



CONTACT

The Voice of the Finishing Industry



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gardnerweb.com

Publisher Of

- Products Finishing Directory • Automotive Design & Production
- IMTS Directory of Exhibits • Modern Machine Shop
- NPE Official Show Directory • Moldmaking Technology
- Plastics Technology • PT Handbook • Production Machining
- CompositesWorld • Composites Technology • High-Performance Composites



2013 Media Guide

Bringing Your Products to Market for More Than 75 Years.



AUDIENCE

Build your Brand Awareness Through
PF's Integrated Media Offerings



32,108* Print subscribers | *June 2012 BPA Statement

Published 12 times annually plus the PF Directory.



27,000+ Online monthly visits

Follow @productsfinmag

Like us on Facebook. Products Finishing Magazine

21,000+ e-Newsletter subscribers

INDUSTRY PARTNERS



PF is the official publisher of the monthly NASF Report.

AUDIENCE



Reaching the Contacts You Need to Reach



EDITORIAL BALANCE

In the past 12 months, the magazine has dedicated ...

PAGES	TOPIC	MATCHES
64 PAGES	POWDER COATING	3,650 matches
62 PAGES	PLATING	4,020 matches
77 PAGES	PAINTING	2,940 matches
23 PAGES	MECHANICAL FINISHING	1,650 matches
41 PAGES	PRETREATMENT/CLEANING	4,219 matches
14 PAGES	POLLUTION CONTROL	845 matches
17 PAGES	ELECTROCOAT	566 matches
24 PAGES	ANODIZING	1,640 matches

ONLINE DOMINANCE

PFOnline.com attracts more than 1,800 visitors a day. A search on PFOne reveals...

50%

of recipients are company management titles.*

30%

of recipients are manufacturing production and engineering titles.*

Subscriber Titles*

Company Management	15,788
Manufacturing/Production	6,018
Product Design & Development Engineering	4,273
Manufacturing/Production Engineering	3,460
Purchasing	980
Sales	742
Metallurgy and Chemistry	478
Other	369

Operation Performed**	Plants	Subscribers	Plant Size*	Plants	Subscribers
Anodizing	3,300	5,639	1-19	8,359	12,886
Conveyorized Painting/Powder Coating	3,328	7,685	20-49	5,012	6,779
Electrocoating	2,985	7,652	50-99	2,410	4,612
Electroless Nickel Plating	1,879	4,658	100-249	2,892	4,612
Electroplating	6,318	12,687	250-499	954	1,933
Mass Finishing/Tumbling Vibratory Finishing	3,652	6,259	500-999	464	1,003
Painting	9,875	18,541	1000-2499	142	403
Polishing Buffing	7,412	1,325	2500+	83	294
Powder Coating	6,514	13,254	TOTAL	20,316	32,108
Spray Painting	8,989	18,524			

* June 2012 BPA Statement **June 2012 Publisher's Counts

TARGETED OEM ACCESS

In addition to more than 9,000 job shop subscribers, Products Finishing has strong circulation to OEMs in these important end markets, and more:



AEROSPACE — 9,281 Subscribers
Top Subscriber Boeing | Top Domain LMCO.com



AGRICULTURE — 7,031 Subscribers
Top Subscriber John Deere | Top Domain CAT.com



CONSTRUCTION — 2,509 Subscribers
Top Subscriber Caterpillar | Top Domain CAT.com



AUTOMOTIVE — 11,464 Subscribers
Top Subscriber Ford Motor Co. | Top Domain GM.com



ELECTRONICS — 6,340 Subscribers
Top Subscriber IBM | Top Domain Honeywell.com



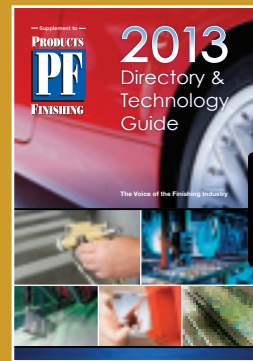
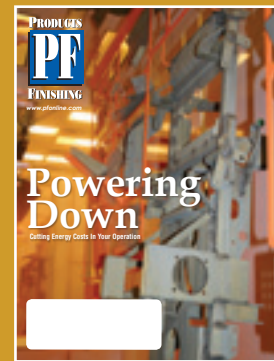
MEDICAL — 8,791 Subscribers
Top Subscriber ZIMMER | Top Domain Synthes.com



MILITARY/DEFENSE — 8,790 Subscribers
Top Subscriber Halliburton | Top Domain NGC.com



PRODUCTS
PF
FINISHING



EDITORIAL

That Attracts Active Finishing Buyers



Tim Pennington
Editor-in-Chief



Products Finishing magazine is the voice of the finishing industry.

