

## Connecting Metalworking Buyers and Sellers

**PRINT**  
96,300+  
SUBSCRIBERS



**EMAIL**  
62,000 SUBSCRIBERS

**ONLINE**  
233,500+ MONTHLY  
PAGE IMPRESSIONS



## 2019 EVENTS



Connecting Metalworking Buyers and Sellers

**Subscriber Profile**

Subscribers*	Mfg Facilities**	Manufacturing*
96,390	61,207	89,038

**88% Personal Direct Request Subscribers\***

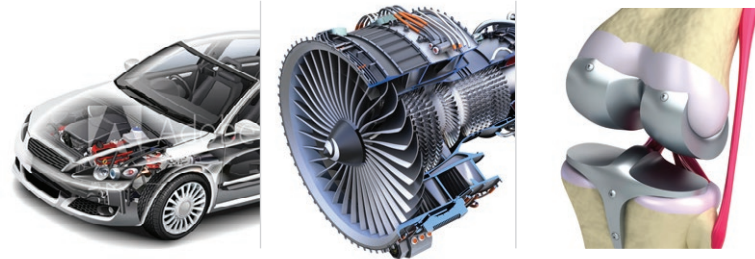
**Job Titles & Functions\***

Company Mgmt and Corp Exec, Purchasing	Production Mgmt & Dept	Engineering Mgmt & Dept
48,265	20,227	18,014

**Total 86,506 (90% of Total Subscribers)**

**Plant Size**

Employees	Plants	Subscribers
Fewer than 50	43,435	61,030
50-249	11,120	23,223
250+	4,652	12,127
<b>Total</b>	<b>61,207</b>	<b>96,390</b>



**Key End Markets**

Key End Markets	Total	Contract Shops Suppliers	OEM
Automotive / Transportation	52,199	40,117	12,082
Aerospace / Aviation	45,218	38,704	6,514
Offroad / Agriculture / Construction	44,818	43,708	1,110
Electrical Electronics	39,676	33,565	6,111
Military / Defense	39,560	38,649	911
Energy / Oil / Mining	36,479	35,818	661
Medical / Dental	33,556	28,803	4,753
Metalworking Job Shops/ Contract Shops	38,401	38,401	-

**Operations Performed\*\***

Operation	Circulation	Plants
Milling	68,900	37,424
CNC Operations	64,895	34,030
Grinding	64,732	33,978
Turning	64,571	34,093
Drilling	63,927	33,427
CAD/CAM	62,359	32,142
Inspection	61,159	30,994
High-Speed Machining	58,310	28,800
Additive Manufacturing	49,622	23,426

Operation	Circulation	Plants
Micro Machining	48,424	22,416
EDM	46,998	19,469
Titanium Machining	40,516	18,020
Five-Axis Machining	34,309	13,461
Multitasking Machines	34,100	13,341
Gear Cutting or Rolling	33,565	14,139
Robotics	32,514	13,335
Laser Machining	26,753	10,830
Composite Machining	19,697	7,124

Operation	Circulation	Plants
Waterjet Machining	19,251	7,442
Tapping or Threading	8,332	3,620
Welding	6,748	2,981
Deburring	5,814	2,601
Boring	4,968	2,363
Honing	3,796	1,589
Fastening	3,750	1,663
Broaching	3,353	1,497

\* June 2018 BPA Statement  
\*\* June 2018 Publisher Counts

Connecting Metalworking Buyers and Sellers

**IN PRINT**

Modern Machine Shop continues to be the industry leader in coverage of manufacturing technology. The editorial staff has unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more. Modern Machine Shop combines that access with decades of experience to provide long-form content that is insightful and impactful.

**DIGITAL**

The Modern Machine Shop website, newsletters, and blogs offer up-to-the minute manufacturing news, trends, and technology developments. Crafted with care, and built around the Modern Machine Shop focus of metalworking technology, digital content demonstrates how manufacturing is evolving.

**SOCIAL**

The editorial staff travels the world to meet with the people that are moving manufacturing forward. They are invested in the industry and fill their social feeds with event coverage, shop visits, story links and more, allowing interaction with an active and engaged audience.



