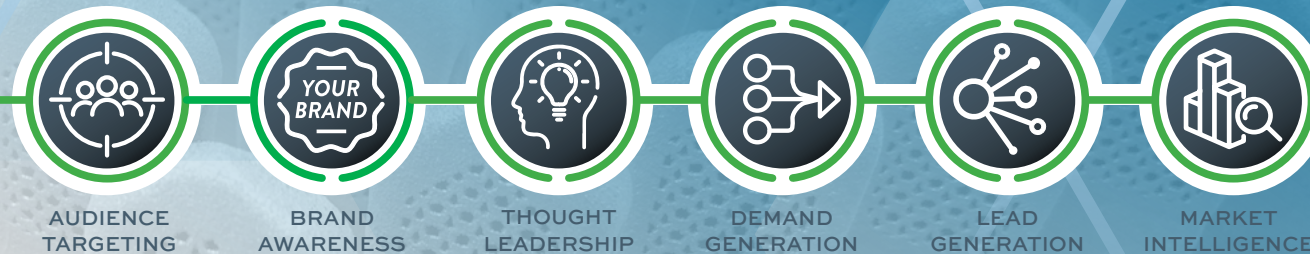




CONNECT WITH INDUSTRIAL 3D PRINTING TECHNOLOGY BUYERS

2026 MEDIA GUIDE



AdditiveManufacturing.media

A property of Gardner Business Media

1 Cover

2 Our Industrial Network

3 Your Marketing Solutions

4 Audience Overview

5 Meet Our Audience

6 Demographics

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Our Audience Is Your Business

Audience intelligence for reaching your ideal customer profiles

Gardner Business Media Total Monthly Industrial Reach

2,200,000 Digital Profiles 785,000 Known Profiles

AM
ADDITIVE
MANUFACTURING

162,000

Modern
Machine
Shop

394,000

Modern
Machine
Shop
México

136,000

PF PRODUCTS
FINISHING

213,000

PT Plastics
Technology

136,000

PRODUCTION
Machining

119,000

MoldMaking
TECHNOLOGY.

136,000

CW
CompositesWorld

383,000

PT Plastics
Technology
MÉXICO

196,000

Unmatched Industrial Reach

Build your brand and your business by targeting customers and prospects across discrete parts manufacturing's most informed and engaged industrial network.



AUDIENCE

Influential buyers actively engaging and requesting content



CONTENT

Unbiased, original content that attracts and informs real buyers



CHANNEL

Integrated, always-on content and advertising environments



TECHNOLOGY

Marketing technology and data analytics that deliver results



RESULTS

Bigger impact, higher return on your marketing investment

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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.

INTRODUCING



Your Industrial Marketing Growth Partner

A full-funnel content, marketing and intelligence solution, GROW combines Gardner Business Media's editorial expertise and first-party audience network with best-in-class technology and data insights to deliver custom solutions to your brand and business marketing goals.

GROW MARKETING

From need to lead. Turnkey, results-driven marketing solutions.

GROW STUDIO

Content that connects. Original content to support your campaign goals.

GROW INTELLIGENCE

Custom insights on brand affinity, market analysis and go-to-market strategy.

GROW PERFORMANCE

Transparent, real-time data on your audience, advertising and marketing impact.

Get Started!



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AUDIENCE INTRODUCTION



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! Additive Manufacturing's Monthly Media and Marketing Channels Reach:

ONLINE
39,400
Monthly Page Views



VIDEO
39,100
subscribers

EMAIL
25,500
Opt-In Subscribers



SOCIAL
MEDIA
71,410 followers

in 32,160 f 2,480 @ 4,670

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AUDIENCE
PROFILES

Meet Our Audience

Going beyond the website, the sampling below represents real-life audience members who engage with content across our multiple media channels.