For nearly 80 years, *Products Finishing* has been the No. 1 source for manufacturers of finishing equipment, chemicals and supplies to put their product in front of the people who will buy it: shop owners, custom coaters and OEMs.

Whether it is equipment and supplies for plating, painting, powder coating, anodizing, electrocoating, parts cleaning or mechanical finishing, the *Products Finishing* brand provides its readers the latest information and research to help them stay profitable and efficient.

Our readers tell us they need to make informed decisions when buying equipment and supplies, so we strive to provide that information each month in the form of product reviews, technical notes, case studies and feature stories that highlight what's new on the market and how it will help them in today's ever-changing and challenging economy.

Our monthly magazine and the ever-evolving PFOne.com have become the "Go To" place for finishers in all disciplines to find what they need to run their shops or finishing lines, including a complete list of suppliers and re-sellers that make purchasing equipment easy and trouble-free.

2013 Editorial Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSING DATE 12/2/2012	AD CLOSING DATE 1/6/2013	AD CLOSING DATE 2/3/2013	AD CLOSING DATE 3/2/2013	AD CLOSING DATE 4/6/2013	AD CLOSING DATE 5/4/2013	AD CLOSING DATE 6/1/2013	AD CLOSING DATE 7/6/2013	AD CLOSING DATE 8/3/2013	AD CLOSING DATE 9/7/2013	AD CLOSING DATE 10/5/2013	AD CLOSING DATE 11/2/2013
EMPHASIS Automotive	EMPHASIS Military/Defense	EMPHASIS Energy	EMPHASIS Medical	EMPHASIS Aerospace	EMPHASIS Electronics	EMPHASIS Automotive	EMPHASIS Energy	EMPHASIS Medical	EMPHASIS Military/Defense	EMPHASIS Construction/ Agriculture	EMPHASIS Aerospace
BONUS COVERAGE Parts Cleaning	BONUS COVERAGE Vacuum Coating	BONUS COVERAGE FABRICATOR PCx Preview Parts Cleaning		BONUS COVERAGE SUR/FIN Preview			BONUS COVERAGE Parts Cleaning	BONUS COVERAGE COATING Show Preview	BONUS COVERAGE Parts Cleaning FABTECH Preview		
FEATURES Plating Paint/Powder Polishing/Buffing	FEATURES Plating Paint/Powder Cleaning/Pretreat	FEATURES Plating Paint/Powder Anodizing	FEATURES Plating Paint/Powder E-coat	FEATURES Plating Paint/Powder Cleaning/Pretreat	FEATURES Plating Paint/Powder Mech Finishing	FEATURES Plating Paint/Powder Mech Finishing	FEATURES Plating Paint/Powder Cleaning/Pretreat	FEATURES Plating Paint/Powder Anodizing	FEATURES Plating Paint/Powder E-coat	FEATURES Plating Paint/Powder Cleaning/Pretreat	FEATURES Plating Paint/Powder Polishing/Buffing
CLINICS Painting Plating Powder Coating Mech Finishing	CLINICS Painting Plating Powder Coating Parts Cleaning Anodizing	CLINICS Painting Plating Powder Coating EH&S	CLINICS Painting Plating Powder Coating Parts Cleaning Mech Finishing	CLINICS Painting Plating Powder Coating Anodizing	CLINICS Painting Plating Powder Coating Parts Cleaning Ecoating	CLINICS Painting Plating Powder Coating EH&S Mech Finishing	CLINICS Painting Plating Powder Coating Parts Cleaning Anodizing	CLINICS Painting Plating Powder Coating Parts Cleaning Mech Finishing	CLINICS Painting Plating Powder Coating Parts Cleaning Mech Finishing	CLINICS Painting Plating Powder Coating Anodizing	CLINICS Painting Plating Powder Coating Parts Cleaning Ecoating
SHOWCASE Finish Testing Equipment		SHOWCASE Masking		SHOWCASE Mechanical Finishing Equipment				SHOWCASE Ovens		SHOWCASE PT/PC Application Equipment	



PRODUCTS
PF
FINISHING

PRINT

Get Discovered Through a Time Tested, Proven Media.



