

2026 MARKETING GUIDE



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION



MARKET
INTELLIGENCE

Results-driven media and marketing solutions for
reaching the entire mold manufacturing market



Our Audience is Your Business

Audience intelligence for reaching
your ideal customer profiles

Gardner Business Media Total Monthly Industrial Reach

2,000,000 Digital Profiles
780,000 Known Profiles

MoldMaking TECHNOLOGY® 123,000	PT Plastics Technology 293,000	AM ADDITIVE MANUFACTURING 162,000	PF PRODUCTS FINISHING 213,000	Modern Machine Shop 394,000
	PT Plastics Technology MEXICO 196,000	PRODUCTION Machining 119,000	CW CompositesWorld 383,000	Modern Machine Shop México 136,000

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

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 1st-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, go-to-market strategy.

GROW PERFORMANCE

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

Get Started!





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! MoldMaking Technology's Monthly Media and Marketing Channels Reach

MAGAZINE
23,426
Monthly Subscribers

ONLINE
66,140
Visitors/mo.

EMAIL
13,646
Subscribers

 **SEARCH**
9,400 referrals

 **VIDEO**
2,100 subscribers

 **SOCIAL MEDIA**
20,000 followers
in 11,460 f 4,825 i 3179



Meet Our Audience

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



C-Suite/President

President
A O Mold Engineering Inc

President
Custom Mold Engineering Inc

VP
Midgard Plastics Inc

CEO
Elite Mold Engineering Inc.

