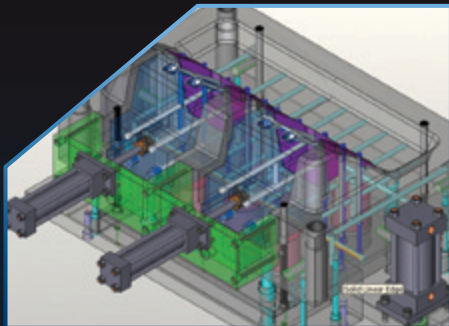


MoldMaking

TECHNOLOGY[®]

2013 MEDIA GUIDE

Your Access to the MoldMaking
Industrial Equipment Buyer



PRINT



ONLINE



E-NEWS



EVENTS

moldmakingtechnology.com

DESIGN / BUILD / REPAIR

MMT

MoldMaking
TECHNOLOGY®

DESIGN / BUILD / REPAIR

50,710+

Total MMT Monthly Audience Impressions



MMT Magazine
20,280+ subscribers

MMT Website
15,310+ avg. mo./visits



MMT e-News
15,120+ subscribers

MMT Events
show coverage
bonus distribution

JUNE 12-13, 2013
Donald E. Stephens Center
Rosemont, IL USA

amerimold
2013

MMT

MoldMaking

TECHNOLOGY®

moldmakingtechnology.com

sales@moldmakingtechnology.com

6915 Valley Avenue
Cincinnati OH 45244 USA
800-950-8020

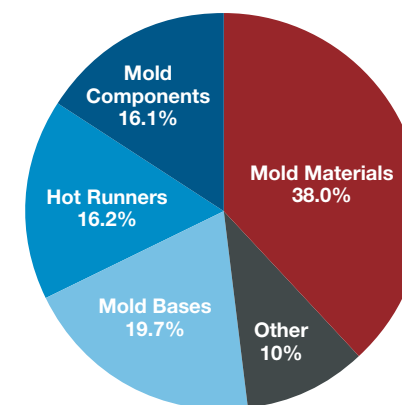
Cover Images Courtesy of:
Top: Sandvik Coromant U.S.
Bottom Left: Mold-Tech Inc. (Albertville, MN)
Bottom Center: Seco Tools, Inc. (Troy, MI)
Bottom Right: United Tool & Mold, Inc. (Easley, SC)

A huge amount of growth and potential continues to build in the mold manufacturing sector. *MoldMaking Technology* is YOUR source to reach 50,000+ targeted decision makers. Our active and loyal audience provides you with unique access to those mold manufacturers who need your products and services to bring their products to market.

MoldMaking Technology Subscribers' Spending Plans[‡]
MMT subscribers will spend more than \$2.6 BILLION.
 Advertise in MMT and get your share of the pie!

MoldMaking Components
MMT subscribers will spend more than **\$1.4 BILLION** on mold components, bases and/or materials!

	2012 (in millions)
Mold materials	\$561.7 mil total
Mold components	\$238.0 mil total
Hot runners	\$239.4 mil Total
Mold bases	\$291.2 mil total
Services/other	\$147.8 mil total



*Source: June 2012 BPA statement
[‡]Source: Gardner Research/2012 MoldMaking Technology Capital Spending Survey

MoldMaking Production Tools
MMT subscribers will spend more than **\$1.2 BILLION** on equipment to make or to repair molds!

	2012 (in millions)
Capital Equipment	\$723.8
Electrical discharge machines (ram/sinker, wire, small hole and hole poppers)	\$102.1
Grinding machines, flat/surface, ID/OD	\$40.9
Machining centers, horizontal-400 mm pallet or below	\$69.6
Machining centers, horizontal-greater than 400 mm pallet	\$92.8
Machining centers, vertical-20 inch Y or below	\$116.1
Machining centers, vertical-greater than 20 inch Y	\$114.1
Machining center, 5 axis	\$82.6
Milling/boring machines	\$35.2
Turning machines, horizontal and vertical-CNC	\$70.4
Inspection/Testing	\$43.3
Tooling, Software, and Mold Repair	\$434.9
Drilling	\$21.2
Cutting tools	\$125.1
Workholding	\$58.3
CAD/CAM	\$61.3
Mold-flow analysis	\$14.7
Welding/mold repair supplies	\$90.6
Other	\$63.7

Advertising in *MoldMaking Technology* offers you access to the industry's most targeted subscriber base in the only magazine dedicated specifically to mold manufacturing.

