

Modern Machine Shop

Connecting Metalworking
Buyers and Sellers



PRINT



ONLINE



E-NEWS



EVENTS

PROFILE:

Manufacturing Technology Buyer

- Is around 50 years old

- Is college educated

- Is technically minded

- Looks for product or process solutions at least once a month

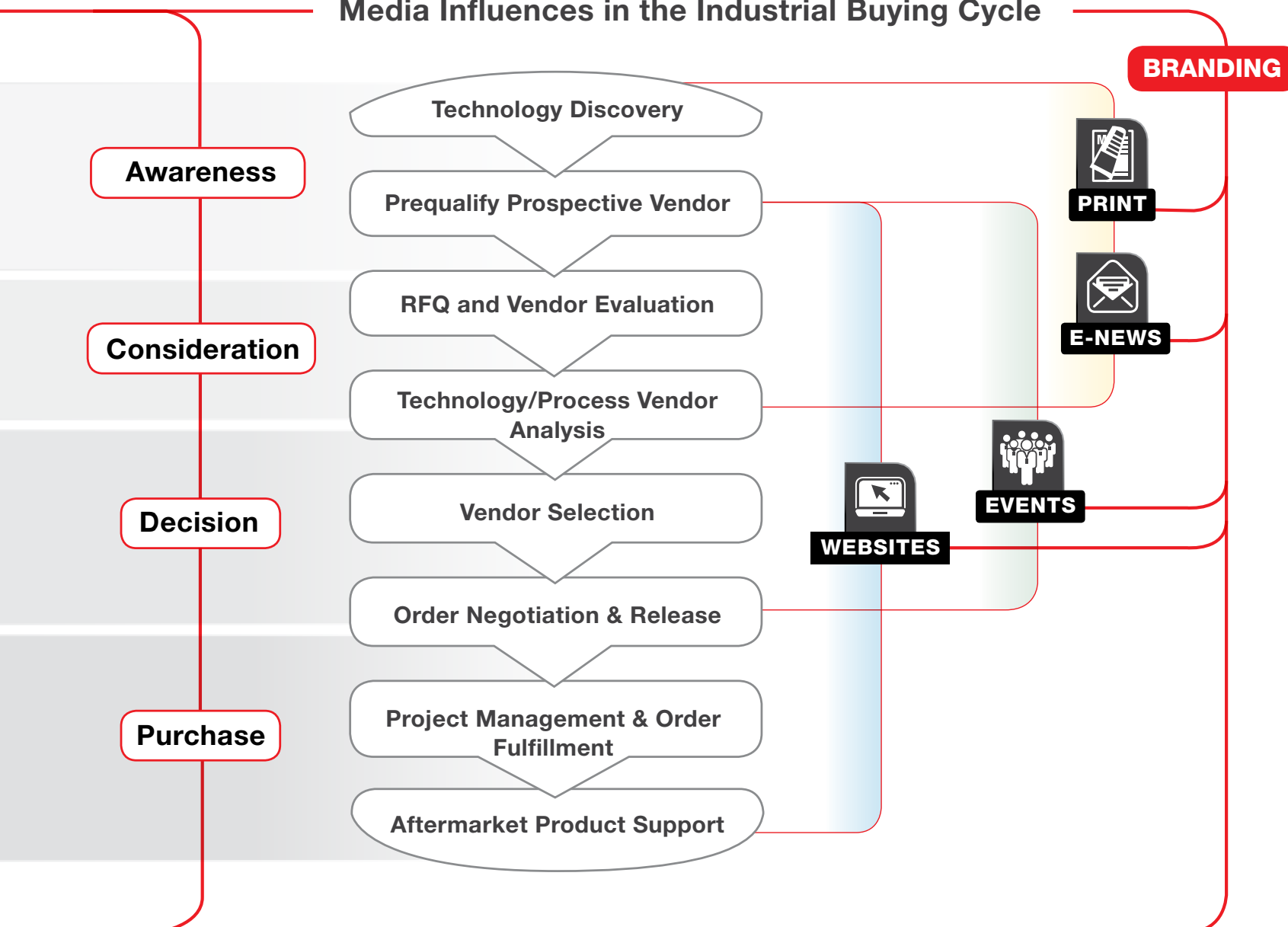
- Uses at least five media types to find work-related information

- Carries a laptop computer

- Uses a smartphone

Connecting Buyers and Sellers Throughout the Industrial Buying Cycle

Media Influences in the Industrial Buying Cycle



To influence behavior at each stage of the buying cycle, a balanced, integrated media program is of vital importance. This provides the best path to building brand awareness in the minds of buyers. When you are well branded early in the buying cycle, your company holds a strong competitive advantage.

— Rick Kline Jr., Group Publisher, Gardner Publications, Inc.

**Modern
Machine
Shop**

The best tools and biggest audience for selling metalworking products and services.