President
Erosion Technologies

Founder/CEO
Nomadic Secure Solutions

Vice President
Liquibox

President
Moore Rotary Engine

President
Xpress 7

CEO
Asheville Mica Company

President
Richardson Mfg Co

Owner/Procurement

Owner
Crystal Stamping LLC

Owner
Herzog Motor Sports

Owner
3D Design Machine

Owner
M-R-U-S

Owner
Exten Manufacturing LLC

Owner
Barron Industries

Owner
Larsson Engineering

Owner
Bucklin Automotive LLC

Owner
Romans Enterprises

Owner
Moltamation Design

Owner
Blue Chip Fabrication

Engineering/Design

Engineering and Tooling Manager
Advantech Plastics

Engineering Manager
Tolerance Tool LLC

Sr. Automation Engineer
Panduit Corp

Senior Engineer
Stellantis

Engineer
Marathon Special Products

Tooling Engineer
Venture Plastics Inc

Design Engineering Manager
Atalys

Tool Engineering
Valeo Lighting Systems

Engineer Manager
Diversified Plastics Inc

Engineer
Glenair

Director Process Engineering
Bemis Manufacturing

Manufacturing/Production

Mold Cost Manager
Araymond North America

Operations Specialist
DF Solutions

Tooling Manager
Senninger Irrigation Inc

Manager
Green Fox Plastics

Plant Mgr
Retlaw Industries Inc

Tool Room Mgr
Controlled Molding Inc

Toolroom Lead Senior Toolmaker
Henry Repeating Arms

Manufacturing Engineer
Trelleborg Medical Solutions

Toolmaker
Keystone Industries

Tooling Engineering Manager
Sinicon Plastics

Process Engineer
Spraying Systems Company

Q.C./Inspection

Quality Manager
Franchino Mold Engineering

Quality Manager
Farmer Consulting

Quality Manager
Eaton

Quality Control
Accumold

Inspector
Midwest Machining Solutions

CNC Programming

Programmer
Howco Oilfield Services

Multi Axis Programmer
Blue Origin

CNC Programmer
Permaswage

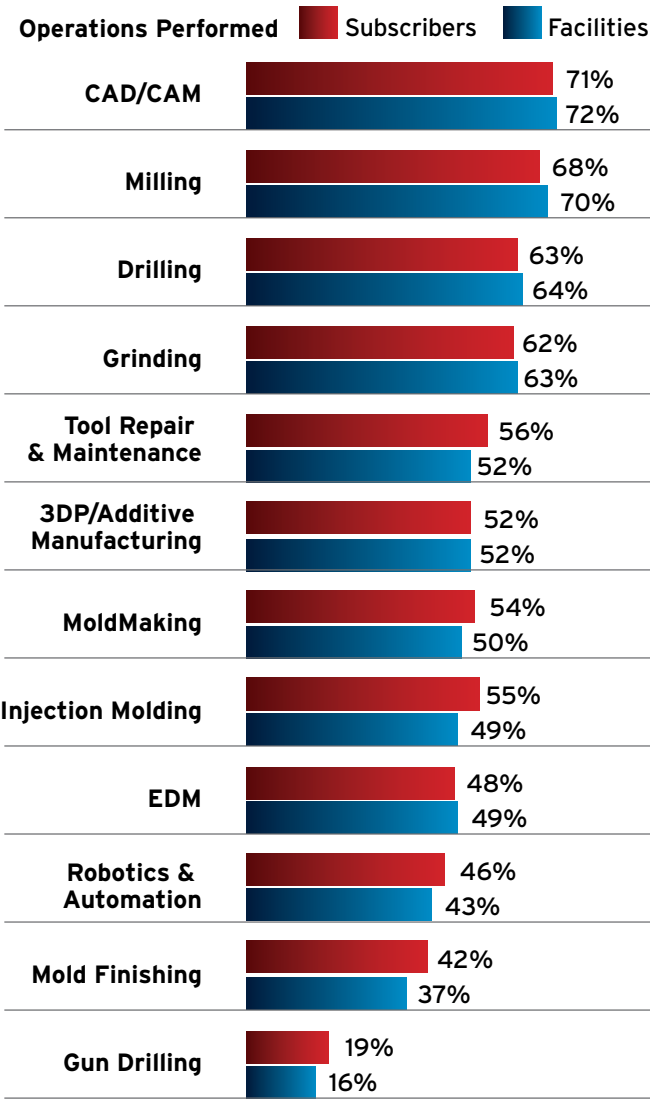
CNC Programmer
Bosch Rexroth Canada Corp

CNC Programmer
Goodyear Tire Rubber



Operations that Perform

MoldMaking Technology reaches the entire mold manufacturing market from global OEMs, molders, and mold makers.



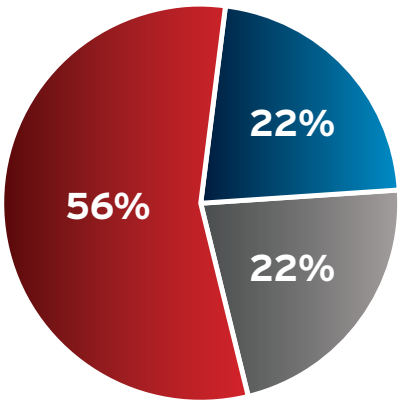
Reaching the Hard to Reach

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

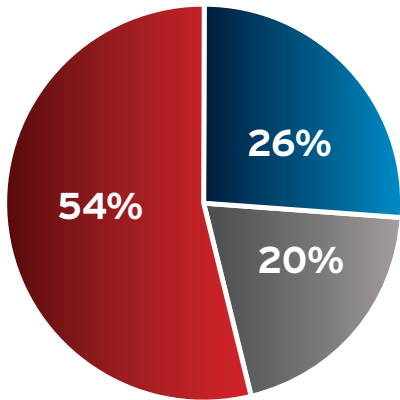
FACILITY SIZE



Subscribers



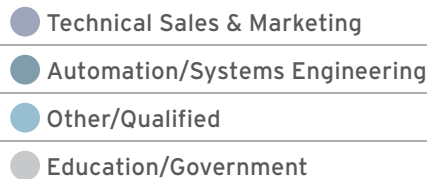
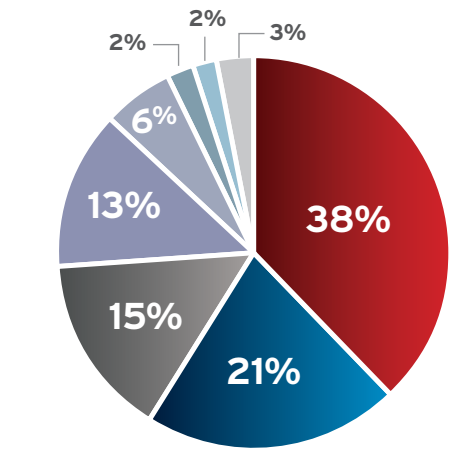
Facilities



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

MoldMaking Technology has deep insights and wide reach into the largest and most valuable markets.



Automotive & Transportation

20,453 71%
SUBSCRIBERS 14,023 73%
FACILITIES



Medical/Dental

16,464 57%
SUBSCRIBERS 11,279 59%
FACILITIES



Industrial Machinery & Equipment

15,928 55%
SUBSCRIBERS 11,306 59%
FACILITIES



Military/Defense

14,984 52%
SUBSCRIBERS 10,642 56%
FACILITIES



Computers, Electrical & Electronics

14,616 51%
SUBSCRIBERS 10,115 53%
FACILITIES



Consumer Products

15,131 53%
SUBSCRIBERS 9,930 52%
FACILITIES



Appliance

11,228 39%
SUBSCRIBERS 7,483 39%
FACILITIES



Packaging

8,678 30%
SUBSCRIBERS 5,245 27%
FACILITIES



Die/Mold

10,380 36%
SUBSCRIBERS 5,874 31%
FACILITIES





Content that Connects!