NOTE: The PFD is digest size. 5.315" x 7.625"

PF Magazine Ad Specifications and Sizes

2 Page 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)

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)
Ruled Page: 6.875" W x 9.125" H (175 mm x 232 mm)

2/3 Page (Vert)
4.375" W x 9.125" H (111 mm x 232 mm)

1/2 Page (Vert)
3.25" W x 9.125" H (83 mm x 232 mm)

1/3 Page (Vert)
2.25" W x 9.125" H (57 mm x 232 mm)

Island
4.375" W x 6.875" H (111 mm x 175 mm)

1/2 Page (Horz)
6.875" W x 4.375" H (175 mm x 111 mm)

1/3 Page (Horz)
6.875" W x 3" H (175 mm x 76 mm)

1/4 Page (Horz)
6.875" W x 2.125" H (175 mm x 56 mm)

1/4 Page (Vert)
3.25" W x 4.375" H (83 mm x 111 mm)

1/8 Page
3.25" W x 2.125" H (83 mm x 56 mm)

Borders:
Quarter-page and eighth-page ads must have a border on all sides.

2013 PF Magazine and Directory Advertising Rates

Black & White Rates								
SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full page	\$4,000	\$3,570	\$3,370	\$3,245	\$3,140	\$2,935	\$2,780	\$2,600
2/3 page	\$3,140	\$2,915	\$2,830	\$2,800	\$2,780	\$2,625	\$2,575	\$2,420
Island	\$3,140	\$2,915	\$2,830	\$2,800	\$2,780	\$2,625	\$2,575	\$2,420
1/2 page	\$2,160	\$2,005	\$1,955	\$1,900	\$1,850	\$1,700	\$1,625	\$1,575
1/3 page	\$1,885	\$1,700	\$1,565	\$1,500	\$1,440	\$1,330	\$1,260	\$1,215
1/4 page	\$1,185	\$1,130	\$1,030	\$1,000	\$980	\$900	\$850	\$815
1/8 page	\$670	\$640	\$610	\$560	\$530	\$515	\$500	\$490

2-Color (Standard or Process)								
Full page	\$4,730	\$4,300	\$4,100	\$3,970	\$3,870	\$3,665	\$3,510	\$3,330
2/3 page	\$3,870	\$3,645	\$3,560	\$3,510	\$3,460	\$3,355	\$3,305	\$3,150
Island	\$3,870	\$3,645	\$3,560	\$3,510	\$3,460	\$3,355	\$3,305	\$3,150
1/2 page	\$2,890	\$2,735	\$2,685	\$2,580	\$2,530	\$2,430	\$2,355	\$2,305
1/3 page	\$2,615	\$2,430	\$2,295	\$2,170	\$2,095	\$2,060	\$1,990	\$1,945
1/4 page	\$1,915	\$1,860	\$1,760	\$1,710	\$1,660	\$1,630	\$1,580	\$1,545
1/8 page	\$1,400	\$1,370	\$1,340	\$1,290	\$1,260	\$1,630	\$1,230	\$1,220

4-Color								
Full page	\$5,850	\$5,420	\$5,220	\$5,095	\$4,990	\$4,785	\$4,630	\$4,450
2/3 page	\$4,065	\$3,840	\$3,755	\$3,705	\$3,655	\$3,550	\$3,500	\$3,455
Island	\$4,065	\$3,840	\$3,755	\$3,705	\$3,655	\$3,550	\$3,500	\$3,455
1/2 page	\$3,085	\$2,930	\$2,880	\$2,775	\$2,725	\$2,625	\$2,550	\$2,500
1/3 page	\$2,810	\$2,625	\$2,490	\$2,365	\$2,290	\$2,255	\$2,185	\$2,140
1/4 page	\$2,110	\$2,055	\$1,955	\$1,905	\$1,855	\$1,825	\$1,775	\$1,740
1/8 page	\$1,595	\$1,565	\$1,535	\$1,485	\$1,455	\$1,440	\$1,425	\$1,415

Effective January 1, 2013. All rates are gross, 15% agency commissionable.

Cover Rates:

Cover rates include black and any combination of process colors.

Second Cover	Third Cover	Fourth Cover
(inside front)	(inside back)	(back)
\$5,850	\$5,400	\$5,800

Classified Advertising:

(3.25"W x 1.5"H)
\$250 per/1.5"

Reprints: If your company is featured in the editorial pages of PF, you can have the article reprinted to use as a direct mail piece. Reprints are a cost-effective and timely way to give your company instant credibility. Contact Scott Clifton at sclifton@gardnerweb.com, or call 800-950-8020.

