



COVER

Modern Machine Shop

MÉXICO

Taller Metalmecánico Moderno

2021 Media Guide

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MÉXICO

First and foremost, on behalf of everyone at *Modern Machine Shop México*, we wish you a safe and healthy 2021 year. No one could have predicted this pandemic, but what we can do, is do our best to rise above it and persevere and fight through it.

During economic depressions, wars, and even pandemics, business opportunities are always a constant. The importance is to identify where the opportunities are and act on it before the competition does.

Since 1928, Gardner Business Media has seen its share of disruptions locally and globally. Like those other times in history, Gardner Business Media has not only maintained but also increased its importance in the marketplace to be a key resource to connecting Buyers and Sellers.

COVID-19 is no different. These are challenging times. Times that reward companies that can penetrate their message to the active audience. Currently, some of your traditional sales tactics that you have been using has been disrupted. Perhaps you offered visits from your salespeople, or Open Houses, or meetings at events to meet with prospects or customers...Now, you must adjust to your sales strategy.

Maintaining current customers might seem like an easy initial strategy. However, competitors are as desperate and as anxious as you are to turn sales around and most likely will be aggressive in 2021! Also, you know that the need to constantly keep the activity of adding new customers is the only true strategy to sustainability.

Modern Machine Shop México and the contents of this media kit are here to support you in all 3 phases.

- Phase 1: retain current customers
 - Keep your message visible and constant. Fend off competitors trying to suggest inferior branding or spread baseless rumors. Oversee” your” message will keep you connected to “your” customers
- Phase 2: promote your brand and products to new prospects
 - In Marketing, they always say “the loudest person in the room will be heard”. Be that company...Be that Brand that wants everyone to know it. Be loud and noisy in a “turnaround” economy and rewards will follow
- Phase 3: increase market share
 - Take advantage of competitors fiscal conservatism or lack of “go to market” strategy. Global disruption is one of the best times to increase Market Share...

One thing is for sure...This crisis will turn around. Normalcy will return. In the meantime, look at 2021 as an opportunity to strike in the market and take advantage of the offers and avenues *Modern Machine Shop México* can help you in connecting with buyers and increase market share.

