





# Your Marketing is Our Business

Proven strategies for exceeding your brand and business marketing goals.



## From Need to Lead

We surround your sales and marketing objectives with content-supported, insight-informed and audience-driven solutions.

### Customer Exclusives

Added value made available only to our customers.



Transparent, real-time reporting and analytics



Online showrooms accessed by in-market buyers



Forecasts, indices and benchmarks for smarter marketing



# Marketing Success Starts with Audience

FIRST-PARTY DATA

+

MULTI-CHANNEL REACH

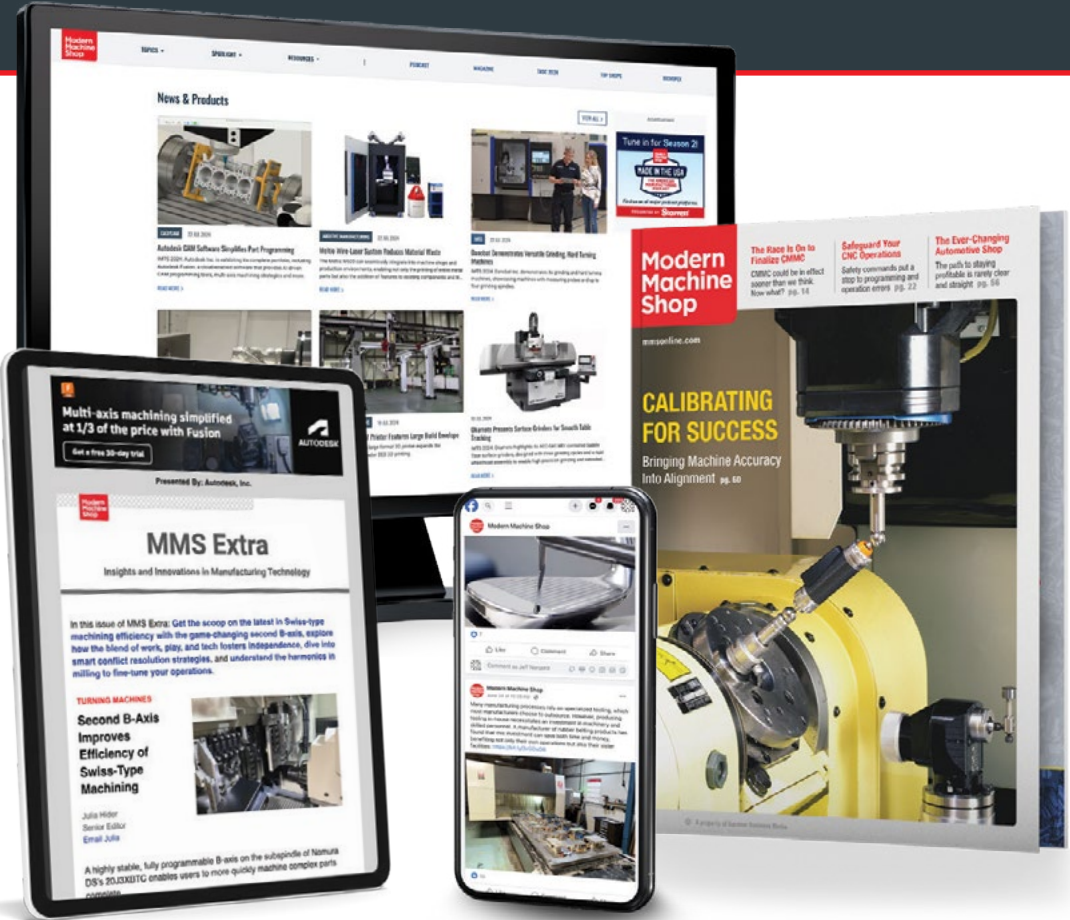
+

ALWAYS ON ACCESS

=

REAL RESULTS

Our audience is qualified, active and constantly engaged by original content that is available 24/7 across all relevant channels creating media and marketing opportunities that are informed and results-driven.



## Always On! Modern Machine Shop's Monthly Media and Marketing Channels Reach

MAGAZINE  
87,500  
Subscribers

ONLINE  
50,000  
Visitors

EMAIL  
43,000  
Opt-In Subscribers



SEARCH  
40,400 referrals



VIDEO  
15,000 subscribers



SOCIAL MEDIA  
75,000 followers  
in 41,100 f 19,800 i 13,000





## AUDIENCE PROFILES

# Meet Our Audience

Going beyond the pages of our monthly magazine, the sampling below represents real-life audience members who engage with content across all our media channels.



**Lead CNC Machinist**  
Mechanical Dynamics  
Analysis LLC

- Receives Print and Digital Editions
- Receives e-Newsletter
- Attends In-Person Events



**Senior Tool Die Maker**  
Clampco Products

- Receives Digital Edition
- Receives e-Newsletter
- Attends Webinars
- Visits MMSonline.com



**Sr. Mfg. Supply Chain Mgr.**  
Boeing

- Receives Print Edition
- Receives e-Newsletter
- TechSpex Registered User
- Attends Webinars
- Downloads Gated Content



**Manufacturing Engineer**  
Graco Ohio Inc.

- Receives Digital Edition
- Receives e-Newsletter
- Attends In-Person Events

**Eihinger Machine Inc.**

**Machinist**  
Eihinger Machine Inc.

- Receives Print Edition
- Receives e-Newsletters
- Visits MMSonline.com
- Attends In-Person Events
- Attends Webinars



