



2019 MEDIA GUIDE

**AUTOMOTIVE/AEROSPACE/
TRANSPORTATION**

CONSUMER PRODUCTS

PACKAGING

RECYCLING

APPLIANCES

INDUSTRIAL PRODUCTS

ELECTRICAL/ELECTRONICS

MEDICAL/PHARMACEUTICAL/DENTAL

NEW IN 2019!

Meximold – Page 11

MISSION STATEMENT

In this information age, communication between Buyers and Sellers is essential. *Plastics Technology México* provides your company critical access to an increasingly empowered manufacturing audience in Mexico. Our seasoned editorial and marketing teams develop and promote print and digital media, social networking, webinars and live events to provide first-rate resources to the Mexican manufacturing buying audience—an integrated communication strategy designed to grow sales and market share for your products and services.



Our Audience

Plastics Technology México's products are developed to attract an audience that is motivated to stay ahead of its competition. Technical articles, case studies, product development news, and regulatory information are key components that our Editor-in-Chief Natalia Ortega and her team are constantly investigating and publishing.

Over the last couple years, our editorial team has noticed a strong movement in the Mold Market in Mexico and therefore *Plastics Technology México* will continue to lead and support! After careful analysis, the mold market is trending!

Plastics Technology México and Gardner Business Media have signed an agreement with AMMMT (Mexican Association of Mold and Die Manufacturing) to launch Meximold, November 20-21, 2019. Meximold is an event that will offer a forum specific to the production, maintenance and injection of parts, as well as a tooling purchasing fair, all complemented with educational conferences on similar topics.

Plastics Technology México, a leading communications brand targeting your customers and prospects, looks forward to serving you and helping you achieve your sales goals!

Sincerely,



INTERNATIONAL GROUP
PUBLISHER

Claude Mas
cmass@PT-Mexico.com





The best tools and biggest audience for targeting plastics processors



PT Plastics Technology MEXICO **Magazine**
15,500+ subscribers



PT Plastics Technology MEXICO **Website**
25,500+ average monthly visits



PT Plastics Technology MEXICO **E-news**
25,000+ subscribers



PT Plastics Technology MEXICO **Events**

New! **meximold** 2019

- Bonus Distribution 2019
- Pabellón de Manufactura Plástica en Expo Manufactura
- Plastimagen
- ExpoPack
- Feria K2019

FROM THE EDITOR

We are ready for the challenges that 2019 will bring.

2019 marks the beginning of our fourth year in México. Since our first editions, we can proudly say that the *Plastics Technology México* brand is a leader in the supply of technical information for the plastic industry, and that our contents have had great penetration and impact in the community we serve. This is evident in the reception that our audiences give to the editorial products that our team prepares and that is visible in the month-to-month growth of the statistics of our digital platforms and social media channels.

Without losing sight of the intersecting coverage of all the materials, transformation processes and markets the plastics industry attends to, we have successfully focused on issues of great interest to the Mexican sector, such as injection molding, recycling of plastics, packaging, the automotive industry, sustainability, and more recently we have given greater emphasis to the issues related to molds and components.

In 2019 we prepare for the third edition of the technical conference PT México LIVE: Injection 360 degrees, which will be held for the first time within Meximold, an event on manufacturing, design and maintenance of molds, which will take place November 20-21, 2019 at the Queretaro Congress Center.

We are also preparing for complete and exhaustive coverage of Plastimagen 2019 in the month of April. We will also be reporting from Chinaplast in May, and later our editorial team will attend the triennial meeting with the global plastic industry at the K2019 fair. Prior to the fairs, and from them, we will be informing our readers about the most important trends.

All our editorial efforts are entirely related to the need our readers and their companies have to stay competitive in the global market. We will be there for them.

