MODERN IS...

Integrated Media Solutions Connecting Metalworking Buyers and Sellers

2020 Media Kit
MODERN IS...
the industry standard

Delivering a qualified audience that depends on trusted metalworking technologies, processes and innovations.

PRINT
85,900+ SUBSCRIBERS*

ONLINE 275,200+ MONTHLY PAGE IMPRESSIONS*

EMAIL 53,200+ SUBSCRIBERS**

** June 2019 Publisher Counts

* June 2019 BPA Statement
MODERN IS... 
unparalleled reach into end markets.
Manufacturers make a lot of things. But whether they specialize in airfoils, wheels, titanium knees, molds or any combination of products, *Modern Machine Shop* speaks to the things they have in common. Investing in *MMS* means your message is carried to all these industries and more.

**MODERN IS... an influential reader base.**

Our professional audience development team invests in quality circulation to assure that *MMS* reaches industry professionals who are actively engaged in the CNC metalworking market.

**Operations Performed**

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<thead>
<tr>
<th>OPERATION</th>
<th>CIRCULATION</th>
<th>PLANTS</th>
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**Plant Size**

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<th>PLANTS</th>
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<td>250+</td>
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<tr>
<td></td>
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**Total 83,312** (96.9% of Total Subscribers)

- Company Mgmt., Corp. Execs and Purchasing: 41,333
- Production Management & Dept: 19,684
- Engineering Management & Dept: 16,645
- Design / R&D / Quality: 5,650

**Personal Direct Request Subscribers**

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<th>Manufacturing*</th>
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**CHECK THE AUDIT!**

Modern Machine Shop invests in quality circulation to assure that MMS reaches industry professionals who are actively engaged in the CNC metalworking market.

* June 2019 BPA Statement  ** June 2019 Publisher Counts
EDITORIAL COVERAGE

MODERN IS...

editors with feet on the ground.

Modern Machine Shop is the industry standard for how reporting on manufacturing can and should look, but there’s nothing standard about what we do. Our editors have unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more.

From G-code to industry 4.0, MMS leverages decades of experience to provide insight into what is new and what is important to the people that are moving manufacturing forward.

PRINT
Modern Machine Shop continues to be the industry leader in coverage of manufacturing technology, leveraging decades of experience to provide long-form content that is insightful and impactful.

DIGITAL
Our website, e-newsletters, and blog offer up-to-the minute manufacturing news, trends, and technology developments. Crafted with care, our digital content demonstrates how manufacturing is evolving.

SOCIAL
The editorial staff is invested in the industry and fills their social feeds with event coverage, shop visits, story links and more, allowing interaction with an active and engaged audience.

YOU CAN CONTRIBUTE
Modern Machine Shop provides your company with a direct means to submit content:

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# 2020 Editorial Calendar

**MONTH** | **AD CLOSING DATE** | **Emphasis Topics** | **Spotlight Topics** | **Bonus Distribution**
--- | --- | --- | --- | ---
JAN | 12.2.19 | • Cutting Tools | • Machining Centers | MFG Meeting - Fort Lauderdale, FL
 |  | • CNC Technology | • Tooling & Workholding | Aerodef - Fort Worth, TX
 |  | • EDM | • Systems & Software |  |
FEB | 1.2.20 | • EDM | • Turning |  |
 |  | • CAD/CAM Software | • Tooling & Workholding |  |
MARCH | 2.3.20 | • Milling & Machining Centers | • Grinding & Finishing |  |
 |  | • Composites Machining | • Tooling & Workholding |  |
 |  | • Aerospace Machining | • Systems & Software |  |
 |  |  | **EVENT PREVIEW: Smart Manufacturing Experience** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | MT360 - Santa Clara, CA
 |  |  |  |  | RAPID + TCT - Anaheim, CA
APRIL | 3.2.20 | • Additive Manufacturing | • Tooling & Workholding |  |
 |  | • Swiss-Type Machining | • Systems & Software |  |
 |  | • Medical Machining |  |  |
 |  |  | **EVENT PREVIEW: Amerimold** |  |
 |  |  | • Tooling & Workholding | • Systems & Software |  |
 |  |  |  |  | Amerimold - Novi, MI
MAY | 4.1.20 | • Data-Driven Manufacturing | • Additive Manufacturing |  |
 |  | • Five-Axis Machining | • Tooling & Workholding |  |
 |  | • World Machine Tool Consumption Report | • Systems & Software |  |
 |  |  | **EVENT PREVIEW: Amerimold** |  |
 |  |  | • Tooling & Workholding | • Systems & Software |  |
 |  |  |  |  |  |
JUNE | 5.1.20 | • Automation | • Tooling & Workholding |  |
 |  | • Shop Management Software | • Systems & Software |  |
 |  | • Die/Mold Machining |  |  |
 |  |  | **EVENT PREVIEW: IMTS 2020** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | IMTS 2020 - Chicago, IL
 |  |  |  |  | Additive Manufacturing Conference - Chicago, IL
 |  |  |  |  | Top Shops Conference - Chicago, IL
JULY | 6.1.20 | • Holemaking | • EDM |  |
 |  | • Multitasking Machining | • Tooling & Workholding |  |
 |  |  | • Systems & Software |  |  |
 |  |  | **EVENT PREVIEW: IMTS 2020** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | IMTS 2020 - Chicago, IL
 |  |  |  |  |  |
AUG | 7.1.20 |  | • Inspection & Measurement |  |
 |  |  | • Workholding | • Systems & Software |  |
 |  |  | • Automotive Machining |  |  |
 |  |  | **EVENT PREVIEW: Fabtech** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | MTForecast - St Louis, MO
 |  |  |  |  | Fabtech - Las Vegas, NV
SEPT | 8.3.20 |  | • Inspection & Measurement |  |
 |  |  | • Workholding | • Systems & Software |  |
 |  |  | • Automotive Machining |  |  |
 |  |  | **EVENT PREVIEW: IMTS 2020** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | IMTS 2020 - Chicago, IL
 |  |  |  |  |  |
OCT | 9.1.20 | • Laser/Waterjet Machining | • Robots & Automation |  |
 |  | • Additive Manufacturing | • Tooling & Workholding |  |
 |  |  | • Systems & Software |  |  |
 |  |  | **EVENT PREVIEW: Fabtech** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | MTForecast - St Louis, MO
 |  |  |  |  | Fabtech - Las Vegas, NV
 |  |  |  |  |  |
NOV | 10.1.20 | • Grinding | • Inspection & Measurement |  |
 |  | • Turning | • Tooling & Workholding |  |
 |  |  | • Systems & Software |  |  |
 |  |  | **EVENT PREVIEW: Fabtech** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | MTForecast - St Louis, MO
 |  |  |  |  | Fabtech - Las Vegas, NV
 |  |  |  |  |  |
DEC | 11.2.20 | • Grinding | • Inspection & Measurement |  |
 |  | • Turning | • Tooling & Workholding |  |
 |  |  | • Systems & Software |  |  |
 |  |  | **EVENT PREVIEW: Fabtech** |  |
 |  |  | • Tooling & Workholding | • Systems & Software | MTForecast - St Louis, MO
 |  |  |  |  | Fabtech - Las Vegas, NV
 |  |  |  |  |  |
**MODERN IS...** essential market content.
### 4-COLOR RATES**

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### BLACK & WHITE RATES**

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<td>$6,020</td>
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<tr>
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**84.9% of subscribers read MMS to be introduced to products and processes.*

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   (SMB max)

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3 minutes, 38 seconds
Average time readers engage MMS article pages

**MMSonline - Annual Page Views**

<table>
<thead>
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<th>Section</th>
<th>Page Views</th>
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<td>Product Pages</td>
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**MMS Only Zone - Annual Page Views**

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<td>Training and Personnel</td>
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<tr>
<td>Metalworking Fluids</td>
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<tr>
<td>Top Shops</td>
<td>30,993</td>
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<tr>
<td>Gear Production</td>
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<td>Laser/Waterjet</td>
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**Metalworking Network Zones* Annual Activity**

