

# 2021 MEDIA GUIDE

YOUR ACCESS TO THE MOLD MANUFACTURING COMMUNITY

# AUDIENCE AT A GLANCE

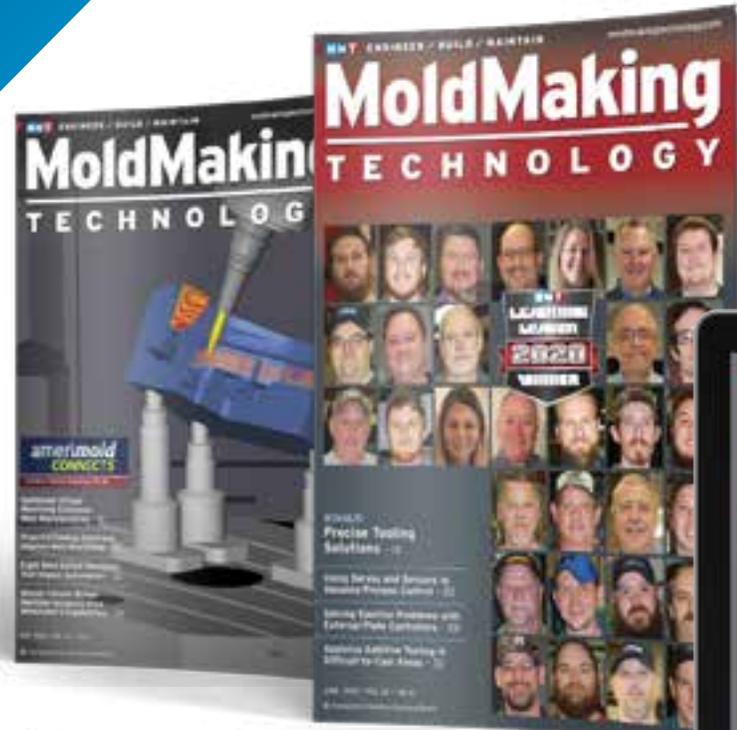
## TOTAL MARKET SIZE 8 BILLION\*

Since 2012, U.S. mold consumption was near its all-time high of \$8 billion.

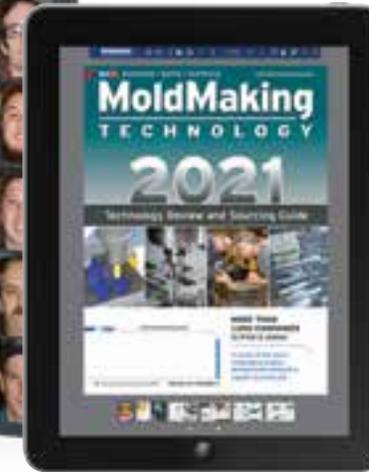


 **ONLINE**  
29,000+  
AVERAGE MONTHLY USERS

 **EMAIL**  
13,500+  
SUBSCRIBERS



 **PRINT**  
18,200+  
SUBSCRIBERS



DIGITAL EDITION

 **2021 EVENTS**

**amerimold 2021**

 **Molding 2021**



**FITMA**



**NPE2021**  
The Plastics Show

\*Gardner Intelligence 2020 Media Survey

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## BREAKING DOWN THE MOST INFLUENTIAL AUDIENCE IN THE MOLDMAKING INDUSTRY.

MoldMaking Technology covers the entire moldmaking cycle, from design to first shot. Our audience consists of moldmakers, molders, OEMs and more.

TOTAL SUBSCRIBERS  
**18,200+\***

TOTAL PLANTS  
**12,900+\*\***

### CHECK THE AUDIT



MoldMaking Technology invests in quality circulation

Our professional audience development team invests in quality circulation to assure that MMT reaches industry professionals who are actively engaged in the mold manufacturing market.