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

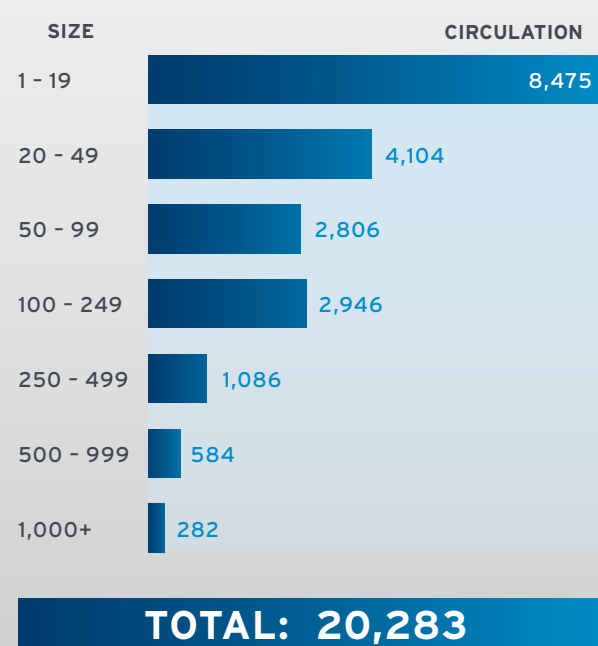
20,283
Subscribers*

11,903
Facilities**

Circulation by Industries Served**

						
Automotive/ Transportation	Medical/ Pharmaceutical	Electronics/ Computers	Consumer Products	Aerospace/ Aviation	Packaging	Energy (Oil, Gas, Power)
Subscribers: 12,860 Facilities: 6,904	Subscribers: 11,105 Facilities: 5,817	Subscribers: 9,553 Facilities: 4,784	Subscribers: 9,458 Facilities: 4,486	Subscribers: 7,996 Facilities: 4,155	Subscribers: 6,454 Facilities: 2,782	Subscribers: 6,242 Facilities: 3,055
TOP COMPANIES Caterpillar Inc. Delphi Corp. Toyota Motor Corp. Visteon Corp. Volkswagen	TOP COMPANIES Intl Technodyne Corp. Medtronic Steris Corp. Stryker Corp. United States Surgical Corp.	TOP COMPANIES Baldor Electric Intel Corp. Motorola Inc. Raytheon Corp. Tyco Electronics Corp.	TOP COMPANIES Apple Inc. Bemis Mfg. Co. Callaway Golf Co. Gillette Co. SC Johnson	TOP COMPANIES Boeing Co. Goodrich Corp. Northrop Grumman Corp. Pratt & Whitney Inc. Spirit Aerosystems	TOP COMPANIES Budweiser Cadbury Coca Cola Corp. Dannon Co. Unilever	TOP COMPANIES Baker Hughes Inc. General Electric National Oilwell VARCO Schlumberger Technology Trelleborg Corp.

Circulation by Plant Size*



* Source: June 2012 BPA ** Source: Publisher's Count, June 2012

Circulation by Operations Performed**

OPERATION	CIRCULATION	FACILITIES
INJECTION MOLDING	11,165	5,565
HIGH SPEED MACHINING	10,473	5,201
MOLD FINISHING	10,430	5,071
CNC OPERATIONS	9,587	4,758
GRINDING	8,739	4,384
HOLEMAKING	8,661	3,977
CAD/CAM-CIM	8,567	4,125
MILLING	8,226	4,522
EDM (SINKER)	7,284	3,897
TURNING	6,910	3,657
WELDING	6,771	3,194
WIRE EDM	6,598	3,050
DRILLING	5,987	3,148
GUN DRILLING	5,986	2,119
MICRO MACHINING	5,757	2,672