Sincerely,

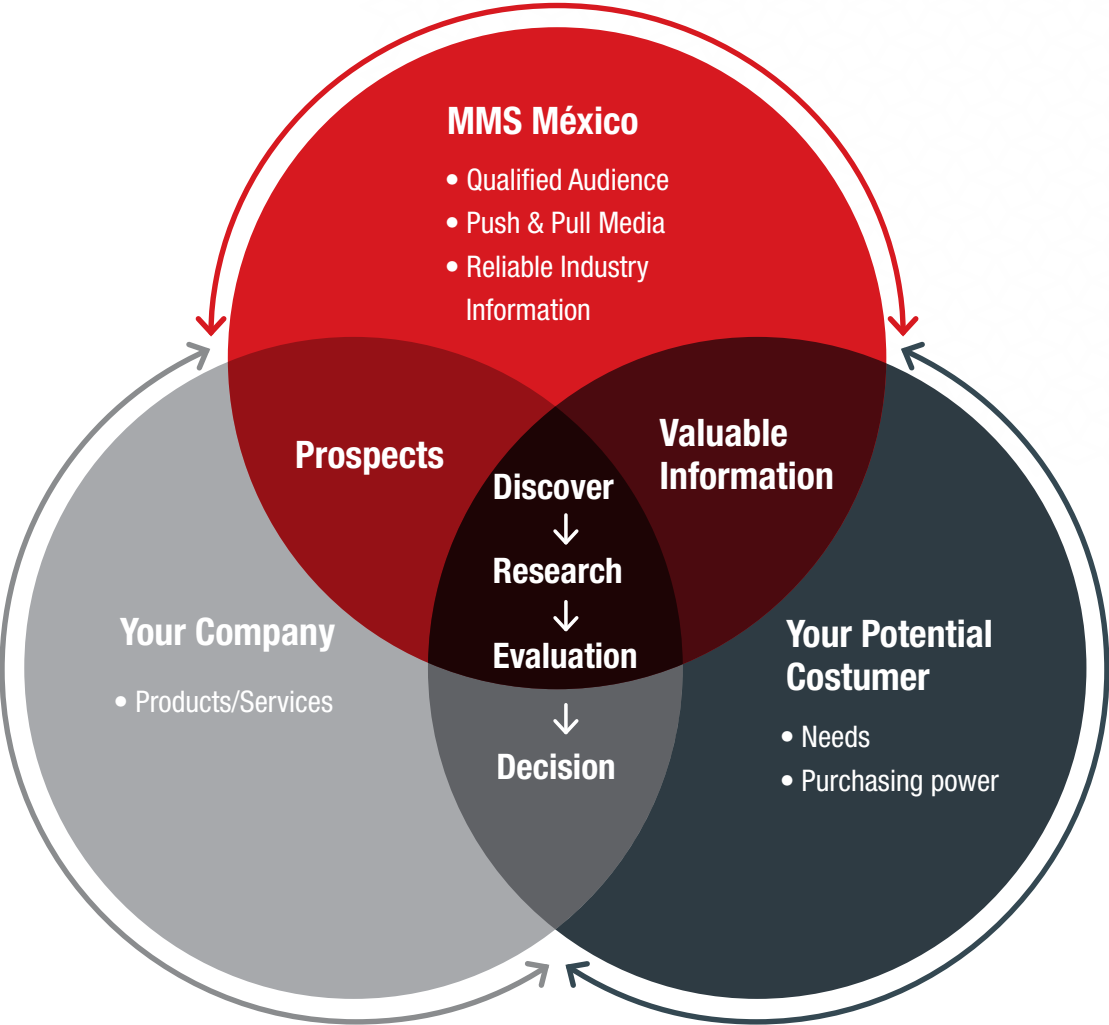


Claude Mas

Executive Director of International Business
cmas@mms-mexico.com

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BUYING INFLUENCE CYCLE



MARKETING MIX

PUSH MEDIA

Makes Pull Media Possible

Delivers brand messaging and content marketing directly to buyers. Introduces, informs and conditions buyers.



Website
(Trade Media)



Industry Events



Magazines



Email



Social

PULL MEDIA

Makes Push Media Powerful

Provides prospects with deeper information on brands or solutions they're evaluating.



Website
(Supplier/Vendor)



Search
(Google/Bing)



Video



Webinar



White Paper

MODERN MACHINE SHOP MÉXICO OFFERS BOTH **PUSH** MEDIA AND **PULL** MEDIA TO HELP YOU DELIVER YOUR **MESSAGE** TO THE **RIGHT AUDIENCE**

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THE **BEST RESOURCES** IN **MEXICO** FOR REACHING METALWORKING PROFESSIONALS WITH YOUR **BRAND MESSAGE**



MAGAZINE

20,000+
subscribers



WEBSITE

225,000+
users per year
**unique*



EMAIL

19,000+
subscribers



2021 EVENTS



SOCIAL MEDIA

11,500+
users

MISSION STATEMENT

In this information age, communication between Buyers and Sellers is essential. *Modern Machine Shop México* provides your company critical access to an increasingly empowered manufacturing audience in Mexico. Our seasoned editorial and marketing teams develop and promote print and digital media, social networking, webinars and live events to provide first-rate resources to the Mexican manufacturing buying audience – an integrated communication strategy designed to grow sales and market share for your products and services.

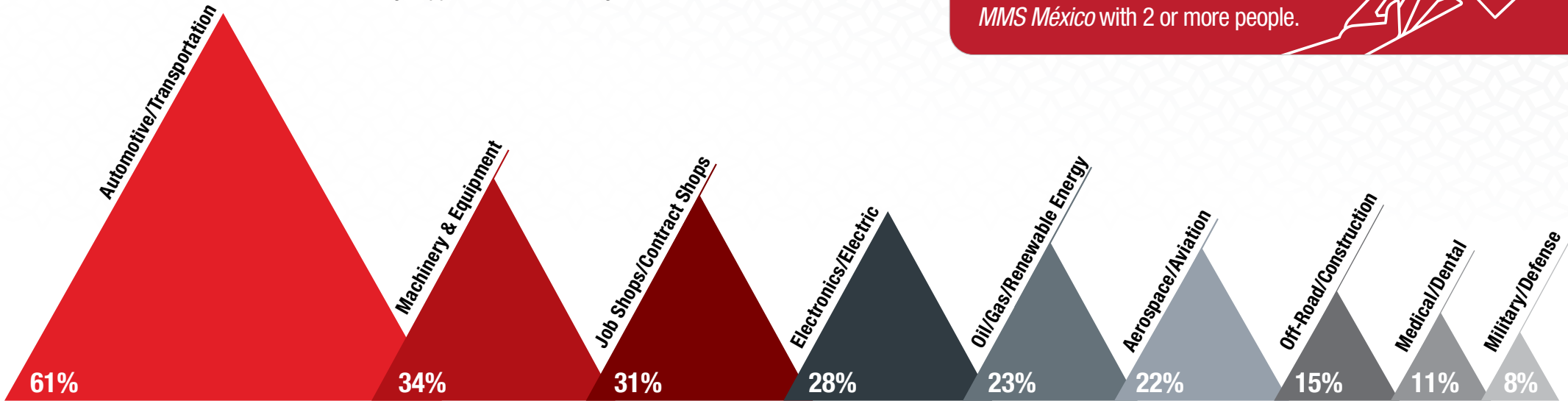
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PRINT AUDIENCE