## CIRCULATION BY END MARKETS\*\*



**AUTOMOTIVE/  
TRANSPORTATION**  
Subscribers: 14,146  
Facilities: 9,126



**CONSUMER  
PRODUCTS**  
Subscribers: 13,263  
Facilities: 8,388



**MEDICAL/DENTAL/  
PHARMACEUTICAL**  
Subscribers: 12,421  
Facilities: 7,893



**ELECTRONICS/  
COMPUTERS**  
Subscribers: 11,260  
Facilities: 6,981



**PACKAGING**  
Subscribers: 8,427  
Facilities: 4,876

## CIRCULATION BY JOB TITLE/FUNCTION\*\*

JOB TITLE	SUBSCRIBERS	PERCENTAGE
Company Management/ Purchasing	8,542	46%
Manufacturing/ Production Engineering	7,695	42%
Design/Quality/R&D	1,551	8%
Other	796	4%

## PLANT SIZE\*\*

MARKET	SUBSCRIBERS	FACILITIES
1 to 49	11,073	8,442
50 to 249	5,313	3,117
250+	2,198	1,359

## CIRCULATION BY OPERATIONS PERFORMED\*\*

OPERATION	SUBSCRIBERS	FACILITIES
Mold Maintenance & Repair	14,158	8,974
Design and Manufacturing (CAD/CAM)	13,898	8,831
Moldmaking	13,299	8,312
Milling	13,126	8,218
Grinding	12,744	7,877
Drilling	12,321	7,584
Injection Molding	11,865	7,126
Additive Manufacturing	11,438	7,058
Mold Finishing	11,189	6,518
EDM	10,186	5,912

FOR ADVERTISING INFO,  
PLEASE CONTACT:

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ryand@gardnerweb.com

CHRIS LARKINS  
SENIOR ADVERTISING MANAGER  
clarkins@gardnerweb.com

\*Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints.  
\*\* June 2020 Publishers count

## EDITORIAL CALENDAR

Each month, *MoldMaking Technology* magazine focuses on a few selected niches of the mold manufacturing cycle and industry, making sure to give each of the manufacturing phases the attention they deserve.

MONTH <small>Closing Date</small>	TECHNOLOGY FOCUS	BONUS DISTRIBUTION
<b>JANUARY</b> 12/1/20	Mold Components/Hot Runners, Cutting Tools, Inspection & Measurement, Additive Manufacturing	
<b>FEBRUARY</b> 1/4/21	Mold Materials, Maintenance, Repair & Surface Treatment, Machining/EDM/Automation, Software	<ul style="list-style-type: none"> <li>• PlastecWest</li> <li>• AMBA Conference</li> <li>• MD&amp;M West</li> </ul>
<b>MARCH</b> 2/1/21	Mold Components/Hot Runners, Software, Cutting Tools, Additive Manufacturing	
<b>APRIL</b> 3/1/21	Machining/EDM/Automation, Inspection & Measurement, Maintenance, Repair & Surface Treatment	
<small>APRIL SHOW COVERAGE</small>	<b>NPE EXHIBITOR PRODUCT SHOWCASE</b>	
<b>MAY</b> 4/1/21	Mold Components/Hot Runners, Cutting Tools, Mold Materials	<ul style="list-style-type: none"> <li>• NPE</li> <li>• EASTEC</li> </ul>
<small>MAY SHOW COVERAGE</small>	<b>NPE EXHIBITOR PRODUCT SHOWCASE</b>	
<b>JUNE</b> 5/3/21	Software, Maintenance, Repair & Surface Treatment, Machining/EDM/Automation	
<small>JUNE SPECIAL FEATURE</small>	<b>MOLDMAKING TECHNOLOGY 30 UNDER 30 HONORS PROGRAM</b>	
<b>JULY</b> 6/1/21	2021 Technology Review and Sourcing Guide	
<small>ANNUAL GUIDE</small>	<b>2021 TECHNOLOGY REVIEW/SOURCING GUIDE</b> *Full-page advertisers get a full-page company/product profile!	
<b>AUGUST</b> 7/1/21	Mold Materials, Cutting Tools, Inspection & Measurement	
<small>AUG SHOW COVERAGE</small>	<b>AMERIMOLD EXHIBITOR PRODUCT SHOWCASE</b>	
<b>SEPTEMBER</b> 8/2/21	Mold Components/Hot Runners, Machining/EDM/Automation, Software	<ul style="list-style-type: none"> <li>• Amerimold 2021</li> <li>• WESTEC</li> <li>• Molding 2021</li> </ul>
<small>SEPT SHOW COVERAGE</small>	<b>AMERIMOLD EXHIBITOR PRODUCT SHOWCASE / 2021 LEADTIME LEADER AWARDS</b>	
<b>OCTOBER</b> 9/1/21	Mold Materials, Additive Manufacturing, Maintenance, Repair & Surface Treatment	
<b>NOVEMBER</b> 10/1/21	Cutting Tools, Inspection Measurement, Mold Components/Hot Runners	
<b>DECEMBER</b> 11/2/21	Machining/EDM/Automation, Software, Maintenance, Repair & Surface Treatment	

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\*Subject to change.