Direct Mail Lists:

Customize your direct mail list by selecting specific categories from PF's circulation list for targeted results. Contact Sonja Maxfield at sonjam@gardnerweb.com or call 800-950-8020.

Minimum Charge \$625

Base Rate \$160/1,000

Each Category Selection \$15/1,000

Duplicate Set or Use \$95/1,000

Inserts

For insert sizes, current quantities and shipping information, contact Dianne Hight, dhight@gardnerweb.com

Combination Rates

Advertisers may combine their total number of advertising insertions in all Gardner Business Media's products over any 12-month interval to earn the best frequency discount.

How to Submit Files

- Upload to: files.gardnerweb.com
Upload recipient is Dianne Hight
- Email file to: Dianne Hight, dhight@gardnerweb.com (5 MB max)
- Ship CD/proofs to:
Advertising Department
Production Machining Magazine
6915 Valley Avenue, Cincinnati, OH
45244-3029

For Additional Ad Info:

Dianne Hight
PH: 513-527-8800/800-950-8020
F: 513-527-8801
dhight@gardnerweb.com

PF Directory & Technology Guide

Putting your brand, your products and your message in front of **20,000 Finishing Buyers** all year long.

As the single best resource that finishers turn to for supplier information and practical finishing knowledge, the *Products Finishing Directory & Technology Guide* is the most valuable marketing tool at your disposal. Published on an annual basis, the PFD is the most sought-after product in the industry, and readers refer to it countless times throughout the course of a year.

Spend \$1,500 or more and receive a banner ad in the PF Online supplier database at no charge.



As part of your advertising investment you can choose your banner ad to appear in one of the product category collections listed below.

- | | |
|---|--|
| 1 - Mechanical Finishing - Abrasive, Deburring, Vibratory | 11 - Plating - Processes, Industrial |
| 2 - Mechanical Finishing - Polishing/Buffering | 12 - Plating - Processes, Precious Metal |
| 3 - Cleaning & Pretreatment - Cleaning Equipment | 13 - Inorganic - Anodizing Chemistries |
| 4 - Cleaning & Pretreatment - Chemistries | 14 - Organic - Blowers, Burners, Ovens |
| 5 - Cleaning & Pretreatment - Stripping Equipment/Materials | 15 - Organic - Painting Equipment |
| 6 - Pollution Control Equipment - Air | 16 - Organic - Powder Coating Equipment |
| 7 - Pollution Control Equipment - Water | 17 - Organic - Coatings |
| 8 - Plating - Power Supplies | 18 - Organic - Conveyors |
| 9 - Plating - Anodes | 19 - Inorganic/Organic - Testing |
| 10 - Plating & Anodizing Equipment | 20 - Inorganic/Organic - Masking/Racks |

Closing Date: September 7, 2013

Display Advertising Rates:
See the 2013 *Products Finishing* magazine and Directory rates opposite this page.

For Additional Advertising Information:

Dianne Hight
dhight@gardnerweb.com
527-528-8800

PF Directory & Technology Guide Ad Specifications & Sizes

FULL PAGE
Bleed: 5.88" W x 8.125" H
Trim: 5.31" W x 7.63" H
Live Area: 4.88" W x 7.0" H
Ruled Ad: 4.5" W x 6.5" H

3/4 PAGE
4.5" W x 4.88" H

1/2 PAGE (HORZ)
4.5" W x 3.188" H

ISLAND
3.25" W x 4.88" H

1/2 PAGE (VERT)
2.188" W x 6.5" H

1/4 PAGE (HORZ)
4.5" W x 1.5" H

1/4 PAGE (VERT)
2.188" W x 3.188" H

1/8 PAGE
2.188" W x 1.5" H

PF Directory & Technology Guide Classified Advertising



You can spotlight your company under every category where you have a product to sell, at the buyer's point of interest.

1 Inch	1.375"W x 1.0"H	\$525
2 Inch	1.375"W x 2.0"H	\$700
Each Additional Inch		\$250



DIGITAL

Bringing Your Product to Market 24/7

PFOne.com
27,381
Monthly visits

HOME PAGE ADVERTISING

This is the most visited page on PFOne.com

CONTEXTUAL ADVERTISING

PF has expanded our emphasis zone banner advertising to include thousands of article pages. Now, zone advertisers will appear on their specified zone page and appear on article pages relating to that zone. Your banner will be seen by more people who are actively searching for information that is related to your company's products and services.