Extend your reach with MMT!*



2013 Editorial Calendar

ISSUE	COVERAGE	TECHNOLOGY FOCUS	BONUS DISTRIBUTION
January Ad Close Date: 11/28/2012 Materials Due: 12/3/2012	Aerospace/Defense Automotive/Transportation	Machining, Software, Repair/Surface Treatment	Molding 13
February Ad Close Date: 1/2/2013 Materials Due: 1/4/2013	Medical/Optical/Dental Consumer Products	Cutting Tools, Mold Components/Hot Runners, Inspection/Measurement	Plastec West MD&M West Aerocon
Additive Manufacturing Supplement			
March Ad Close Date: 1/31/2013 Materials Due: 2/4/2013	Energy/Power Generation Electronics/Computer	Machining, Software, Mold Materials, EDM, Rapid Prototyping, Mold Components/Hot Runners, Repair/Surface Treatment	AeroDef Micro/Nano/MEMS The MFG Meeting
April Ad Close Date: 2/28/2013 Materials Due: 3/4/2013	Aerospace/Defense Packaging	Cutting Tools, Mold Components/Hot Runners, Automation, Inspection/Measurement	AMUG
May Ad Close Date: 4/3/2013 Materials Due: 4/5/2013	Consumer Products Automotive/Transportation	Machining, Software, Mold Materials, Repair/Surface Treatment	amerimold Pre-Show Issue EASTEC AMBA Convention Plast-Ex
Additive Manufacturing Supplement			
June Ad Close Date: 4/30/2013 Materials Due: 5/3/2013	Medical/Optical/Dental Electronics/Computer	Cutting Tools, Mold Components/Hot Runners, Additive Manufacturing, EDM, 2013 Leadtime Leader Award Winners	amerimold Show Issue RAPID Plastec East MD&M East
July Ad Close Date: 5/31/2013 Materials Due: 6/3/2013	Technology Review & Sourcing Guide	Machining, EDM, Software, Cutting Tools, Mold Components/Hot Runners, Mold Materials, Maintenance/Repair, Inspection/Measurement, Additive Manufacturing, Automation, Surface Treatment	
August Ad Close Date: 7/1/2013 Materials Due: 7/5/2013	Aerospace/Defense Energy/Power Generation	Machining, Software, Inspection/Measurement, Mold Materials, Cutting Tools, EDM, Automation	
Additive Manufacturing Supplement			
September Ad Close Date: 8/1/2013 Materials Due: 8/5/2013	Automotive/Transportation Electronics/Computer	Machining, Software, Rapid Prototyping, Automation	EMO Quality Expo CMTS
October Ad Close Date: 8/30/2013 Materials Due: 9/3/2013	Consumer Products Medical/Optical/Dental	Cutting Tools, EDM, Mold Components/Hot Runners, Mold Materials, Repair/Surface Treatment	K Aerocon WESTEC
November Ad Close Date: 9/30/2013 Materials Due: 10/4/2013	Aerospace/Defense Packaging	Machining, Software, Mold Materials, Automation, EDM	EUROMOLD IMX
Additive Manufacturing Supplement			
December Ad Close Date: 10/31/2013 Materials Due: 11/4/2013	Medical/Optical/Dental Automotive/Transportation	Cutting Tools, Mold Components/Hot Runners, Repair/Surface Treatment, Inspection/Measurement	Performance Racing Show

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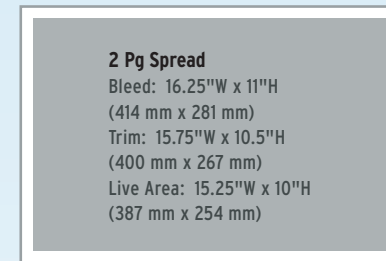


Kimberly A. Hoodin
Marketing Manager
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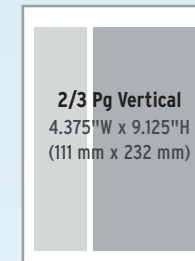
Print Ad Rates & Specs



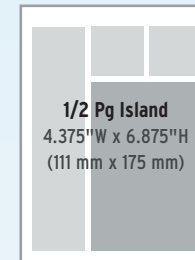
Full Page
Bleed: 8.375"W x 11"H
(214 mm x 281 mm)
Trim: 7.875"W x 10.5"H
(200 mm x 267 mm)
Live Area: 7.375"W x 10"H
(187 mm x 254 mm)