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<th>Activity</th>
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<td>Machining Centers &amp; Milling Machines</td>
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<tr>
<td>CAD-CAM Software</td>
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<tr>
<td>CNC &amp; Machine Controls</td>
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<tr>
<td>Inspection &amp; Measurement</td>
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<td>EDM</td>
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<tr>
<td>Turning</td>
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<td>Aerospace</td>
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<td>Automation</td>
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<td>Micro Machining</td>
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<td>Medical</td>
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<td>Parts Cleaning</td>
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<td>Deburring</td>
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<tr>
<td>Next Generation Zone</td>
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* METALWORKING NETWORK ZONES INCLUDE:
  - mmsonline.com
  - moldmakingtechnology.com
  - productionmachining.com

**TOTAL PAGEVIEWS**

3,280,000+

**AVG. MONTHLY PAGEVIEWS**

275,200
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MMS ONLINE AD PACKAGES

<table>
<thead>
<tr>
<th>MMSonline.com</th>
<th>Available Positions</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOME PAGE</td>
<td>12</td>
<td>$2,250</td>
</tr>
<tr>
<td>BLOG PAGE BUNDLE</td>
<td>12</td>
<td>$2,500</td>
</tr>
<tr>
<td>METALWORKING NETWORK ZONE PAGE *SELECT ZONES</td>
<td>12</td>
<td>$1,750</td>
</tr>
<tr>
<td>MMS ONLY ZONE PAGE</td>
<td>12</td>
<td>$1,500</td>
</tr>
<tr>
<td>SUB-PAGE</td>
<td>12</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

MMS ONLINE DISPLAY AD PACKAGE SPECS

PACKAGE INCLUDES BOTH A & B AD FORMATS

ROTTING RICH MEDIA AD

300 X 100 WEB BANNER

| ARTWORK SIZE: | 300 x 100 pixels |
|               | 144 dpi, 100K Max |
| FILE TYPE:    | JPG/PNG          |

CHOOSE ONE AD FORMAT FROM THE FOLLOWING OPTIONS:
1. STATIC BANNER
   -300 x 250 px, JPG/PNG
2. PRELAUNCH VIDEO BANNER* 
   -300 x 250 px, JPG/PNG
3. ANIMATED GIF
   -300 x 250 px, 300K

* For Videos hosted on MMSonline.com please submit files in MP4 format.

GET YOUR AD SPECS HERE: garderweb.com/adcentral
SEE MMSonline.com PRODUCT EXAMPLES: mmsonline.com/examples
MODERN IS...a digital megaphone.

Reach our opt-in audiences by promoting your brand in the MMS Extra E-newsletter. With content that is hand-picked by the Modern Machine Shop editorial staff, the MMS Extra is the premier resource for process insight, technology, products, services and vendors.
MODERN IS... weekly insights.

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

Content is updated every day with 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 52,800 readers.

MMS BLOG INVESTMENT:

A  Exclusive Leaderboard Banner  1/month  $2,500
B  MMSonline.com Blog Bundle  12/month  $2,500
   - 300 x 250 Rotating Rich Media Ad
   - 300 x 100 Web Banner
   - 120 x 100 Button Ad

MMSonline.com BLOG AD SPECS
- 300 x 100 Web Banner
- 300 x 250 Rotating Rich Media Ad

THE SHOP E-NEWSLETTER AD SPECS
LEADERBOARD BANNER
- IMAGE SIZE: 600 x 160 pixels @ 144 dpi
- FILE TYPE: JPG/PNG
BUTTON AD
- 120 x 100 pixels @ 144 dpi — JPG/PNG

DELIVERS WEEKLY TO 52,800+ OPT-IN READERS

OPEN RATE: 18.89%
CLICK THROUGH RATE: 4.45%
CLICK TO OPEN RATE: 23.52%

GET YOUR AD SPECS HERE: garderweb.com/adcentral
SEE MMSonline.com PRODUCT EXAMPLES: mmsonline.com/examples
MODERN IS...lead generation.

*Modern Machine Shop* Webinars allow you to present your company as a thought leader on important industry topics and secure valuable leads.

MMS Webinars provide YOUR target audience with a dynamic and interactive webcast forum for discussing today’s timely and compelling issues.