C-SUITE/PRESIDENT

- President
Hillard Inc.
- President
Falconer Enterprises
- President
Marshall Manufacturing Co.
- President
Nexus Consulting
- President
Izuka Technical Consulting
- President
Airflow Systems
- President
3D Mold Solutions
- President
Southwestern Machine Products
- President
Senvol
- President
Birger Engineering Inc.
- President Ceo
3DX Industries Inc.

OWNER/PROCUREMENT

- 3D Specialist
Shriners Hospital
- AM Director
Barry Wehmler
- Lab Manager
John Deere
- Owner
144 Arms
- Owner
Kentex Industries Inc.
- Owner
SL Research Corporation
- Owner
Delcwest Inc.
- Owner
Silveys Plastic Consutling
- Owner
ArmorTech
- Owner
Art Science Enterprises LLC
- Owner Tool Maker
Jessop Tool

ENGINEERING/DESIGN

- Advanced Materials Engineer
Team Penske Racing
- Application Engineer
Bond High Performance 3D
- Application Engineer
3Design Ltd.
- Application Specialist
Puratos
- Design Engineer
Wanho Manufacturing LLC
- Engineeer
Synthes Inc.
- Engineer
Stratnel Technologies LLC
- Engineer
Spirit Aerosystems Inc.
- Engineer
Hawk AeroSpace LLC
- Engineer
University Of Dayton
- Engineer
Nissin Manufacturing Co. Ltd.

MANUFACTURING / PRODUCTION

- Field Engineer
Northrop Grumman
- Manufacturing Engineer
Midamerica Pump Supply Inc.
- Manufacturing Engineer
Precise Products Corporation
- Manufacturing Engineer
Rolls Royce
- Manufacturing Engineer
Acutec Precision Aerospace Inc.
- Manufacturing Engineer
Graco Inc.
- Manufacturing Engineering Manager
Nexen Group Inc.
- Manufacturing Manager
Jarvis Products Corporation
- CNC CAM Machinist
Acushnet Golf
- CNC Machinist Programmer
HFW Solutions Inc.
- Model Maker
Facebook Reality Lab

Q.C./INSPECTION

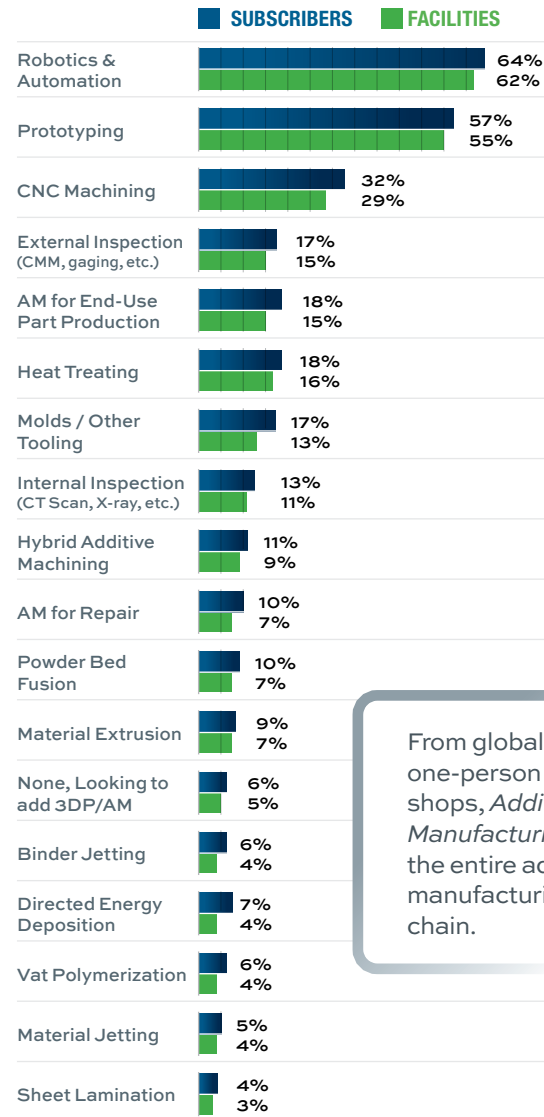
- Quality Analyst
Avery Dennison
- Quality Control Technician
Sawyer Composite
- Senior Metalurgical Technician
Advanced Atomization Technologies
- Application Engineer
Bond High Performance 3D
- Lead Engineer Body Structures
Stellantis
- Mechanic Engineer
Heuresis SAS
- Mechanical Engineer
Raytheon
- Manager
Primetals Technologies
- Manager
Metal Action Machining Ltd.
- Manager
Alkimat Tecnologia Ltd.
- Manager
ESM Engineering

