YOUR ACCESS TO THE PRECISION MACHINING INDUSTRIAL EQUIPMENT BUYER
MEDIA PROFILE

The Best Reach in the Most Active Audience
AUDIENCE PROFILE

TOTAL SUBSCRIBERS* 18,458

TOTAL FACILITIES** 14,263

11,372 Company Management*

5,956 Manufacturing Production & Engineering*

638 Research & Development / Design / Quality Control*

492 Sales & Marketing / Education / Consulting & Other Qualified*

AUTOGRAPH / TRANSPORTATION
SUBSCRIBERS** 14,413
PLANTS** 10,651

AEROSPACE / AVIATION
SUBSCRIBERS** 13,390
PLANTS** 9,764

DEFENSE / MILITARY
SUBSCRIBERS** 12,267
PLANTS** 8,770

POWER / OIL / GAS
SUBSCRIBERS** 12,142
PLANTS** 8,706

ELECTRONICS / COMPUTERS
SUBSCRIBERS** 11,514
PLANTS** 8,247

MEDICAL / DENTAL
SUBSCRIBERS** 11,308
PLANTS** 8,074

PUMPS / VALVES / PLUMBING
SUBSCRIBERS** 11,048
PLANTS** 7,812

METALCUTTING MACHINE SHOPS
SUBSCRIBERS** 10,776
PLANTS** 8,266

*Source: June 2019 BPA Statement   |   **Source: Publisher’s Count, June 2019
The Production Machining editorial team has unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more. Production Machining combines that access with decades of experience to provide long-form content that is insightful and impactful.
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>TOPICS</th>
<th>BONUS</th>
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<tbody>
<tr>
<td><strong>January</strong>&lt;br&gt;Ad Close: DEC 3, 2019</td>
<td><strong>SPECIAL:</strong> Parts Cleaning&lt;br&gt;<strong>EMPHASIS:</strong> • Inspection &amp; Measurement • Metalworking Fluids</td>
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<tr>
<td><strong>February</strong>&lt;br&gt;Ad Close: JAN 2, 2020</td>
<td><strong>2020 BUYER’S GUIDE</strong>&lt;br&gt;<strong>Distributed at all 2020 events</strong></td>
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<td><strong>March</strong>&lt;br&gt;Ad Close: FEB 3, 2020</td>
<td><strong>SPECIAL:</strong> Medical&lt;br&gt;<strong>EMPHASIS:</strong> • Horizontal Turning (non-Swiss) • Automation &amp; Robots</td>
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<td><strong>April</strong>&lt;br&gt;Ad Close: MAR 2, 2020</td>
<td><strong>SPECIAL:</strong> Aerospace&lt;br&gt;<strong>EMPHASIS:</strong> • Data-Driven Manufacturing (IIoT) • Bar-Feeders/Material Handling</td>
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<td><strong>May</strong>&lt;br&gt;Ad Close: APR 1, 2020</td>
<td><strong>SPECIAL:</strong> Parts Cleaning&lt;br&gt;<strong>EMPHASIS:</strong> • Cutting Tools • Swiss-Type Machining</td>
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<td><strong>SPECIAL:</strong> Automotive&lt;br&gt;<strong>EMPHASIS:</strong> • CAD/CAM • Micromachining</td>
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<td><strong>July</strong>&lt;br&gt;Ad Close: JUN 1, 2020</td>
<td><strong>SPECIAL:</strong> Emerging Leaders&lt;br&gt;<strong>EMPHASIS:</strong> • Precision Machining (non-metallics) • Multitasking</td>
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<td><strong>August</strong>&lt;br&gt;Ad Close: AUG 6, 2020</td>
<td><strong>IMTS SHOW ISSUE</strong>&lt;br&gt;<strong>EMPHASIS:</strong> • Rotary Transfer • CNC Machine Controls</td>
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<td><strong>September</strong>&lt;br&gt;Ad Close: AUG 6, 2020</td>
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<td><strong>October</strong>&lt;br&gt;Ad Close: SEP 3, 2020</td>
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<td><strong>November</strong>&lt;br&gt;Ad Close: OCT 1, 2020</td>
<td><strong>SPECIAL:</strong> Parts Cleaning&lt;br&gt;<strong>EMPHASIS:</strong> • Machining Centers • Multi-Spindle</td>
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<td><strong>December</strong>&lt;br&gt;Ad Close: NOV 2, 2020</td>
<td><strong>SPECIAL:</strong> 2021 Industry Outlook&lt;br&gt;<strong>EMPHASIS:</strong> • Additive Manufacturing • Cutting Tools</td>
<td></td>
</tr>
</tbody>
</table>
By advertising in Production Machining, you gain access to job shops, contract shops and captive shops that focus mainly on small turned parts production. You’ll reach everyone from the shop owners to students who are coming into the industry.

