

MoldMaking TECHNOLOGY

2019

MEDIA GUIDE

Your Access to the Moldmaking and Manufacturing Market



PRINT
20,200+
SUBSCRIBERS



ONLINE
72,000+
PAGE IMPRESSIONS
(per month)



DIGITAL EDITION



EMAIL
16,100+
SUBSCRIBERS



EVENTS

Amerimold 2019, Molding 2019, 2019 Additive Manufacturing Conference

Total Subscribers

20,200+*

Total Plants

14,500+**

Circulation by Job Title/Function*

JOB TITLE	SUBSCRIBERS
Management/Purchasing	9,304
Manufacturing Production/Engineering	8,365
Design/Quality/R&D	1,777
Other	850
TOTAL	20,296

Circulation by Operations Performed**





OPERATION	CIRCULATION	FACILITIES
CAD/CAM	14,342	9,153
Milling	13,350	8,343
Tool Maintenance & Repair	13,453	8,324
Grinding	12,951	8,022
Moldmaking	12,484	7,565
Drilling	12,478	7,711
Injection Molding	11,374	6,619
Mold Finishing	11,287	6,590
Additive Manufacturing	10,953	6,620
EDM	10,203	5,907

MoldMaking Technology is the only outlet that addresses the complete mold manufacture and maintenance lifecycle, from design to first shot. Our readers represent the decision makers and influencers at OEMs, job shops, engineering firms and more.

Plant Size**

MARKET	SUBSCRIBERS	PLANTS
1 to 49	11,692	9,494
50 to 249	5,884	3,527
250+	2,720	1,509

Circulation by End Markets**

				
AUTOMOTIVE/ TRANSPORTATION	MEDICAL/DENTAL/ PHARMACEUTICAL	CONSUMER PRODUCTS	ELECTRONICS/ COMPUTERS	PACKAGING
Subscribers: 14,976 Facilities: 9,298	Subscribers: 13,423 Facilities: 8,287	Subscribers: 12,936 Facilities: 7,704	Subscribers: 12,331 Facilities: 7,407	Subscribers: 8,370 Facilities: 4,569

*Source: June 2018 BPA statement **Source: Publisher's Count, June 2018

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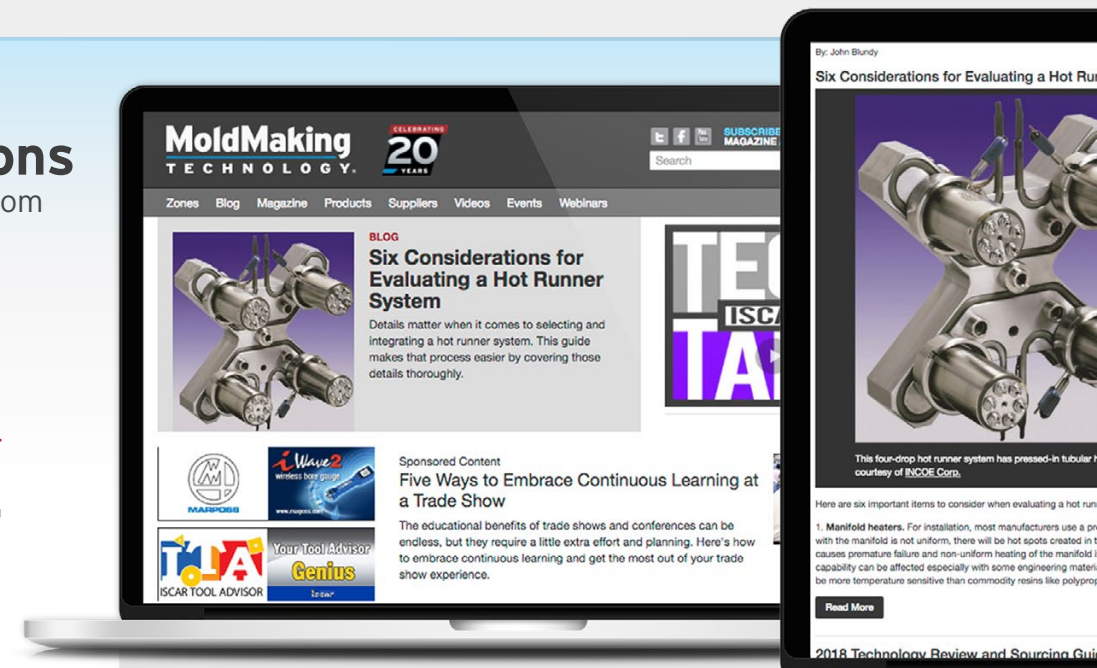
MoldMakingTechnology.com