TOTAL MMS MONTHLY AUDIENCE IMPRESSIONS

241,000+



PRINT

Most effective media channel for finding information on industry news, new technology, industry events and market data

97,000+
SUBSCRIBERS*

OPERATIONS** Circulation Facilities

High Speed Machining	61,959	25,331
Turning	51,931	22,851
Milling	51,002	23,051
Drilling	43,997	20,631
Grinding	43,699	18,138
CNC Operations	43,071	19,865
CAD/CAM	39,037	17,795
Micromachining	36,917	11,978
Wire EDM	35,243	11,212
Titanium Machining	32,482	10,241
Composite Machining	31,299	9,505
EDM	31,166	12,448
Inspection	17,310	6,598
Additive Manufacturing	15,473	4,977
Deburring	12,710	4,949
Boring	10,925	4,705
Honing	8,231	2,933
Robotics	6,573	1,850
Laser Machining	2,883	709
Gear Cutting	2,820	972



WEBSITE

Primary media resource for finding information on new products, new processes, best practices

73,000+
VISITS

TOP 20 DOMAINS

alcoa.com	navy.mil
boeing.com	ngc.com
cat.com	parker.com
emerson.com	pw.utc.com
fairfieldmfg.com	siemens.com
ford.com	swagelok.com
ge.com	timken.com
gm.com	trane.com
honeywell.com	triumphgroup.com
medtronic.com	zimmer.com

* June 2011 BPA ** June 2011 Publishers Count



E-NEWS

Effective push media channel. A primary source for discovering new product technology, event information and industry news

71,000+
SUBSCRIBERS



EVENTS

A leader in lead generation and primary venue for researching product technology



Our print and electronic audiences closely mirror the makeup of the manufacturing community that is by far the most influential in purchasing decisions.

— Steven Kline Jr., Director of Market Intelligence

END MARKETS



AUTOMOTIVE

PRINT 56,930

Contract Shops 47,350

OEMs 9,580

EMAIL 39,766

EVENTS PRI, amerimold, IMTS

TOP COMPANIES

- Honda
- Visteon
- Chrysler
- Toyota
- Navistar
- Ford
- Paccar
- BMW
- GM
- Subaru

TOP DOMAINS

- ham.honda.com
- ford.com
- goodrich.com



AEROSPACE

PRINT 49,955

Contract Shops 42,563

OEMs 7,392

EMAIL 34,596

EVENTS WESTEC, IMTS, TRAM

TOP COMPANIES

- Boeing
- Lockheed Martin
- Northrop Grumman
- Sikorsky Aircraft
- Learjet

TOP DOMAINS

- lmco.com
- rollsroyce.com
- boeing.com



OFF-ROAD

PRINT 43,840

Contract Shops 40,147

OEMs 3,693

EMAIL 29,511

EVENTS MFG4, FABTECH, IMTS

TOP COMPANIES

- Toro
- Agco
- Hunter Industries
- John Deere
- CNH America

TOP DOMAINS

- cat.com
- titan-intl.com
- toro.com



MEDICAL

PRINT 46,336

Contract Shops 40,672

OEMs 5,664

EMAIL 32,161

EVENTS IMTS, MD&M, QUALITY

TOP COMPANIES

- Medtronic
- Smith & Nephew
- Stryker Corp.
- Depuy Ortho
- Boston Scientific

TOP DOMAINS

- medtronic.com
- zimmer.com
- accellent.com



DEFENSE

PRINT 43,438

Contract Shops 42,583

OEMs 875

EMAIL 31,083

EVENTS IMTS, FABTECH, MFG4

TOP COMPANIES

- Honeywell
- Raytheon Missile Systems
- Rockwell Collins
- Garmin International
- Rock Island Arsenal

TOP DOMAINS

- baesystems.com
- ngc.com
- navy.mil.us



ELECTRONICS

PRINT 47,313

Contract Shops 38,874

OEMs 8,439

EMAIL 25,088

EVENTS IMTS, RAPID, QUALITY

TOP COMPANIES

- Motorola
- 3M
- Apple
- Dell
- IBM Corp

TOP DOMAINS

- telephonics.com
- eaton.com
- trw.com



ENERGY

PRINT 21,901

Contract Shops 20,147

OEMs 1,754

EMAIL 16,233

EVENTS IMTS, MFG4, EUROMOLD

TOP COMPANIES

- Siemens Energy
- Dresser Rand
- Baker Oil Tools
- FMC Technologies
- Solar Turbines

TOP DOMAINS

- ge.com
- siemens.com
- halliburton.com



JOB SHOPS

PRINT 30,874

EMAIL 14,553

EVENTS IMTS, MM LIVE US, amerimold

TOP COMPANIES

- C&S Machine Products, Inc.
- Major Tool & Machine, Inc.
- Dearborn Precision Tubular
- Unison Engine Components
- Pulse Technologies

TOP DOMAINS

- candsmachine.com
- pulsetechnologies.com
- majortool.com

Best reach to metalworking's most active industries

**Modern
Machine
Shop**

The biggest impact for building your brand.