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AUDIENCE OVERVIEW

Operations that perform

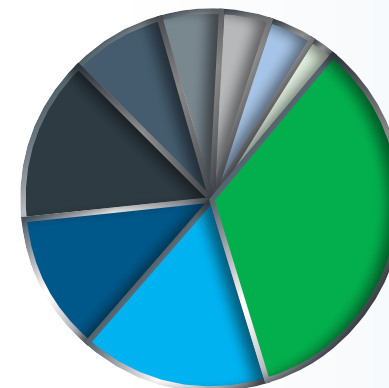
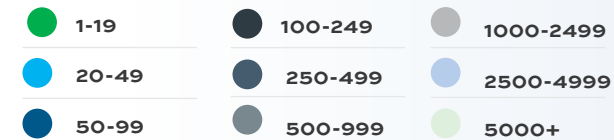


From global OEMs to one-person production shops, *Additive Manufacturing* reaches the entire additive manufacturing supply chain.

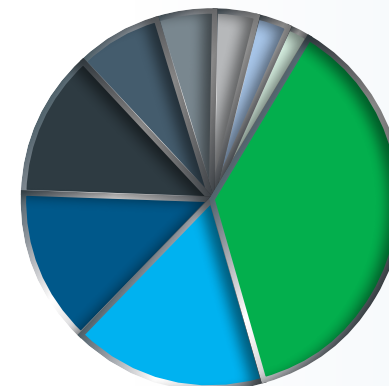
Reaching the hard to reach

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



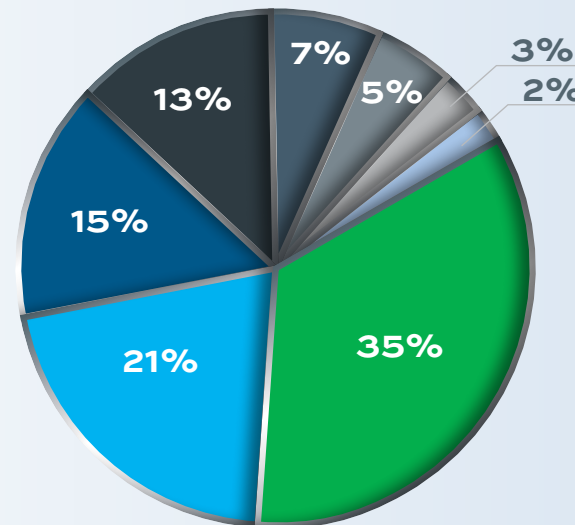
Subscribers



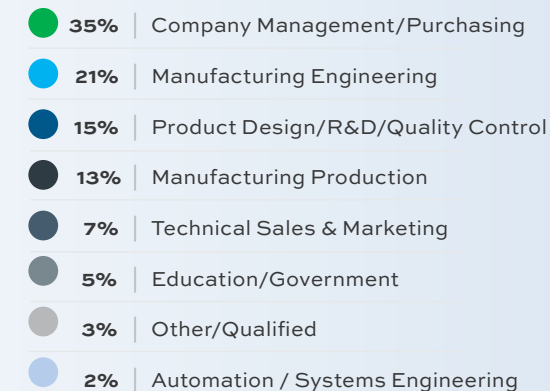
Facilities

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



Put Your Money Where Your Markets Are

Additive Manufacturing has deep insights and wide reach into machining and metalworking’s largest and most valuable industries.