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MONTH CLOSING DATE	TECHNOLOGY FEATURES	SPECIAL COVERAGE	EQUIPMENT REVIEW	EVENT PREVIEWS AND SUPPLEMENTS	BONUS DISTRIBUTION
<b>JAN</b> 11.30.18	Cutting Tools — Turning	<b>Workforce Development</b>	Measurement & Inspection — Tooling & Workholding Systems & Software		
<b>FEB</b> 1.2.19	EDM — Shop Management Software	<b>Medical Machining</b>	Coolant & Chip Management — Tooling & Workholding Systems & Software	<i>TechSpex</i> [Machine/Shop]	MD&M West (Medical)—Anaheim, CA
<b>MARCH</b> 2.1.19	Milling & Machining Centers — Automation	<b>Automotive Manufacturing</b>	Laser & Waterjet — Tooling & Workholding Systems & Software	PMTS	The MFG Meeting—Tucson, AZ
<b>APRIL</b> 3.1.19	Measurement & Inspection — CNC/Machine Controls	<b>Industrial Internet of Things</b>	Cleaning & Deburring — Tooling & Workholding Systems & Software	EASTEC	PMTS—Cleveland, OH AERODEF—Long Beach, CA
<b>MAY</b> 4.1.19	Additive Manufacturing — Workholding	<b>World Machine Tool Report</b>	Machining Centers — Tooling & Workholding Systems & Software	AMERIMOLD — <i>TechSpex</i> [Machine/Shop]	EASTEC—Springfield, MA RAPID + TCT 2019—Detroit, MI
<b>JUNE</b> 5.1.19	CAD/CAM — Machine Monitoring	<b>Die/Mold Machining</b>	EDM — Tooling & Workholding Systems & Software	<i>The Next Generation Aerospace Supplement</i>	MT360 Conference—Santa Clara, CA MD&M East—New York, NY AMERIMOLD—Chicago, IL
<b>JULY</b> 5.31.19	Hole Making — Swiss-Type Machining	<b>Machining Supplier Qualifications</b>	Grinding — Tooling & Workholding Systems & Software		
<b>AUG</b> 7.1.19	Five-Axis Machining — Toolholders	<b>Top Shops</b>	Robots & Automation — Tooling & Workholding Systems & Software	<i>Top Shops</i> — <i>MT Buyers Guide Powered by TechSpex</i>	AMC 2019 — Austin, TX
<b>SEPT</b> 8.1.19	Composite Machining — Tool Management	<b>Micro Machining</b>	Additive Manufacturing — Tooling & Workholding Systems & Software	EMO — WESTEC	Top Shops Conference—Cincinnati, OH EMO—Hannover, GE CAMX 2019—Anaheim, CA WESTEC—Long Beach, CA
<b>OCT</b> 8.30.19	Multitasking Machining — Robots & Automation	<b>Machine Monitoring</b>	Measurement & Inspection — Tooling & Workholding Systems & Software		MT Forecast—Cleveland, OH
<b>NOV</b> 10.1.19	Fabricating — Die/Mold Machining	<b>Aerospace Manufacturing</b>	Five-Axis Machining — Tooling & Workholding Systems & Software	<i>TechSpex</i> [Machine/Shop]	FABTECH 2019—Chicago, IL
<b>DEC</b> 11.1.19	Grinding — Manufacturing Software	<b>2020 Industry Outlook</b>	Turning — Tooling & Workholding Systems & Software		



Effective January 2019

**FULL COLOR RATES**

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
<b>Full Page</b>	\$8,500	\$8,450	\$8,350	\$8,200	\$8,100	\$7,900	\$7,800	\$7,500
<b>3/4 Page</b>	\$6,900	\$6,850	\$6,750	\$6,650	\$6,600	\$6,450	\$6,350	\$6,150
<b>2/3 Page</b>	\$6,800	\$6,750	\$6,650	\$6,550	\$6,450	\$6,350	\$6,300	\$6,100
<b>1/2 Island</b>	\$6,700	\$6,650	\$6,550	\$6,500	\$6,450	\$6,350	\$6,300	\$6,100
<b>1/2 Page</b>	\$5,500	\$5,450	\$5,400	\$5,350	\$5,300	\$5,250	\$5,200	\$5,100
<b>3/8 Page</b>	\$4,600	\$4,580	\$4,550	\$4,530	\$4,510	\$4,480	\$4,460	\$4,400
<b>1/4 Page</b>	\$3,730	\$3,720	\$3,700	\$3,680	\$3,660	\$3,630	\$3,600	\$3,560
<b>1/8 Page</b>	\$2,870	\$2,860	\$2,850	\$2,840	\$2,830	\$2,820	\$2,810	\$2,800

**COVER RATES**

Cover rates include black and any combination of process colors.

INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$10,800	\$9,700	\$11,850

**BLACK & WHITE RATES**

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
<b>Full Page</b>	\$6,500	\$6,450	\$6,350	\$6,200	\$6,100	\$5,900	\$5,800	\$5,500
<b>3/4 Page</b>	\$4,900	\$4,850	\$4,750	\$4,650	\$4,600	\$4,450	\$4,350	\$4,150
<b>2/3 Page</b>	\$4,800	\$4,750	\$4,650	\$4,550	\$4,450	\$4,350	\$4,300	\$4,100
<b>1/2 Island</b>	\$4,700	\$4,650	\$4,550	\$4,500	\$4,450	\$4,350	\$4,300	\$4,100
<b>1/2 Page</b>	\$3,500	\$3,450	\$3,400	\$3,350	\$3,300	\$3,250	\$3,200	\$3,100
<b>3/8 Page</b>	\$2,600	\$2,580	\$2,550	\$2,530	\$2,510	\$2,480	\$2,460	\$2,400
<b>1/4 Page</b>	\$1,730	\$1,720	\$1,700	\$1,680	\$1,660	\$1,630	\$1,600	\$1,560
<b>1/8 Page</b>	\$870	\$860	\$850	\$840	\$830	\$820	\$810	\$800

**SPECIAL OFFER**

Expand your presence and increase your return on investment with deeply discounted multiple page advertising. After your first full page ad placement all additional full page/4 color ads in a given issue are available at the discounted rate of \$2,950 gross.

To qualify for the discounted rate you must run a page of advertising in a minimum of six issues.

Go to [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral) for ad specifications and more information.



**MMS Online**

Monthly Page Impressions 233,500+  
Annual Page Impressions 2.8M+

**MMS ONLINE AD PACKAGES**

MMSONLINE.COM	AVAILABLE POSITIONS	INVESTMENT
HOME PAGE	12	\$ 2,250
BLOG PAGE	12	\$ 2,000
METALWORKING NETWORK ZONE PAGE *SELECT ZONES - SEE BELOW	12	\$ 1,750
MMS ONLY ZONE PAGE	12	\$ 1,500
ALL SUB-PAGES	12	\$ 1,250



MMS Pages	Annual	Monthly
Blog	245,070	20,423
Home Page	188,194	15,683
Products Page	68,888	5,741
Suppliers Landing Page	60,768	5,064
Article Page	55,096	4,591
Video Page	29,874	2,490

MMS Only Zone	Annual	Monthly
Grinding Equipment	90,273	7,523
Workholding	68,031	5,669
Training and Personnel	61,457	5,121
Data Driven	44,480	3,707
Metalworking Fluids	31,957	2,663
Gear Production	26,566	2,214
Waterjet	24,268	2,022
Titanium Machining	22,448	1,871
Composites Machining	20,589	1,716
Large-Part Machining	16,556	1,380
Retrofit-Rebuild	13,597	1,133
Toolholders	12,051	1,004

MMS Metalworking Zones*	Annual	Monthly
Additive Manufacturing	361,654	30,138
Cutting Tools	335,533	27,961
Machining Centers and Milling Machines	250,725	20,894
CAD-CAM Software	147,344	12,279
Inspection & Measurement	102,264	8,522
CNC & Machine Controls	101,193	8,433
EDM	75,348	6,279
Turning	67,626	5,636
Aerospace	56,973	4,748
Automation	54,894	4,575
ERP Software	39,415	3,285
Medical	35,472	2,956
Micro Machining	32,939	2,745
Automotive	31,592	2,633
Turn-Mill	31,064	2,589
Parts Cleaning	29,950	2,496
Next Generation	22,359	1,863
Deburring	15,347	1,279

\* METALWORKING NETWORK ZONES INCLUDE:  
mmsonline.com  
moldmakingtechnology.com  
productionmachining.com

**MMS EXTRA ENEWSLETTER**

With content that is hand-picked by the *Modern Machine Shop* editorial staff, the Extra is the premier resource for the best in metalworking. Readers rely on it to find new products, services and vendors.