Total Impressions

MoldMakingTechnology.com

72,000+
MONTHLY

873,000+
ANNUALLY



Your Access to the Moldmaking
and Manufacturing Market

MMT Online Zone Impressions

ZONE	MONTHLY	ANNUAL
Business Strategies	3,915	46,983
Mold Materials	3,357	40,289
Software	3,257	39,078
Machining Centers and Milling	3,114	37,374
EDM	2,906	34,872
Surface Treatment	2,856	34,269
Hot Runners	2,788	33,460
Mold Maintenance and Repair	2,498	29,972
Additive Manufacturing	2,414	28,969

General Impressions

PAGE	MONTHLY	ANNUAL
Home	5,427	65,118
New Products	2,115	25,382
Latest Issue	1,296	15,546

MMT Online User Activity

ACTIVITY	MONTHLY	ANNUAL
Page Views	72,794	873,530
Sessions	44,059	528,713
Unique Users	29,705	356,461

Check the Audit! 

MoldMaking Technology invests in Quality Circulation. It is essential that your promotional campaign is reaching the right people. With our in-house audience development department, you can rest assured that the audience for MMT is held to the highest standards.

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MONTH CLOSING DATE	TECHNOLOGY FOCUS	END MARKETS	BONUS DISTRIBUTION
JANUARY 12/3/2018	Machining, Software, Repair/Surface Treatment, Materials, EDM	Automotive	
ANNUAL GUIDE	ANNUAL MOLDMAKING FORECAST		
FEBRUARY 1/2/2019	Mold Components, Hot Runners, Cutting Tools, Inspection/Measurement, Additive Manufacturing	Packaging	MD&M WEST PLASTEC WEST AMBA CONFERENCE
MARCH 2/1/2019	Machining, Software, Automation, Mold Materials	Electronics	MOLDING 2019
APRIL 3/1/2019	Mold Components, Hot Runners, EDM, Cutting Tools	Medical	
MAY 4/1/2019	Machining, Inspection/Measurement, Software, Mold Materials, Repair/Surface Treatment		MOULDING EXPO 2019
MAY SHOW COVERAGE	AMERIMOLD EXHIBITOR PRODUCT SHOWCASE		
JUNE 5/1/2019	Mold Components, Hot Runners, Software, Cutting Tools, Automation, Additive Manufacturing	Consumer Products	AMERIMOLD 2019
JUNE SHOW COVERAGE	AMERIMOLD EXHIBITOR PRODUCT SHOWCASE / 2019 LEADTIME LEADER AWARDS		
JULY 6/3/2019	Additive Manufacturing, Software, Mold Materials, Mold Components, Hot Runners, Cutting Tools, Machining, EDM, Automation, Inspection/Measurement, Surface Treatment, Maintenance/Repair	Packaging	
ANNUAL GUIDE	2019 TECHNOLOGY REVIEW/SOURCING GUIDE *Full-page advertisers get full-page company/product profile!		
AUGUST 7/1/2019	Inspection/Measurement, Mold Components, Hot Runners, Repair/Surface Treatment, Machining	Electronics	ADDITIVE MANUFACTURING CONFERENCE
SEPTEMBER 8/1/2019	Mold Materials, Software, EDM, Automation, Cutting Tools	Automotive	EMO
OCTOBER 9/2/2019	Machining, Mold Components, Hot Runners, Repair, Surface Treatment, Additive Manufacturing		K 2019
NOVEMBER 10/1/2019	Mold Materials, Software, EDM, Automation	Medical	
DECEMBER 11/1/2019	Cutting Tools, Inspection/Measurement, Mold Components/Hot Runners	Appliances	

FOR SPECIFICATIONS AND MORE INFORMATION, PLEASE VISIT:
gardnerweb.com/adcentral

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4-COLOR RATES

SIZE	3x	6x	12x	24x
Full Page	\$6,560	\$6,300	\$5,970	\$5,730
2/3 Page	\$5,280	\$5,140	\$4,880	\$4,800
1/2 Page Island	\$4,860	\$4,700	\$4,510	\$4,350
1/2 Page	\$4,440	\$4,360	\$4,130	\$4,000
1/3 Page	\$3,610	\$3,530	\$3,400	\$3,300
1/4 Page	\$3,220	\$3,160	\$3,050	\$2,970

2-COLOR RATES (STANDARD*)

*PMS color add \$500.