 Automotive & Transportation 32,000 READERS 21,900 FACILITIES	 Aerospace & Aviation 30,000 READERS 20,300 FACILITIES	 Industrial Machinery & Equipment 28,100 READERS 19,000 FACILITIES
 Military & Defense 26,100 READERS 17,800 FACILITIES	 Medical & Dental 24,900 READERS 16,900 FACILITIES	 Computers, Electrical & Electronics 23,200 READERS 15,600 FACILITIES
 Consumer Products 20,400 READERS 13,200 FACILITIES	 Die/Mold 10,800 READERS 6,300 FACILITIES	 Packaging 10,300 READERS 6,200 FACILITIES

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



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CONTENT THAT CONNECTS

Our editorial team members visit and report on industrial 3D printing successes in manufacturing organizations around the world. They create original content aimed at leaders of companies that are looking to advance with additive manufacturing, including the emerging users getting ready to adopt it.



Stephanie Hendrixson
Editor-In-Chief
shendrixson@additivemanufacturing.media



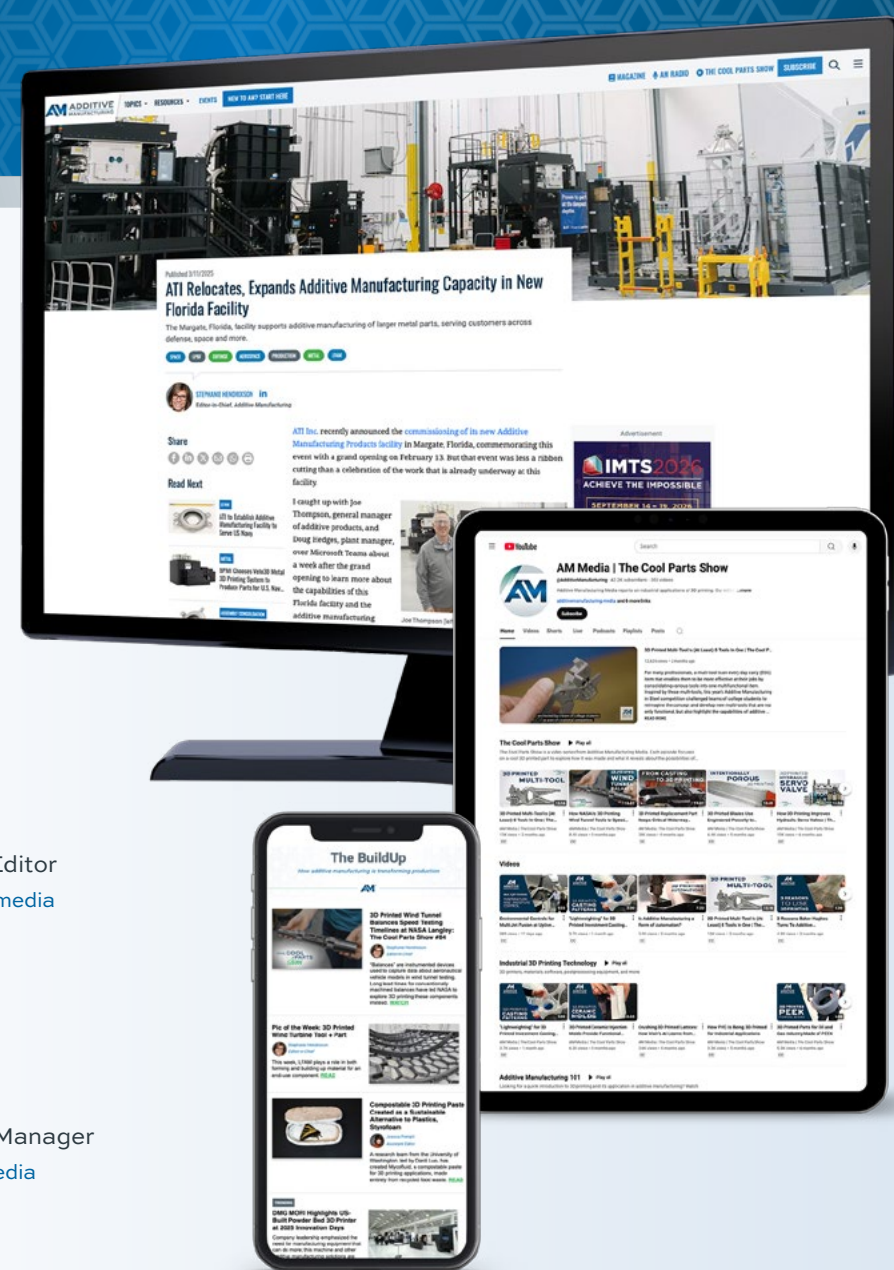
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Austin Grogan
Video Production Manager
agrogan@gardner.media