Follow us on our social media channels:

Facebook: facebook.com/plasticmexico

Twitter: @plastechmex

YouTube: PT México



Natalia Ortega
nortega@PT-Mexico.com
PT MÉXICO
EDITOR-IN-CHIEF

EDITORIAL COMMITTEE



Mauricio Pineda
PT MÉXICO
ASSISTANT EDITOR



Eng. Jesús Calderón
INSTITUTO QUERETANO
DE HERRAMIENTALES
PRESIDENT



Lic. Miguel Aguirre
INSTITUTO QUERETANO
DE HERRAMIENTALES
DIRECTOR



Dr. Oliverio Rodríguez
CIQA
GENERAL DIRECTOR



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CLÚSTER DE PLÁSTICOS
DE QUERETARO
TREASURER



Eng. Rubén Muñoz
ANIQ/CIPRES
SAFETY, HEALTH AND
ENVIRONMENT DIRECTOR



Eng. Venancio Pérez
CLÚSTER DE PLÁSTICOS
DE QUERETARO
PRESIDENT

EDITORIAL PARTNERS





**Plastics
Technology
MÉXICO**

2019 EDITORIAL CALENDAR

MONTH CLOSING DATE	INDUSTRY OUTLOOK	FEATURE COVERAGE	TIPS & TECHNIQUES	PRODUCT TECHNOLOGY SHOWCASE	BONUS DISTRIBUTION
JANUARY/ FEBRUARY 11/30/2018	Training and Education	<ul style="list-style-type: none"> Industry 4.0 in the Plastics Industry Plant Engineering Resins for the Automotive Industry 	Purging Compounds	Size Reduction / Grinding / Shredding	PABELLÓN DE MANUFACTURA PLÁSTICA EN EXPO MANUFACTURA MONTERREY, NUEVO LEON FEBRUARY 5 - 7, 2019
MARCH 2/1/2019	Biopolymers	<ul style="list-style-type: none"> Trends in Rigid Packaging Additive Manufacturing for Mold Building 	Process Cooling	Drying	PLASTIMAGEN 2019 MEXICO CITY, MEXICO APRIL 2 - 5, 2019
SHOW COVERAGE ISSUE	PLASTIMAGEN 2019 SPECIAL ISSUE				
APRIL 3/1/2019	Automotive Industry	<ul style="list-style-type: none"> Hot Runners / Tooling Injection Molding & Simulation 	Conveying	Bottle Manufacturing Technologies	
MAY 3/29/2019	Recycling	<ul style="list-style-type: none"> Robots, Cobots & Automation Lightweighting in Injection Molding 	Extrusion	Thermoforming	EXPOPACK MEXICO 2019 GUADALAJARA, JALISCO JUNE 11 - 13, 2019
SHOW COVERAGE ISSUE	EXPOPACK MEXICO 2019				
JUNE / JULY 5/1/2019	Manufacturing	<ul style="list-style-type: none"> Molds & Components Trends in Flexible Packaging 	Injection Molding	Blending & Feeding	
AUGUST 6/28/2019	Plastics & Agriculture	<ul style="list-style-type: none"> Additives & Property Modifiers 3D Printing & Additive Manufacturing 	Drying	Quality, Test & Laboratory Equipment	
SEPTEMBER 7/31/2019	Packaging	<ul style="list-style-type: none"> Extrusion at K2019 Injection at K2019 Materials at K2019 	Thermoforming	Extrusion	FERIA K2019 DUSELDORF, GERMANY OCTOBER 16 - 23, 2019
SHOW COVERAGE ISSUE	FERIA K2019				
OCTOBER 8/30/2019	Medical Industry	<ul style="list-style-type: none"> Scientific Injection Molding Mold Maintenance & Repair 	Robots & Automation	Blow Molding	MEXIMOLD 2019 QUERETARO, QUERETARO NOVEMBER 20 - 21, 2019
SHOW COVERAGE ISSUE	MEXIMOLD 2019				
NOVEMBER / DECEMBER 9/27/2019	2020 BUYER'S GUIDE Connecting Mexican Industrial Equipment Buyers with Qualified Technology Suppliers				DURING 2020 EVENTS



PRINT

15,500+ TOTAL AUDIENCE

75% of our readers share their copy of PT México with 2 or more people

INDUSTRIES SERVED*

Plastics Technology México audience has defined its support to the following industries.



