers
- Utilities & Calculators
- Videos
- Web Links Repository
- Webinars
- Zones

MMS ONLINE AD PACKAGES

A MMS Rich Media Ad

(CHOOSE 1) Flash ad or Video ad

A single ad rotates into position on page refresh

— PLUS —

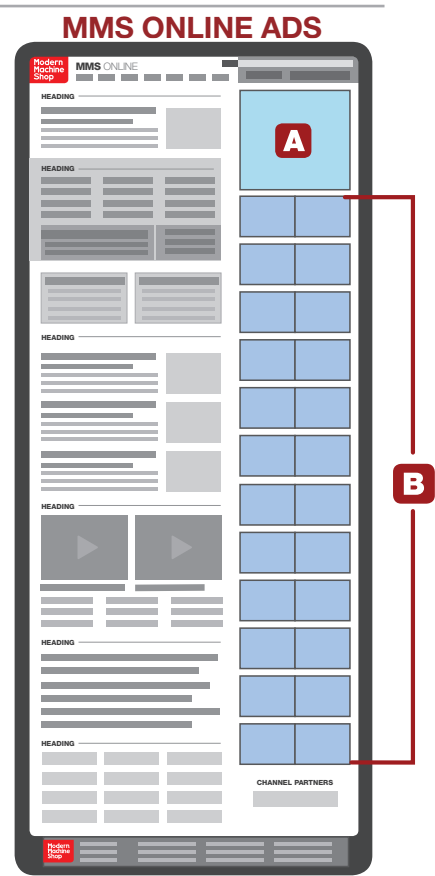
B MMS Hybrid Ad

(CHOOSE 1) Live Text hybrid or Branded hybrid

Ad position rotates on page refresh

| ONLINE ADVERTISING RATES | | | |
|--|---------------------|--------------------|---------------------|
| MMS | Advertising Package | Available Postions | Investment |
| Home Page + Slotting* | A + B | 12 | \$2,000 gross/month |
| Blog Page + Weekly enewsletter banner | A + B | 12 | \$1,750 gross/month |
| Zone Page + Article Page Placement + Slotting* | A + B | 12 | \$1,500 gross/month |
| All Sub-Pages | A + B | 12 | \$1,250 gross/month |

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



MMS E-NEWSLETTERS

MMS EXTRA E-NEWSLETTER**

- FOCUS: General Metalworking
- SUBSCRIBERS: 75,000
- FREQUENCY: 2 Monthly Editions
 - Edition #1: First Week of Month
 - Edition #2: Third Week of Month

MMS EXTRA – E-NEWSLETTER ADVERTISING RATES

| Ad type | Postions | Investment |
|------------------------------|---------------|---------------------------|
| 1 Leaderboard Banner | 1 per edition | \$2,500 gross per edition |
| 2 Video Ad | 2 per edition | \$2,500 gross per edition |
| 3 Multi-Format Ad | 3 per edition | \$1,750 gross per edition |
| 4 Featured Product Ad | 4 per edition | \$1,000 gross per edition |



MMS THE SHOP E-NEWSLETTER**

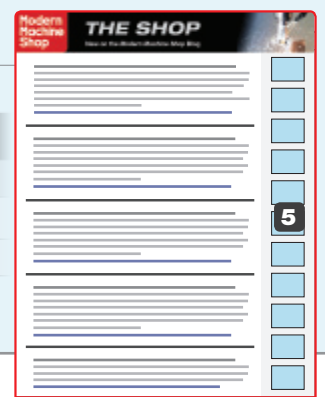
- SUBSCRIBERS: 25,000
- FREQUENCY: Weekly each Friday

MMS THE SHOP – BLOG E-NEWSLETTER ADVERTISING RATES

| Ad type | Positons | NOTE |
|--------------------|----------------|----------------------------------|
| 5 Button Ad | 12 per edition | Included in Blog page ad package |

Image Size: 120x60 Format: JPG/GIF File Size: 10K at 72 dpi.

* 3-month minimum commitment required.



ONLINE SPECS

A FLASH AD*

300 x 250 pixels; 40K
Animated SWF/FLA file
15 sec. max.
25 frames/sec.

LOCATION:
Home and Zone Pages

*Single ad rotation on page refresh

Flash Ads Specs

File Size: 40k
Loops: 2 max
Pixel Dimension: 300 X 250
Frame Rate: max 25 FPS
Runtime Length: 15.0 sec. max
File Format: Please submit both the source .FLA file and .SWF file
Audio: Audio is initiated by the user. Auto-play audio is not permitted in our flash ads. Please build your file with an OFF/ON sound button.

A VIDEO AD

640 x 360 pxl
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. GBM will add the grey "PLAY" button at center and a static video controller on the bottom.

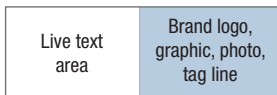
Video Static Pre-Launch Ad Specs

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

Video Specifications At A Glance

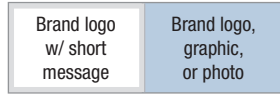
Frame Size: 640x360 (16:9)
File Format: .wmv .avi .mov .mpeg2 .mpeg4.
Length: 30 seconds to 45 minutes
Frame rate: 29.97 - preserve native frame rate
Bitrate: >3Mbps Max File Size: 50 MB
Hosting: Video ads will be hosted by GBM
URL Linking: By default, video ads link to your showroom within our website. If you would prefer to link to another URL, please provide your advertising manager with your desired active link.

B LIVE TEXT HYBRID AD



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

B BRANDED HYBRID AD



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)

Finished Size:
300 x 100 pixels;
72 dpi, 20K Max

ADDITIONAL MMS ONLINE PRODUCTS

MMS Webinars

INVESTMENT: \$7,500 per webinar

Gain credibility in the metalworking marketplace while securing leads. Sponsoring a webinar through *Modern Machine Shop* 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 an MMS Editor
- Print ad promoting webinar in MMS magazine
- Email invitations to MMS opt-in audience
- MMS Extra e-newsletter advertisement
- Custom lead report including all registrants
- 6-month archive of webinar session on MMS Online

Knowledge Centers

INVESTMENT: Contact Your MMS Sales Rep

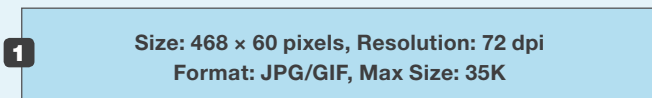
Share your knowledge with a highly focused and qualified metalworking audience. A sponsored Knowledge Center offers your company a multi-media platform to demonstrate your capabilities as an expert within a specific product or process technology area.

KNOWLEDGE CENTERS PROVIDE:

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

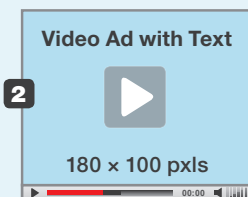
E-NEWSLETTER SPECS

LEADERBOARD BANNER AD (static image)



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 & last line can link to URLs you request.



Video Ad Specs

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

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)

MULTI-FORMAT AD (static image / live text)

Single static image combined with 4 lines of live text. First & last line can link to URLs you request.



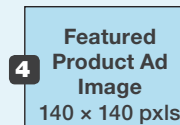
Line 1: Your Headline Goes Here. Maximum 45 characters.
Line 2: Your message and content will be placed here. Max 45 characters.
Line 3: Your message and content will be placed here. Max 45 characters.
Line 4: Your message and URL goes here. Maximum 45 characters.

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 & last line can link to URLs you request.



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)

Product Ad Specs

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

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