MMT's editorial mission will always be to create original, focused content that connects your brand with the mold manufacturing industry. With unique access to real shops, insight into manufacturing trends, and engagement at in-person events, our editors deliver trusted content through our website, newsletters, and magazine. These channels consistently reach *MoldMaking Technology's* first-party, active, and loyal readers.



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Cara Decknadel
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Jann Bond
MANAGING EDITOR
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Patty Caldwell
CUSTOMER SUCCESS COORDINATOR
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50/50 Vision

Whether researching a potential purchase or searching for 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




Always on!

MoldMaking Technology provides unique insights into the full mold manufacturing cycle. Our website, newsletters, and magazine continually engage an active moldmaking building audience that brand needs to reach.

EDITORIAL CALENDAR



† Full-page advertisers get a templated full-page profile.
All editorial calendar items are subject to change.

MOLDMAKINGTECHNOLOGY.COM	MONTHLY COVERAGE	MMT WEEKLY NEWSLETTER	SPECIAL COVERAGE	BONUS DISTRIBUTION
<div>ENGINEER<ul style="list-style-type: none">• Design and Manufacturing Software• Data Management Software</div> <div>BUILD<ul style="list-style-type: none">• Mold Materials • Hot Runners• 3D Printing • Mold Components• CNC Machining • EDM• Cutting Tools • Automation</div> <div>MAINTAIN<ul style="list-style-type: none">• Inspection and Measurement• Surface Treatment• Repair</div>	JAN-FEB <div>Editorial Focus - ENGINEER CLOSING DATE: 12/8/2025</div>	Delivers 2x Weekly	- PTXPO Preview	- MD&M West - Plastec West
	MAR-APRIL <div>Editorial Focus - BUILD CLOSING DATE: 2/9/2026</div>	Delivers 2x Weekly	- Leaders in MoldMaking	- PTXPO
	MAY-JUNE <div>Editorial Focus - MAINTAIN CLOSING DATE: 4/7/2026</div>	Delivers 2x Weekly	- MMT TECH DAYS: Mold Design	- AMBA CONF.
	JULY- AUG <div>Editorial Focus - ENGINEER CLOSING DATE: 6/8/2026</div>	Delivers 2x Weekly	- IMTS 2026 PREVIEW	
	SEP-OCT <div>Editorial Focus - BUILD CLOSING DATE: 8/7/2026</div>	Delivers 2x Weekly	- 30 Under 30	- IMTS - MT Forecast
	NOV-DEC <div>Editorial Focus- MAINTAIN 2026 MMT Technology Review & Sourcing Guide† CLOSING DATE: 10/7/2026</div>	Delivers 2x Weekly	- 2026 Molding Conference - MMT TECH DAYS Manufacturing Connected AI and Machine Learning	- Molding Conf.

LEADERS IN MOLDMAKING

This platform engages readers with an easy to use, always-on high-impact profile of your company. *Leaders in MoldMaking* packages are promoted through multi-channel placements reaching MMT’s audience both onsite and offsite.

YOU RECEIVE:

- ▶ Promoted positions on MMT’s website, newsletter, magazine, and social media



ReactAd Study Issues

Get the reader’s perspective. Discover how your ad performs by brand, design and message. Benchmark your ad results against other advertisements. LIMITED OFFERING: Commit your ad early to be one of 15 advertisers selected for the survey.

YOU RECEIVE:

- ▶ An exclusive report detailing your brand and reader sentiment. Insight on your ads look/feel, messaging retention, brand affinity and competitive assessments regarding your market.



NEW FOR 2026 Connect with active and engaged mold builders and manufacturing professionals with *MoldMarking Technology’s* 2026 packages and bundles. These programs will deliver high-impact impressions across multiple content channels - onsite, offsite and in the magazine.

Contact your sales representative for more information about MMT’s 2026 programs, packages and bundles.

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.

Delivered Monthly. Available Everywhere



BRAND AWARENESS SOLUTIONS



Magazine Display Advertising

24,200 Subscribers

Large format display ads delivered to qualified industry decision makers.

Display Ads

- › Spread
- › Full Page
- › 1/2 Island
- › 1/2 Page
- › 1/3 Page
- › 1/4 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.