SIZE	3x	6x	12x	24x
Full Page	\$5,860	\$5,600	\$5,270	\$5,030
2/3 Page	\$4,580	\$4,440	\$4,180	\$4,100
1/2 Page Island	\$4,160	\$4,000	\$3,810	\$3,650
1/2 Page	\$3,740	\$3,660	\$3,430	\$3,300
1/3 Page	\$2,910	\$2,830	\$2,700	\$2,600
1/4 Page	\$2,520	\$2,460	\$2,350	\$2,270

BLACK & WHITE RATES

Rates effective January 2019.

SIZE	3x	6x	12x	24x
Full Page	\$4,960	\$4,700	\$4,370	\$4,130
2/3 Page	\$3,680	\$3,540	\$3,280	\$3,200
1/2 Page Island	\$3,260	\$3,100	\$2,910	\$2,750
1/2 Page	\$2,840	\$2,760	\$2,530	\$2,400
1/3 Page	\$2,010	\$1,930	\$1,800	\$1,700
1/4 Page	\$1,620	\$1,560	\$1,450	\$1,370

MARKETPLACE ADS

Marketplace Ads	1x	4x	8x	12x
3.25" W x 1.5" H	\$650	\$540	\$510	\$480

COVER RATES

Premium Positions	
Second Cover (Inside Front)	add \$1,000
Third Cover (Inside Back):	add \$250
Fourth Cover (Back):	add \$1,000

PRINT AD SPECS

<p>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)</p>	<p>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)</p>
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<p>2/3 Pg Vertical 4.375"W x 9.125"H (111 mm x 232 mm)</p>	<p>1/2 Pg Island 4.375"W x 6.875"H (111 mm x 175 mm)</p>	<p>1/2 Pg Horizontal 6.875"W x 4.375"H (175 mm x 111 mm)</p>
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<p>1/2 Pg Vertical 3.25"W x 9.125"H (83 mm x 232 mm)</p>	<p>1/3 Pg Vertical 2.25"W x 9.125"H (57 mm x 232 mm)</p>	<p>1/3 Pg Square 4.375"W x 4.375"H (111 mm x 111 mm)</p>
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<p>1/3 Pg Horizontal 6.875" x 3" (175 mm x 76 mm)</p>	<p>1/4 Pg Vertical 3.25"W x 4.375"H (83 mm x 111 mm)</p>	<p>1/4 Pg Horizontal 6.875" x 2.25" (175 mm x 56 mm)</p>
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MMT DIGITAL PRODUCTS

MoldMaking Technology's digital products offer you the chance to connect with thousands of dedicated readers inside the moldmaking industry on a daily basis.

Our ad packages offer you flexibility in terms of advertising medium, size, and frequency, and allow your brand to tell a complete story of how you can offer value to an important collection of industry-focused readers.

MMT WEB BANNERS A + B

POSITION	INVESTMENT PER MONTH
METALWORKING NETWORKING ZONE PAGE* (select Zones only)	\$1,750
HOME PAGE	\$1,150
ZONE PAGE	\$725
SUB PAGES	\$625

WEB AD SPECS

A VIDEO/ANIMATED GIF/STATIC IMAGE
ARTWORK SIZE: 300 x 250 pixels
FILE TYPE:
 -Static: JPG/PNG
 -Animated: GIF
 -Video File: MP4