PFOne AD RATES AND SPECIFICATIONS														
AD TYPE	HYBRID AD (Live Text)													
	Longer customized message that looks similar to editorial Hybrids used by magazine editors													
SPECS	<table border="1"> <tr> <th>Live Text Area</th> <th>Brand logo, graphic, photo, tag line</th> </tr> <tr> <td>LEFT: Live Text to be entered by PFOne Advertising Manager 120 characters</td> <td></td> </tr> <tr> <td>RIGHT: Branded logo/image/tag 150 x 100 pixels; 10k; GIF/JPG (static)</td> <td></td> </tr> </table>	Live Text Area	Brand logo, graphic, photo, tag line	LEFT: Live Text to be entered by PFOne Advertising Manager 120 characters		RIGHT: Branded logo/image/tag 150 x 100 pixels; 10k; GIF/JPG (static)		<table border="1"> <tr> <th>Brand logo w/ short message</th> <th>Brand logo, graphic, photo, tag line</th> </tr> <tr> <td>LEFT: 150 x 100 pixels text or logo graphic on white background 10K; GIF/JPG</td> <td></td> </tr> <tr> <td>RIGHT: Branded logo/image/tag 150 x 100 pixels; 10k; GIF/JPG (static)</td> <td></td> </tr> </table>	Brand logo w/ short message	Brand logo, graphic, photo, tag line	LEFT: 150 x 100 pixels text or logo graphic on white background 10K; GIF/JPG		RIGHT: Branded logo/image/tag 150 x 100 pixels; 10k; GIF/JPG (static)	
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	<table border="1"> <tr> <th>FLASH AD</th> </tr> <tr> <td>Auto plays on page load or roll-over</td> </tr> <tr> <td>File Size: 40k Loops: 2 max Pixel Dimension: 300 x 250 pixels Frame Rate: max 25 FPS Runtime: 15.0 sec. max File Format: Please submit both the source .FLA file and .SWF file</td> </tr> <tr> <td>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.</td> </tr> </table>	FLASH AD	Auto plays on page load or roll-over	File Size: 40k Loops: 2 max Pixel Dimension: 300 x 250 pixels Frame Rate: max 25 FPS Runtime: 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.									
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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.														
LOCATION	Home Page \$550													
	Emphasis Zone \$585													
	Home Page \$850													
	Emphasis Zone \$850													

Delivers Your Brand and Content Directly to Your Prospect's Inbox



PF's Digital Dispatch is distributed bi-monthly to 21,378 subscribers. By advertising in the e-newsletter, you have access to an active targeted audience who are opening email looking for more information.

21,000+
Subscribers

PF e-Newsletter Locations/Specs



C PF Leaderboard Banner (static image)

Size: 468 x 60 pixels, Resolution: 72 dpi
Format: JPG/GIF; 35k

D PF Multi-Format Ad (single static image / live text)

Single static image combined with 4 lines of live text. First and last line can link to URLs you request.
Image: 120 x 60 pixels; 72 dpi; 40k GIF/JPG (static)
Live Text: 4 lines, 45 characters per line

Image 120x60 Pixels	<p>Line 1: Your headline goes here. Maximum 45 characters.</p> <p>Line 2: Your message/content goes here. Maximum 45 characters.</p> <p>Line 3: Your message/content goes here. Maximum 45 characters.</p> <p>Line 4: Your message/URL goes here. Maximum 45 characters.</p>
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E-NEWSLETTER BANNER RATES

Ad Type	Placements (per edition)	Mo./Rate
C Leaderboard Banner	1	\$850
D Multi-format Ad	5	\$625

Gain Awareness and Credibility with Additional PFOne Products.

Webinars

Webinars Include:

- A live webinar session moderated by a *Products Finishing* editor.
- An archive of the webinar session on PFOne for six months.
- A print advertisement in *Products Finishing* promoting the webinar.
- Four email invitations to the PF e-newsletter audience promoting the webinar.
- An advertisement in the PF Digital Dispatch e-newsletter promoting the webinar.
- A custom lead report and access to all live and archived webinar registrants.

Investment: \$5,000 gross per webinar

Knowledge Centers

Share your knowledge with a highly focused and qualified finishing audience. A sponsored Knowledge Center offers your company a multimedia 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.

Investment: Contact your PF sales representative for details.

PF Showrooms

Your showroom on PFOne connects you to a targeted audience that you can introduce your new products and processes to. Advertising with PF gets you a free expanded showroom.