## REACH MMT READERS WITH YOUR BRAND'S MESSAGE.

MoldMaking Technology's readers are a qualified, eager community of focused mold builders and buyers. An eye-catching, intriguing ad from your company ensures that your message will be heard in a crowded and competitive market.

### 4-COLOR RATES

FULL PAGE	\$7,250/Gross
1/2 PAGE ISLAND	\$5,750/Gross
1/2 PAGE	\$5,250/Gross
1/3 PAGE	\$4,575/Gross
1/4 PAGE	\$3,500/Gross

### COVER RATES

COVER 2 (INSIDE FRONT)	add \$1,250
COVER 3 (INSIDE BACK)	add \$1,000
COVER 4 (BACK)	add \$1,500

### 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.

**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

**1/2 Page Island**  
 4.375" W x 6.875" H  
 111 mm x 175 mm

**1/2 Page Vertical**  
 3.25" W x 9.125" H  
 83 mm x 232 mm

**1/2 Page Horizontal**  
 6.875" W x 4.375" H  
 175 mm x 111 mm

**1/3 Page Vertical**  
 2.25" W x 9.125" H  
 57 mm x 232 mm

**1/3 Page Square**  
 4.375" W x 4.375" H  
 111 mm x 111 mm

**1/4 Page Vertical**  
 3.25" W x 4.375" H  
 83 mm x 111 mm

### LOOKING FOR FREQUENCY RATES?

#### GARDNER PREMIER DISCOUNT OPPORTUNITY

Gardner is now offering a discount structure based on total investment across all of our media brands. See page 15 for details.



### PRINT AD DELIVERY

1. Upload to: [files.gardnerweb.com](http://files.gardnerweb.com)  
Upload recipient: Chris Larkins, OR
2. Email files to: [clarkins@gardnerweb.com](mailto:clarkins@gardnerweb.com)

Ad specifications here: [Gardnerweb.com/adcentral](http://Gardnerweb.com/adcentral)

## GROW YOUR CUSTOMER BASE BY AMPLIFYING YOUR DIGITAL VOICE.

MoldMaking Technology's digital products offer you the chance to connect with thousands of mold manufacturing community members who consume our array of digital media products every day. MMT's digital platform offers your company the important opportunity to interact on a regular basis with invested potential customers.

### MONTHLY PAGE VIEWS

# 67,300+

### ANNUAL PAGE VIEWS

# 808,000+



### GENERAL PAGE VIEWS

Average Time on Page	2:34
Average Monthly Users	29,100+
Digital Issue Monthly Unique Views	13,477

### MMT PAGE VIEWS

PAGE	MONTHLY	ANNUAL
Home	8,956	107,475
Blog	8,054	96,648
New Products	2,609	31,308
Digital Magazine Pages	2,470	29,635
Suppliers	1,943	23,318
MMT Events	1,645	19,744

### MMT ZONE PAGE VIEWS

ZONE	MONTHLY	ANNUAL
Business Strategies	3,940	47,276
Hot Runners	2,657	31,886
Mold Materials	2,519	30,225
Surface Treatment	2,427	29,127
Mold Components	1,548	18,573

### METALWORKING ZONE PAGE VIEWS

ZONE	MONTHLY	ANNUAL
Cutting Tools	20,989	251,864
Machining Centers & Milling Machines	14,172	170,060
CAD-CAM Software	8,024	96,284
CNC & Machine Controls	6,554	78,642
Inspection & Measurement	4,916	58,992

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### HOME PAGE BANNER

**\$1,500**

(per month, gross)