B HYBRID WEB AD

Brand logo w/ short message Brand logo, graphic, or photo

ARTWORK SIZE: 300 x 100 pixels @ 72 dpi, 20K Max
FILE TYPE: JPG



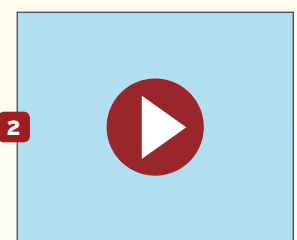
MMT INSIDER E-NEWSLETTER

SUBSCRIBERS: 16,100+ **FREQUENCY:** MONTHLY **DELIVERY:** 2ND WEEK OF MONTH

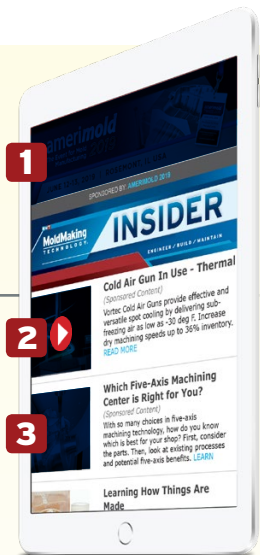
PLACEMENT	INVESTMENT PER EDITION
1 NEW FOR 2019 LEADERBOARD BANNER	\$1,000
2 VIDEO AD	\$995
3 NEW FOR 2019 TECHNOLOGY SOLUTIONS AD	\$825

E-NEWSLETTER AD SPECS

1 LEADERBOARD BANNER AD (static image)
AVAILABILITY: one (1) per calendar month
IMAGE SIZE: 600 x 160 pixels @ 144 dpi
FILE TYPE: JPG/PNG



2 VIDEO ADS
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max
BODY COPY: 200 characters mx.
PLAY BUTTON: Please do not include a playbutton with your artwork. We will add this graphic within our workflow.



MMT BLOG E-NEWSLETTER

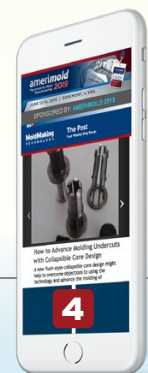
SUBSCRIBERS: 16,100+ **FREQUENCY:** WEEKLY

PLACEMENT	INVESTMENT PER MONTH
4 BLOG BUNDLE Web + Weekly e-newsletter banner	\$1,450

3 TECHNOLOGY SOLUTIONS AD
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max
BODY COPY: 200 characters max

4 BUTTON AD ON BLOG E-NEWS

ARTWORK SIZE: 120 x 100 pixels @ 144 dpi
FILE TYPE: JPG



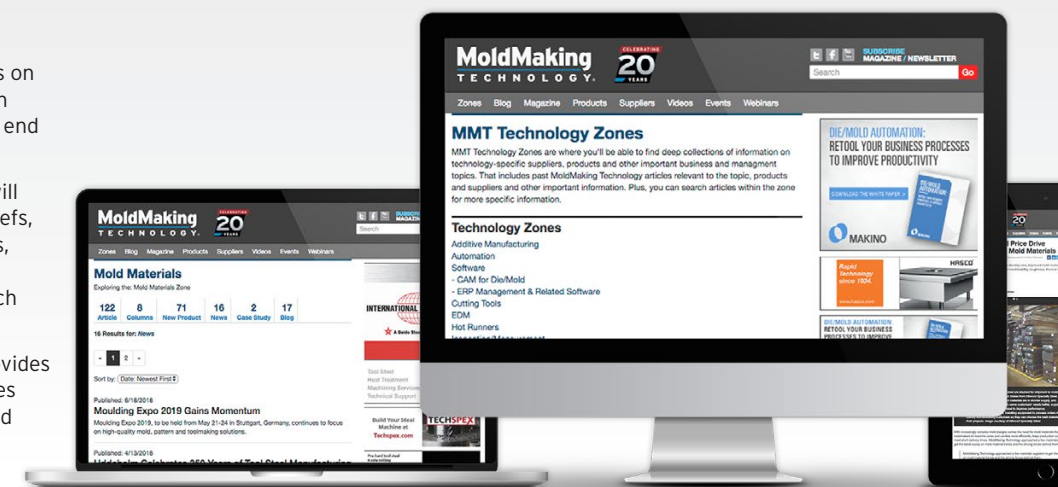
NEW SPECS FOR 2019! PLEASE NOTE THAT OUR E-NEWSLETTER ARTWORK SIZES & SPECS HAVE CHANGED: E-newsletters displayed on mobile devices have a higher screen resolution, and images are viewed larger. With our new responsive newsletter designs for mobile and desktop, we require higher pixel counts for artwork.