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 2025

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Additive Manufacturing is devoted to the advancement of 3D printing with an emphasis on industrial production.

NEW FOR 2026

BRAND BUNDLE

Connect with engaged businesses and manufacturing professionals with Additive Manufacturing's 2026 packages and bundles. These programs will deliver high-impact impressions across multiple content channels—on-site and off-site.

Contact your AM sales representative for more information on 2026 programs, packages and bundles.

RECURRING EDITORIAL COVERAGE

PROCESS + APPLICATION

Composites AM	Large-Format AM	Software
DFAM	Materials	Supply Chain
Enterprise	Metal AM	Sustainability
Hybrid AM	Polymer AM	Tooling
Inspection	Postprocessing	

END MARKETS

Aviation	Defense	Oil and Gas
Automotive/ Transportation	Industrial Equipment	Renewable Energy
Consumer Goods	Medical/Dental	Space

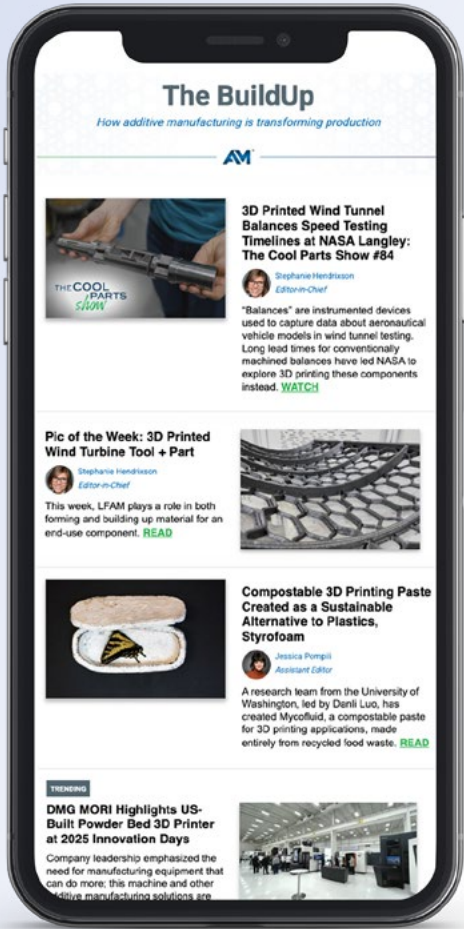
	INDUSTRY EVENTS
JANUARY/FEBRUARY	
MARCH/APRIL	RAPID + TCT April 14-16
MAY/JUNE	
JULY/AUGUST	
SEPTEMBER/OCTOBER	CAMX: The Composites and Advanced Materials Expo September 8-11 IMTS: The International Manufacturing Technology Show September 14-19
NOVEMBER/DECEMBER	Formnext Frankfurt November 17-20



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BRAND AWARENESS SOLUTIONS



The **BuildUp** is composed by *Additive Manufacturing's* editors and features their latest reporting on ideas and developments within additive manufacturing.