ADcentral

Ad specifications are available at gardnerweb.com/adcentral



E-newsletter
Display Advertising

12,600+ active,
opt-in subscribers

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

MMT Today

With content curated by *MoldMaking Technology*
editors, MMT Today is the premier e-newsletter for
the latest insights and innovations in manufacturing
processes, technologies, products and services.

AD FORMATS:

- A** Leaderboard Display 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 - 4 per edition



ADcentral
Ad specifications are available at
gardnerweb.com/adcentral



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.



MoldMakingTechnology.com Display Advertising

16,500+ monthly users

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

MoldMakingTechnology.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.

Metalworking Network Topics

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

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

MoldMakingTechnology.com Ad Packages:

- MMT Premium Display Ad Package ROS (Run of site)
- Metalworking Network Premium Display Ad Package

AD FORMATS

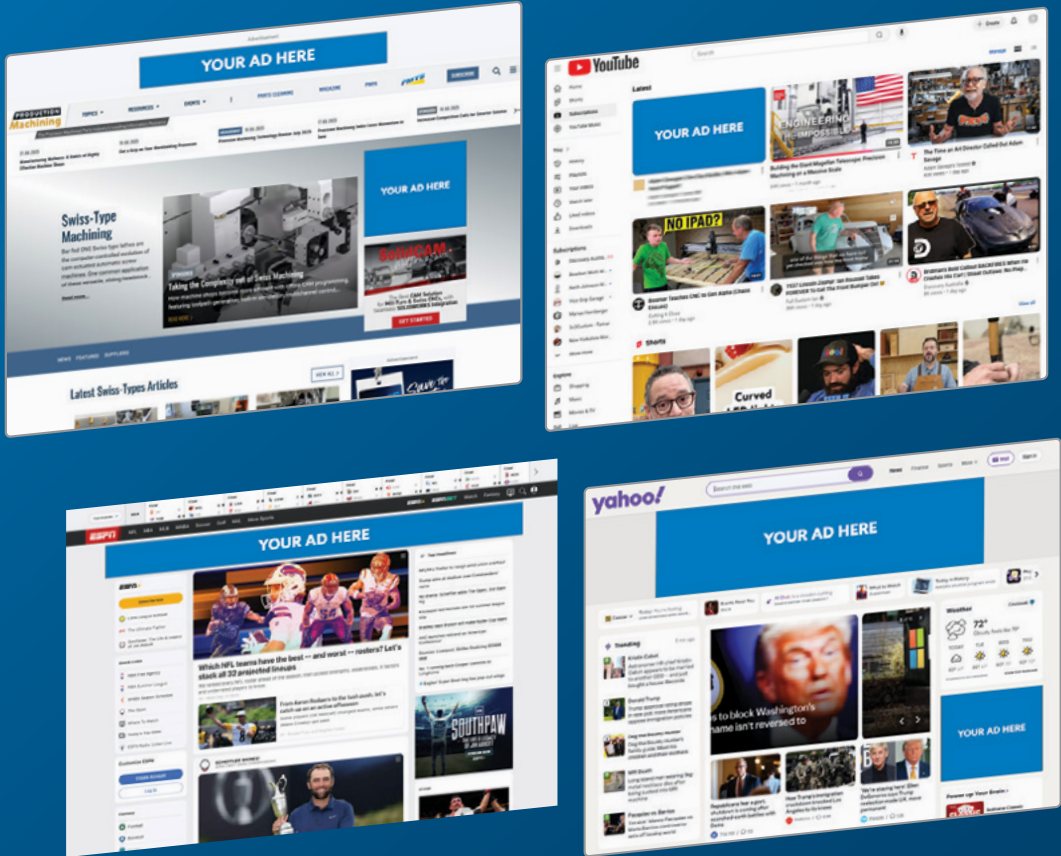
- A** Super Leaderboard - 728 x 90 px
- B** Billboard - 970 x 250 px
- C** Medium Rectangle - 300 x 250 px



ADcentral

Ad specifications are available at
gardnerweb.com/adcentral

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



Audience Extension

Offsite Display Retargeting

Amplify your brand by retargeting to MoldMakingTechnology.com visitors.

- YOU RECEIVE:
- ▶ Extended reach to the *MoldMaking Technology* audience through web display advertising

Offsite Video Retargeting

Expand your marketing message by retargeting to *MoldMaking Technology* video viewers and YouTube subscribers.

- YOU RECEIVE:
- ▶ Pre-roll advertising campaign on YouTube and Google's Video Network targeting *MoldMaking Technology* channel subscribers and website visitors

MMT Market Bundle

The MMT Market Bundle is a multi-channel program that extends across Gardner Business Media's Industrial Network to reach your target audience while they are actively researching products and services both onsite and offsite.