PRINT AUDIENCE

SUBSCRIBER PROFILE

Total Subscribers*	97,036
Total Mfg Facilities**	50,054
Total Manufacturing*	92,570
Personal Direct Request	88.8%

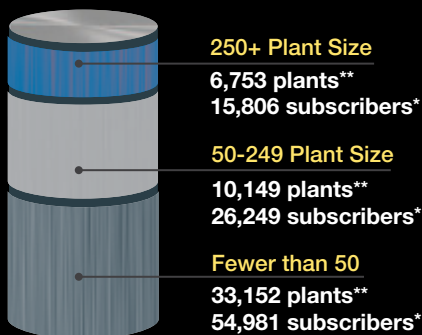
END MARKETS** JOB SHOPS OEM

Automotive	47,350	9,580
Aerospace	42,563	7,392
Agriculture/ Construction/ Farm Machinery	40,147	3,693
Electrical/Electronics	34,874	8,439
Energy/Oil/Mining	20,147	1,754
Medical	40,672	5,664
Defense/Military	42,583	875
Metalworking Machine Shops/ Contract Mfgs	30,874	n/a

JOB TITLES & FUNCTIONS*

Company Mgmt and Corp Exec, Purchasing	41,114
Engineering Mgmt & Dept	27,066
Production Mgmt & Dept	19,400

PLANT SIZE*



* June 2011 BPA ** June 2011 Publishers Count



A *Modern Machine Shop* magazine advertisement remains the most impactful way to build brand recognition and is an essential foundation for any integrated marketing strategy.

How *Modern Machine Shop* Builds Brand.

- **IMPACT.** *MMS* surrounds your message with the two most powerful factors in brand development – compelling content and an influential audience.
- **MMS DELIVERS.** Literally. *Modern Machine Shop* delivers each month to metalworking’s largest audience. It’s physical. It’s lasting. It’s influential.

Why Building Your Brand in Print Matters.

Throughout the industrial buying cycle, brand recognition and brand reputation is critical; particularly during the *awareness* and *consideration* phases. Brand is the first factor used by industrial buyers when evaluating and compiling a list of prospective suppliers.

How They Find Information.

OUR SUBSCRIBER

YOUR BUYER

90% of manufacturing professionals indicated trade magazines as the most effective channel for finding information on products, processes and best practices.†

† - Source: Gardner Research 2011 Media Usage in Manufacturing Facilities Survey

WEBSITE

Extend your brand and put your message in context.

ONLINE AUDIENCE

TOTAL ACTIVITY

Total Visits
(MONTHLY)
73,000+

Total Visits
(YEARLY)
876,000+

Total Views
(MONTHLY)
167,500+

Total Views
(YEARLY)
2,000,000+

BLOG VIEWS (MONTHLY AVG.)

2010
4,450+

2011
5,600+

SUPPLIER & SHOWROOM TRAFFIC

2011 AVERAGE
MONTHLY VIEWS

24,000+

TOP 10 ZONES 2011

1. CAD/CAM
2. CNC & Machine Controls
3. Machining Centers
4. High Speed Machining
5. Aerospace Machining
6. Cutting Tools
7. Turn/Mill Machining
8. Turning
9. Workholding
10. Measurement



MMSOnline offers contextual brand alignment, putting your company in front of prospective buyers at a time when they are looking for the specific solutions you offer.

How MMSOnline Builds Brand.

- **VISITORS.** MMS optimizes content and invests in design and functionality to ensure MMSOnline attracts and serves metalworking equipment buyers at all stages of the industrial buying cycle.
- **CONTEXT.** We've expanded our zone advertising concept to include article pages. The expansion delivers more traffic and deeper contextual alignment for your advertisement.

Why Building Your Brand Online Matters.

Online research is a key part of the industrial buying cycle particularly during the *consideration* and *decision* stages. MMSOnline is where buyers search, research and learn about new product technology and new process innovations. Aligning your message with the areas where prospects are likely to look for technical solutions is the essence of contextual advertising and brand development.

Where They Conduct Research.



#1 Manufacturing professionals ranked industry websites as the most effective channel for researching new product information and process solutions.†

† - Source: Gardner Research 2011 Media Usage in Manufacturing Facilities Survey

Deliver your brand and drive traffic.

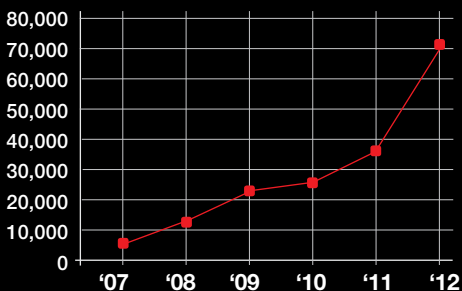
EMAIL AUDIENCE

TOTAL AUDIENCE **71,000+**

TOP 20 DOMAINS

alcoa.com	lmco.com
boeing.com	medtronic.com
cat.com	navy.mil
eaton.com	ngc.com
emerson.com	parker.com
fairfieldmfg.com	pw.utc.com
ford.com	siemens.com
ge.com	stryker.com
gm.com	swagelok.com
goodrich.com	timken.com

LIST GROWTH



LIST GROWTH – EXPLAINED.

In 2012, *Modern Machine Shop* is expanding its permission-based e-mail distribution to include all *MMS* subscribers. Why? In 2011, we saw an increased demand from metalworking buyers for different types of digital content – web, webinars, videos, blogs, e-newsletters, social media, etc. At the same time, we also saw that the preferred and most effective way to inform those buyers of new digital content is email. As a result, *MMS* will increase its dialogue with print and electronic subscribers by pushing original, compelling and useful content more frequently via email.