E-NEWSLETTER DISPLAY ADVERTISING

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

25,500+ Active, Opt-in Subscribers

Leaderboard **A**

Size:
600W x 160H pixels; 144 dpi
File format:
PNG or JPG

Featured Product Ad **B** & Product Ad **C**

Size:
300 x 250 pixels @ 144 dpi
File format:
PNG or JPG
Title:
50 characters max
Call-to-Action:
30 characters max
Body Copy:
200 characters max

AD CENTRAL

Details and additional specifications are available at gardnerweb.com/adcentral



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BRAND AWARENESS SOLUTIONS



WEBSITE DISPLAY ADVERTISING

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

124,500

Monthly Page Views

Premium Ad Package

Includes: **Super Leaderboard A**

- 970 x 90 px @ 144 dpi
- JPG/PNG

Billboard B

- 970 x 250 px @ 144 dpi
- JPG/PNG

Medium Rectangle C

- 300 x 250 px @ 144 dpi
- JPG/PNG

High-Impact Ad Package

Includes: **Super Leaderboard A**

- 970 x 90 px @ 144 dpi
- JPG/PNG

Billboard B

- 970 x 250 px @ 144 dpi
- JPG/PNG

Positions rotate in unison.

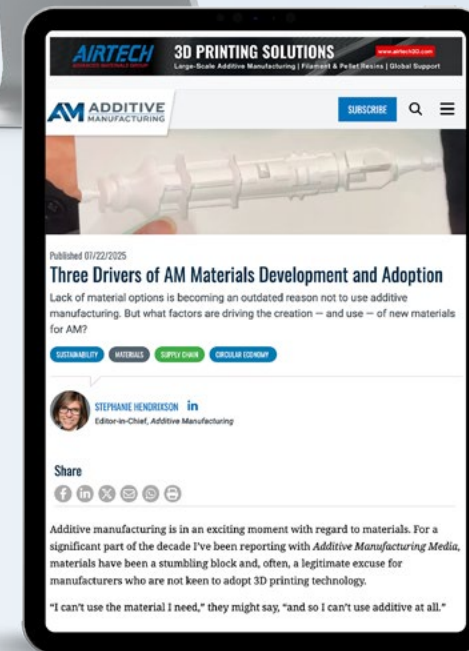
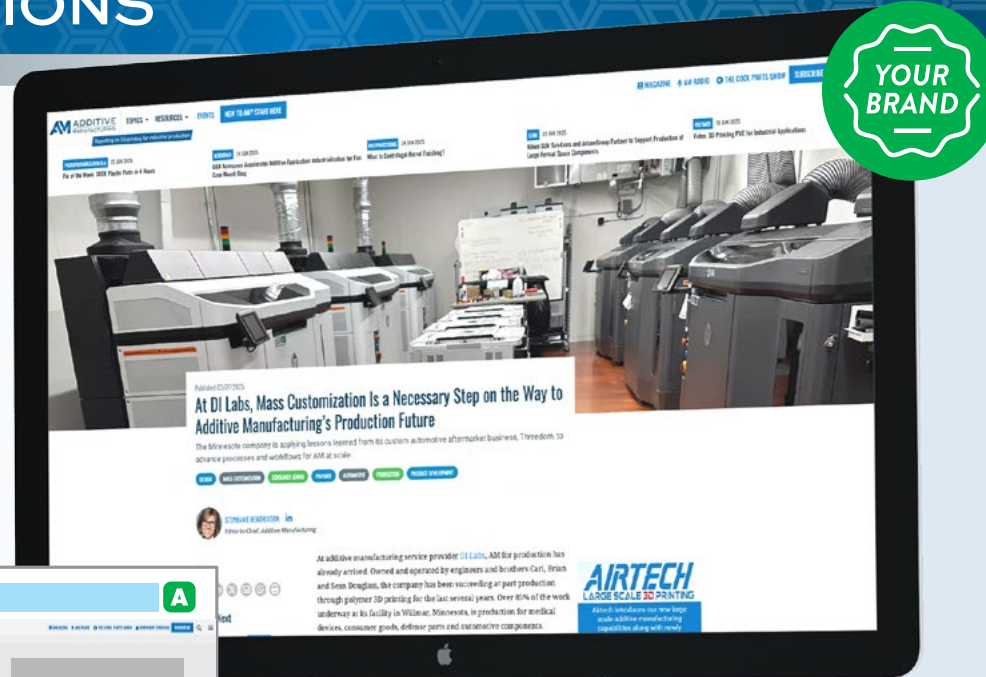
Medium Rectangle Ad