4-COLOR RATES (GROSS)

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BLACK & WHITE RATES (GROSS)

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<td>$1,760</td>
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<td>$5,450</td>
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Cover rates include black and any combination of process colors.

Get your PM print ad specs here: gardnerweb.com/adcentral

See PM print ad examples here: productionmachining.com/examples

For more information, please contact Chris Larkins | Advertising Manager clarkins@productionmachining.com
Promote your brand, and get in front of top qualified buyers in the 2020 Buyer’s Guide.

Investing in a full-page ad in the 2020 Buyer’s Guide is certain to get your 2020 started right. In addition to your ad, you’ll get a full-page profile of your company. This issue of *Production Machining* will be mailed to all 18,400+ subscribers and will be featured at all 2020 events where *PM* is distributed, including all PMPA meetings and IMTS.

**It’s easy to get started on your FREE full-page Company Profile:**

1. Create company description, including address, phone number and URL. Your company description should be 125 words.

2. Create 1, 2, or 3 product descriptions:
   1. Product - 168 words
   2. Products - 112 words per product
   3. Products - 63 words per product

3. Send us your hi-res company logo as well as the product photo(s) you describe.
   - **Logo and photo file specifications:**
     - Logo: Vector (EPS or AI) or JPEG (300 dpi min.)
     - Photo(s): JPEG (300 dpi min.)

**DEADLINE: JANUARY 3, 2020**

Get your *PM* Buyer’s Guide ad specs here: gardnerweb.com/adcentral

See *PM* Buyer’s Guide ad examples in the back pocket of this kit, and online here: productionmachining.com/examples
THE ONLINE LEADER OF THE PRECISION MACHINING INDUSTRY

737,500+
ANNUAL PAGEVIEWS

Advertising on our site is seen by the largest qualified audience in the precision machining industry—visitors who are actively looking for solutions and machines.

### PRODUCTIONMACHINING.COM VIEWS

<table>
<thead>
<tr>
<th>PAGE / SECTION</th>
<th>ANNUAL VIEWS</th>
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<tbody>
<tr>
<td>BLOG</td>
<td>81,744</td>
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<tr>
<td>HOME PAGE</td>
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<tr>
<td>PRODUCTS PAGE</td>
<td>31,929</td>
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<tr>
<td>LATEST ISSUE PAGE</td>
<td>23,719</td>
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<tr>
<td>EVENTS</td>
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### METALWORKING NETWORK ZONE ACTIVITY

(Included in the Metalworking Group Ad Package)

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<thead>
<tr>
<th>METALWORKING ZONE PAGE</th>
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<tbody>
<tr>
<td>Additive Manufacturing</td>
<td>456,205</td>
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<tr>
<td>Cutting Tools &amp; Forming Tools</td>
<td>363,515</td>
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<td>Milling Tools</td>
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<td>CAD-CAM &amp; Related Software</td>
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<td>CNC &amp; Machine Controls</td>
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<tr>
<td>Inspection &amp; Measurement Equipment</td>
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<tr>
<td>EDM Equipment</td>
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<td>Turning Machines</td>
<td>77,303</td>
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<tr>
<td>Aerospace Machining</td>
<td>59,970</td>
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<tr>
<td>Robots &amp; Automation</td>
<td>58,643</td>
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<tr>
<td>The IMTS Zone</td>
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<tr>
<td>Turn / Mill Zones</td>
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<td>ERP Software</td>
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<td>Micromachining</td>
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<td>Deburring</td>
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<td>Next Generation</td>
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</table>
Every month, productionmachining.com receives an average of over 61,450 pageviews, making it one of the premier online destinations for professionals across the precision machining industry. Get your message in front of the general audience on the home page, or focus on viewers in your part of the industry on the zone pages. With prominent placements for both graphic and rich media advertisements, there’s no better online option for reaching the most qualified prospects in your field.