- YOU RECEIVE:
- ▶ Choice of topic for targeting purposes
 - ▶ Gardner web display ad package
 - ▶ Inline personalization on all articles tagged to selected topic.
 - ▶ Retargeted offsite display program



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 paid social media
- ▶ Custom call to action embedded within the article



Sponsored Content Marketing

Deliver your story and solution through a feature style content marketing article, published in MoldMaking Technology's technical voice, and delivered across MoldMaking Technology's channels.

YOU RECEIVE:

- ▶ Feature-style article published to ptonline.com
- ▶ One single-page advertorial in the magazine (with a three-month program commitment)
- ▶ Featured content placement throughout the website
- ▶ Digital marketing promotion including newsletters, social media, and search



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.

Content Converts!

81%

of industrial buyers indicated they're more likely to do business with a vendor/supplier that is actively creating and sharing new product and process content.



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



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
- Video remarketing package
- Social Media Advertising



GROW Video Production

Work with our GROW Studio team to create original video that highlights your company's unique story and distinct value. We'll visit your shop, showroom, or tradeshow booth to film your technology and your people in action.

VIDEO PROJECT IDEAS:

- Technology demonstrations
- Customer success stories
- Leadership interviews
- And more...

POWERED BY **GROW STUDIOS**



Scan to learn more about video content marketing solutions.



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 technologies 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
- ▶ Material
- ▶ NAICS
- ▶ Operation Performed
- ▶ Plant Size
- ▶ Subscription Type(s)
- ▶ Supplier Engagement
- ▶ Pages Viewed
- ▶ Events Registered (In-person / Online)





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

76%

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

- ▶ Search
- ▶ Industry Websites
- ▶ Industry Events
- ▶ Industry Magazines



Eprint

When you want to send a direct email message to a targeted selection of *MoldMaking Technology'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 *MoldMaking Technology* 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 *MoldMaking Technology* 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



A Leader in Lead Gen

Three Benefits of Achieving Your Lead Gen Goals with GBM



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.

Content + Context Create Environments that Convert

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.



Webinar (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:

- ▶ Integrated marketing program including magazine, website, 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:

- ▶ A co-branded landing page on MoldMakingTechnology.com
- ▶ A digital marketing program
- ▶ Registrant information including name, company, email address, phone number and country



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.



GROW Lead Generation Solutions

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.

POWERED BY **GROW MARKETING**



Industry Insights

Moldmaking Technology'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.



Stay Informed.

View the latest Market Served intelligence solutions

INDUSTRY, MARKET AND CUSTOM RESEARCH



Lead Qualification Survey

The MoldMaking Technology 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.



Ad Appeal Study

A valuable value-add for MoldMaking Technology advertisers, the AdAppeal studies report how your customers and prospects rank and respond to your brand creative and marketing messaging.



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.



Join Us at North America's Premier Molding and Moldmaking Event

March 17-19, 2026

Donald E. Stephens Convention Center
Rosemont, IL

PRESENTED BY:



PTXPO.com



Learn more at
plasticstechnologyexpo.com



BRAND EXTENSIONS



MMT
CHATS



MMT Chats

MMT Chats - Hosted by Editorial Director Christina Fuges - is a conversational video series that aims to unite moldmaking professionals to discuss and explore manufacturing, tooling, moldmaking methods and much more. With new content constantly arising, aligning your brand along side this trusted outlet allows ways to excite and engage the mold manufacturing community.

EXPLORE
CHATS



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

MoldMaking TECHNOLOGY®

Our Clients are Giants

Below are the industry leading suppliers building their brand and business with *MoldMaking Technology*.





Dale Jackman
Advanced Materials Group
Market Vice President
djackman@gardner.media
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SALES REPRESENTATIVES

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Madeline Kline Peters
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Rick Brandt
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Bryce Ellis
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Anthony Pavlik
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Maalik Bomar
Regional Manager
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Rachel Wallis
Regional Manager
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Rachel Wauligman
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Gardner Business Media Manufacturing Market Leadership

**ADVANCED
MATERIALS GROUP**

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Market Vice President
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630-360-5306



**METALWORKING
& FINISHING
MARKET GROUP**

Bryce Ellis
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**ADVANCED
MANUFACTURING
MARKET GROUP**

Rick Brandt
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**MEXICO
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Claude Mas
Executive Director of
International Business
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GROW MARKETING SERVICES

Debi Williams
Director, GROW Marketing Services
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IN PARTNERSHIP WITH:



Media that move manufacturing

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