Includes: **Medium Rectangle Ad C**

- 300 x 250 px @ 144 dpi
- JPG/PNG

AD CENTRAL

Details and additional specifications are available at gardnerweb.com/adcentral



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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.

OFFSITE DISPLAY RETARGETING

Amplify your brand by remarketing to our web visitors.

You receive:

- Extended reach to the *Additive Manufacturing Media* audience through web display advertising
- A monthly activity report, including number of impressions and clicks



OFFSITE VIDEO RETARGETING

Expand your marketing message by remarketing to *Additive Manufacturing* video viewers and YouTube subscribers.

You receive:

- Pre-roll advertising campaign on YouTube and Google's Video Network targeting Additive Manufacturing channel subscribers and website visitors
- A monthly activity report, including number of impressions and clicks



NEW FOR 2026

AM MARKET BUNDLE

Reach engaged manufacturing professionals across Gardner Business Media's Industrial Network. *Additive Manufacturing* offers a range of multi-channel bundles and packages that place your brand in front of targeted decision-makers evaluating process and technology solutions.

Contact your *AM* sales representative for more information on 2026 programs, bundles and packages.

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 assure that prospective buyers already know your company name and competitive advantage.

AD CENTRAL

Details and additional specifications are available at 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 *Additive Manufacturing'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

NEED CONTENT?

Work with our experienced team of editors to craft new original content from Q&A interviews and customer stories, to informed technical overviews.

POWERED BY
GROW MARKETING

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THOUGHT LEADERSHIP SOLUTIONS

Video Content Marketing

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



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 web



VIDEO AMPLIFICATION PROGRAM

Amplify your existing video and tell your story dynamically by showcasing your video across our digital channels and remarketing to those audiences via search, social and YouTube.

YOU RECEIVE:

- Personalized onsite video advertisement
- Video remarketing package
- Social media advertising
- Post-campaign analytics report



CUSTOM VIDEO CAMPAIGNS

Work with our team to create a custom video or video series and supporting campaign. We'll visit your shop or showroom to film demos, tours, interviews that highlight your company's unique story and unique value.

YOU RECEIVE:

- Custom 3-5 minute video
- 30-second social teaser video and B-roll footage
- Integrated digital marketing program including email, social and web.

POWERED BY **GROW MARKETING**



Demand That Delivers

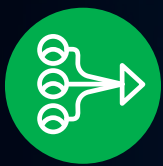
Drive active, influential prospects across all relevant channels to your website with high-quantity, high-quality demand generation solutions.

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 SERVICES

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.

MULTICHANNEL MARKETING

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

Search | Websites | Events | Newsletters

75%



E-PRINTS

When you want to send a direct email message to a targeted selection of *Additive Manufacturing'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 Additive Manufacturing 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 *Additive Manufacturing* e-newsletters
- Targeted paid promotion in social media channels



GROW 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.

POWERED BY GROW MARKETING

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A Leader in Lead Gen

Three Benefits of Achieving Your Lead Gen Goals with *Additive Manufacturing*.



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.