MMT ZONES

Technology Zones are knowledge centers on key topics where content and information related to specific material, processes or end market is aggregated and organized.

Visitors to MoldMakingTechnology.com will find articles, case studies, technology briefs, product announcements, supplier listings, forums, and more in each Zone, helping them narrow their search as they research purchasing decisions.

Your ad placed within relevant Zones provides you with targeted marketing opportunities to promote your brand to these motivated website visitors as they prepare to purchase supplies and services.



MoldMaking Technology Zones Pages

TECHNOLOGY ZONES

- Software:
 - CAM for Die/Mold
 - ERP Management & Related Software
 - Hot Runners
 - Molds
 - Mold Components
 - Mold Maintenance and Repair
 - Mold Materials
 - Surface Treatment
 - Business Strategies
- SPECIAL ZONES**
- Leadtime Leader
 - Amerimold Expo
 - IMTS
 - NPE
- INDUSTRY ZONES**
- Consumer
 - Electronics
 - Energy/Power Generation
 - Medical/Optical/Dental
 - Packaging

*METALWORKING NETWORKING ZONES

- Additive Manufacturing
- Cutting Tools
- Milling
- CAD-CAM Software
- Inspection & Measurement
- CNC & Machine Controls
- EDM
- Turning
- Aerospace
- Automation
- ERP Software
- Medical
- Micro Machining
- Automotive
- Turn-Mill Zones
- Parts Cleaning
- Next Generation Zone
- Deburring

MORE IMPRESSIONS lead to GREATER BRAND AWARENESS!

Your ad purchase in your chosen Zone gets you double the exposure! First, you receive an animated or static banner that rotates throughout the pages of the zone and the MoldMakingTechnology.com homepage. Second, you receive a hybrid web ad that is permanently placed within that zone during your purchase period.

MMT KNOWLEDGE CENTER

A Knowledge Center is a co-branded, category-specific microsite featuring non-commercial applications and technical-based content. They are supported by an integrated promotional program and include multi-media content and lead generation opportunities.

Knowledge Centers provide:

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

INVESTMENT:
\$3,000 (gross/month*)
 *12 month minimum



Build your credibility in the moldmaking marketplace, and secure active leads!



Sponsoring a webinar with MMT puts you in front of an audience that is actively seeking out solutions to a problem that your product or service can fix. Book your webinar with MMT today!

PRICE:
\$6,000 (gross)

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

With your investment in a Moldmaking Technology Webinar, you'll receive:

EXPERT MODERATOR: Live webinar moderated by an MMT editor

PRINT: A print advertisement in *MoldMaking Technology* promoting your webinar

E-MAIL: A series of email invitations sent to MMT E-Newsletter audience promoting the webinar

E-NEWSLETTER: An advertisement in the *MMT Insider* E-Newsletter promoting the webinar

LEAD GENERATION: Custom lead report and access to all live and archived webinar registrants

ONLINE: An archive of the webinar session on moldmakingtechnology.com for 6 months

Build Brand and Generate Leads

What is Content Marketing?

Your story, presented by *MoldMaking Technology*.