20,000+ subscribers

Industries Served*

Modern Machine Shop México audience has defined its manufacturing support to the following industries:

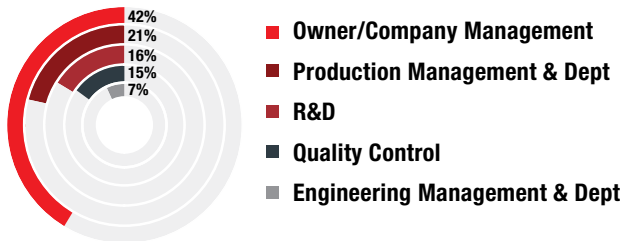


Audience Profile*

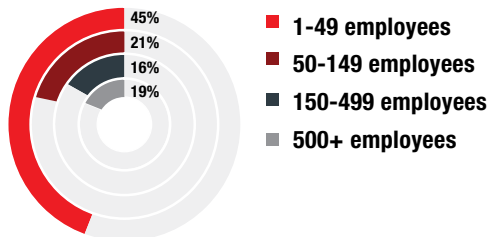
Total Subscriptions
20,161

Total Facilities
10,658

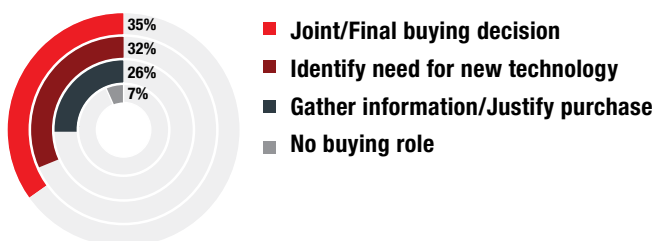
Job Titles



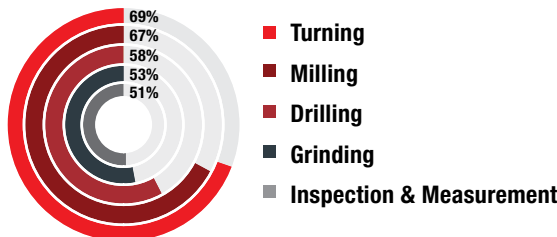
Size of Company



Buying Authority



Top 5 Operations Performed



MMS MÉXICO REACHES EVEN MORE READERS!

77% of our subscribers share their copy of MMS México with 2 or more people.



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*Source: June 2020 Publisher's Count

ONLINE AUDIENCE

225,000+
users per year
**unique*

23,750+
website average
monthly visits

37,250+
average monthly
page views



Top 20 Countries

Country	Users	Country	Users
1. Mexico	178.712	11. Japan	839
2. United States	15.286	12. Costa Rica	838
3. Colombia	5.720	13. Venezuela	719
4. Spain	5.198	14. Guatemala	664
5. Argentina	2.967	15. Bolivia	601
6. Peru	2.464	16. India	480
7. Ecuador	1.602	17. Dominican Republic	444
8. Chile	1.450	18. El Salvador	437
9. China	1.157	19. Hong Kong	424
10. Germany	874	20. Canada	378

*Source: Google Analytics

EMAIL AUDIENCE

19,000+
subscribers

Top/Active Domains

Aerospace/Aviation

- aero.bombardier.com
- aeronc.com
- airbus.com
- altair.com
- curtisswright.com
- figeac-aero.com
- gknaerospace.com
- honeywell.com
- pccaero.com
- safranmbd.com

Machinery & Equipment

- cnc-mexico.com
- cummins.com
- flexpower.com.mx
- heidenhain.com
- precisionmpi.com
- thomsonlinear.com
- vamex.com.mx

Automotive/Transportation

- chrysler.com
- dana.com
- delphi.com
- fcagroup.com
- gm.com
- mx.bosch.com
- nemak.com
- schnorr.com.mx
- sisamex.com.mx
- valeo.com

Medical/Dental

- amphenol-sensors.com
- bd.com
- becomardemexico.com
- ge.com
- hemost.com.mx
- jaco.com.mx
- johnsonelectric.com
- mextrauma.com.mx
- omron.com
- siemens.com

Electronics/Electric

- arcelormittal.com
- carlisleit.com
- draexlmaier.com
- kern-liebers.com
- leviton.com
- mabe.com.mx
- sanmina.com
- schneider-electric.com
- sfelectronics.com.mx
- tnb.com

Off-Road/Construction

- advanexmexico.com
- cat.com
- cipsa.com.mx
- cnhmexico.com.mx
- crown.com
- johndeere.com
- kimball.com.mx
- meccano.mx
- tehiba.com
- tormex.com.mx

Job Shops/Contract Shops

- dualtm.com
- excoeng.com
- fainsa.com.mx
- fgringenieros.com
- gooseberrycorp.com
- manesa.com
- maqim.com.mx
- pionero.com.mx
- reyper.mx
- talleresguemes.com.mx

Oil/Gas/Renewable Energy

- arcelormittal.com
- burndy.com
- dogacnc.com
- eaton.com
- emerson.com
- flowserve.com
- frisa.com
- ruhrpumpen.com
- solarturbines.com
- tormex.com.mx

*Source: Active Campaign

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INDUSTRY PROFESSIONALS SAY PRINT IS...