**Manufacturing Engineer**  
Lockheed Martin

- Receives Print Edition
- PMTS 2023 Attendee
- Visits MMSonline.com
- Receives e-Newsletters
- TechSpex Registered User



**CEO**  
Vipra Machine Tools

- Receives Digital Edition
- Receives e-Newsletter
- Attends Webinars
- Attends In-Person Events



**Engineer**  
Swagelok

- Receives Print and Digital Editions
- Receives e-Newsletter



**Principal Tooling Engineer**  
CooperVision

- Receives Print and Digital Editions
- Attends In-Person Events



**President**  
EGS Industries Inc

- Receives Digital Edition
- Attends Webinars
- Receives e-Newsletters



**CNC Programmer**  
Yushin America

- Receives Digital Edition
- Receives e-Newsletters

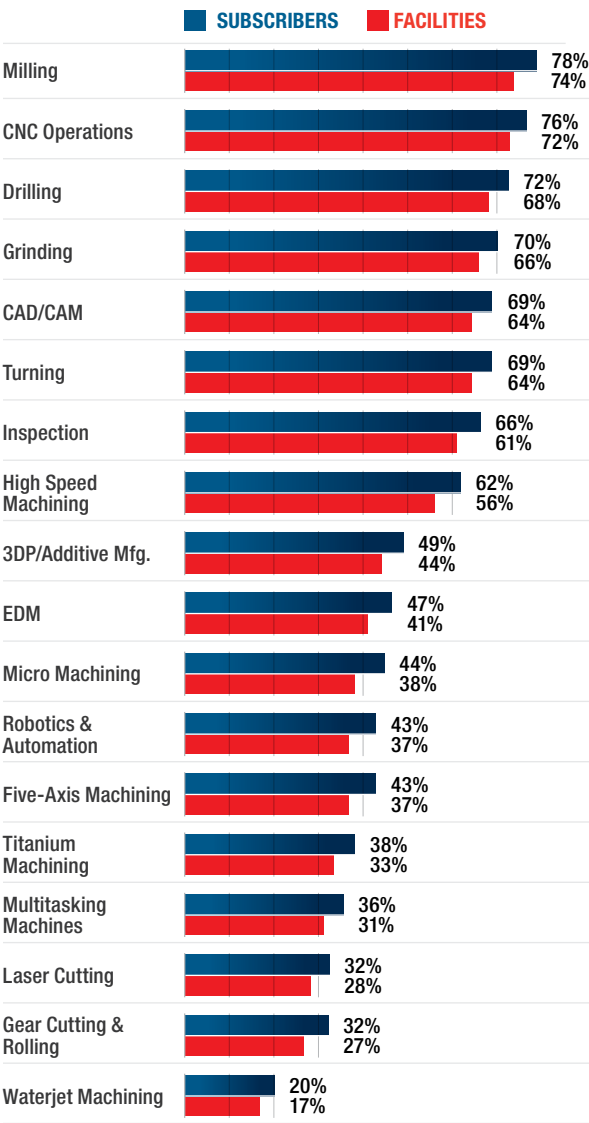


Scan for deeper insights  
on our audience.

# Audience Overview

## Operations that perform

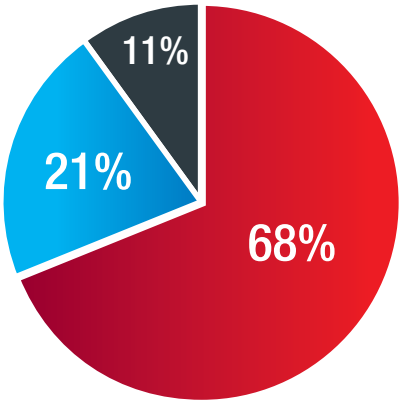
From global OEMs to one-man production shops, Modern Machine Shop reaches the entire metalworking supply chain.



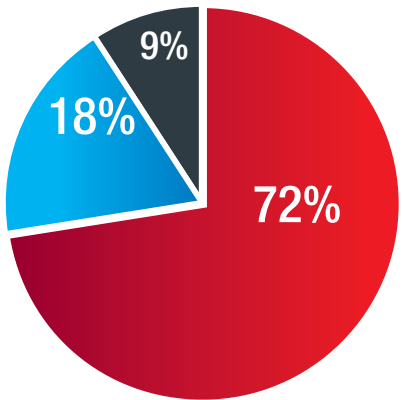
## Reaching the hard to reach

We specialize in reaching two groups – the valuable but difficult to reach small to mid-sized independent manufacturing enterprises and the decision makers with ultimate purchasing power.

FACILITY SIZE



Subscribers

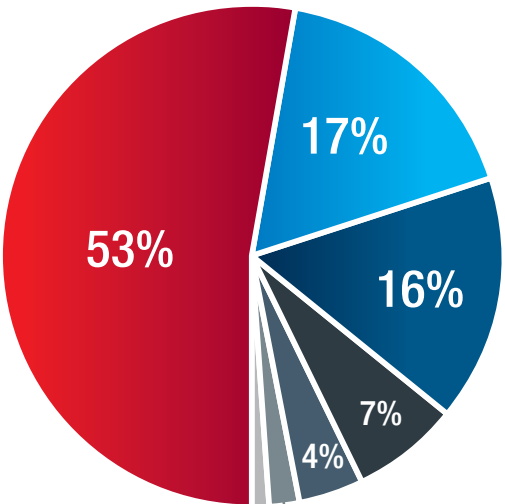


Facilities

## Influencing the entire buying team

Multiple influencers in an organization impact the purchasing process. Reaching the right people at the right time across the right channels is challenging; we do the work for you!