Online Showrooms Provide:

- Contact info.
- Links directly to your website.
- Product information.
- Editorial info that PF has written about your company.
- Promotional information.
- Rich media.

You can update your showroom as often as you like.

Contact your PF sales representative for more information.



PROFILE

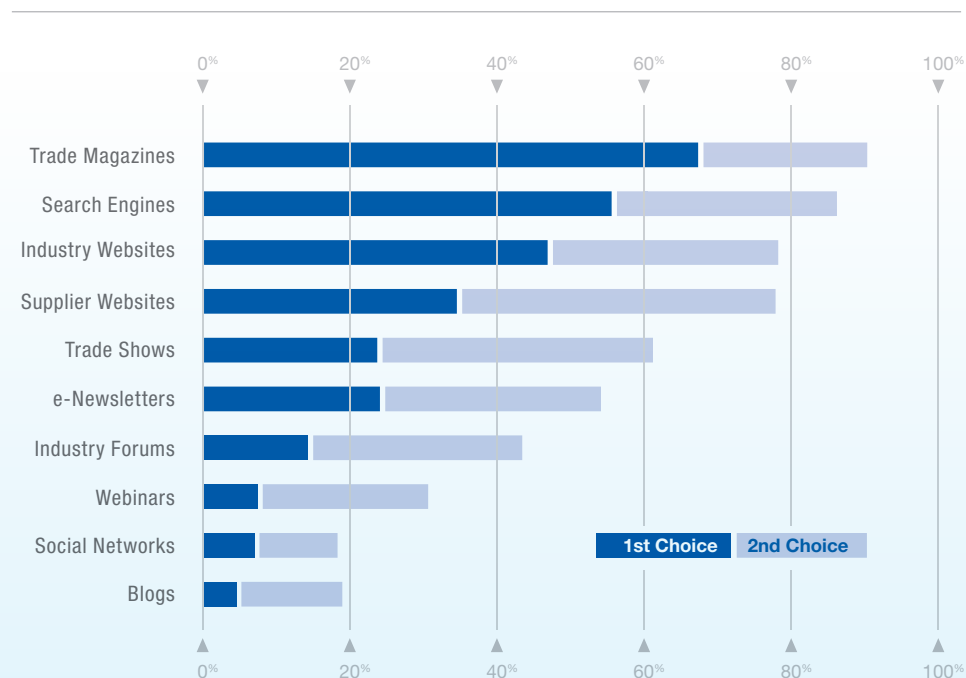
Manufacturing Technology Buyer



PCx 2013

- Uses trade magazines as #1 source for information
- 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
- Attends events to discover new products and processes
- Carries a laptop computer
- Uses a smartphone

The media channels manufacturing technology buyers use to find their news, events and market data:



Source: 2012 Gardner Business Media Media Usage Survey

PARTS CLEANING EXPO

April 16 – 18, 2013 @ Precision Machining Technology Show

Join us as PCx partners with the Precision Machining Technology Show (PMTS). Now in its eleventh year, PMTS is all about machining high-volume, precision parts — parts for automotive, aerospace, medical, military and more — parts that need cleaning. This partnership allows PCx to expand to reach new markets and deliver new opportunities in 2013. In short, by bringing cleaning to machining we are able to provide more promotion, more attendees, more opportunities and more value to your PCx investment.

4,564

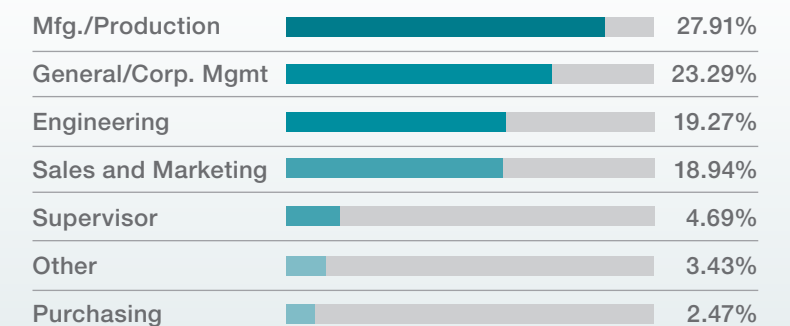
TOTAL REGISTRATION*

ATTENDEES 3,347

EXHIBITORS 1,217

* Includes attendees from PMTS and Reliable Plant.

Key Job Functions



pmts.com

If you are interested in exhibiting at PCx, please contact:
Michelle Crider, PMTS Exhibit Manager / mcrider@gardnerweb.com / 800-950-8020 x297