INFLUENTIAL

Manufacturing buyers find advertising in industry sources 3 times more influential than advertising in non-industry outlets like Google & Facebook.



MEMORABLE

Print advertising yields a higher level of advertising recall, longer engagement & increased brain activity.



IMPACTFUL

More than 50% of industrial buyers use print magazines throughout their purchase process.



INFORMATIVE

More than 60% of industrial buyers consider magazine advertising informative.

*Source: Print Media & the Industrial Buyer Report 2020, Gardner Business Media, Inc.



MMS México Advertiser

Omar Jiménez
Sales Manager
Herramientas Cleveland S.A. de C.V.

“The *MMS México* magazine always presents updated information and trends, it is a very good resource to reach professionals of the metalworking, automotive and aerospace sector, which makes it a good channel to promote our products and services.”






MMS México Audience

Sergio Calderón García
Operations Manager
Munchmeyer-Calderón

“*Modern Machine Shop Mexico* is a reference point for academia, manufacturers and customers where you can see the advances and new technologies. It is a means of dissemination and consultation that strengthens the industry. If it did not exist, we would have nowhere to look and we would lose profitability.”

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2021 EDITORIAL CALENDAR

ISSUE	JANUARY/FEBRUARY Closing Date: 12/7/2020	MARCH Closing Date: 1/22/21	APRIL Closing Date: 2/19/2021	MAY Closing Date: 3/19/2021	JUNE Closing Date: 4/19/2021	JULY Closing Date: 5/21/2021
EMPHASIS TOPICS <i>Feature Coverage</i>	<ul style="list-style-type: none"> Grinding Turning 	<ul style="list-style-type: none"> Cutting Tools CAD/CAM Medical Industry Outlook 	<ul style="list-style-type: none"> Milling & Machining Centers EDM 	<ul style="list-style-type: none"> Medical Machining Swiss-type Machining Aerospace Industry Outlook 	<ul style="list-style-type: none"> Five-axis Machining Data-Driven Manufacturing 	<ul style="list-style-type: none"> Holemaking Die/Mold Machining Automotive Industry Outlook
SPOTLIGHT TOPICS <i>Special Product Sections</i>	<ul style="list-style-type: none"> Inspection & Measurement Tooling & Workholding Systems & Software 	<ul style="list-style-type: none"> Turning Tooling & Workholding Systems & Software 	<ul style="list-style-type: none"> EDM Tooling & Workholding Systems & Software 	FITMA Pre-Show Issue	FITMA Show Issue	<ul style="list-style-type: none"> Cutting Tools Tooling & Workholding Systems & Software
BONUS DISTRIBUTION		 Precision Machining Technology Show (PMTS) 2021 Cleveland, OH, USA April 13-15, 2021	 FABTECH Mexico Monterrey, Mexico May 4-6, 2021		 FITMA Mexico City, Mexico June 22-24, 2021	

ISSUE	AUGUST Closing Date: 6/18/2021	SEPTEMBER Closing Date: 7/19/2021	OCTOBER Closing Date: 8/20/2021	NOVEMBER Closing Date: 9/17/2021	DECEMBER Closing Date: 10/22/2021
EMPHASIS TOPICS <i>Feature Coverage</i>	<ul style="list-style-type: none"> Multitasking Machining Aerospace Machining 	<ul style="list-style-type: none"> Additive Manufacturing Automotive Machining Mold & Die Industry Outlook 	<ul style="list-style-type: none"> Shop Management Software Workholding 	<ul style="list-style-type: none"> Inspection & Measurement Robots & Automation 2022 Industry Outlook 	2022 Buyer's Guide Connecting Mexican Industrial Equipment Buyers with Qualified Technology Suppliers
SPOTLIGHT TOPICS <i>Special Product Sections</i>	<ul style="list-style-type: none"> Robots & Automation Tooling & Workholding Systems & Software 	Event Preview: EMO Milano	<ul style="list-style-type: none"> Laser & Waterjet Tooling & Workholding Systems & Software 	<ul style="list-style-type: none"> Grinding & Finishing Tooling & Workholding Systems & Software 	
BONUS DISTRIBUTION		 EMO Milano Milan, Italy October 4-9, 2021	 Meximold Queretaro, Mexico October 21-22, 2021		



Print Ad opportunities starting as low as **\$1,600!**
(US Dollars)

For rates & specifications, please refer to pocket content

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NEW - MMS-MEXICO.COM OPPORTUNITIES

FEATURE YOUR MESSAGE ON THE MMS MÉXICO HOMEPAGE OR IN SPECIFIC TECHNOLOGY ZONES NEXT TO CONTEXTUALLY RELATED ARTICLES.