<table>
<thead>
<tr>
<th>PM ZONE PAGE</th>
<th>ANNUAL VIEWS</th>
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<tr>
<td>Bar-Feeders</td>
<td>19,878</td>
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<td>Screw Machines - Swiss-Type</td>
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<td>Screw Machines - Multi-Spindle</td>
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<td>Rotary Transfer Machines</td>
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<td>Screw Machines - Single-Spindle</td>
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<tr>
<td>High Speed Machining</td>
<td>5,143</td>
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### Productionmachining.com Rates

**A Rich Media Ads**

- **Artwork Size:** 300 x 250 pixels @ 144 DPI
- **File Type:** JPG/PNG
- **Play Button:** Please do not include a play button with your artwork.

**B 300 x 100 Web Ads**

- **Artwork Size:** 300 x 100 pixels @ 144 DPI
- **File Type:** JPG/PNG

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<th>POSITION</th>
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<tr>
<td>HOME</td>
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<tr>
<td>BLOG</td>
<td>PM Now Technology Solution Ad</td>
<td>$1,300</td>
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<tr>
<td>METALWORKING NETWORK ZONES</td>
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<td>$1,750</td>
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<tr>
<td>ALL OTHER ZONES</td>
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<td>$625</td>
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</table>

Get your productionmachining.com ad specs here: [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)

See productionmachining.com ad examples here: [productionmachining.com/examples](http://productionmachining.com/examples)
PM Now reaches 12,800+ audited subscribers 8 times per month (twice weekly). PM Now will bring you insights on the work and business of the precision manufacturing, with a focus on the people who manage and oversee the processes. You’ll be the first to know about new products, events, technology and trends in the precision machining industry.

12,800+
SUBSCRIBERS

PM NOW RATES AND SPECIFICATIONS
(2x Weekly eNewsletter)

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<th>AD MODEL</th>
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<td><strong>LIMITED AVAILABILITY:</strong> 1 per edition / 8 editions per month</td>
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Get your PM Now ad specs here: gardnerweb.com/adcen

See PM Now ad examples here: productionmachining.com/examples
WEBINARS AND EPRINTS

Showcase Your Company’s Expertise on a Production Machining Webinar

Webinars hosted by Production Machining are dynamic and interactive, and position you to discuss timely and compelling issues with your target audience. They are also an excellent source for lead generation.

Your PM Webinar Investment Includes:
- Customized email invitations (4) to up to 10,000 PM subscribers
- Webinar promotion within PM e-newsletters
- Event promotion within Production Machining Magazine
- Customized lead reports
- Staff-supported webinar hosting and customer service
- Moderation by a PM editor

Reach Active, Qualified Buyers with PM TECH BRIEF ePrints

ePrints deliver your message to PM permission-based subscribers. Instead of being presented as an unsolicited advertisement, ePrint advertisers appear as technology providers and thought leaders.

PM TECH BRIEF ePrint Components:
- PROMOTIONAL LIST
  The PM TECH BRIEF ePrint promotional list is an active audience with a stated preference to receive information about new product and process technology via email.
- DEMOGRAPHICS
  Demographic selection is available in a limited capacity.
- CONTENT
  Maximum of 5 content sections: feature, custom sections and learn more/company info section.
- ANALYTICS
  Advertisers will receive sent, deliver, open, read, total click, unique clicker and CTOR data. Recipient contact data will not be included.

WEBINAR INVESTMENT (GROSS)

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<td>UP TO 1,000 ATTENDEES</td>
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<td>90-DAY ARCHIVING</td>
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PM TECH BRIEF EPRINT INVESTMENT (GROSS)

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<td>$1</td>
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<td></td>
<td>(2,500 Name Minimum)</td>
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</table>
CUSTOM CONTENT
Build Brands and Generate Leads

What is Content Marketing?

YOUR STORY, PRESENTED
BY PRODUCTION MACHINING
Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

Why Content Marketing?

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

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

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

Native Ad Campaigns Include:

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 the site 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
• PM Site Coverage
  – Homepage display of your Sponsored Content
  – “Related Story” promotion on relevant articles
• PM eNewsletter Push
  – PM Now
• PM 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.