AUTOMOTIVE/AEROSPACE/TRANSPORTATION

49% subscribers



RECYCLING

19% subscribers



INDUSTRIAL PRODUCTS

10% subscribers



CONSUMER PRODUCTS

42% subscribers



APPLIANCES

16% subscribers



ELECTRICAL /ELECTRONICS

9% subscribers



PACKAGING

37% subscribers



AGRICULTURE

14% subscribers



MEDICAL / PHARMACEUTICAL / DENTAL

5% subscribers

*June 2017 Publisher's Count

The biggest impact for building your brand

AUDIENCE PROFILE

Total Subscriptions* **15,712**
Total Facilities* **13,168**

75% of PT México readers have indicated that they pass along their copy of the magazine to between 2 and 5 colleagues

JOB TITLES

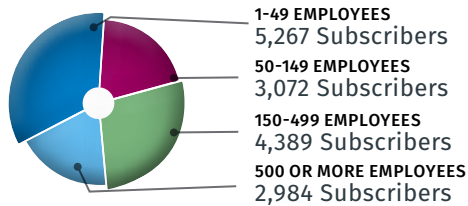
Owner/Company Management	34%
Other qualified personnel	11%
Production Management & Dept	14%
Engineering Management & Dept	32%
Mold Maker / Mold Designer /	
Mold repair	8%

AGE

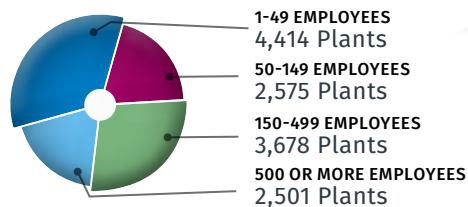
20-29	14%
30-39	18%
40-49	29%
50-59	23%
60 or older	15%

SIZE OF COMPANY

SUBSCRIBERS*



PLANTS*



EDUCATIONAL LEVEL

High school	2%
Technical Institute	6%
Bachelor's degree	68%
Master's degree	23%
Doctorate degree	1%

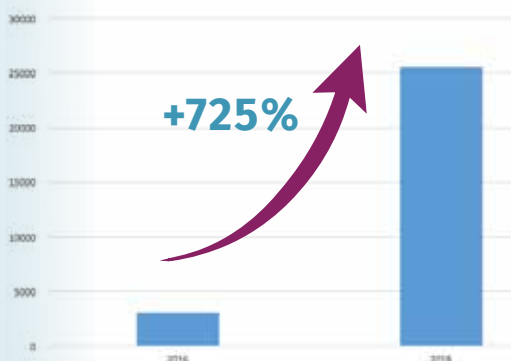


*June 2017 Publisher's Count



ONLINE

25,500+ MONTHLY VISITS and growing!



TRAFFIC	
2016	3,000 + AVERAGE, MONTHLY VISITS
2018	25,500 + AVERAGE, MONTHLY VISITS

This graphic shows traffic growth on pt-mexico.com from January-July 2016 to January-July 2018.



EMAIL



25,000+ RECIPIENTS

TOP DOMAINS

aba.com.mx	berryplastics.com	flexi-vel.com
abc-inoac.com	bocar.com	flextronics.com
abcplasticos.com.mx	bticino.com	grupotampico.com.mx
absa.com.mx	cablesyplasticos.com.mx	gzapata.com
accudynmx.com	cajaplast.com.mx	hdm.honda.com
aero.bombardier.com	castelplast.com.mx	hella.com
aguiplast.com	chata.com.mx	herdez.com
amcor.com	decoplast.mx	lacostena.com.mx
anguiplast.com	delphi.com	lear.com
anvimex.com	durman.com	lego.com
arcacontal.com	efemsa.com	mabe.com.mx
ariasmolding.com	envacorp.com.mx	magna.com
arpema.com.mx	envasesecatepec.com	mgsmfg.com
azor.com.mx	faurecia.com	taponesescoobar.com
bernis.com	federalmogul.com	tecniplastmexico.com



EVENTS

DISPLAY YOUR BRAND
AND GENERATE LEADS

Meximold 2019
November 20-21, 2019

BONUS DISTRIBUTION

FEBRUARY
Pabellón de Manufactura
Plástica en Expo Manufactura
5-7, 2018



APRIL
Plastimagen
2-5, 2019



JUNE
ExpoPack
11-13, 2019



OCTOBER
Feria K2019
16-23, 2019



NOVEMBER
Meximold
20-21, 2019



PRINT RATES AND SPECS

TOTAL AD SPEND	DISCOUNT	Plastics Technology México Premier Discount Program
\$10,000-\$24,999	10% Off	Your advertisements in <i>PT México</i> and with any other Gardner Business Media publications count toward your Total Ad Spend and help you achieve greater discounts!
\$25,000-\$39,999	15% Off	
\$40,000-\$59,999	20% Off	
\$60,000+	25% Off	