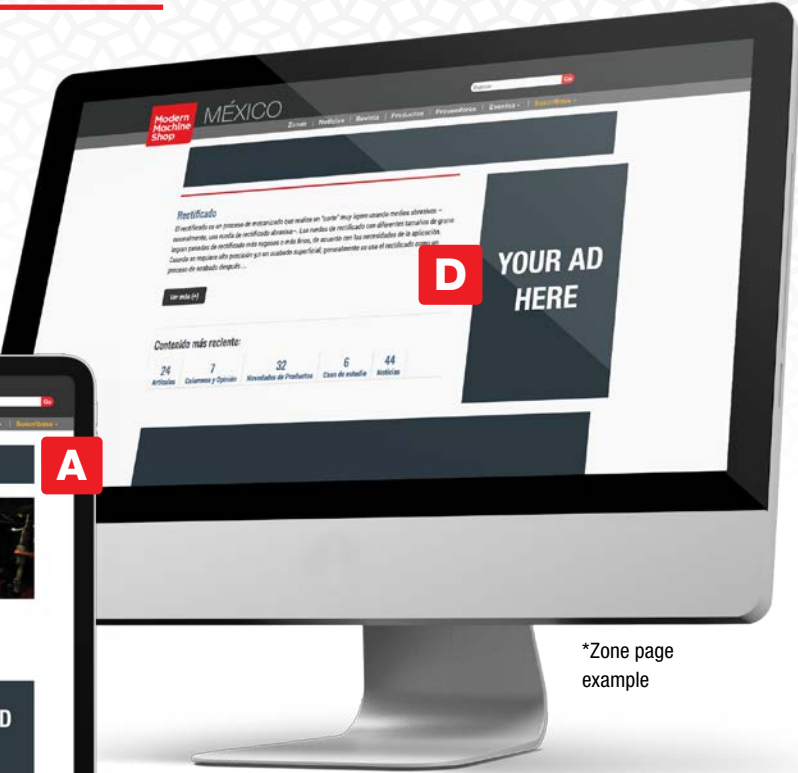
NEW PACKAGES WITH IMPROVED CONTENT INTEGRATION TO BETTER ENGAGE YOUR AUDIENCE.

PACKAGE OPTIONS	AD FORMATS	LOCATION
HOME PREMIUM (Limit: 12)	<div>A</div> 1 Super Leaderboard <div>B</div> 1 Billboard <div>C</div> 1 Medium Rectangle	<ul style="list-style-type: none">• HOME PAGE• RUN OF SITE
ZONE PREMIUM (Limit: 4 per zone)	<div>A</div> 1 Super Leaderboard <div>B</div> 1 Billboard <div>C</div> 1 Medium Rectangle	<ul style="list-style-type: none">• ONE ZONE (Your choice)
SPECIAL OFFER	AD FORMATS	LOCATION
ZONE EXCLUSIVE (Limit: 1)	<div>A</div> 1 Super Leaderboard <div>B</div> 1 Billboard <div>D</div> 1 Banner 300x600	<ul style="list-style-type: none">• ONE ZONE (based on availability)

Packages starting as low as **\$950!**
(US Dollars)

For rates & specifications, please refer to pocket content

*Home page example



*Zone page example

NEW AVAILABLE ZONES JUST FOR YOU!

Choose a zone that targets your desired audience.

To get the complete list of available zones please contact your sales rep (refer to back cover).



MMS México Advertiser

Fátima Oyervides
Marketing Manager
Renishaw México

"We are a technological innovation company focusing mainly on the automotive and aerospace industries in Mexico. Therefore, the *MMS México* website is a strategical ally to achieve our marketing and sales goals."



MMS México Audience

Victor Castellanos
Machining and CNC Programming Leader
Safran Aircraft Engines

"Due to the impact of this pandemic it is important to know how markets move and how the surroundings of our professional circle are affected. This always helps us to identify both new opportunities and new risks and with the support of the website *Modern Machine Shop México* we can visualize the general state of the markets."

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E-NEWSLETTER “EL TALLER”

KEEP YOUR BRAND NEXT TO THE FRESHEST MODERN MACHINE SHOP MÉXICO CONTENT.