### METALWORKING ZONE PAGE BANNER

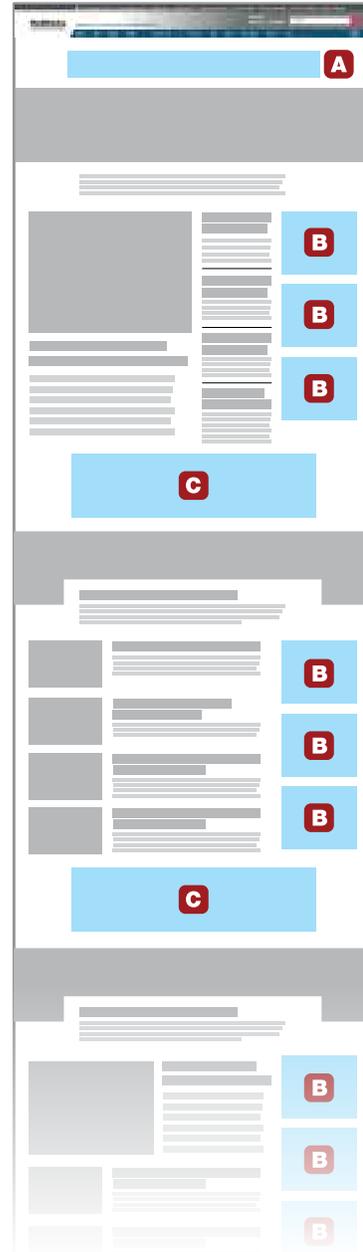
**\$2,445**

(per month, gross)

### ZONE PAGE BANNER

**\$1,050**

(per month, gross)



### AD SPECIFICATIONS

AD FORMATS	AD SIZES
<b>A</b> Super Leaderboard	970 x 90 px JPG/PNG
<b>B</b> Medium Rectangle	300 x 250 px JPG/PNG
<b>C</b> Billboard	970 x 250 px JPG/PNG

MoldMakingTechnology.com ad packages include positions **A**, **B** & **C** on rotation per page load

Purchase one (1) Medium Rectangle Ad (B) and receive one (1) Super Leaderboard Ad (A) and one (1) Billboard (C) in the rotation of leaderboard ads.

Detailed ad specs and examples are available here  
[Gardnerweb.com/adcentral](http://Gardnerweb.com/adcentral)

## GET SPECIFIC WITH YOUR MESSAGE AND TARGET THE PERFECT AUDIENCE.

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

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

Placing your company's ad in relevant zones provides you with targeted marketing opportunities to promote your brand to the precise audience your products and services are geared toward.

### MOLDMAKING TECHNOLOGY ZONES PAGES

#### \*METALWORKING NETWORKING ZONES (viewed across platforms)

Aerospace	EDM
Automation	Inspection & Measurement
Automotive	Machining Centers
CAD-CAM Software	Medical
CNC & Machine Controls	Shop Management Software
Cutting Tools	Turn-Mill Machines
Deburring	Turning Machines

#### TECHNOLOGY ZONES:

Hot Runners  
Molds  
Mold Components  
Mold Maintenance and Repair  
Mold Materials  
Surface Treatment

#### INDUSTRY ZONES:

Automotive  
Consumer  
Electronics  
Energy/Power Generation  
Medical  
Packaging

\*See above on page 6 for list of metalworking page views

### LOOKING FOR FREQUENCY RATES?

#### GARDNER PREMIER DISCOUNT OPPORTUNITY

Gardner is now offering a discount structure based on total investment across all of our media brands. See page 15 for details.

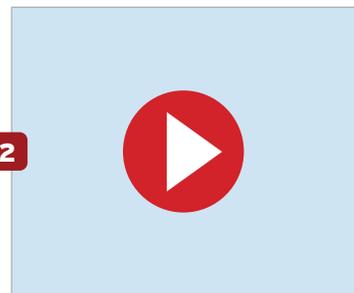
**YOUR MESSAGE IN THE INBOX OF THOUSANDS OF QUALIFIED READERS.**

MMT Today is a targeted e-newsletter sent to focused, qualified moldmaking community members. Placing an ad in MMT Today gives your company the opportunity to market your brand to an active audience of potential buyers who read our content twice a week (Tuesdays and Thursdays). Purchasing an ad in MMT Today will also earn you ad placements online on the MMT Blog page, giving you additional value for your brand.