JOB FUNCTION/TITLE



Job Titles

# Put Your Money Where Your Markets Are

Modern Machine Shop has deep insights and wide reach into machining and metalworking's largest and most valuable industries.



Aerospace  
& Aviation

41,000  
SUBSCRIBERS

29,300  
FACILITIES

2,300+  
OEMS



Automotive &  
Transportation

45,000  
SUBSCRIBERS

32,900  
FACILITIES

3,300+  
OEMS



Medical  
& Dental

35,000  
SUBSCRIBERS

24,500  
FACILITIES

1,700+  
OEMS



Military  
& Defense

37,300  
SUBSCRIBERS

26,200  
FACILITIES

650+  
OEMS



Appliances

29,700  
SUBSCRIBERS

16,500  
FACILITIES

1,500+  
OEMS



Industrial  
Machinery  
& Equipment

59,200  
SUBSCRIBERS

36,500  
FACILITIES

3,300+  
OEMS



Computers,  
Electrical &  
Electronics

33,200  
SUBSCRIBERS

22,800  
FACILITIES

2,100+  
OEMS



Offroad,  
Construction  
& Agricultural

40,300  
SUBSCRIBERS

28,800  
FACILITIES

900+  
OEMS



Oil & Gas

33,400  
SUBSCRIBERS

23,100  
FACILITIES

500+  
OEMS



Job Shops

30,300  
SUBSCRIBERS

20,400  
FACILITIES

Here are just a few of the companies consuming our original process and technology content daily.



TOYOTA



stryker



CATERPILLAR®



KOMATSU

PACCAR WINCH



ExxonMobil



Solar Turbines  
A Caterpillar Company

Baker Hughes



3M

EATON

Google

MOOG





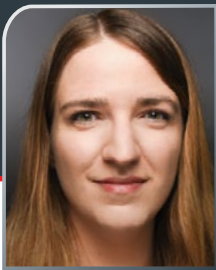


# Content that Connects!

Our editorial team creates original content that connects to the needs and interests of the CNC machining audience. They do that by visiting real-world shops, digging into data and analytics and attending in-person events across the world.



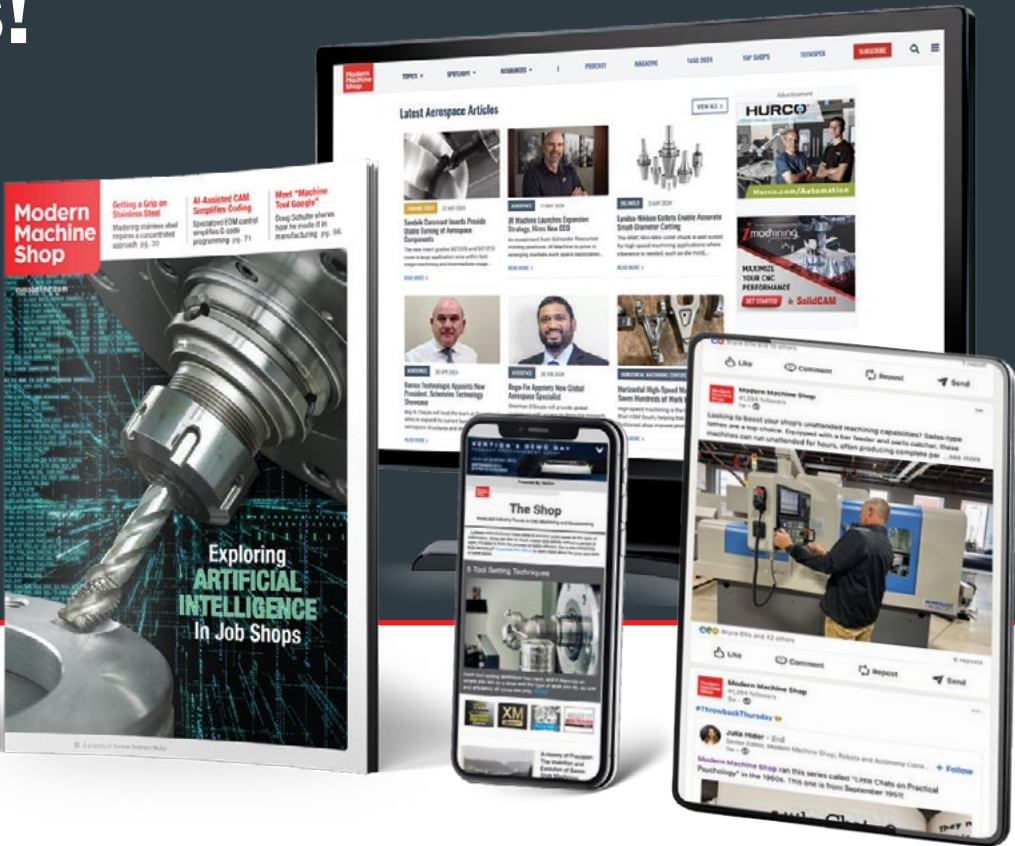
**Brent Donaldson**  
EDITOR-IN-CHIEF  
bdonaldson@mmsonline.com