“El Taller” is a weekly e-mail recap created by the *MMS México* editorial team, making it the premier resource for finding the latest news, technologies and case studies in the industry.

Placing an ad in “El Taller” gives your company the opportunity to market your brand to an active audience who read our content once a week (sent every Friday).

Ad Options	Inventory
E Leaderboard	1 available (per e-newsletter)
F Video ad	2 available (per e-newsletter)
G Banner +Plus	16 available (per e-newsletter)



Ad opportunities starting as low as **\$700!** (US Dollars)

For rates & specifications, please refer to pocket content



MMS México Advertiser
Mauricio Martin
Sales & Marketing Senior Manager
MC Machinery Systems de México

“We like El Taller since industry news are sent directly into the inbox of potential customers and prospects. It is a way to reach thousands of leads and expose our brand as a reminder for current and future needs.”



MMS México Audience
Ricardo Ramirez Pompa
CEO
MasterTec México

“Having a specialized newsletter like “El Taller” from *Modern Machine Shop México* is very good, since it keeps us at the forefront of the latest developments. In addition, when they publish the stories of the best workshops, it also helps us a lot to see where we stand.”

NEW - MMS MÉXICO EXCLUSIVE DIGITAL EDITION BUNDLE

CARRY YOUR BRAND ONLINE WITH MODERN MACHINE SHOP MÉXICO
Digital Edition Bundle includes:

- Full page ad on the opening tab.
- Exclusive leaderboard in the digital edition email.
- Advertising on the MMS-Mexico.com Latest Issue landing page.

DELIVERS TWICE A MONTH TO **18,500+** SUBSCRIBERS, THAT IS **37,000+** IMPRESSIONS PER MONTH

OVER **170,000** DIGITAL ISSUE PAGE VIEWS ON THE LAST YEAR!

Digital editions are promoted through email and social media and featured on MMS-Mexico.com. Archived editions remain available on the site indefinitely.

Availability: 1 per issue



Ad opportunities starting as low as **\$1,500!** (US Dollars)

For rates & specifications, please refer to pocket content

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WEBINARS

MMS MÉXICO WEBINARS SHOWCASE YOUR COMPANY’S KNOWLEDGE AND LEADERSHIP ON IMPORTANT INDUSTRY TOPICS AND SECURE VALUABLE LEADS!

“MMS MÉXICO WEBINARS GENERATE OVER 200 QUALIFIED LEADS ON AVERAGE”

With your investment in a *MMS México* Webinar you’ll receive:

- EMAIL**
Invitations sent to the *MMS México* audience.

E-NEWSLETTER
Event promotion within *MMS México* “El Taller” e-newsletter.

PRINT
Event promotion within *Modern Machine Shop México* magazine.

ONLINE
Archived webinar sessions on mms-mexico.com for six months.
- SOCIAL MEDIA**
Invitation to your webinar on our Facebook page and Twitter and LinkedIn accounts.

LEAD GENERATION
Customized lead reports including all registrants.

TECH SUPPORT
Webinar hosting and support.

EXPERT MODERATOR
Live webinar moderated by a *MMS México* editor.

WE DON’T ONLY REACH MEXICO!
Over 20% of our registrants comes from outside Mexico

TOP 5 FOREIGN COUNTRIES

- 1)  Peru

2)  Colombia

3)  Argentina
- 4)  Ecuador

5)  Chile



Opportunities starting as low as **\$5,150!**
(US Dollars)

For rates & specifications, please refer to pocket content



MMS México Advertiser
Jennifer Mendieta
Regional Mkt Manager Latin America
Universal Robots

“It is a very good marketing tool to catch leads. Undoubtedly, we will continue with this product. It is an excellent way to bring our solutions to the market.”



MMS México Audience
Isidoro Guajardo
Chief Technical Officer
IECOS

“I highly recommend the webinars of *Modern Machine Shop México* because they have many innovative things and you must be constantly renewing yourself. They have impacted us a lot, they have been to our liking and they have fulfilled our expectations.”

NEW - EPRINTS

REACH ACTIVE, QUALIFIED BUYERS WITH MMS MÉXICO EPRINTS

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

ePrints Include:

- CUSTOMIZABLE CONTENT**
Up to 5 content sections: the feature, the custom sections and the learn more/company section.

DEMOGRAPHIC TARGETING
Audience selection limited to *MMS México* opt-in subscribers, but customizable.

ANALYTIC REPORTING
Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data. Recipient contact data will not be included.

SUPPORT
HTML email coded by *MMS México* staff; advertisers only required to submit copy and imagery.

Opportunities starting as low as **\$2,500!**
(US Dollars)

For rates & specifications, please refer to pocket content



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CONTENT MARKETING

BUILD BRAND AND GENERATE LEADS

What is Content Marketing?