SUBSCRIBERS  
**13,500+**

**LEADERBOARD BANNER AD (static image)**

**1** ARTWORK SIZE: 600 x 160 pixels @ 144 dpi  
FILE TYPE: JPG/PNG



**VIDEO AD**

**TITLE:**  
(Bold) 50 Characters Max.  
(Sponsored Content)

**BODY:**  
Your message and content will be placed here.  
Maximum of 200 characters. CTA: (BOLD) 30 characters max.

**URL LINK:**



**BANNER-PLUS AD**

ARTWORK SIZE: 120 x 100 pixels @ 144 dpi  
FILE TYPE: JPG/PNG  
BODY COPY/CALL TO ACTION: 45 characters



**MMT TODAY E-NEWSLETTERS**

<b>LEADERBOARD</b> (limit 2/month)	\$2,675/Gross
<b>VIDEO AD</b> (limit 4/month)	\$2,125/Gross
<b>BANNER PLUS AD</b>	\$1,250/Gross

**ESTABLISH YOURSELF AND YOUR BRAND AS THOUGHT LEADERS AND SECURE ACTIVE LEADS!**

Sponsoring a webinar with *MMT* puts you in front of an audience that is actively seeking solutions to a problem that your company can fix. Your brand on an *MMT* webinar could draw the leads your company has been waiting for. Book one today!

**With your investment in a *MoldMaking Technology* webinar, you'll receive:**

**EXPERT MODERATOR:** Event promotion in *MMT* magazine

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

**E-MAIL:** Email invitations sent to the *MMT* e-newsletter audience promoting your 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](http://MoldMakingTechnology.com) for 6 months

**PRICE:**  
**\$8,250** (gross)

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



**NEW FOR 2021**

**GARDNER PREMIER  
DISCOUNT OPPORTUNITY**

See page 15 for details.

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## STRATEGICALLY POSITION YOUR BRAND'S MESSAGE NEXT TO OUR CONTENT.

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

### Native Advertising

MMT's team of Custom Content Creators will work with you to create the perfect campaign to convey your company's message. Native content is a way to position your brand's identity and creativity next to the high-quality editorial work done by the staff at *MoldMaking Technology*. Native content can live on the pages of *MoldMaking Technology*, inside of *MMT Today* or online at [MoldMakingTechnology.com](http://MoldMakingTechnology.com).

#### NATIVE ADVERTISING INVESTMENT:

**\$7,250** (per month, gross)

Sold in 3 consecutive month increments

### Knowledge Centers

A Knowledge Center is a co-branded, category-specific microsite featuring non-commercial applications and technical-based content. It is supported by an integrated promotional program that includes multimedia content and lead generation opportunities.