**Julia Hider**  
SENIOR EDITOR  
jhider@mmsonline.com



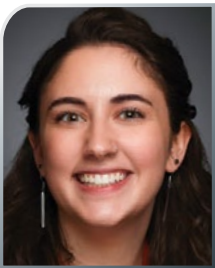
**Eli Plaskett**  
SENIOR ASSOCIATE EDITOR  
eplaskett@mmsonline.com



**Evan Doran**  
ASSOCIATE EDITOR  
edoran@mmsonline.com



**Chris Pasion**  
MANAGING EDITOR  
cpasion@mmsonline.com



**Cara Ready**  
CONTENT MARKETER  
cready@mmsonline.com



**Austin Grogan**  
VIDEO PRODUCTION MGR.  
agrogan@gardnerweb.com



**Alfredo Peters**  
VIDEO PRODUCTION  
apeters@gardnerweb.com

## 50/50 Vision

Whether researching a potential purchase or searching for product process technology information – industrial manufacturers report very clear balance in the amount of online and offline research – on average, half their research is done online and half the research is completed offline.

Source: Industrial Buying Influence Report 2024



# The Modern Media Platform

Modern Machine Shop content is created for multiple media channels, powered by an industry-leading audience management application and informed by a custom-built content management and analytics platform. It is always on. Web, social, in person, inbox, in print, everywhere – Modern Machine Shop delivers.

## INSIDE THE ISSUES

### FEATURE ARTICLES

Key topics in machining technology or shopfloor operations

### TECHNICAL PERSPECTIVES

Expert perspectives on CNC and business topics

### SHOP TALK

Current events in the metalworking industry

### SYSTEMS & SOFTWARE

Computer-related products for machining and manufacturing

### TOOLING & WORKHOLDING

Cutting tools and workholding-related products

### MODERN EQUIPMENT REVIEW

New and useful products across the range of tech

MONTH AD CLOSING DATE	EMPHASIS TOPICS Feature coverage	SPOTLIGHT TOPICS Special product sections	MONTHLY FOCUS	2025 BONUS DISTRIBUTION
JAN 12/02/24	- Artificial Intelligence - Cutting Tools	- Machining Centers	Tooling & Workholding Systems & Software	MFG MEETING
FEB† 01/03/25	- 3D Printing for Job Shops - Automation SPECIAL SECTION: Leaders in CNC	- Grinding	Tooling & Workholding Systems & Software	
MARCH 02/03/25	- Large-Format Machining - Inspection & Measurement	- PMTS Preview	Tooling & Workholding Systems & Software	PTXPO, PMTS, FORMNEXT CHICAGO
APRIL 03/03/25	- Shop Management/ERP Software - Cobots & Robotics	-Coolant & Chip Management	Tooling & Workholding Systems & Software	AUTOMATE, EASTEC
MAY 04/01/25	SPECIAL ISSUE: Data-Driven Manufacturing		Tooling & Workholding Systems & Software	
JUNE† 05/01/25	- Shopfloor Connectivity - Sustainability	- Inspection & Measurement	Tooling & Workholding Systems & Software	
JULY 06/02/25	- Automation - World Machine Tool Consumption Report	- Additive Manufacturing	Tooling & Workholding Systems & Software	TASC, EMO
AUG 07/01/25	- Turning - Grinding	- EDM	Tooling & Workholding Systems & Software	SPS ATLANTA
SEPT 08/01/25	- Five-Axis Machining - Machine Monitoring	- Turning	Tooling & Workholding Systems & Software	MT FORECAST, SOUTHTEC, WESTEC
OCT 09/01/25	SPECIAL ISSUE: 2025 TOP SHOPS		Tooling & Workholding Systems & Software	TOP SHOPS CONF.
NOV† 10/01/25	- Multitasking Machining - Workholding	- Laser & Waterjet	Tooling & Workholding Systems & Software	
DEC 11/03/25	- CAD/CAM Software - Cutting Tools	- Machining Centers	Tooling & Workholding Systems & Software	

† ReactAd Issue and Survey

Components of this editorial calendar are subject to change.





# Industrial Buyers Do Business with Brands They Know and Trust

Build your brand's reputation with highly visual display advertising delivered in known, trusted, contextual environments to active, influential buyers.



**Adcentral**

Ad specifications are available at  
[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



## MAGAZINE DISPLAY ADVERTISING

Large format display ads delivered to qualified industry decision makers.

**87,500  
Subscribers**

### Display Ads

- Spread
- 1/2 Island
- 1/4 Page
- Full Page
- 1/2 Page

### Cover Positions

- Front Inside Spread
- Back Inside Cover
- Back Outside Cover

### Special Positions

Special magazine positions include inserts, ride-along supplements and unique cover wraps.

### Digital Edition Sponsorship

Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.

## Advertising = Sales

**68%** of industrial buyers are more likely to do business with a vendor/supplier that is actively advertising their products or services.



BRAND AWARENESS SOLUTIONS



E-NEWSLETTER  
DISPLAY ADVERTISING

Multi-format graphic and text advertisements presented to an active, opt-in list of email subscribers.