Your message, presented by *Modern Machine Shop México*. 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 on our website 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.

Opportunities starting as low as **\$4,000/month!** (US Dollars)

For rates & specifications, please refer to pocket content



NEW - RETARGETING

BUILD BRAND AND DRIVE DEMAND WITH INCREASED WEB DISPLAY VIEWS

What is Retargeting?

An opportunity to reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.

Benefits of Retargeting

BRAND DEVELOPMENT

Continue your brand development to our qualified audience.

DEMAND GENERATION

Use creative and call-to-action messaging that encourages viewers to visit your site.

AUDIENCE EXTENSION

Only way to connect with our web traffic offline.

Use Cases:

- Drive traffic to your website
- Announce a special offer – a free demo, consultation, discount
- Introduce a new product or service

Opportunities starting as low as **\$3,000!** (US Dollars)

For rates & specifications, please refer to pocket content



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FITMA

CENTRO CITIBANAMEX | MEXICO CITY, MEXICO

JUNE 22-24, 2021

FITMA is The International Expo of Technology and Manufacturing for the Latin American Market

FITMA is a unique scenario that brings together the world’s community of technology suppliers with the metalworking industry of the Latin American region, a constantly growing market that needs new ways to increase its production and efficiency.

- Latin America is the 5th largest consumer of machine tools worldwide.
- A rising middle class is growing local consumption. \$147 billion of Foreign Direct Investments from OEMs in the region just in 2018. Now the manufacturing chain needs to invest to keep up with demand.
- The USMCA agreement is in effect since July 1, 2020. Now automotive parts per vehicle must contain 75% parts produced in the U.S., Mexico or Canada in order to maintain tax free. Investments need to be made to increase output and to satisfy new suppliers.

FITMA has the support of the most recognized international associations, as well as global technology suppliers and major distributors representing the most recognized brands in the market.

FITMA will be held in conjunction with **MSC Expo** (Manufacturing Supply Chain Expo), two complementary events that bring together suppliers of machinery and manufacturing technology along with the supply chain of the most important industries in Mexico and Latin America.

Booth packages starting as low as **\$325/m²!**
(US Dollars)

For rates & specifications, please refer to pocket content



Carlos G. Mortera
International Director of Latin America
AMT – The Association For Manufacturing Technology

“A transnational event for Latin America like **FITMA** completes a market niche that will support the strengthening of the value chains and the transformation industry, as well as promote knowledge and technology transfer through the exhibition of manufacturers for the main markets and end users of the Latin American region.”



FITMA

The International Expo of
Technology and Manufacturing
for Latin America

FITMA-LA.COM



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MEXIMOLD 2021 2ND EDITION

QUERÉTARO CENTRO DE CONGRESOS | QUERETARO, MEXICO
OCTOBER 21-22, 2021

meximold.com

Gardner Business Media and AMMMT (Mexican Association of Manufacture of Molds and Dies) present the second edition of the first event in Mexico fully dedicated to the mold and die industry.

Meximold is an event for the leading suppliers in additive manufacturing, moldmaking, maintenance and injection molding to display their products and present their services to the Mexican market.

Meximold also offers a 2-day comprehensive conference program divided into 2 different tracks:

- 1 Additive Manufacturing/ Mold Manufacturing
- 2 Injection Molding

Who participates in Meximold?

JOB TITLES

- Manager: 19%
- Purchase & Marketing: 19%
- Engineer: 19%
- Government: 12%
- CEO/Owner/President: 11%
- Other: 20%

Industries visiting Meximold:

- Automotive: 50%
- Machinery: 22%
- Aerospace: 16%
- Electrical Appliance: 8%
- Construction: 4%

Booth packages starting as low as **\$250/m²** (US Dollars)



David Félix Troche
Plasgrom Founder
Meximold Visitor

“A great event, really amazing (...) high-level audience, very good exhibitors, excellent conferences. You can feel a vibrant atmosphere in the exhibition. You did a very good job, congratulations!”

For rates & specifications, please refer to pocket content

E-NEWSLETTER “EL MOLDERO”

“El Moldero” is a monthly digital communication tool that supports and targets one of the fastest growing markets in Mexico: tool & die.

Through extensive efforts from our Audience Development Department, in combination with the support of associations across Mexico, “El Moldero” has a targeted audience of 10,000+ and growing rapidly.

Connect your brand and your message to this investing market today!

Ad Opportunities

H **Leaderboard**
(static image)

I **Video Ad**
(static image/live text/link to URL hosting your video)

J **Technology Solutions Ad**
(static image/live text)



Ad opportunities starting as low as **\$700!** (US Dollars)

For rates & specifications, please refer to pocket content

Don't miss the opportunity to expose your brand to THIS GROWING MARKET!