Display Print Ads (All Rates 4-Color)

SPACE	RATE
Full Page	\$4,500 A
2/3 Page	\$3,990
1/2 page (Island)	\$3,500
1/2 Page	\$2,990
1/3 Page	\$2,400
1/4 Page	\$1,990
Spread	\$7,990

All rates gross, in US Dollars

A ALL FULL PAGE DISPLAY PRINT ADVERTISERS RECEIVE ADDED VALUE:

- 1/4 page Market Place Print Ad in the same issue as your full page (not available in Nov/Dec Buyer's Guide issue)
- Full page Corporate Profile included with your full page ad in the Nov/Dec Buyer's Guide issue
- PLUS, All Value Added benefits listed below

B ALL DISPLAY PRINT ADVERTISERS RECEIVE ADDED VALUE:

- Product announcements in *PT México*:
6x - 9x advertisers receive 2 product announcements (min.)
1x - 5x advertisers receive 1 product announcement (min.)
- Expanded Online Showroom on PT-Mexico.com (12 mos.)
- Distributed by private delivery service to 15,000 Mexican subscribers
- Advertising message included in *PT México* digital edition emailed to 25,500 subscribers with live link from your ad to your site

Cover Rates

SPACE	RATE
Back	\$1,000
Inside Front	\$700
Inside Back	\$500

All rates gross, in US Dollars

Market Place (All Rates B&W)

SPACE	RATE
1/2 Page	\$1,100
1/4 Page	\$650
1/8 page	\$375

All rates gross, in US Dollars

AGENCY COMMISSION: 15% commission is allowed on display advertisements if materials are furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

Print Specs

<p>2-Page Spread Bleed 16.25" x 11" (413 mm x 279 mm) Trim 15.75" x 10.5" (400 mm x 267 mm)</p>	<p>Full Page Ruled Page 6.875" x 9.125" (175 mm x 232 mm) Bleed 8.375" x 11" (213 mm x 279 mm) Trim 7.875" x 10.5" (200 mm x 267 mm)</p>	<p>Two-Thirds Page 4.375" x 9.125" (111 mm x 232 mm)</p>	<p>Half Page (Vertical) 3.25" x 9.125" (83 mm x 232 mm)</p>	<p>Junior Spread Bleed 16" x 5.875" (406 mm x 133 mm) Trim 15.75" x 5" (400 mm x 127 mm)</p>	<p>Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 mm)</p>	
<p>Quarter Page (Vertical) 3.25" x 4.375" (83 mm x 111 mm)</p>	<p>Island Unit 4.375" x 6.875" (111 mm x 175 mm)</p>	<p>Third Page (Vertical) 2.25" x 9.125" (57 mm x 232 mm)</p>	<p>Third Page (Square) 4.375" x 4.375" (111 mm x 111 mm)</p>	<p>Quarter Page (Horizontal) 6.875" x 2.25" (175 mm x 56 mm)</p>	<p>Third Page (Horizontal) 6.875" x 3" (175 mm x 76 mm)</p>	<p>Sixth Page 2.25" x 4.375" (57 mm x 111 mm)</p>

For all bleed ads, keep live matter .25" from each trim edge. (Live matter should not exceed 7.375" x 10".)

Keep live matter .125" from gutter on each page, even when a continuous flow of image or copy is intended.

HOW TO SUBMIT FILES

PLEASE PROVIDE THE FOLLOWING:

- For ads already designed in Spanish:
 - Press Quality PDF File (Add .125 inch bleed for full page ads)
- For ads requiring Spanish translation:
 - Adobe InDesign file(s)
 - PDF for position only

- IDML file
- All fonts used
- All linked Images
- Word document with text for translation

INSTRUCTIONS:

- Upload to: files.gardnerweb.com Select: Plastics Technology Mexico (Jessica Juárez)
- Email file to: jjuares@gardnerweb.com (5MB max)

- Ship CD/proofs to: Ave. Eugenio Garza Sada 427 Int. 38 Oficina 27 Col. Altavista, Monterrey, N.L., Mexico C.P. 64680

DIGITAL ADS AND PACKAGES

ZONE ADVERTISING LOCATIONS

AVAILABLE ZONES:

- Home Page
- Injection Molding
- Extrusion
- Thermoforming
- Blow Molding
- Auxiliary and Peripheral Equipment
- Molds and Tooling
- Recycling
- Materials
- Mold Making

PT-MEXICO.COM ONLINE AD PACKAGES

AD LOCATION	AD TYPE	INVESTMENT (in US Dollars)	VALUE ADDED
Home Page	A + B	\$800 gross/month	(BONUS banner ads): Latest Issue Page and Product Page (total of 3 ads)
Zone Page Ad	A + B	\$625 gross/month	Banner ad in every editorial page tagged in that zone
Two Zone Page Ads	A + B	\$900 gross/month	Banner ad in every editorial page tagged in that zone
Home & Zone Page Ads	A + B	\$1,100 gross/month	All value Added for both Home Page & Zon Ads!

ALL ONLINE ADVERTISERS RECEIVE ADDED VALUE:

- Expanded Online Showroom on PT-Mexico.com for 12 months
- PLUS, up to 7 links to your company website

Online Specs

Video Specs

640x360 (16:9); .wmv .avi .mov .mpeg2 .mpeg4; 29.97 Frame Rate - preserve native frame rate; >3Mbps bitrate; 50 MB 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 SPECS

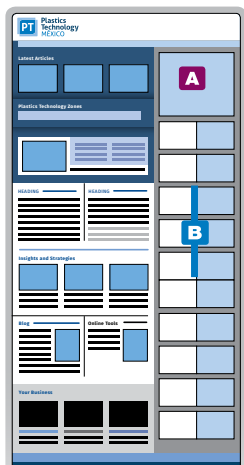
Live Text	Logo, Image, Tagline
-----------	----------------------

- LEFT: Live Text to be entered by PT México Ad Mgr.; 120 characters max
 RIGHT: Logo/Image/Tagline; 150 x 100 pixels; 10K; GIF/JPG (static)

B BRANDED HYBRID AD SPECS

Text / Logo	Logo, Image, Tagline
-------------	----------------------

- LEFT: 150 x 100 pixels; text or logo graphic on white background; 10K; GIF/JPG (static)
 RIGHT: Logo/Image/Tagline; 150 x 100 px; 10K; GIF/JPG (static)
 FINISHED SIZE: 300 x 100 pixels; 72 dpi, 20K



A VIDEO AD**
 640 x 360 pxl
 SWF/FLA file
 29.97 frames/sec.
 30 sec. - 4 minutes
LOCATION:
 Home and Zone Pages

Video Static Pre-Launch Specs
 300 x 250 pixels; 40K; PNG, JPG or GIF

**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.

E-NEWSLETTER "PLASTICOS A LA VANGUARDIA" AD PACKAGE

"Plásticos a la Vanguardia" is a blog and weekly e-newsletter created by PT México.

Benefits:

- Leaderboard Banner or Button Ad in weekly e-mail push in sponsored months.
- Video Ad and Hybrid Ad in blog Zone Page (included only with the button ad package)
- Sent to 25,000 + subscribers per week
- 100,000 + impressions per month



AD OPTIONS	SPECS	RATES (in US dollars)	INVENTORY
Button Ad package A Video Ad + B Hybrid Ad + C Button Ad	C Button Ad - 120 pixels -144 dpi -JPG / PNG	\$900 per month (3 month min commitment)	12 positions available per calendar month
D Leaderboard Banner	D Leaderboard Banner -600x160 pixels -144 dpi - JPG/PNG	\$1,600 per month	1 position available per calendar month

PLEASE REFER TO ADD SPECIFICATIONS AT: GARDNERWEB.COM/ADCENTRAL

SHOWROOMS

Extend Your Brand, Expand Your Business with *PT México* Showrooms

Your *Plastics Technology México* Showroom is a comprehensive, integrated extension of your marketing, your technology and your content, and this added value is complimentary with your print/web advertising, or \$400/month for non-advertisers.