CONTENT MARKETING RATES

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<th>SOLD IN 3 CONSECUTIVE MONTH INCREMENTS</th>
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<td>OPTIONAL SERVICES</td>
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<tr>
<td>ARTICLE DEVELOPMENT</td>
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<tr>
<td>DIRECT EMAIL PROMOTIONS</td>
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<tr>
<td>INCLUSION IN PRINT MAGAZINE</td>
</tr>
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</table>

Get your PM custom content specs here: gardnerweb.com/adcentral
See PM custom content examples here: productionmachining.com/examples
PMTS 2019 was the largest ever!

Presented by the Precision Machined Products Association and co-presented by Production Machining, Products Finishing and Modern Machine Shop, the Precision Machining Technology Show (PMTS) addresses product technology, process innovation and business development in the precision machined parts industry. It includes an exhibit hall, machining demonstrations, showfloor knowledge centers and classroom-style technical sessions.

7,000+ REGISTRANTS | 310+ EXHIBITORS

Reserve your exhibit space today!

Joe Campise  jcampise@gardnerweb.com
630-345-3466

APRIL 13-15, 2021
HUNTINGTON CONVENTION CENTER
CLEVELAND

APRIL 13-15, 2021
CLEVELAND, OHIO
NATIONAL OFFICES/SALES REPRESENTATIVES

CINCINNATI HQ/CENTRAL
Joe Campise
Publisher
jcampise@gardnerweb.com
PH 630-345-3466
PH 513-527-8800
FX 513-527-8801

Brian Wertheimer
District Manager
brianw@gardnerweb.com
PH 513-403-2956

Maalik Bomar
Account Manager
mbomar@gardnerweb.com
PH 513-527-8857

DETROIT / MIDWEST
Joe Campise
Publisher
jcampise@gardnerweb.com
PH 630-345-3466

CHICAGO/MIDWEST
John Campos
Regional Vice President
jcampmos@gardnerweb.com
PH 630-345-3467

OHIO/EAST COAST
Bryce Ellis
Regional Manager
bellis@gardnerweb.com
PH 513-527-8970

Brian Crider
Regional Manager
brcrider@gardnerweb.com
PH 513-527-8899

LOS ANGELES/WEST COAST
Rick Brandt
Regional Vice President
rbrandt@gardnerweb.com
PH 513-766-5864

PITTSBURGH/EAST COAST
Anthony Pavlik
Regional Vice President
apavlik@gardnerweb.com
PH 917-838-8734

MARKETPLACE/CLASSIFIED ADS
Chris Brock
cbrock@gardnerweb.com
PH 440-639-2311

INTERNATIONAL OFFICES/SALES REPRESENTATIVES

CHINA
Lucy Xiao
Vogel (Beijing)
PH 86-10-63326090
lucy@vogel.com.cn

TAIWAN
May Hsiao
J&M Media (Taiwan)
PH 866-4-2296-5959
may@jandm.com.tw

SPAIN/PORTUGAL
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PH +34-600-424223
conchi@nebenconsulting.es

JAPAN/KOREA
Bryce Ellis
Gardner Business Media (USA)
PH 513-527-8970
bellis@gardnerweb.com

ITALY
Nicola Orlando
PH +39-02-4156-056
FX +39-02-4830-1981
orlando@com3orldando.it

GARDNER BUSINESS MEDIA CORPORATE STAFF

CHAIRMAN
Richard Kline, CBC
rkline@gardnerweb.com

PRESIDENT
Richard Kline, Jr.
rkline2@gardnerweb.com

CHIEF TECHNOLOGY OFFICER
Phil Louis
plouis@gardnerweb.com

CHIEF MARKETING OFFICER
Melissa Kline Skavlem
mskavlem@gardnerweb.com

CHIEF DATA OFFICER
Steven Kline, Jr.
skline2@gardnerweb.com

SENIOR ADVERTISING MANAGER
William Caldwell
bic@gardnerweb.com

CHIEF FINANCIAL OFFICER
Ernest Brubaker
ernieb@gardnerweb.com

DIR. OF CUSTOM CONTENT
Tom Beard
tbeard@gardnerweb.com

DIR. OF CONTENT AND WEB
Kate Hand
khand@gardnerweb.com

DIR. OF STRATEGIC ENGAGEMENT
Dave Necessary
dnecessary@gardnerweb.com

MARKETING AND CREATIVE DIRECTOR
Jeff Norgord
jnorgord@gardnerweb.com

GARDNER METALWORKING GROUP

mmsonline.com
productionmachining.com
moldmakingtechnology.com
additivemanufacturing.com
autobeatdaily.com
techspex.com