AUDIENCE AT A GLANCE

ONLINE
77,200+
PAGE VIEWS
(per month)

PRINT
18,200+
SUBSCRIBERS

EMAIL
12,900+
SUBSCRIBERS

EVENTS
Amerimold 2020, IMTS 2020, Molding 2020, Additive Manufacturing Conference 2020
A BREAKDOWN OF THE MOST DEDICATED AUDIENCE IN MOLDMAKING.

MoldMaking Technology (MMT) is the only media brand that addresses the complete lifecycle of a mold—from design to first shot. Our audience consists of moldmakers, molders, OEMs and more.

TOTAL SUBSCRIBERS
18,200+*

TOTAL PLANTS
13,000+**

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.

* June 2019 BPA
** Publisher's Count, June 2019

CIRCULATION BY END MARKETS**

<table>
<thead>
<tr>
<th>END MARKET</th>
<th>SUBSCRIBERS</th>
<th>FACILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTOMOTIVE/TRANSPORTATION</td>
<td>13,611 Facilities: 9,005</td>
<td></td>
</tr>
<tr>
<td>MEDICAL/DENTAL/PHARMACEUTICAL</td>
<td>12,051 Facilities: 7,897</td>
<td></td>
</tr>
<tr>
<td>CONSUMER PRODUCTS</td>
<td>12,188 Facilities: 7,739</td>
<td></td>
</tr>
<tr>
<td>ELECTRONICS/COMPUTERS</td>
<td>10,956 Facilities: 6,973</td>
<td></td>
</tr>
<tr>
<td>PACKAGING</td>
<td>7,568 Facilities: 4,355</td>
<td></td>
</tr>
</tbody>
</table>

CIRCULATION BY JOB TITLE/FUNCTION

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>SUBSCRIBERS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Management/Purchasing</td>
<td>8,832</td>
<td>49%</td>
</tr>
<tr>
<td>Manufacturing/Production Engineering</td>
<td>7,310</td>
<td>40%</td>
</tr>
<tr>
<td>Design/Quality/R&amp;D</td>
<td>1,484</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>596</td>
<td>3%</td>
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</table>

CIRCULATION BY OPERATIONS PERFORMED

<table>
<thead>
<tr>
<th>OPERATION</th>
<th>SUBSCRIBERS</th>
<th>FACILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and Manufacturing (CAD/CAM)</td>
<td>13,295</td>
<td>8,593</td>
</tr>
<tr>
<td>Mold Maintenance &amp; Repair</td>
<td>12,560</td>
<td>7,868</td>
</tr>
<tr>
<td>Milling</td>
<td>12,438</td>
<td>7,951</td>
</tr>
<tr>
<td>Grinding</td>
<td>12,047</td>
<td>7,607</td>
</tr>
<tr>
<td>Drilling</td>
<td>11,678</td>
<td>7,348</td>
</tr>
<tr>
<td>Moldmaking</td>
<td>11,569</td>
<td>7,100</td>
</tr>
<tr>
<td>Injection Molding</td>
<td>10,382</td>
<td>6,109</td>
</tr>
<tr>
<td>Additive Manufacturing</td>
<td>10,544</td>
<td>6,562</td>
</tr>
<tr>
<td>Mold Finishing</td>
<td>10,403</td>
<td>6,173</td>
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<td>EDM</td>
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PLANT SIZE

<table>
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<tr>
<th>MARKET</th>
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<th>FACILITIES</th>
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<tbody>
<tr>
<td>1 to 49</td>
<td>11,076</td>
<td>8,890</td>
</tr>
<tr>
<td>50 to 249</td>
<td>4,944</td>
<td>2,953</td>
</tr>
<tr>
<td>250+</td>
<td>2,202</td>
<td>1,248</td>
</tr>
</tbody>
</table>

FOR ADVERTISING INFO, PLEASE CONTACT:

RYAN DELAHANTY
PUBLISHER
ryand@gardnerweb.com

CHRIS LARKINS
SENIOR ADVERTISING MANAGER
clarkins@gardnerweb.com
<table>
<thead>
<tr>
<th>MONTH</th>
<th>TECHNOLOGY FOCUS</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Machining/EDM/Automation, Software, Repair/Surface Treatment, Mold Materials</td>
<td>• PlastecWest</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• MD&amp;M West</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Mold Components/Hot Runners, Cutting Tools, Inspection Measurement, Additive Manufacturing</td>
<td>• Molding 2020</td>
</tr>
<tr>
<td>MARCH</td>
<td>Machining/EDM/Automation, Software, Repair/Surface Treatment</td>
<td>• AMBA Conference</td>
</tr>
<tr>
<td>APRIL</td>
<td>Mold Components/Hot Runners, Cutting Tools, Mold Material</td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>Machining/EDM/Automation, Inspection Measurement, Software, Repair/Surface Treatment</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>AMERIMOLD EXHIBITOR PRODUCT SHOWCASE</strong></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>Mold Components/Hot Runners, Software, Cutting Tools, Additive Manufacturing</td>
<td>• Amerimold 2020</td>
</tr>
<tr>
<td></td>
<td><strong>AMERIMOLD EXHIBITOR PRODUCT SHOWCASE / 2020 LEADTIME LEADER AWARDS</strong></td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>2020 Technology Review and Sourcing Guide</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>ANNUAL GUIDE</strong></td>
<td><strong>2020 TECHNOLOGY REVIEW/SOURCING GUIDE</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Full-page advertisers get full-page company/product profile!</strong></td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>Inspection Measurement, Mold Components/Hot Runners, Repair/Surface Treatment, Machining/EDM/Automation</td>
<td>• IMTS 2020</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Mold Materials, Software, Cutting Tools</td>
<td>• IMTS 2020</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Machining/EDM/Automation, Mold Components/Hot Runners, Repair/Surface Treatment</td>
<td>• Additive Manufacturing Conference</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Mold Materials, Software, Additive Manufacturing</td>
<td>• Meximold 2020</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Cutting Tools, Inspection Measurement, Mold Components/Hot Runners</td>
<td></td>
</tr>
</tbody>
</table>
REACH MMT READERS WITH YOUR MESSAGE.

MoldMaking Technology’s readers are a qualified, eager community of focused mold producers and buyers. A well-placed ad from your company makes sure your voice is heard in a crowded and competitive market.

---

**4-COLOR RATES**

<table>
<thead>
<tr>
<th></th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>36X</th>
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</thead>
<tbody>
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<td>$6,110</td>
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<td>$4,230</td>
<td>$4,050</td>
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<td>$3,490</td>
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<tr>
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**BLACK & WHITE RATES**

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<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
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<td>$4,795</td>
<td>$4,460</td>
<td>$4,215</td>
<td>$4,010</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>$3,325</td>
<td>$3,165</td>
<td>$2,970</td>
<td>$2,810</td>
<td>$2,760</td>
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<tr>
<td>1/2 PAGE</td>
<td>$2,895</td>
<td>$2,820</td>
<td>$2,580</td>
<td>$2,450</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$2,055</td>
<td>$1,970</td>
<td>$1,840</td>
<td>$1,735</td>
<td>$1,705</td>
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<tr>
<td>1/4 PAGE</td>
<td>$1,650</td>
<td>$1,600</td>
<td>$1,480</td>
<td>$1,400</td>
<td>$1,375</td>
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</table>

**COVER RATES**

**PREMIUM POSITIONS**

- SECOND COVER (inside front): add $1,000
- THIRD COVER (inside back): add $250
- FOURTH COVER (back): add $1,000

**MARKETPLACE ADS**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.25”W x 1.5”H</td>
<td>$675</td>
<td>$575</td>
<td>$550</td>
<td>$515</td>
</tr>
</tbody>
</table>

Get your ad specs here: Gardnerweb.com/adcentral
See MMT product examples here: MoldmakingTechnology.com/examples

FOR ADVERTISING INFO, PLEASE CONTACT:

**RYAN DELAHANTY**
PUBLISHER
ryand@gardnerweb.com

**CHRIS LARKINS**
SENIOR ADVERTISING MANAGER
clarkins@gardnerweb.com
INCREASE YOUR DIGITAL FOOTPRINT AND GROW YOUR CUSTOMER BASE.

MoldMaking Technology’s digital products offer you the chance to connect with thousands of online users inside the mold manufacturing industry who visit the vast array of digital media products every day. This offers your company the unique opportunity to interact and advertise on a regular basis with invested potential customers.