With your investment in an MMS Webinar you’ll receive:

- **PRINT**
  Event promotion within *Modern Machine Shop* magazine

- **E-MAIL**
  Invitations sent to the MMS audience

- **E-NEWSLETTER**
  Event promotion within the MMS Extra e-newsletter

- **ONLINE**
  Webinars are hosted on MMSonline.com for six months

**MMS Webinar Investment $8,000**

- Attendance is limited to 1,000.
- Topic and schedule subject to publisher approval.
MODERN IS...targeted media and messaging.

MMS DIGITAL EDITION BUNDLE

Carry your brand online with Modern Machine Shop.
Digital Edition Bundle includes:
- Full Page Ad on the opening tab
- Exclusive leaderboard in the digital edition email
- Advertising on the MMSonline.com Latest Issue landing page

| Delivers Monthly to 54,700+ Readers | Open Rate 21.24% | Click Through Rate 4.92% |

MMS ePRINTS

MMS ePrints provide targeted email outreach to opt-in subscribers. Instead of being presented as an unsolicited advertisement, MMS ePrint advertisers appear as technology providers and thought leaders.

MMS ePrint Investment $1.00 per name ($2,500 minimum)

MMS ePRINTS INCLUDE:

CUSTOMIZABLE CONTENT
ePrints offer a combination of unique ways to feature your brand. Each message can be tailored to fit the appropriate mix of content to reach your customers.

DEMOGRAPHIC TARGETING
Audience can be selected by industry, geography, title, facility size, and operation performed.

ANALYTIC REPORTING
Advertisers will receive sent, deliver, open, total click, unique clicker and CTR data.

MMS DIGITAL EDITION | EPRINTS
WHY CONTENT MARKETING?

BUILD BRAND PREFERENCE
Content marketing establishes your brand as a thought leader in your industry, strengthening your relationships with buyers.

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

IMPROVE ENGAGEMENT
Get buyers more deeply involved with your brands and products.

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

YOUR NATIVE ADVERTISING CAMPAIGN:

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 MMSonline.com for at least 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

STEP 2: CONTENT PROMOTION
- MMSonline.com Site Coverage
  - Homepage display
  - “Related Story” promotion on relevant articles
- E-Newsletter Promotion
  - MMS Extra E-Newsletter promotion
- 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.

MMS Custom Content Native Ad Package
Sold in 3 consecutive month increments

$7,500 per month

OPTIONAL INVESTMENT:
- Article Development fee of $1,000 net
- ePrint Email Promotions ($1 per Name)
- Inclusion in MMS Magazine

INVENTORY
- 5 per month / max. 2 per customer per year

Leverage the power of the MMS brand and audience with our custom content marketing services.

MODERN IS... helping you tell your story with MMS Content Marketing.
MODERN IS...

in person, and personal.

Events are a critical part of a integrated marketing strategy from pre-show promotion to post-show lead follow-up. *Modern Machine Shop* provides the tools needed to make contacts throughout the show and the buying cycle.

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Amerimold connects buyers and sellers of products and services used throughout the life cycle of an injection mold. Mold builders, injection molders and OEMs attend Amerimold to evaluate the products and services that will help them run their businesses. Build meaningful relationships and sales at Amerimold 2020. [amerimoldexpo.com](http://amerimoldexpo.com)

Top Shops attendees include owners, executives and managers at contract manufacturing businesses coming to learn best practices and best processes for every aspect of their business – from machining technology to shopfloor practices; sales and marketing to human resources. Engage with the elite decision makers of both job shops and contract manufacturers. [topshopsevent.com](http://topshopsevent.com)

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 print end-use tools and components. Connect with additive manufacturing professionals during IMTS 2020. [additiveconference.com](http://additiveconference.com)

The International Manufacturing Technology Show will be the year’s premier opportunity to connect directly with metalworking buyers as they walk the halls of McCormick Place actively looking for new products and service technology. Contact us today to start developing your IMTS promotional strategy. [imts.com](http://imts.com)
The benefits of investing in your brand with MMS aren’t limited to the pages of the magazine or the click of a mouse. Each year we design dozens of client specific opportunities. Special positions in the magazine, content specific supplements, a custom sponsorship for tradeshows, featured digital content or anything you can dream up are all within reach.

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