DEMOGRAPHICS THAT DELIVER

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



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 | VIRTUAL EVENTS

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 on website and direct email
- 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 AdditiveManufacturing.media
- A digital marketing program targeting your selected audience
- Registrant information, including name, company, email address, phone number and country

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LEAD GENERATION SOLUTIONS



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.

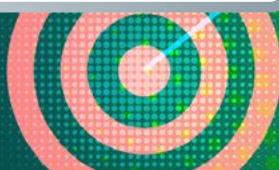
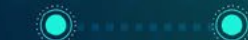
POWERED BY **GROW STUDIO**



GROW 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.

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081328 17088 10



THE CASE FOR CONTENT MARKETING

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 customer.

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Industry Insights

Additive Manufacturing's intelligence leverages first-party responses and behavioral data to report market performance, economic trends, spending forecasts and custom insights that help inform every aspect of your sales and marketing strategy.

INDUSTRY, MARKET AND CUSTOM RESEARCH



Lead Qualification Survey

The *Additive Manufacturing* Lead Qualification Survey combines custom research and digital marketing to produce insights and contacts for your business.

POWERED BY



Custom Research

Need custom insights? GROW Intelligence has deep history working with manufacturing technology suppliers to design, field and analyze custom research to fit your business need.



Gardner Business Index

The monthly GBI reports on the current state of the industry based on a number of critical industry components and also delivers a forecast of future business and future spending.



Stay Informed.

View the latest Market Served intelligence Solutions

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PTXPO 2026
Rosemont, IL | March 17-19, 2026

PTXPO returns to Rosemont, IL, for North America’s premier molding event. Brand owners, OEMs, injection molders, moldmaking professionals and their full scope of suppliers will meet in the Midwest for three days of nonstop networking, education and business development opportunities.

CAMX 2026
Orlando, FL | September 8-11, 2026

CAMX is the largest, most comprehensive composites and advanced materials event in North America. Connect with the more than 8,000 composites industry professionals registered for CAMX before, during and after the show.

Contact your **AM** sales representative to:

- Reserve your booth space on the show floor
- Secure an exclusive high-profile onsite sponsorship
- Position your company in our preshow promotional campaigns

Dive into The Cool Parts Show, AM’s famous video series!

Each episode of AM Media’s YouTube series focuses on an interesting end-use part made additively, discussing not only how the part was made but also how it illustrates an important aspect of AM’s promise. Hosted by editor Stephanie Hendrixson, the show aims chiefly at tomorrow’s AM users, appealing to established and future manufacturers who are considering 3D printing and likely to adopt it for their own production. The show has been honored with Niche Media’s Niche Award for Best Use of Video.

PRESENTED BY





Leverage the reach of IMTS and Additive Manufacturing.

Two half-day workshops at IMTS 2026 will focus on Aerospace + Defense and Medical applications.

IMTS educational platforms receive hundreds of thousands of monthly visits. Position your company as a leading technology provider to industrial additive manufacturing professionals and engage with individuals directly involved in decision making for their company.

PRESENTED BY





Introducing GROW. A Full-Service Marketing Solutions Provider.



 A DIVISION OF GARDNER BUSINESS MEDIA

Your partner for industrial marketing services and solutions that connect your brand with the right audience, deliver results, and drive your business growth.



INTELLIGENCE

Inform your go-to-market strategy with custom insights on brand affinity, market analysis and audience qualification.



STUDIO

Our experienced team of in-house writers, designers and videographers fuels your marketing strategy with original content that captivates and converts.



MARKETING

An audience-first approach to crafting strategic programs that build brand, drive demand and connect you with qualified prospects.



PERFORMANCE

On-demand access to performance dashboards revealing real-time campaign metrics and audience insights.



Connect with our GROW Team to build your strategy or visit us online to learn more about how we can work with you.
gardnerweb.com/GROW

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Our Clients Are Giants

Below are the industry leading suppliers building their brand and business with *Additive Manufacturing*.



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In partnership with



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Metalworking & Finishing Market Group

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Grow Services

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