**MMS EXTRA ACTIVITY**

Open Rate: 15.5%  
Click Through Rate: 1.9%  
Click to Open Ratio: 12.31%

**FREQUENCY:**  
**4 Monthly Editions**  
Edition 1: First week of month  
Edition 2: Second week of month  
Edition 3: Third week of month  
Edition 4: Fourth week of month

MMS EXTRA ENEWSLETTER PRODUCTS	AVAILABILITY	INVESTMENT	SPECIFICATIONS
NEW FOR 2019 LEADERBOARD BANNER	4 PER CALENDAR MONTH	\$ 2,500	600 X 160 PIXELS @ 144 DPI — JPG/PNG
NEW FORMAT FOR 2019 VIDEO AD	8 PER CALENDAR MONTH	\$ 2,500	300 X 250 pixels @ 144 DPI Title: 50 characters max Body copy: 200 characters max
NEW FOR 2019 TECHNOLOGY SOLUTION AD	36 PER CALENDAR MONTH	\$ 1,250	300 x 250 pixels @ 144 dpi—JPG/PNG Title: 50 characters max Body copy: 200 characters max



**The Shop Blog**

Keep your brand next to the freshest *Modern Machine Shop* content.

Articles are updated everyday of the week and feature the latest news, technologies and case studies written by our editors.

Investment in the MMS blog also guarantees you ad space in "The Shop," a weekly email recap that goes to over 60,000 readers.



MMS "THE SHOP" INVESTMENT	AVAILABILITY	INVESTMENT	SPECIFICATIONS
<b>NEW FOR 2019 — ENEWSLETTER LEADERBOARD BANNER</b>	One (1) per calendar month / weekly delivery	<b>\$ 2,500</b>	600 X 160 PIXELS @ 144 DPI — JPG/PNG
<b>MMS ONLINE AND ENEWSLETTER RICH MEDIA/BUTTON AD</b>	Twelve (12) per calendar month / weekly delivery	<b>\$ 2,000</b>	MMS Website blog* - 300X100 hybrid branded ad or text ad - 300X250 rotating rich media ad Button ad on <i>The Shop</i> newsletter 120X100 pixels @ 144 dpi — JPG/PNG

**Eprints**

Reach active, qualified buyers with MMS EPRINTS.

EPRINTs deliver your message to MMS permission-based subscribers. Instead of being presented as an unsolicited advertisement, EPRINT advertisers appear as technology providers and thought leaders.

**INVESTMENT** **\$1.00 PER NAME**  
2,500 Minimum

**MMS Eprint Components**

**PROMOTIONAL LIST**

The EPRINT promotional list is an active audience with a stated preference to receive information about new product and process technology via email.

**DEMOGRAPHICS**

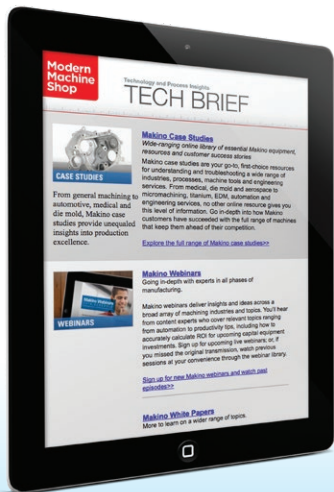
Demographic selection is available in a limited capacity.

**CONTENT**

EPRINTs allow for maximum of 5 content sections: the feature, the custom sections and the learn more / company section.

**ANALYTICS**

EPRINT advertisers will receive sent, deliver, open, read, total click, unique clicker and CTOR data. Recipient contact data will not be included.



Webinars showcase your company's knowledge and leadership on important industry topics.