43,000 Active,  
Opt-in Subscribers



**Adcentral**  
Ad specifications are available at  
[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)

MMS EXTRA

- Delivers 2X weekly.
- With content curated by Modern Machine Shop editors, the MMS Extra is the premier e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

MMS EXTRA BRAND  
AWARENESS SOLUTIONS

- A** Leaderboard Ad  
600 x 160 px - 1 per edition
- B** Featured Product Ad  
300 x 250 px - 2 per edition
- C** Product Ad  
300 x 250 px - 8 per edition

MMS THE SHOP

- Delivers every Friday.
- "The Shop" is updated by Modern Machine Shop's editors to feature the latest developments, technologies and case studies the manufacturing community needs to succeed.

MMS "THE SHOP" BRAND  
BUNDLED SOLUTIONS

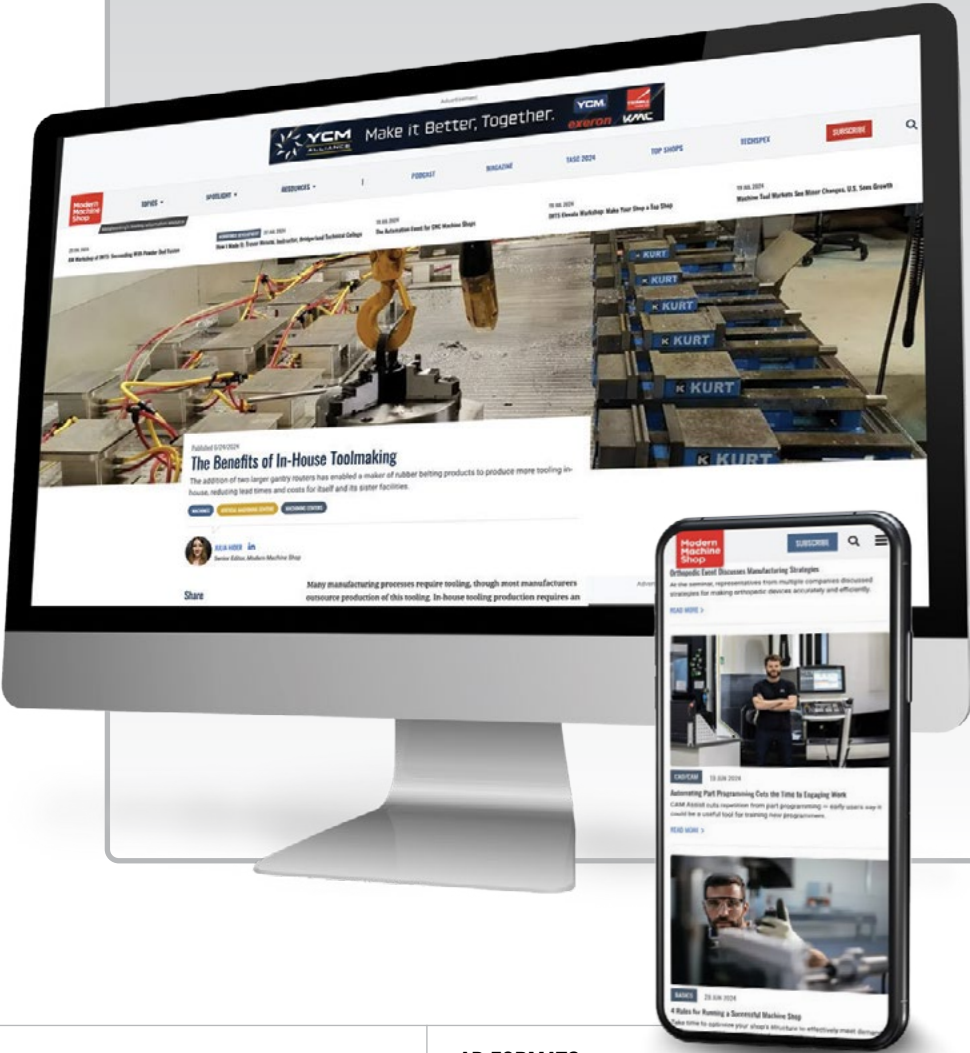
- D** Leaderboard Ad (runs in The Shop newsletter)  
600 x 160 px - 1 per edition
- E** Button Ad (runs in The Shop newsletter)  
120 x 100 px - 16 per edition
- MMSonline.com**
  - Super Leaderboard Ad  
970 x 90 px - 16 per edition
  - Billboard Ad  
970 x 250 px - 16 per edition
  - Medium Rectangle Ad  
300 x 250 px - 16 per edition





# MMSONline.com 50,000 Monthly Users

Advertisements are displayed on our websites to engaged content consumers visiting the site to look for manufacturing products and processes.



## MMSONLINE.COM DISPLAY ADVERTISING

### MMSONLINE.COM TOPICS

Help visitors narrow their search to key areas with content related to a specific material, process or end market. Topics feature articles, case studies, technology briefs, product announcements and supplier listings.

MMSONline.com  
– Home Page

### METALWORKING NETWORK TOPICS

Where applicable, ads also appear on the Gardner Business Media network of metalworking sites.

- |                          |                    |                            |
|--------------------------|--------------------|----------------------------|
| – Cutting Tools          | – Turning Machines | – Shop Management Software |
| – Machining Centers      | – CAD-CAM Software | – Inspection & Measurement |
| – CNC & Machine Controls | – Aerospace        | – Grinding Equipment       |
| – Automation             | – Automotive       | – EDM                      |
| – Workholding            | – Medical          | – Data-Driven Mfg.         |

### AD FORMATS

- A** Super Leaderboard  
970 x 90 px - 12 per month
- B** Billboard  
970 x 250 px - 12 per month
- C** Medium Rectangle  
300 x 250 px - 12 per month



### Adcentral

Ad specifications are available at  
[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



## BRAND AWARENESS SOLUTIONS

Extend the impact and visibility of your marketing message by continuing to market to engaged site visitors, video viewers and channel subscribers as they continue their browsing experience.