MMS Extra is just that – additional, influential “pushes” that provide an essential component to reaching buyers throughout the industrial buying cycle.

How MMS Extra Builds Brand.

- **HIGH IMPACT.** MMS Extra delivers your advertisement direct to the inbox of opt-in subscribers in a trusted format; surrounded by compelling, technical content.
- **HIGH ACTIVITY.** MMS Extra advertisements produce a concentrated, direct push component to your marketing program.

Why Building Your Brand In Email Matters.

Email is direct, immediate and actionable. As a result, it is a vital component to a complete integrated program. Email produces a high volume of impressions; impressions produced by permission-based subscribers who have opened an email looking for technical information. As a result, email is an ideal venue for targeting the *awareness* and *consideration* phase of the industrial buying cycle.

How They Discover New Technology.



#1 Manufacturing professionals indicated email as the most effective means for learning about new technologies, special offers or new events.†

† - Source: Gardner Research 2011 Media Usage in Manufacturing Facilities Survey

Display your
brand and
generate
leads.



Buying industrial
equipment is very
much a physical, face-
to-face transaction.

For this and many other reasons, events
are an irreplaceable element in an integrated
media strategy.

EVENTS AUDIENCE

BONUS DISTRIBUTION

FEBRUARY	JUNE
• MD&M West	• amerimold
MARCH	AUGUST
• MM Live	• IMTS
• The MFG Meeting	SEPTEMBER
• Quality Expo	• IMTS
• WESTEC	• TRAM3
MAY	NOVEMBER
• MFG4	• FABTECH
• RAPID	• EuroMold
• MD&M East	DECEMBER
	• PRI/Performance Racing

MMS PRE-SHOW COVERAGE

MARCH – WESTEC
JUNE – amerimold
AUGUST – IMTS
SEPTEMBER – IMTS

IMTS 2012 OFFICIAL PRODUCTS

- IMTS.com Web Site
- IMTS Technology e-newsletter
- IMTS TV
- IMTS Kioks
- IMTS Maps
- IMTS Directory of Exhibits
- IMTS ShowDaily
- MMS August Show Issue

VISIT www.imts.com/promote

amerimold 2012 PRODUCTS

- amerimold Show Directory
- MMS June Show Issue
- MoldMaking Technology May & June Show Issues

VISIT www.amerimoldexpo.com

How Events Build Your Brand.

- **BEYOND THE BOOTH.** In addition to providing a complete suite of promotional products, MMS invests in covering and attending events and providing press opportunities for exhibitors.
- **ONSITE.** The opportunity to display your products and interact face-to-face with buyers at a time when they are looking for solutions is a key component to your integrated marketing strategy.

Why Building Your Brand at Events Matters.

Events remain a leader in lead generation and brand building. There is no substitute for displaying your brand, your products and your people in person. From pre-show promotion to post-show lead follow-up, events are a critical part of reaching buyers throughout the industrial buying cycle.

IMTS 2012.



The International Manufacturing Technology Show will be the year's premier opportunity to connect directly with metalworking buyers at a time when they are looking for new products and service technology. Contact us to start developing your IMTS promotional strategy.

LEARN MORE: See the *IMTS TOTAL COVERAGE* insert inside this media kit.

Where They Discover New Products.








60% or more of all
metalworking
professionals discover new products
and processes at trade shows and
other live events such as webinars.†

† - Source: Gardner Research 2011 Media Usage in Manufacturing Facilities Survey

ISSUE	Featured Topics For Special Coverage	Better Production Shops Using Technology special coverage on:	Modern Equipment Review Special section	Tooling & Workholding Product section covers:
JANUARY Ad Closing Date: 12/1/11 Ad Materials Deadline: 12/8/11	<ul style="list-style-type: none"> • CUTTING TOOLS • TURNING 	Workholding	Robots & Automation	Cutting Tools, Toolholders & Workholding Equipment
FEBRUARY Ad Closing Date: 12/30/11 Ad Materials Deadline: 1/6/12	<ul style="list-style-type: none"> • EDM • MEDICAL MACHINING 	CAD/CAM Software	Grinding	Cutting Tools, Toolholders & Workholding Equipment
MARCH Ad Closing Date: 1/27/12 Ad Materials Deadline: 2/3/12	<ul style="list-style-type: none"> • MEASUREMENT & INSPECTION • MICROMACHINING 	Machining Centers	Laser/Product Marking	Cutting Tools, Toolholders & Workholding Equipment
PRE-SHOW COVERAGE WESTEC				
APRIL Ad Closing Date: 2/27/12 Ad Materials Deadline: 3/5/12	<ul style="list-style-type: none"> • WORKHOLDING • LARGE-PART MACHINING 	Laser & Waterjet Machining	Turning	Cutting Tools, Toolholders & Workholding Equipment
MAY Ad Closing Date: 3/27/12 Ad Materials Deadline: 4/3/12	<ul style="list-style-type: none"> • CNC & MACHINE CONTROLS • AEROSPACE MACHINING 	Grinding	Micromachining	Cutting Tools, Toolholders & Workholding Equipment
PRE-SHOW COVERAGE AMERIMOLD				
JUNE Ad Closing Date: 4/27/12 Ad Materials Deadline: 5/4/12	<ul style="list-style-type: none"> • ADDITIVE MANUFACTURING • DIE/MOLD MACHINING 	Measurement & Inspection	EDM	Cutting Tools, Toolholders & Workholding Equipment
JULY Ad Closing Date: 5/28/12 Ad Materials Deadline: 6/4/12		Laser/Product Marking	Cleaning & Deburring	Cutting Tools, Toolholders & Workholding Equipment
AUGUST Ad Closing Date: 6/27/12 Ad Materials Deadline: 7/6/12	 International Manufacturing Technology Show IMTS 2012 Show Issue			
SEPTEMBER Ad Closing Date: 7/27/12 Ad Materials Deadline: 8/3/12	<ul style="list-style-type: none"> • HOLE MAKING • SWISS-TYPE MACHINING 	 More: IMTS Show Coverage		
OCTOBER Ad Closing Date: 8/29/12 Ad Materials Deadline: 9/5/12	<ul style="list-style-type: none"> • TITANIUM • MULTITASKING MACHINING 	Shop Management Software	Measurement & Inspection	Cutting Tools, Toolholders & Workholding Equipment
NOVEMBER Ad Closing Date: 9/27/12 Ad Materials Deadline: 10/4/12	<ul style="list-style-type: none"> • CAD/CAM SOFTWARE • MILLING/MACHINING CENTERS 	Welding & Fabrication	Laser & Waterjet Machining	Cutting Tools, Toolholders & Workholding Equipment
DECEMBER Ad Closing Date: 10/27/12 Ad Materials Deadline: 11/3/12	<ul style="list-style-type: none"> • GRINDING • MACHINING FOR PERFORMANCE RACING 	Cutting Tools	Machining Centers	Cutting Tools, Toolholders & Workholding Equipment