**Webinar package includes**

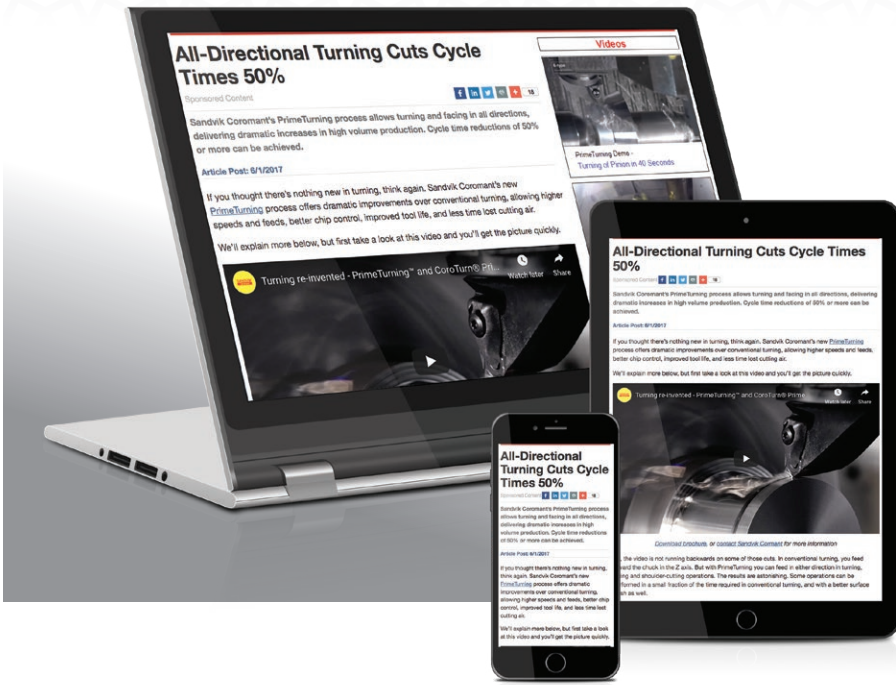
- EMAIL: Customized email invitations to 10,000 MMS subscribers
- E-NEWSLETTER: Event promotion within MMS Extra e-newsletters
- PRINT: Event promotion within *Modern Machine Shop* magazine
- LEAD GENERATION: Customized lead reports
- TECH SUPPORT: Webinar hosting and support
- MODERATED: By a MMS editor

**INVESTMENT PER WEBINAR** **\$ 8,000**

Attendance is limited to 1,000. Topic and schedule subject to publisher approval.







# Content Marketing

Build Brand and Generate Leads

## What is Content Marketing?

Your story, presented by *Modern Machine Shop*.

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

## Why Content Marketing?

### INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

### BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

### IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.

## Content Marketing Advertising Rates

SOLD IN 3 CONSECUTIVE MONTH INCREMENTS

**INVENTORY:** 4 per month / Max. 2 per customer per year

**COST:** \$ 6,000 per month, gross

**OPTIONAL:** Article development fee of \$ 1,000 net

**OPTIONAL:** Direct Email Promotions (\$1.00 per name)

## Content Marketing Campaigns Include:

### STEP 1: CONTENT CREATION

- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards. Or, for an additional fee, we will create the content on your behalf.
- Your content appears on the site for 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

### STEP 2: CONTENT PROMOTION

- **MMS Site Coverage**
  - Homepage display of your Sponsored Content
  - “Related Story” promotion on relevant articles
- **MMS E-newsletter Push**
  - *MMS Extra*
  - *The Shop Blog* e-newsletter
- **MMS Social Media Campaign**
  - Paid promotion on Facebook, Twitter, LinkedIn

### STEP 3: CAMPAIGN ANALYTICS

Our team will create a report detailing the performance of your program, so you see your investment at work.

# 2019 Events



## PMTS 2019

April 2-4 — Cleveland, OH

The Precision Machining Technology Show is the premier screw machine and turned parts event in North America. PMTS is where precision machining professionals go to invest in new equipment, address business challenges, discover the newest applications, and build relationships with suppliers.

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



## Amerimold 2019

June 12-13 — Rosemont IL

The Event for Mold Manufacturing. The annual event includes an exhibit hall, technical conference and business networking that connects manufacturing professionals involved in designing, building, molding and maintaining plastic injection molds.

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



## Top Shops Conference 2019

September — Cincinnati, OH

Top Shops attendees include owners, executives and managers at contract manufacturing businesses coming to learn best practices and best processes for impacting every aspect of their business – from machining technology to shopfloor practices; sales and marketing to human resources.

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



## Additive Manufacturing Conference 2019

August — Austin, TX

As the first and only conference focused exclusively on additive technologies for industrial part production, the conference takes a practical, applications-based look at the machines, materials and methodologies being used to grow end-use tools and components.

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

Connecting Metalworking Buyers and Sellers

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