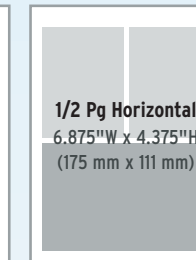
2 Pg Spread
Bleed: 16.25"W x 11"H
(414 mm x 281 mm)
Trim: 15.75"W x 10.5"H
(400 mm x 267 mm)
Live Area: 15.25"W x 10"H
(387 mm x 254 mm)



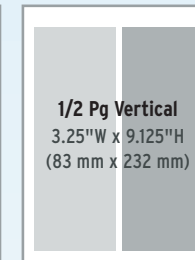
2/3 Pg Vertical
4.375"W x 9.125"H
(111 mm x 232 mm)



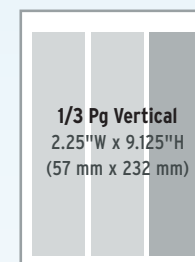
1/2 Pg Island
4.375"W x 6.875"H
(111 mm x 175 mm)



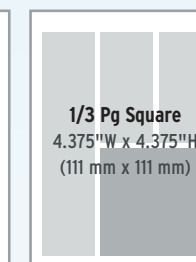
1/2 Pg Horizontal
6.875"W x 4.375"H
(175 mm x 111 mm)



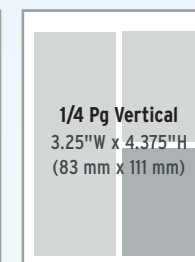
1/2 Pg Vertical
3.25"W x 9.125"H
(83 mm x 232 mm)



1/3 Pg Vertical
2.25"W x 9.125"H
(57 mm x 232 mm)



1/3 Pg Square
4.375"W x 4.375"H
(111 mm x 111 mm)



1/4 Pg Vertical
3.25"W x 4.375"H
(83 mm x 111 mm)

4-COLOR RATES

SIZE	3x	6x	12x	24x
Full page	\$5,765	\$5,590	\$5,285	\$5,085
2/3 page	\$4,680	\$4,560	\$4,335	\$4,175
1/2 page island	\$4,300	\$4,185	\$4,005	\$3,865
1/2 page	\$3,955	\$3,855	\$3,680	\$3,560
1/3 page	\$3,225	\$3,150	\$3,030	\$2,940
1/4 page	\$2,880	\$2,820	\$2,725	\$2,650

2-COLOR RATES

SIZE	3x	6x	12x	24x
Full page	\$5,095	\$4,920	\$4,620	\$4,415
2/3 page	\$4,015	\$3,890	\$3,670	\$3,510
1/2 page island	\$3,625	\$3,515	\$3,325	\$3,190
1/2 page	\$3,285	\$3,190	\$3,010	\$2,895
1/3 page	\$2,550	\$2,480	\$2,360	\$2,270
1/4 page	\$2,210	\$2,155	\$2,055	\$1,985

BLACK AND WHITE RATES

SIZE	3x	6x	12x	24x
Full page	\$4,320	\$4,140	\$3,840	\$3,635
2/3 page	\$3,235	\$3,110	\$2,890	\$2,730
1/2 page island	\$2,840	\$2,700	\$2,535	\$2,400
1/2 page	\$2,505	\$2,430	\$2,230	\$2,115
1/3 page	\$1,770	\$1,700	\$1,585	\$1,490
1/4 page	\$1,430	\$1,375	\$1,275	\$1,205

Marketplace Ads	1x	4x	8x	12x
3.25 W x 1.5 H	\$615	\$560	\$510	\$410

All MoldMaking Marketplace ads are 4-color and must be boxed. No bleed ads permitted.

Classified Ads	1x		3x		Premium Positions	
	1x	3x	1x	3x		
1-10 INCHES	\$165	\$160			Inside Front or Back Cover	+\$1,000
11-20 INCHES	\$160	\$155				
21-30 INCHES	\$155	\$150			Inside Back Cover	+\$500

Combination Rates

Advertisers may combine their total number of insertions in *MoldMaking Technology* with any other Gardner Business Media, Inc. 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 district manager for details.