working buyers

Systems & Software Product section covers:	Special Supplements	Bonus Distribution
CAD/CAM Shop Management & Manufacturing Software		
CAD/CAM Shop Management & Manufacturing Software	 Additive Manufacturing Supplement to MMS & MMT	Medical Design & Manufacturing West February 14-16, 2012, Anaheim, CA
	 AMTDA American Machine Tool Distributors' Association	MM Live US March 7-8, 2012, Rosemont, IL
	2012 AMTDA Buyer's Guide Supplement to MMS	The MFG Meeting March 8-11, 2012, Orlando, FL
		Quality Expo March 14-15, 2012, Fort Worth, TX
		WESTEC March 27-29, 2012, Los Angeles, CA
CAD/CAM Shop Management & Manufacturing Software		
	 Additive Manufacturing Supplement to MMS & MMT	MFG4 May 8-10, 2012, Hartford, CT
		RAPID May 22-24, 2012, Atlanta, GA
		Medical Design & Manufacturing East May 22-24, 2012, Philadelphia, PA
CAD/CAM Shop Management & Manufacturing Software		amerimold June 13-14, 2012, Novi, MI
CAD/CAM Shop Management & Manufacturing Software		
	 Additive Manufacturing Supplement to MMS & MMT	IMTS September 10-15, 2012, Chicago, IL
		IMTS September 10-15, 2012, Chicago, IL
		TRAM3 September 12-13, 2012, Chicago, IL
CAD/CAM Shop Management & Manufacturing Software		
CAD/CAM Shop Management & Manufacturing Software	 Additive Manufacturing Supplement to MMS & MMT	FABTECH November 12-14, 2012, Las Vegas, NV
		Euromold November 27-30, 2012, Frankfurt, GE
CAD/CAM Shop Management & Manufacturing Software		PRI Performance Racing Nov 29-Dec 1, 2012, Orlando, FL

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Modern Machine Shop

The biggest impact for building your brand.

2012 SPECIAL AD RATES

COMBINATION RATES

Advertisers may combine their total number of insertions in *Modern Machine Shop* with any other Gardner Publications, 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 sales representative for details.

COVER RATES

Cover rates include black and any combination of process colors.

Second cover (inside front)	\$ 8,710
Third cover (inside back)	\$ 8,020
Fourth cover (back)	\$ 9,990

AGENCY COMMISSIONS

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

SPECIAL POSITION REQUESTS

Add 10% to space and color charges.

EFFECTIVE JANUARY 2012

4-COLOR RATES STANDARD

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$ 7,300	\$ 7,250	\$ 7,150	\$ 7,050	\$ 6,950	\$ 6,810	\$ 6,740	\$ 6,480
3/4 Page	\$ 5,750	\$ 5,720	\$ 5,670	\$ 5,620	\$ 5,570	\$ 5,490	\$ 5,440	\$ 5,340
2/3 Page	\$ 5,740	\$ 5,710	\$ 5,660	\$ 5,610	\$ 5,560	\$ 5,480	\$ 5,430	\$ 5,330
1/2 Island	\$ 5,770	\$ 5,740	\$ 5,690	\$ 5,640	\$ 5,580	\$ 5,500	\$ 5,420	\$ 5,320
1/2 Page	\$ 4,770	\$ 4,750	\$ 4,730	\$ 4,710	\$ 4,690	\$ 4,640	\$ 4,620	\$ 4,540
3/8 Page	\$ 4,110	\$ 4,100	\$ 4,080	\$ 4,060	\$ 4,040	\$ 4,010	\$ 4,000	\$ 3,950
1/4 Page	\$ 3,410	\$ 3,400	\$ 3,380	\$ 3,360	\$ 3,340	\$ 3,310	\$ 3,300	\$ 3,270
1/8 Page	\$ 2,720	\$ 2,710	\$ 2,700	\$ 2,690	\$ 2,680	\$ 2,670	\$ 2,660	\$ 2,650
Spread	\$ 11,995	\$ 11,985	\$ 11,790	\$ 11,590	\$ 11,400	\$ 11,150	\$ 11,000	\$ 10,520

2-COLOR RATES*

*Matched or PMS color: Add an additional \$500 to the 2-color standard rate.