### Top-of-Funnel Imperative

**47%** of buyers are most likely to initiate a purchase due to a specific project or customer need. Sound, solutions-based, top-of-funnel messaging is an industrial marketing imperative to ensure that prospective buyers already know your company name and competitive advantage.



### DIGITAL DISPLAY ADVERTISING

#### OFFSITE DISPLAY RETARGETING

Amplify your brand by retargeting to our web visitors.

##### YOU RECEIVE:

- Extended reach to the Modern Machine Shop audience through web display advertising
- Monthly activity report including number of impressions and clicks

#### OFFSITE VIDEO RETARGETING

Expand your marketing message by retargeting to Modern Machine Shop video viewers and YouTube subscribers.

##### YOU RECEIVE:

- A pre-roll advertising campaign on YouTube and Google's Video Network targeting Modern Machine Shop channel subscribers and website visitors
- Monthly activity report including number of impressions, views and clicks



**ADcentral**

Ad specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)





# Industrial Buyers Are Solutions Networkers

Work with us to share engaging, informative thought leadership content with your ideal customers.



## CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

### YOU RECEIVE:

- Featured content placement on related articles across GBM brand sites
- Dynamic digital marketing program including organic and paid social media
- Custom call to action embedded within the article



## SPONSORED CONTENT MARKETING

Deliver your story through a feature style content marketing article, published in Modern Machine Shop's technical voice and delivered across our channels.

### YOU RECEIVE:

- Feature-style content marketing editorial placement
- Integrated digital marketing program including email, search, social and web
- Monthly performance report including pageviews and engagements



## CUSTOM MICROSITES

Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

### YOU RECEIVE:

- Multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand and lead generation opportunities embedded throughout your microsite
- Quarterly performance report including impressions, engagement and an audience profile

## The Case for Content Marketing

**76%** of manufacturing professionals are moderately to a lot more likely to do business with a company actively creating and sharing content. Create (or commission) compelling content and share that content across the channels where buyers are most likely to look.



# Video Content Marketing

Good video should be quality content amplified by multi-channel marketing. That's our approach. We have a best-in-class team who will craft, tell and share your story in a way that solves and sells.



Scan to learn more about video content marketing solutions.



## SPOTLIGHT VIDEO

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic narrated video hosted on our site and YouTube channel.

### YOU RECEIVE:

- 30- to 60-second video press release in horizontal and vertical formats
- Video published alongside your press release as sponsored content on a GBM brand website
- Featured content placement
- Integrated digital marketing program including email, social media and website



## SOLUTIONS SHOWCASE VIDEO

We'll visit your facility, showroom or tradeshow booth for a product demonstration that emphasizes your unique value to the end user.

### YOU RECEIVE:

- 3-5 minute video hosted as sponsored content on a GBM brand YouTube channel and website
- 30-second social media teaser and B-roll footage
- Integrated digital marketing program including email, social media and website



## SUCCESS STORIES VIDEO

Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.

### YOU RECEIVE:

- 3-5 minute video filmed at your facility
- 30-second social media teaser and B-roll footage

### CHOOSE YOUR DISTRIBUTION:

Sponsored content story written and published by a GBM editor featuring your video QR host the video on your own landing page and leverage GBM's audience to drive viewers.





# Demand That Delivers

Drive active, influential prospects across all relevant channels to your website with high quantity, high quality demand generation solutions.

## Tech That Targets

Our investment in marketing technology empowers you to target your ideal customer profile. Following is a list of just some of our targeting criteria.

- Company Name
- Company Location
- Content Affinity
- Content Downloads
- Industry
- IP Organization / Location
- Job Function
- Materials
- NAICS
- Operation Performed
- Plant Size
- Subscription Type(s)
- Supplier Engagement
- Pages Viewed
- Events Registered (in-person / online)







## DEMAND GENERATION SOLUTIONS

# Turnkey Digital Marketing Solutions

Our team of digital marketing and content creation experts make dynamic digital campaigns easy for you to execute by handling the creative, deployment and analytics.

## Multi-Channel Marketing

# 75%

Three quarters of industrial buyers use four or more resources to get purchase and process information.

- Search
- Industry Websites
- Industry Events
- Industry Magazines



## E-PRINTS

When you want to send a direct email message to a targeted selection of Modern Machine Shop's qualified readers, e-prints are the answer.

### YOU RECEIVE:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of Modern Machine Shop subscribers based on industry, geography, facility size, job title and/or operations performed
- Performance report including data about total delivered, open rate and click-through rate



## DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

### YOU RECEIVE:

- Custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in Modern Machine Shop e-newsletters
- Targeted paid promotion in social media channels



## CUSTOM DEMAND GEN

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to drive qualified traffic to your website, landing page or registration form.





# A Leader in Lead Gen

## Three Benefits of Achieving Your Lead Gen Goals with Modern Machine Shop

### 1. LARGER THAN A LIST

Your lead generation program includes a marketing campaign that puts your brand and message in front of a qualified audience of active industry professionals.