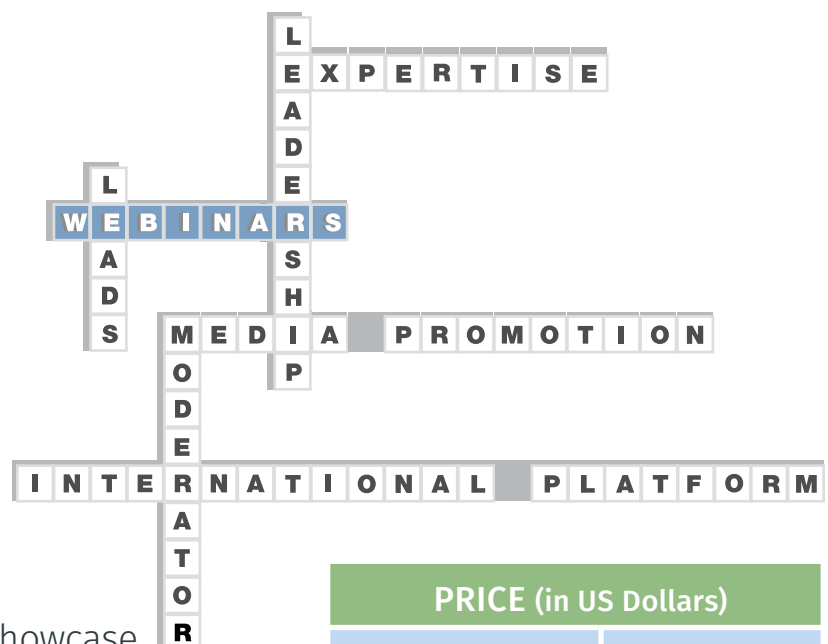
SHOWROOM BENEFITS:

- Customizable microsite that unifies your corporate marketing message
- Accessed by customers and prospects deep in the buying cycle when they are researching product and process solutions
- Accessible via multiple paths (article pages, supplier listings, advertisements, etc.)
- Increased search return opportunities

PRICE (in US Dollars)	
Basic Showroom	FREE
Expanded Showroom <i>Plastics Technology México</i> Advertisers	FREE
Expanded Showroom Non-Advertisers	\$400/Month

PT MÉXICO WEBINARS

- **LEADS, LEADS, LEADS!** The people who register to your webinar are a direct target of prospects for you to follow up and produce potential sales with.
- **THOUGHT LEADERSHIP:** Receive a platform (GoToWebinar) to speak to active manufacturing professionals interested in the technology or service you provide.
- **EXPERT MODERATOR:** Your live and practice webinars are moderated by the *PT México* webinar/editor team.
- **INTEGRATED MEDIA PROMOTION:** Your brand and knowledge topic will be positioned and promoted in every media outlet that *PT México* offers.



Don't miss out on the opportunity to showcase your company's knowledge and leadership on important plastics industry topics!

PRICE (in US Dollars)	
Advertisers	\$4,900
Non- Advertisers	\$5,900

MEXIMOLD 2019



Gardner Business Media and AMMMT (Mexican Association of Manufacture of Molds and Dies) have joined forces to launch Mexico's first edition of an event called **Meximold**.



Dates & Location

NOVEMBER 20 - 21, 2019
 Queretaro Centro de Congresos
 Queretaro, Mexico

Description

Meximold is a live event for the leading suppliers of Additive Manufacturing, Mold Making, Maintenance and Injection Molding to display their products and present their services to the Mexican Market.

Meximold will also offer three conference tracks focused on:

- additive manufacturing
- mold building
- injection molding

*For more information on Meximold 2019, please visit meximold.com

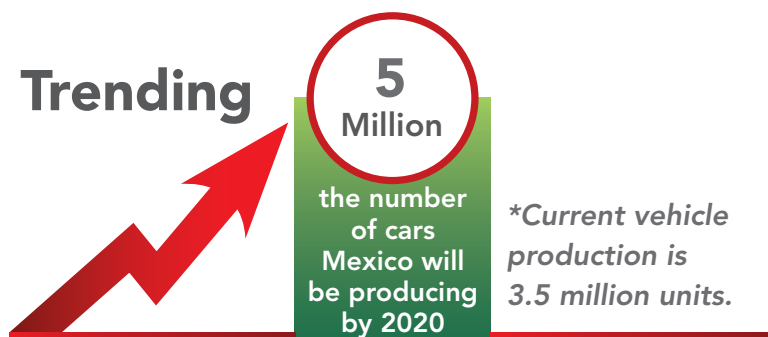
These tracks support the demand for education in these three growing services in México.