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$ 6,300	\$ 6,250	\$ 6,150	\$ 6,050	\$ 5,950	\$ 5,810	\$ 5,740	\$ 5,480
3/4 Page	\$ 4,750	\$ 4,720	\$ 4,670	\$ 4,620	\$ 4,570	\$ 4,490	\$ 4,440	\$ 4,340
2/3 Page	\$ 4,740	\$ 4,710	\$ 4,660	\$ 4,610	\$ 4,560	\$ 4,480	\$ 4,430	\$ 4,330
1/2 Island	\$ 4,770	\$ 4,740	\$ 4,690	\$ 4,640	\$ 4,580	\$ 4,500	\$ 4,420	\$ 4,320
1/2 Page	\$ 3,770	\$ 3,750	\$ 3,730	\$ 3,710	\$ 3,690	\$ 3,640	\$ 3,620	\$ 3,540
3/8 Page	\$ 3,110	\$ 3,100	\$ 3,080	\$ 3,060	\$ 3,040	\$ 3,010	\$ 3,000	\$ 2,950
1/4 Page	\$ 2,410	\$ 2,400	\$ 2,380	\$ 2,360	\$ 2,340	\$ 2,310	\$ 2,300	\$ 2,270
1/8 Page	\$ 1,720	\$ 1,710	\$ 1,700	\$ 1,690	\$ 1,680	\$ 1,670	\$ 1,660	\$ 1,650
Spread	\$ 10,995	\$ 10,985	\$ 10,790	\$ 10,590	\$ 10,400	\$ 10,150	\$ 10,000	\$ 9,520

BLACK AND WHITE RATES

SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$ 5,300	\$ 5,250	\$ 5,150	\$ 5,050	\$ 4,950	\$ 4,810	\$ 4,740	\$ 4,480
3/4 Page	\$ 3,750	\$ 3,720	\$ 3,670	\$ 3,620	\$ 3,570	\$ 3,490	\$ 3,440	\$ 3,340
2/3 Page	\$ 3,740	\$ 3,710	\$ 3,660	\$ 3,610	\$ 3,560	\$ 3,480	\$ 3,430	\$ 3,330
1/2 Island	\$ 3,770	\$ 3,740	\$ 3,690	\$ 3,640	\$ 3,580	\$ 3,500	\$ 3,420	\$ 3,320
1/2 Page	\$ 2,770	\$ 2,750	\$ 2,730	\$ 2,710	\$ 2,690	\$ 2,640	\$ 2,620	\$ 2,540
3/8 Page	\$ 2,110	\$ 2,100	\$ 2,080	\$ 2,060	\$ 2,040	\$ 2,010	\$ 2,000	\$ 1,950
1/4 Page	\$ 1,410	\$ 1,400	\$ 1,380	\$ 1,360	\$ 1,340	\$ 1,310	\$ 1,300	\$ 1,270
1/8 Page	\$ 720	\$ 710	\$ 700	\$ 690	\$ 680	\$ 670	\$ 660	\$ 650
Spread	\$ 9,995	\$ 9,985	\$ 9,790	\$ 9,590	\$ 9,400	\$ 9,150	\$ 9,000	\$ 8,520



PRINT AD REQUIREMENTS

HOW TO SUBMIT FILES

1. Upload to: gardnerweb.com/upload (20MB max)
2. Email file to: billc@gardnerweb.com (5MB max)
3. Ship CD/proofs to:
Advertising Department
Modern Machine Shop Magazine
6915 Valley Ave.
Cincinnati, OH 45244

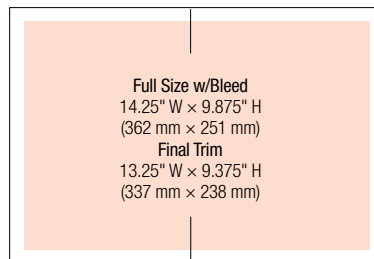
INSERTS

For insert sizes, current quantities and shipping information, contact

Bill Caldwell
PH (800) 950-8020 or (513) 527-8800
email: billc@gardnerweb.com

FOR ADDITIONAL AD INFO

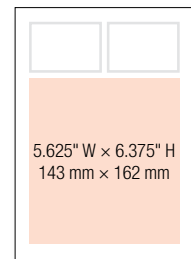
Bill Caldwell
PH (800) 950-8020 or (513) 527-8800
email: billc@gardnerweb.com