GENERAL PAGE VIEWS

<table>
<thead>
<tr>
<th>SITE</th>
<th>MONTHLY</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>34,030</td>
<td>408,362</td>
</tr>
<tr>
<td>Sessions</td>
<td>49,746</td>
<td>596,949</td>
</tr>
<tr>
<td>Pageviews</td>
<td>77,297</td>
<td>927,561</td>
</tr>
<tr>
<td>ZONE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home</td>
<td>6,250</td>
<td>74,998</td>
</tr>
<tr>
<td>New Products</td>
<td>3,368</td>
<td>40,418</td>
</tr>
</tbody>
</table>

MMT ZONE PAGE VIEWS

<table>
<thead>
<tr>
<th>ZONE</th>
<th>MONTHLY</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Strategies</td>
<td>4,790</td>
<td>57,474</td>
</tr>
<tr>
<td>Mold Materials</td>
<td>3,225</td>
<td>38,694</td>
</tr>
<tr>
<td>Surface Treatment</td>
<td>3,005</td>
<td>36,064</td>
</tr>
<tr>
<td>Hot Runners</td>
<td>2,960</td>
<td>35,517</td>
</tr>
<tr>
<td>Mold Maintenance and Repair</td>
<td>2,139</td>
<td>25,662</td>
</tr>
<tr>
<td>Mold Components</td>
<td>1,877</td>
<td>22,519</td>
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</table>

METALWORKING ZONE PAGE VIEWS*

<table>
<thead>
<tr>
<th>ZONE</th>
<th>MONTHLY</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additive Manufacturing</td>
<td>38,017</td>
<td>456,205</td>
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<tr>
<td>Cutting Tools</td>
<td>30,292</td>
<td>363,515</td>
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<tr>
<td>Milling</td>
<td>22,514</td>
<td>270,168</td>
</tr>
<tr>
<td>CAD/CAM Software</td>
<td>12,561</td>
<td>150,733</td>
</tr>
<tr>
<td>CNC &amp; Machine Controls</td>
<td>9,506</td>
<td>114,079</td>
</tr>
</tbody>
</table>

TOTAL PAGE VIEWS FOR MOLDMAKINGTECHNOLOGY.COM

MONTHLY PAGE VIEWS 77,200+

ANNUAL PAGE VIEWS 927,000+

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CHRIS LARKINS
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clarkins@gardnerweb.com

*See below on page 7 for list of metalworking zones
THE PERFECT PLACE TO TARGET YOUR 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, helping them narrow their search as they research purchasing decisions.

Your ad placed within relevant Zones provides you with targeted marketing opportunities to promote your brand to these motivated website visitors as they prepare to make purchasing decisions.

**MMT ONLINE**

<table>
<thead>
<tr>
<th>M M T O N L I N E</th>
<th>PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOLDMAKINGTECHNOLOGY.COM</td>
<td>Metalworking Network Zone $1,750</td>
</tr>
<tr>
<td></td>
<td>Home Page $1,180</td>
</tr>
<tr>
<td></td>
<td>Zone $750</td>
</tr>
<tr>
<td></td>
<td>Sub Pages $675</td>
</tr>
</tbody>
</table>

**RICH MEDIA AD**

- **VIDEO/ANIMATED GIF/STATIC IMAGE**
  
  ARTWORK SIZE: 300 x 250 pixels
  
  FILE TYPE:
  
  - STATIC: JPG/PNG
  - ANIMATED: GIF
  - VIDEO FILE: MP4

- **300 x 100 WEB AD**
  
  ARTWORK SIZE: 300 x 100 pixels @ 144 dpi,

  100K Max
  
  FILE FORMAT: JPG
  
  NO BORDERS

Get your ad specs here: Gardnerweb.com/adcentral
See MMT product examples here: MoldmakingTechnology.com/examples

_FOR ADVERTISING INFO, PLEASE CONTACT:_

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PUBLISHER  
ryand@gardnerweb.com

CHRIS LARKINS  
SENIOR ADVERTISING MANAGER  
clarkins@gardnerweb.com

*See above on page 6 for list of metalworking page views_
YOUR COMPANY’S MESSAGE SENT DIRECTLY TO 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 (Tuesday and Thursday).