Market

Market Value



Trending



Add this event to your 2019 schedule today!

Space will be limited, so please contact your sales representative to reserve your space and check available sponsorships (see back page for contact information).

Presented by:





MÉXICO

MONTERREY HEADQUARTERS

Av. Eugenio Garza Sada 427
Int. 38 Office 27
Col. Altavista, Monterrey, N.L.,
México
C.P. 64840
PH +52 (81) 83-87-40-67

Claude Mas

International Group Publisher
cmas@PT-Mexico.com

Natalia Ortega

Editor-in-Chief
nortega@PT-Mexico.com

Guillermo Fernández

Associate Publisher
PH +1-305-308-7006
gfernandez@PT-Mexico.com

Allison Kline Miller

Director of Events Mexico
allison@gardnerweb.com

Mariana Guerrero

Marketing Manager Mexico
mguerrero@PT-Mexico.com

Mauricio Pineda

Assistant Editor
mpineda@PT-Mexico.com

Ángela Restrepo

Circulation
arestrepo@PT-Mexico.com

Jessica Juárez

Advertising Manager México
jjuarez@PT-Mexico.com



UNITED STATES AND CANADA

MIDWEST / SOUTHEAST / CANADA

Jackie Dalzell

District Manager
PH +1-513-338-2185
FAX +1-513-527-8801
jdalzell@ptonline.com

NORTH ATLANTIC / NORTH- EAST

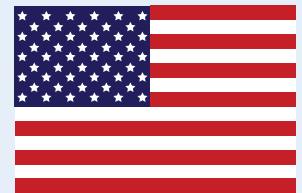
Lou Guarracino

District Manager
PH +1-215-327-9248
FAX +1-513-527-8801
loug@ptonline.com

MIDWEST / MOUNTAIN / SOUTHWEST / WEST

Dale Jackman

District Manager
PH +1-630-345-3469
FAX +1-513-527-8801
djackman@gardnerweb.com



INTERNATIONAL

EUROPE (EXCEPT ITALY)

Edward Kania

European Sales Manager
PH +44 1663 750242
FAX +44 7974 168188
ekania@gardnerweb.com

TAIWAN

May Hsiao

J&M Media Corporation
PH +886-4-22353959
FAX +886-4-22362582
may.jm168@gmail.com

CHINA

Erica Cheng

Gedy Advertising
PH +86-185-1531-1075
FAX +86-10-6567-3321
erica@gedyinc.com



JAPAN

Toshiro Matsuda

Plastics Age Co., Ltd
PH +03-256-1951
sales@plasticsage.co.jp

ITALY

Nicola Orlando

PH +39-02-4158-056
FAX +39-02-4830-1981
orlando@com3orlando.it

SPAIN / PORTUGAL

Conchi Aranguren

Neben (Spain)
PH +34 600 424223
conchi@nebenconsulting.es

CORPORATE STAFF

CEO

Richard Kline, CBC

rcline@gardnerweb.com

CHIEF DATA OFFICER

Steven Kline, Jr.

skline2@gardnerweb.com

DIRECTOR OF AUDIENCE

ENGAGEMENT

Dave Necessary

dnecessary@gardnerweb.com

PRESIDENT

Richard Kline, Jr.

rcline2@gardnerweb.com

CUSTOM CONTENT DIRECTOR

Tom Beard

tbeard@gardnerweb.com

CHIEF FINANCIAL OFFICER

Ernest Brubaker

ernieb@gardnerweb.com

CHIEF MARKETING OFFICER

Melissa Kline Skavlem

mskavlem@gardnerweb.com

AUDIENCE DEVELOPMENT

MANAGER

Julie Ball

jball@gardnerweb.com

GROUP PUBLISHER

Ryan Delahanty

ryand@gardnerweb.com



GARDNER
Business Media, Inc.

6915 Valley Avenue
Cincinnati, OH 45244-3029
PH +1-513-527-8800 FAX +1-513-527-8801
gardnerweb.com

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- *Plastics Technology* • *MoldMaking Technology*
- *Modern Machine Shop* • *Automotive Design & Production*
- *Products Finishing* • *Production Machining*
- *Map Your Show* • *AutoBeat* • *CompositesWorld*
- *Modern Machine Shop México*