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TAKEAWAYS

1 | IDENTIFY YOUR AUDIENCE

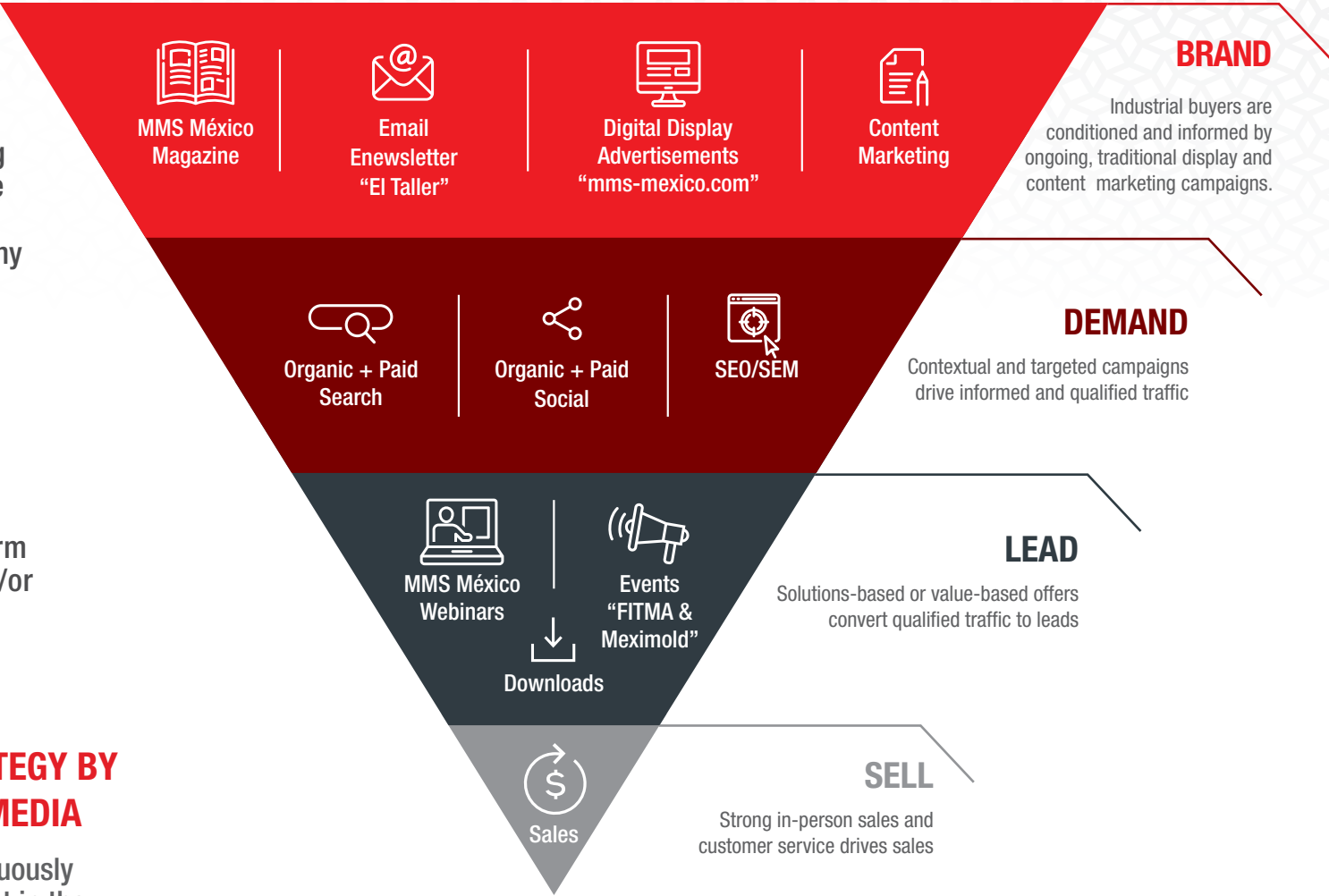
MMS México reaches over 225,000 metalworking professionals across all of its channels. If you are part of this industry you will certainly reach the right audience for your company through our many products.

2 | CREATE THE MESSAGE THAT CONNECTS TO THAT AUDIENCE

Be sure the brand message you create to inform the audience of your services, technology and/or solutions is present, positive and consistent.

3 | DEVELOP YOUR MARKETING STRATEGY BY USING A MIX OF PUSH AND PULL MEDIA

Your marketing strategy should be shared continuously in different media channels to create a big impact in the market and become a Top of Mind company. *MMS México* offers you different types of products to help you implement your marketing strategy and reach your sales goals.



BRAND MESSAGE DRIVES **DEMAND**
DEMAND DELIVERS **LEADS**

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