### 2. DEMOGRAPHICS THAT DELIVER

Utilizing our first-party audience database and reaching across our network, our lead generation campaigns target your ideal customers and prospects.

### 3. CONTEXT THAT CONVERTS

Much more than a landing page, we build contextual consent-based conversion environments that encourage registration and download.



#### Webinars

(live / on-demand)

Showcase your experts and expertise in a live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

##### YOU RECEIVE:

- Promotion in magazine, direct email and website
- Online hosting and archiving
- Lead and activity report
- Technical support
- Expert moderator



#### Gated Content Marketing

Turn your E-books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

##### YOU RECEIVE:

- Co-branded landing page on MMSonline.com
- Digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country





# Content + Context Create Environments That Convert



## Lead Nurture

Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.



## Custom Lead Generation

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.

## Marketing for Market Share

**90%** of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier – there is always opportunity to steal market share and to protect existing customers – make sure your brand and your marketing messaging is present to avoid losing share and customers.

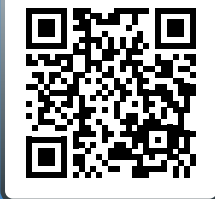
## TECHSPEX

### TechSpex is the Machine Tool Sales Engine

TechSpex attracts active, in-market machine tool buyers to a database of machine tool builders, distributors, makes, models and specifications.

Reach this intent audience through one of three TechSpex marketing programs.

- Basic Package
- Plus Package
- Premium Package



Learn More  
[TechSpex.com](https://www.techspex.com)



# Revealing Manufacturing

90+ years of industrial market research experience applied to help you make the best sales and marketing strategy decisions.



## CUSTOM RESEARCH

Market trends, brand perception, competitive intelligence



## INDUSTRY ANALYTICS

Industry performance indices, production data, market indicators



## MFG. REPORTS

Benchmarking, capital equipment spending trends, forecasts

## Return On Intelligence (ROI)

### When and how to use market research?

- 1 Identify growth areas and market trends via economic forecasts.
- 2 Evaluate your brand and marketing efforts through benchmarking studies.
- 3 Optimize your marketing strategy by better understanding buyer behavior.
- 4 Establish thought leadership through research-based content marketing.







## INDUSTRY EVENTS



# In-Person Influence

Live events remain a critical component of industrial buyers' purchase processes and of effective industrial marketers sales and marketing strategies. Modern Machine Shop offers numerous opportunities to reach your ideal customer profiles before, during and after in-person events.



# Content Studio, Creative and Turnkey Marketing Services

Gardner Business Media's custom marketing solutions group combines nearly 100 years of covering the manufacturing market.

We have best-in-class marketing technologies, a care and understanding of what the market responds to and a belief that our audience is your business, and your marketing is our business.



## MARKETING STRATEGY + SERVICES

From need to lead, we offer full-service, full-stack marketing services.



## CONTENT DEVELOPMENT

We have the industry's most experienced and most versed content team to help you craft articles, interviews, white papers, e-books, positioning pieces and more.



## VIDEO PRODUCTION

For full-service scripting, shooting and editing needs, our video team understands video and understands the video content needs of today's manufacturing professional.



## DESIGN & CREATIVE

We provide design and production services for company brochures, digital and print advertisements, email campaigns plus web and social media graphics.



## EVENTS PROMOTION

Have an event to promote or position? We have the expertise to help you find success.



If you have a marketing need, we can help.

Talk with your MMS sales rep.

# Modern Machine Shop

## Our Clients are Giants

Below are the industry leading suppliers building their brand and business with Modern Machine Shop.







## BRAND AWARENESS

### MAGAZINE DISPLAY ADVERTISING

AD SIZES		COVER POSITIONS	
1/4 Page	<b>\$4,725</b>	Front Inside Spread	<b>\$17,390</b>
1/2 Page	<b>\$6,355</b>	Back Inside	<b>\$13,625</b>
1/2 Island	<b>\$7,570</b>	Back Outside	<b>\$15,310</b>
Full Page	<b>\$8,990</b>	MARKET PLACE	
Spread	<b>\$13,275</b>	Sm.	<b>\$950</b> Lg. <b>\$1,500</b>

Digital Edition Sponsorship **\$5,785/mo.**

#### Special Magazine Positions

Inserts, ride-along supplements and unique cover wraps.  
**Please call for specific pricing.**

### E-NEWSLETTER DISPLAY ADVERTISING

**MMS EXTRA** (Delivers two times weekly)

Leaderboard (1 per edition) **\$3,150/edt.**

Featured Product Ad (2 per edition) **\$3,400/edt.**

Product Ad (8 per edition) **\$1,700/edt.**

**MMS “The Shop”** (Delivers every Friday)

Leaderboard (1 per edition) **\$3,500/mo.**

**MMS “The Shop” Bundle** **\$3,475/mo.**  
(16 available)

### DIGITAL DISPLAY ADVERTISING

**MMSONLINE.COM**

Home Page (12 available) **\$3,500/mo.**

Metalworking Network Topic **\$2,530/mo.**  
(12 available)

Offsite Display Retargeting **\$4,190/mo.**

Offsite Video Retargeting **\$4,190/mo.**



## THOUGHT LEADERSHIP

### SPONSORED CONTENT MARKETING

**\$8,600/mo.** (sold in 3 consecutive month increments)  
Deliver your story through a feature style content marketing article, published in Modern Machine Shop’s voice and delivered across our channels.