### MMT Today E-Newsletters

<table>
<thead>
<tr>
<th>LEADERBOARD (limit 2/month)</th>
<th>VIDEO AD (limit 2/month)</th>
<th>BANNER PLUS AD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD BANNER AD</strong></td>
<td><strong>VIDEO AD</strong></td>
<td><strong>BANNER PLUS AD</strong></td>
</tr>
<tr>
<td>ARTWORK SIZE: 600 x 160 pixels @ 144 dpi</td>
<td>ARTWORK SIZE: 300 x 250 pixels @ 144 dpi</td>
<td>ARTWORK SIZE: 120 x 100 pixels @ 144 dpi</td>
</tr>
<tr>
<td>TITLE: 50 characters</td>
<td>PLAY BUTTON: Please do not add a play button—we will add this graphic within our workflow.</td>
<td>BODY COPY/CALL TO ACTION: 45 characters</td>
</tr>
</tbody>
</table>

Get your ad specs here: [Gardnerweb.com/adcentral](Gardnerweb.com/adcentral)
See MMT product examples here: [MoldmakingTechnology.com/examples](MoldmakingTechnology.com/examples)
BUILD YOUR CREDIBILITY IN THE MOLDMAKING MARKETPLACE, AND SECURE ACTIVE LEADS!

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

**PRICE:**
$6,000 (gross)

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

With your investment in a MoldMaking Technology Webinar, you’ll receive:

**EXPERT MODERATOR:** 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

**E-NEWSLETTER:** An advertisement in MMT Today 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 for 6 months
MAKE YOUR BRAND A PART OF THOUGHT LEADERSHIP

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 and 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

PRICE: $3,000 (per month, gross)
*12 month minimum
CUSTOM CONTENT

YOUR BRAND PRESENTED IN A NEW WAY

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

Why Content Marketing?
• Increase your brand’s awareness in the marketplace
• Improve engagement by improving your brand’s footprint in the industry

Content Marketing Campaigns Include:

STEP 1: CONTENT CREATION
Our team will collaborate with you to create and edit a targeted piece to display natively on our site. Your content will appear on the site for 12 months.

STEP 2: CONTENT PROMOTION
Coverage provided on MMT Home Site, MMT Today, and MMT Social Media channels

STEP 3: CAMPAIGN ANALYTICS
You’ll receive a report detailing the performance of your program, so you can see your investment at work.

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

$4,000 (per month, gross)

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

OPTIONAL SERVICES
• Article development fee of $1,000 net
• Directe-mail Promotions $1 per name
• Print magazine run
• Standard print ad rates

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RYAN DELAHANTY
PUBLISHER
ryand@gardnerweb.com

CHRIS LARKINS
SENIOR ADVERTISING MANAGER
clarkins@gardnerweb.com
THE ONLY NORTH AMERICAN TRADESHOW FOCUSED ON THE ENTIRE MOLD LIFECYCLE.

Amerimold is the premier tradeshow event in the moldmaking industry. Attracting over 200 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.

AMERIMOLD FEATURES:

• Free Tech Talk Series
• VIP Networking Reception
• Over 200 Qualified Exhibitors

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RYAN DELAHANTY
PUBLISHER
ryand@gardnerweb.com

CHRIS LARKINS
SENIOR ADVERTISING MANAGER
clarkins@gardnerweb.com
**MoldMaking Technology** offers content marketing and targeted multimedia promotional strategies for key industry events. From pre-show promotion to post-show follow-up on leads, MoldMaking Technology provides the tools needed to make these contacts throughout show and buying cycles.

**MMT WILL BE AT THE INDUSTRY’S PREMIER EVENTS.**

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

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

Increase your company’s reach with a sponsorship at Molding 2020!

moldingconference.com

---

**IMTS2020**

**SEPTEMBER, 2020**

Manufacturing industry professionals from all over the world attend IMTS to see more than 15,000 new machine tools, controls, computers, software, components, systems and processes that can improve their efficiency. They gain valuable ideas and insights from more than 2,400 exhibitors from the metalworking industry.

Join us at the world’s biggest manufacturing show!

IMTS.com

---

**AM2020**

**SEPTEMBER, 2020**

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

Put your company at the forefront of this emerging and growing technology with a sponsorship at Additive Manufacturing Conference 2020!

additiveconference.com
SHOWCASE YOUR BRAND IN THIS HYPER-FOCUSED ISSUE.

MMT’s 2020 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.

DOUBLE YOUR EXPOSURE!

Invest in a full-page ad and receive a FREE full-page Company Profile!

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 screen shot of your website, along with a 30-word description.

AD CLOSE DATE:
June 1, 2020

FOR ADVERTISING INFO, PLEASE CONTACT:
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