Agency Commission:

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

How to Submit Files:

Upload files to:
http://files.gardnerweb.com
Send to: MoldMaking Technology Magazine (Becky Helton)

E-mail file to: (SMB max) bhelton@gardnerweb.com

Ship CD/proofs to:

Advertising Department
MoldMaking Technology Magazine
6915 Valley Ave., Cincinnati OH 45244

For additional information contact

Becky Helton
Advertising Production Manager
bhelton@gardnerweb.com
or (513) 527-8800



MMT

MoldMaking TECHNOLOGY

DESIGN / BUILD / REPAIR

MMT DIGITAL

MMT ONLINE AD PACKAGES

A MMT Rich Media Ad

(CHOOSE 1) Flash ad or Video ad

A single ad rotates into position on page refresh

-PLUS-

B MMT Hybrid Ad

(CHOOSE 1) Live Text hybrid or Branded hybrid

Ad position rotates on page refresh

ONLINE ADVERTISING RATES			
MMT Online Ad Locations	Performance Advertising Package	Available	Investment
Home Page + Slotting*	A + B	12	\$1,000 gross/month
Blog Page + Weekly e-newsletter banner	A + B	12	\$750 gross/month
Zone Page + Article Page Placement + Slotting	A + B	12	\$650 gross/month
All Sub-Pages	A + B	12	\$500 gross/month

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

Online Ad Locations



MMT Home Page

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

Static Video Pre-Launch Ad Specs

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

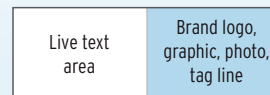
Video Specifications At A Glance

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 HYBRID AD (Live Text)



LEFT: Live Text to be entered by the MMT Advertising Mgr. - 120 characters

RIGHT: Brand logo/image/tag
150 x 100 pixels
10K; GIF/JPG (static)

B HYBRID AD (Branded)



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

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)

Webinars

INVESTMENT: \$5,000

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

Webinars Include:

- Live webinar moderated by an MMT editor
- An archive of the webinar session on moldmakingtechnology.com for six (6) months
- A print advertisement in *Moldmaking Technology* promoting the webinar
- An e-mail invitation to the MMT e-newsletter audience promoting the webinar
- An advertisement in the MMT Insider e-newsletter promoting the webinar
- Custom lead report and access to all live and archived webinar registrants

Knowledge Centers

INVESTMENT: Contact your MMT District Mgr.

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 promotional program including a strong online, e-newsletter and print presence

MMT Online Zones TECHNOLOGY

- Additive Manufacturing
 - Automation
 - CAD/CAM and Other Software
 - Cutting Tools
 - EDM
 - Hot Runners
 - Inspection/Measurement
 - Large Molds (6" or more)
 - Machining
 - Micromachining
 - Mold Components
 - Mold Flow & Simulation
 - Mold Maintenance and Repair
 - Mold Materials
 - Surface Treatment
 - Business Strategies
- END MARKETS
- Aerospace/Defense
 - Automotive/Transportation
 - Consumer
 - Electronics
 - Energy/Power Generation
 - Medical/Optical/Dental
 - Packaging

MMT E-NEWSLETTERS

MMT INSIDER E-NEWSLETTER

SUBSCRIBERS 15,120+ | **FREQUENCY** Monthly | **DELIVERY** 2nd Week Of Month

MMT E-NEWSLETTER ADVERTISING RATES		
Ad type	Positions	Investment
1 Leaderboard Banner	1 per edition	\$1,000 gross/month
2 Video Ad	2 per edition	\$850 gross/month
3 Multi-Format Ad	3 per edition	\$700 gross/month
4 Featured Product Ad	4 per edition	\$500 gross/month

3-month minimum commitment required.