### CONTENT BOOST

**\$5,000/mo.**

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

### CUSTOM MICROSITES

**\$5,235/mo.**

(Sold in 12 consecutive month increments)  
Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

### SPOTLIGHT VIDEO

**\$7,500/mo.**

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube.

### SOLUTIONS SHOWCASE VIDEO

**\$10,000/mo.**

We’ll visit your facility, showroom or tradeshow booth for a product demonstration that emphasizes your unique value to the end user.

### SUCCESS STORIES VIDEO

**\$10,000/mo.**

Feature your technology in action at an end user’s facility. These videos tell a first-person story of a user’s need and how your technology provided a solution.



## LEAD GENERATION

### WEBINARS

**\$10,500 (live or on-demand) NET**

Showcase your experts and expertise in our live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

### GATED CONTENT MARKETING

**\$10,500 /mo. NET**

Turn your E-books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

### LEAD NURTURE

**\$7,500 /mo. NET**

Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team’s efforts more targeted and more efficient.

### CUSTOM LEAD GEN

**\$15,000 /mo. NET**

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.

### TECHSPEX LEAD GEN PACKAGES

The machine tool sales engine attracts active, in-market machine tool buyers to a database of machine tool builders, distributors, makes, models and specifications.

**Contact your rep for TechSpex pricing.**



## DEMAND GENERATION

### E-PRINTS

**\$1.50 /name NET** (Minimum 2,500 names)

### DIRECT TRAFFIC

**\$7,500 /mo. NET**

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

### CUSTOM DEMAND GEN

**\$15,000 /mo. NET**

Define and target a custom audience segment across our entire industrial network using digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



## GARDNER PREMIER DISCOUNT PROGRAM

To ensure your marketing achieves both your brand and budget objectives, we offer the Gardner Premier Discount Program. Contact your Modern Machine Shop sales professional to build a marketing strategy that delivers the best return on your marketing goals and your marketing spend.

### FOR MORE INFORMATION

**Bryce Ellis**

**Brand Vice President**

**bellis@gardnerweb.com**

**513-527-8970**

Metalworking Media Group

Modern  
Machine  
Shop

MMSonline.com



**Bryce Ellis**  
Brand Vice President  
bellis@gardnerweb.com  
513-527-8970

PRODUCTION  
Machining

productionmachining.com

MoldMaking  
TECHNOLOGY

moldmakingtechnology.com

TECHSPEX

techsplex.com

National Sales Representatives

**Anthony Pavlik**  
Regional Vice President  
apavlik@gardnerweb.com  
917-838-8734

**Joe Campise**  
Regional Vice President  
jcampise@gardnerweb.com  
630-345-3466

**John Campos**  
Regional Vice President  
jcampos@gardnerweb.com  
630-345-3467

Regional Sales Representatives

**CALIFORNIA / WEST**  
**Brian E. Wertheimer**  
Regional Manager  
brianw@gardnerweb.com  
513-403-2956

**OHIO / SOUTHEAST**  
**Maalik Bomar**  
Regional Manager  
mbomar@gardnerweb.com  
513-527-8857

**ILLINOIS / MIDWEST**  
**Ben Barnes**  
Regional Manager  
bbarnes@gardnerweb.com  
630-345-3468

**NEW YORK / NORTHEAST**  
**Rachel Wallis**  
Regional Manager  
rwallis@gardnerweb.com  
330-268-2249

Inside Sales Representatives

**Bob Huff**  
Account Manager  
bhuff@gardnerweb.com  
513-527-8858

**Rachel Wauligman**  
Account Manager  
rwauglman@gardnerweb.com  
513-527-8897

**Matt Skiba**  
Account Manager  
mskiba@gardnerweb.com  
513-527-8877

International Offices/Sales Representatives

**EUROPE**  
**Simone Mas**  
Gardner Business Media  
+33 749-645-567  
smas@gardnerweb.com

**JAPAN / KOREA**  
**Bryce Ellis**  
Gardner Business Media  
+1 513-527-8970  
bellis@gardnerweb.com

**CHINA**  
**Erica Cheng**  
Gedy Ltd.  
+86 132-183-1378  
erica@gedyinc.com

**SPAIN / PORTUGAL**  
**Guillermo Fernández**  
Gardner Business Media  
+1 305-308-7006  
gfernandez@gardnerweb.com

**ITALY**  
**Roberto Puccetti**  
+39 320 7447807  
Globe Trotter SAS  
roberto.puccetti@gtrotter.it

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

In partnership with



Gardner Business Media  
Manufacturing Industries Served

Advanced Materials Media Group

**Rick Brandt**  
Brand Vice President  
rbrandt@gardnerweb.com  
513-766-5864



**Jeff Sloan**  
Brand Vice President  
jsloan@gardnerweb.com  
719-242-3330



Products Finishing and Valve Media Group

**Todd Luciano**  
Brand Vice President  
tluciano@gardnerweb.com  
513-527-8809



Plastics Media Group

**Jeff Sloan**  
Brand Vice President  
jsloan@gardnerweb.com  
719-242-3330



**Dale Jackman**  
Brand Vice President  
djackman@gardnerweb.com  
630-360-5306



Mexico Media Group

**Claude Mas**  
Executive Director of  
International Business  
cmass@gardnerweb.com  
513-338-2186