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

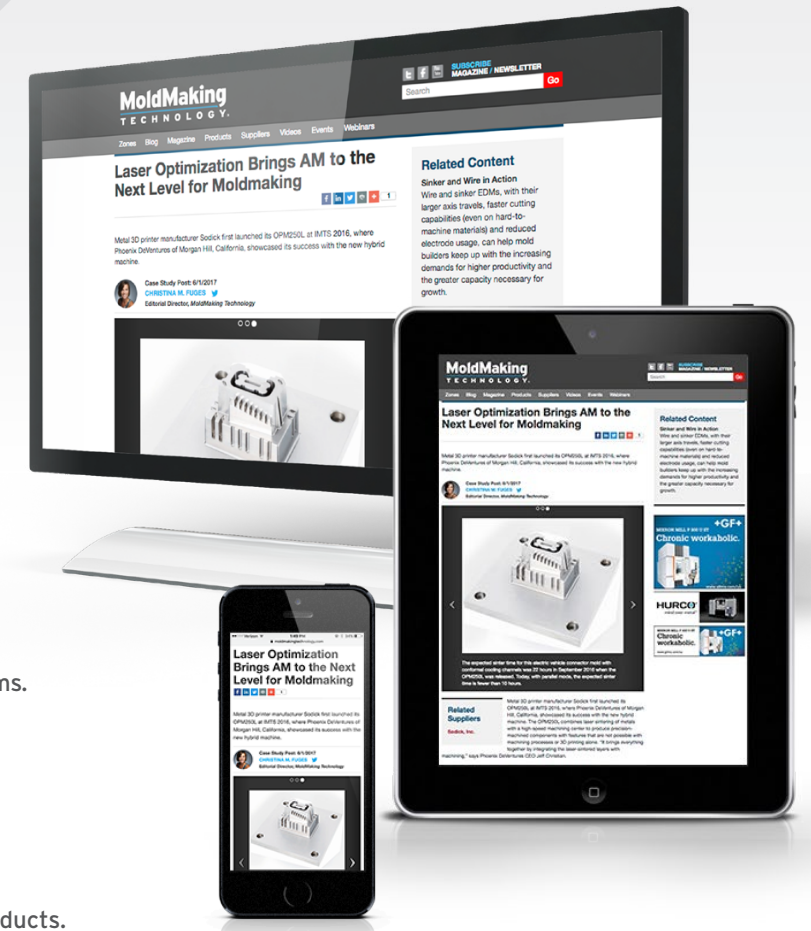
As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

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 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 editorial 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

- MMT Site Coverage
 - Homepage display of your Sponsored Content
 - "Related Story" promotion promotion on relevant articles
- MMT E-newsletter Push
 - *MMT Insider*
 - *The Post* Blog e-newsletter
- MMT 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.

CONTENT MARKETING AD RATES
Sold in three (3) consecutive month increments

\$4,000 (per month, gross)

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

OPTIONAL SERVICES
Article development fee of \$1,000 net
Direct E-Mail Promotions (\$1 per name)

2019 TECHNOLOGY REVIEW & SOURCING GUIDE

Double your exposure!
Invest in a full page ad and receive a **FREE** full-page Company Profile!

Single Product Company Profile

MMT's 2019 Technology Review and Sourcing Guide is where mold manufacturing professionals go to **discover** and **find** products and services for their businesses!

It's easy to get started on your FREE full-page Company Profile:

1. Reserve your full-page ad space with your MMT sales representative
2. Send us your company logo (.eps or .tiff file required)
3. Create 1, 2 or 3 product profiles each with one image and a 75-word description, and send them to us
4. Provide us with the URL that you would like to feature in the screen shot of your website, along with a 30-word description

**AD CLOSE DATE:
June 3, 2019**

Three Product Company Profile

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2019 EVENTS & DATES

Events are a key component of an integrated media strategy and provide brand building and lead generation.

MoldMaking Technology offers content marketing and targeted multimedia promotional strategies for key industry events.

From pre-show promotion to post-show follow-up on leads, MMT provides the tools needed to make these contacts throughout show and buying cycles.

Molding 2019

March 19-21, 2019 | Hyatt Regency Indianapolis | Indianapolis, IN

Leaders and innovators in injection molding from around the globe will gather at Molding 2019 for the opportunity to see and hear from experts on process management, materials development, automation, tooling, additive manufacturing and materials handling and drying.

Increase your brand's reach with a sponsorship at Molding 2019!
moldingconference.com



amerimold 2019

June 12-13, 2019 | Donald E. Stephens Convention Center | Rosemont, IL

Amerimold connects buyers and sellers of products and services used throughout the life cycle of an injection mold. Mold builders, injection molders and OEMs attending Amerimold are active buyers with a clear agenda at the event—to evaluate the products and services that will help them run their businesses.

Build meaningful relationships and sales at Amerimold 2019!
amerimoldexpo.com



AM2019 Additive Manufacturing Conference

September 2019 | Austin, TX

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

Showcase your new technology with a sponsorship at the 2019 Additive Manufacturing Conference!
additiveconference.com



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Sponsorships available! Contact your MMT Sales Representative for details.

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