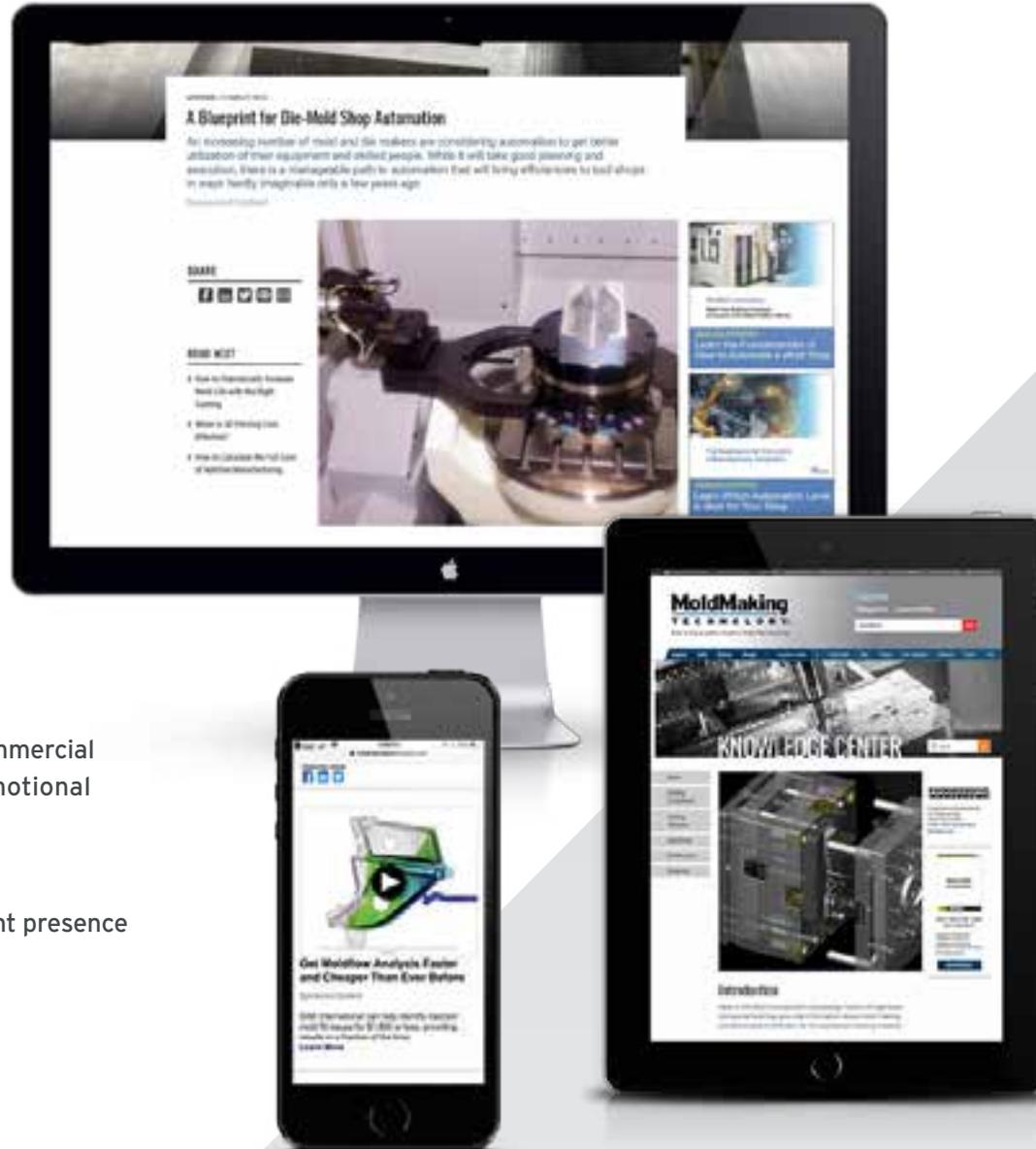
#### Knowledge Centers Provide:

- 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

#### KNOWLEDGE CENTER INVESTMENT:

**\$5,000** (per month, gross)

Sold in 12 consecutive month increments



**CONTENT CREATION ▶ CONTENT PROMOTION ▶ CAMPAIGN ANALYTICS**



**Retargeting**

This is an opportunity to reinforce your brand and your message by engaging with *MMT's* online visitors as they move to other sites. Retargeting makes sure your brand stays on the minds of the targets most important to your company by driving traffic to your site, announcing a special offer, or introducing a new product or service.

**INVESTMENT:**  
**\$4,000** (per month, gross)



**EPrints**

EPrints allow you to distribute your custom content directly to the inboxes of *MoldMaking Technology* readers and subscribers. Formatted like an *MMT* editorial piece, an EPrint gives your brand authority and top-notch presentation, immediately establishing you as a brand leader to *MMT's* valuable subscriber base.

**INVESTMENT:**  
**\$1 per name** (net)  
\$2,500 minimum



**Content Collections**

Content Collections allow you to generate leads from professionals who are active in your field of work. *MMT* will curate a collection of our expert content centered on your particular focus in the industry. By gatekeeping this content, your company will collect leads from the most active, engaged users within your automotive focus.

**INVESTMENT:**  
**\$15,000** (gross)  
Sold in 2 consecutive month increments



**Direct Traffic Marketing**

DTM pieces are demand generation campaigns that use a variety of digital platforms to directly drive traffic to your website or desired location. These types of campaigns are an effective means of lead generation by driving visitors to gated content. DTM campaigns can include digital ads positioned across multiple platforms, targeted Custom Tech Briefs, sponsored content advertisements in email newsletters and highly targeted social media campaigns.