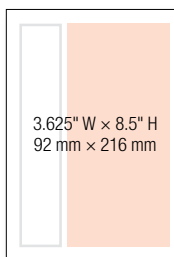
Two-Page Spread

Standard Ruled Page
5.625" W × 8.5" H
146 mm × 210 mm
Full Size w/Bleed
7.125" W × 9.875" H
181 mm × 251 mm
Final Trim
6.625" W × 9.375" H
168 mm × 238 mm
Max Live Area
6.125" W × 8.875" H

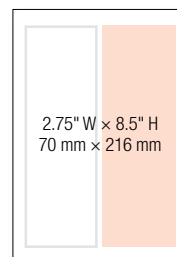
One Page



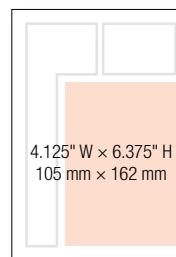
Three-Quarter Page



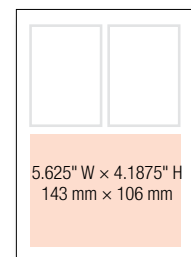
Two-Third Page



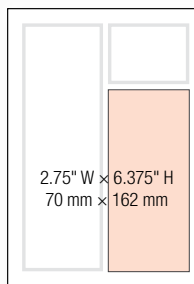
Half Page (Vertical)



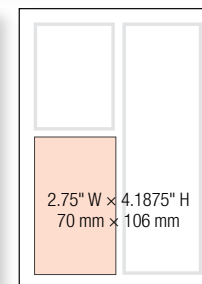
Island Unit



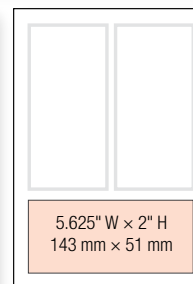
Half Page (Horizontal)



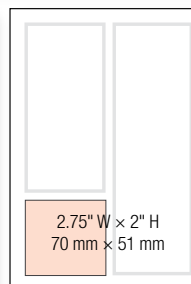
Three-Eighth Page



Quarter Page (Vertical)



Quarter Page (Horizontal)



Eighth Page

BORDERS: Three-Eighth, Quarter and Eighth page ads must have a border on all sides.



ZONE ADVERTISING LOCATIONS

MMS ONLINE ZONES

- Additive Manufacturing
- Aerospace Machining
- Automotive Machining
- CAD/CAM
- CAM for Die/Mold
- CAM for Production
- CNC & Machine Controls
- Composites Machining
- Cutting Tools
- Deburring
- Die/Mold Machining
- EDM
- ERP Software
- Grinding
- High Speed Machining
- Inspection & Measurement
- Large-Part Machining
- Lean Manufacturing
- Machining Centers
- Five Axis Machining
- Medical Machining
- Metalworking Fluids
- Micromachining
- Milling Tools
- Parts Cleaning
- Retrofit/Rebuild
- Titanium Machining
- Toolholders
- Training & Personnel
- Turn/Mill Machines
- Turning
- Turning Tools
- Workholding

EXCLUSIVE PAGES

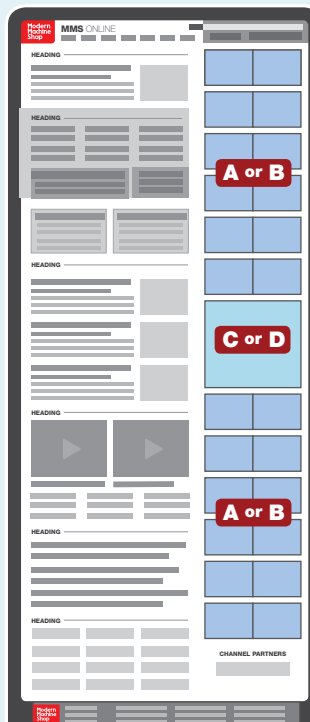
- Calendar
- Equipment Review
- Expert Advice
- Forums
- Industry News
- Machining Videos
- Materials
- Products
- Used Equipment
- Utilities & Calculators
- Web Links Repository

MMS ONLINE AD RATES

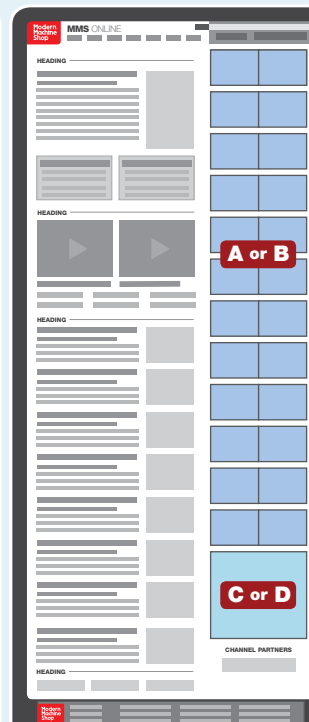
MMS Online Ad Locations	Digital Ad Type	Availability (per page)	Investment (gross/month)
Home Page (Includes Slotting*)	Hybrid Ad Package	12	\$ 2,000
Blog Page (Weekly E-news Push*)	Hybrid Ad Package	12	\$ 1,750
Zone Page (Includes Slotting*)	Hybrid Ad Package	12	\$ 1,500
Suppliers Page	Hybrid Ad Package	12	\$ 1,250
Exclusive Pages	Half-page Ad	1	\$ 1,000