MMT BLOG E-NEWSLETTER

SUBSCRIBERS 15,120+ | **FREQUENCY** Weekly

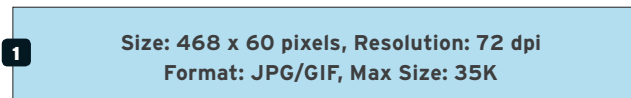
MMT BLOG E-NEWSLETTER ADVERTISING RATES		
Ad type	Positions	Note
5 Button Ad	12 per edition	Included in Blog page ad package

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



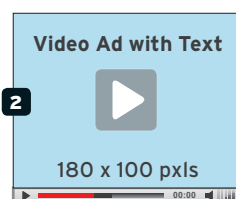
E-NEWSLETTER SPECS

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.)

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: 180 x 100 pixels
Resolution: 72 dpi
File Size: 40K
Image Size: 180 x 100 pixels
Resolution: 72 dpi
File Size: 40K

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.)

MMT

MoldMaking
 TECHNOLOGY®

DESIGN / BUILD / REPAIR

MMT EVENTS

amerimold 2013

The Event for Selling to Mold Makers and Injection Molders

June 12-13, 2013 • Rosemont, IL USA • Donald A. Stephens Convention Center



If you sell to any aspect of mold manufacturing, *amerimold* is an essential component to your 2013 marketing strategy.

PRESENTED BY

MoldMaking
 TECHNOLOGY®

PlasticsTechnology
**Modern
Machine
Shop**
**AUTOMOTIVE DESIGN
and PRODUCTION**

Benefits of Exhibiting

TARGETED AUDIENCE

- Contract tool & moldmakers, OEMs, injection molders
- Owners, executives, engineers
- Automotive, aerospace, consumer, medical/dental

LEAD GENERATION

- Personalized pre-show marketing materials
- Onsite access to buyers
- Complete post-show registrant list

BRAND BUILDING

- Pre-show product & exhibitor releases
- A live, high-impact venue to display your brand
- Integrated promotion to more than 100,000 manufacturing professionals

LOCATION: ROSEMONT, IL

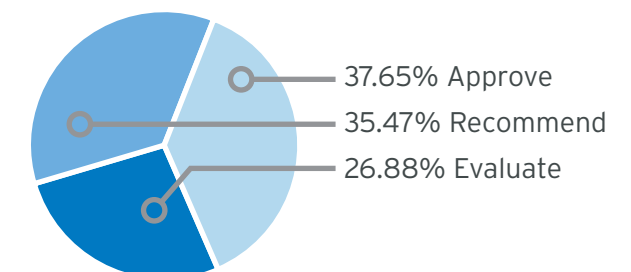
- Access to midwest's manufacturing market
- Proximity to O'Hare International Airport
- Revitalized Rosemont entertainment district

amerimold is focused solely on connecting buyers and sellers of equipment and services used throughout an injection mold's lifecycle.

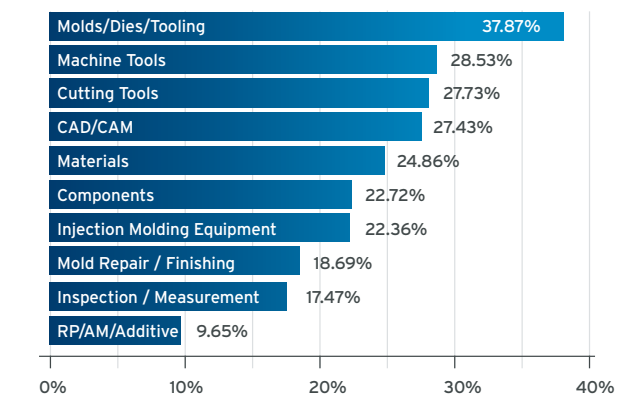
Co-Located Events:

amerimold attendees = active, qualified buyers

PURCHASING AUTHORITY



PRODUCTS:



RESERVE YOUR BOOTH SPACE TODAY!

Contact your *MoldMaking Technology* District Manager for details.

amerimoldexpo.com

Sales Offices

NORTH AMERICA

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FAX 513-527-8801

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District Manager
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Brian Wertheimer

District Manager
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Philadelphia / East Coast

Claude Mas

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FAX 630-232-5076

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Stephen Kosloff

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Rick Brandt

District Manager
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Marketplace Ads

PH 440-639-2311
FAX 800-527-8801

Chris Brock

District Manager
cbrock@gardnerweb.com

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