**INVESTMENT:**  
**\$8,000** (per month, gross)  
Sold in 3 consecutive month increments

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**SEPTEMBER 21-23, 2021\***  
[amerimoldexpo.com](http://amerimoldexpo.com)

**THE ONLY AMERICAN TRADESHOW PUTTING THE ENTIRE MOLDMAKING LIFECYCLE ON THE SHOW FLOOR!**

Amerimold is the premier tradeshow event for the moldmaking industry. Attracting over 150 exhibitors and over 2,500 attendees, Amerimold provides the moldmaking industry a yearly home where networks are grown, business partnerships are made and evolving technologies and strategies are taught. This is a can't miss event for any company looking to build and extend its footprint in the moldmaking industry.

In 2020, Amerimold produced its first-ever remote event, Amerimold Connects. AME CNX brought hundreds of moldmaking professionals to our custom online showroom, where attendees chat with exhibitors, view live and on-demand educational sessions and access a 24-hour *MoldMaking* Community Forum to network with exhibitors and attendees. With over 1,400 attendees, the Amerimold brand proved that a beneficial event can still happen during social distancing.



**AMERIMOLD FEATURES:**

- Free Tech Talk Series
- VIP Networking Reception
- Over 150 Qualified Exhibitors
- Live Sourcing Fair

\* Given the changing situation with COVID as of press time, plans for events are still being developed. We anticipate to hold the show in the fall of 2021. Please check the website for up to date information.

MAKE YOUR BRAND MORE  
VISIBLE BY BEING ON  
MMT'S PAGES AT THE  
INDUSTRY EVENTS.

SPONSORSHIPS AVAILABLE!  
CONTACT YOUR MMT SALES  
REPRESENTATIVE FOR DETAILS.



## NPE2021 The Plastics Show

MAY 17-21, 2021 | ORLANDO, FL

NPE is the largest plastics trade show in the Americas. With more than 1 million net square feet of exhibit space, NPE unites the global plastics industry together in one space. *MoldMaking Technology* will have our own booth, putting our entire line of products on display for thousands, and giving your brand the opportunity to be seen by a global audience of plastics professionals.

**Make sure you're advertising in MMT to be seen at the country's biggest plastics show!**

[npe.org](http://npe.org)

\*Dates subject to change.



## Molding 2021

Leaders and innovators in injection molding from around the globe will gather at Molding 2021 for the opportunity to see and hear from experts on process management, materials development, automation, tooling, additive manufacturing and materials handling and drying.

**Gain visibility for your brand with a Molding 2021 sponsorship!**

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

\*Dates subject to change.



## MAKE YOUR BRAND STAND OUT IN THIS HYPER-FOCUSED ISSUE.

MMT's 2021 Technology Review and Sourcing Guide offers readers the opportunity to compare and contrast products and services offered by leading industry technology and service suppliers, all in a convenient, one-stop-shop environment.



### 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.
4. Provide us with the URL that you would like to feature in the screenshot of your website, along with a 30-word description.

AD CLOSE DATE: June 1, 2021

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner's brands will count toward a significant program discount.

We value you and want to reward your investment in the valuable media we produce.

## How to Determine Your Discount

### 1 CREATE YOUR 2021 PLAN

Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.

### 2 APPLY THE PREMIER DISCOUNT OPPORTUNITY

Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.

### 3 ENJOY VALUE ADD

As a bonus for your investment, every advertiser who spends \$10,000 on Gardner's products receives an expanded Supplier Showroom in the brand where they have the highest spend.



## GARDNER PREMIER DISCOUNT OPPORTUNITY

\$5,000 - \$9,999	– 5% OFF entire program
\$10,000 - \$24,999	– 10% OFF entire program
\$25,000 - \$39,999	– 15% OFF entire program
\$40,000 - \$64,999	– 20% OFF entire program
\$65,000 - \$99,999	– 25% OFF entire program
\$100,000 - \$149,999	– 30% OFF entire program

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.

Contact your *MoldMaking Technology* media consultant for more information.

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

# MoldMaking TECHNOLOGY®

PM/PRODUCTION  
**Machining**

Modern  
Machine  
Shop

AM ADDITIVE  
MANUFACTURING

PT  
Plastics  
Technology  
USA and Mexico Media

PF PRODUCTS  
FINISHING  
USA and Mexico Media

CW  
CompositesWorld

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