*Slotting: Priority placement in all product technology categories associated with your company
 *Weekly Blog Push: Your brand will be included as a sponsor in a weekly blog e-newsletter

MMS ONLINE AD LOCATIONS



– MMS Home Page



– Zone Pages
 – Blog Page
 – Suppliers Page



– Exclusive Pages

ADDITIONAL MMS ONLINE PRODUCTS

Webinars

INVESTMENT: \$6,500

Gain credibility in the metalworking marketplace while securing leads. Sponsoring a Webinar through *Modern Machine Shop* 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 *MMS* Editor
- Print advertisement in *MMS* magazine
- Email invitations to *MMS* opt-in audience
- *MMS* Extra e-newsletter advertisement
- Custom lead report including all registrants

Knowledge Centers

INVESTMENT: Contact *MMS* Sales Rep.

Share your knowledge with the highly focused metalworking audience. A sponsored Knowledge Center offers your company a multi-media platform to demonstrate your capabilities within a specific technology area.

Knowledge Centers Provide:

- Exclusivity by content focus
- Perception of industry expertise
- Interaction with interested technology buyers
- A fully integrated media promotional program including a strong web, e-newsletter and print presence.

HYBRID AD PACKAGE INCLUDES

One (1) Hybrid ad
(Live-Text or Branded)

AND A VALUE ADD

**Your Choice of a Rotating
Flash or Video Ad**

MMS ONLINE AD SPECIFICATIONS**A Live-Text HYBRID**

Live Text
6 lines
12-16 char.
per line

Image
150 x 100 pxls
jpg/gif; 10k

Live-text HYBRID Specs

LEFT: Live Text to be
entered by MMS
Advertising Mgr.
- 6 lines
- 16 char per/line

RIGHT: 150 x 100 pixels

STATIC IMAGE: 10K; gif/jpg

B Branded HYBRID

Graphic
150 x 100 pxls
jpg/gif; 10k

Image/Graphic
150 x 100 pxls
jpg/gif; 10k

Branded HYBRID Specs

LEFT: 150 x 100 pixels
text or logo graphic
on white background
10K; gif/jpg
Leave 5 pxl border on
all four sides

RIGHT: 150 x 100 pixels;
10K; gif/jpg

*rotating position on page refresh
SIZE: 300 x 100 pixels; 72 dpi

MMS ONLINE VALUE ADD RICH MEDIA SPECS**C 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

D VIDEO AD

480 x 360 or 640 x 360 pxl
SWF/FLA file
25 frames/sec.
30 sec. - 4 minutes

LOCATION: Home and
Zone Pages

**E HALF PAGE AD**

SIZE: 300 x 300 pixels
FILE : gif/jpg (static)
STATIC IMAGE: 45K
LOCATION: Exclusive
Pages

ADDITIONAL AD INFO

Bill Caldwell

PHONE (800) 950-8020
(513) 527-8800

EMAIL billc@gardnerweb.com

MMS Extra & Cutting Tool**MMS E-NEWSLETTER RATES**

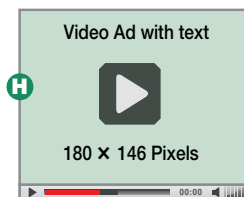
POSITION	PLACEMENTS	RATE PER/MO.
G Leaderboard Banner	1	\$2,500
H Video Ad	1	\$2,500
I Multiformat Ad	3	\$1,750
J New Products Ad	3	\$1,000

(Consecutive
3-month
commitment
required)



BANNER AD	WxH (pixels)	Resolution	Format	Max Size
Leaderboard	468 x 60	72 dpi	JPG/GIF	35K

G	E-Newsletter Leaderboard Banner 468 x 60 Pixels
----------	--



Your Headline Goes Here
(Sponsored Content)
You message and content will
be placed here. Maximum of
50 words or 250 characters.

MMS EXTRA: VIDEO AD

Image Size: 180 x 146
Resolution: 72 dpi
Format : JPG/GIF
File Size: 40K
Words: 50
Characters: 250

NOTE: Video player ad is video player image and text with link to online video.
Video does not play in email. Video may be housed on MMSonline.com or advertiser's website.

MMS EXTRA: MULTI-FORMAT AD

Single image combined with text	Image Size	120 x 60	
Lines	4	Resolution	72 dpi
Characters	45	Format	JPG/GIF
	File Size	40K	

I	Multi-Format Ad Image 120 x 60 Pixels
----------	---

Line 1: Your Headline Goes Here. Maximum 45 characters.
Line 2: You message and content will be placed here. Maximum 45 characters.
Line 3: You message and content will be placed here. Maximum 45 characters.
Line 4: Your message and URL goes here. Maximum 45 characters.

MMS EXTRA: NEW PRODUCTS AD (IMAGE/TEXT)

J	New Products Ad Image 140 x 140 Pixels	Single image combined with text	Image Size	140 x 140
		Word Count: 50	Resolution	72 dpi
			Format	JPG/GIF
			File Size	40K

**Modern
Machine
Shop**

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MMSonline.com

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