

MEDIA GUIDE 2026



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION



MARKET
INTELLIGENCE

MARKETING SOLUTIONS FOR REACHING BUYERS





Our Audience is Your Business

Audience intelligence for reaching your ideal customer profiles

Gardner Business Media Total Industrial Reach

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

 136,000	 394,000	 162,000	 213,000	 292,000
	 119,000	 123,000	 383,000	 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

Marketing is our business

Proven strategies for exceeding your brand and business marketing goals.



GARDNER BUSINESS MEDIA MÉXICO ensures your message reaches the right audience.



525,000 USERS ACROSS ALL OF OUR PLATFORMS

The **leading media brand** for reaching Mexico, Central and South America metalworking professionals.

Covering all of Spanish-speaking Latin America.



More than **260 brands** are engaging with **525,000+** manufacturing professionals through *MMS-México*.

BRANDS THAT TRUST US



Marubeni Citizen-Cincom Inc.



Join them and showcase your solutions to the **most active audience** in the market.

AUDIENCE PROFILE

WE IDENTIFY, YOU CONNECT

We provide the tools and reach to ensure your marketing campaigns connect with the right audience - from key decision - makers and industry leaders to professionals in the manufacturing sector. With our team's expertise, you can target specific groups, maximize engagement, and capture high-quality leads that drive real business growth.



Events



Website



E-newsletter



Webinars



Magazine



(Profile 1)

**PRODUCTION MANAGER
AT A GLOBAL AUTOMOTIVE
COMPONENTS MANUFACTURER**

- MMS México magazine subscriber
- Subscribed to El Taller newsletter
- Active reader on mms-mexico.com



(Profile 2)

**CHIEF OF MOLDS AT
A LEADING CONSUMER
GOODS PRODUCER**

- Subscribed to El Moldero newsletter
- Frequent visitor to mms-mexico.com
- Meximold (tradeshow) attendee



(Profile 3)

**PRODUCTION MANAGER AT A
MULTINATIONAL AUTOMOTIVE
& MEDICAL SUPPLIER**

- Digital edition subscriber
- Webinar attendee
- Downloads technical eBooks from mms-mexico.com



No one knows our audience like we do.

First-party data that pinpoints the best prospects ready to recommend and buy your technology.

BUILD YOUR AUDIENCE

A) SELECT YOUR TARGET AUDIENCE FROM OUR COMMUNITY

(Select all that apply)

STEP 1

REGION

☐ MEXICO

☐ COLOMBIA

☐ PERU

☐ ECUADOR

☐ ARGENTINA

☐ CHILE

☐ SPAIN

☐ COSTA RICA

☐ BOLIVIA

☐ GUATEMALA

☐ PANAMA

☐ EL SALVADOR

☐ BRAZIL

☐ UNITED STATES
(SPANISH SPEAKERS)

STEP 2

INDUSTRY

☐ INDUSTRIAL MACHINERY & EQUIPMENT

☐ AUTOMOTIVE/TRANSPORTATION

☐ DIE/MOLD

☐ AEROSPACE/AVIATION

☐ OFFROAD/CONSTRUCTION/ AGRICULTURAL

☐ COMPUTERS / ELECTRICAL / ELECTRONICS

☐ APPLIANCE

☐ PUMPS & VALVES

☐ MEDICAL/DENTAL

☐ OIL & GAS

☐ RENEWABLE ENERGY (WIND ENERGY, SOLAR, ETC.)

☐ CONSUMER PRODUCTS

STEP 3

OPERATIONS

☐ CNC OPERATIONS

☐ CAD/CAM

☐ MILLING

☐ TURNING

☐ 3DP/ADDITIVE MANUFACTURING

☐ ROBOTICS & AUTOMATION

☐ INSPECTION

☐ DRILLING

☐ GRINDING

☐ EDM

☐ HIGH SPEED MACHINING

☐ FIVE-AXIS MACHINING

☐ LASER CUTTING

☐ ROLLING

STEP 4

JOB TITLE

☐ COMPANY MANAGEMENT / PURCHASING

☐ MANUFACTURING PRODUCTION

☐ MANUFACTURING ENGINEERING

☐ PRODUCT DESIGN, R&D, QUALITY CONTROL

☐ AUTOMATION/SYSTEMS ENGINEER

☐ EDUCATIONAL OR GOVERNMENT

☐ OTHER

B) CONNECT WITH THEM IN THEIR PREFERRED PLATFORMS

(Select all that apply)

☐ Events

☐ Digital

☐ Email

☐ Print

☐ Webinars



GATED CONTENT

Turn white papers, case studies or editorial content into qualified Leads with promotion across web, email and social.

Delivered by the #1 industrial media brand.

LEAD GENERATION SOLUTIONS



NEW 2026 FORMAT OPTIONS



GATED CONTENT

8

OPTION A	OR	OPTION B
Self-Produced Content		Exclusive sponsorship for <i>MMS México</i> Content
Full narrative control		Zero production work
Thought-leadership spotlight		Trusted editorial voice alongside your brand
Multi-channel promotion across <i>MMS México</i> (web, newsletter, social)		Multi-channel promotion across <i>MMS México</i> (web, newsletter, social)
Editorial guidance to maximize performance		Exclusive positioning within a relevant editorial topic
Unlimited Leads		Unlimited Leads

For more information
click here



WEBINARS

Generate leads and position your brand as a knowledge authority through MMS México's webinar program.

NEW 2026 FORMAT OPTIONS

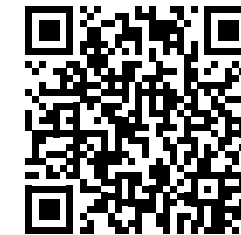
Pick the option that better fits your goals:



Target Multiple
Spanish-Speaking
Markets

Contact your sales rep
for more information

OPTION A	OR	OPTION B	OR	OPTION C
Self-Produced Content		Sponsored Editorial Content		Sponsored Email Invitation
Full narrative control		Zero production work + Trusted editorial voice		Invitation-only branding – limited placements.
Multi-channel promotion across <i>MMS México</i> (web, newsletter, social)		Banners in emails + shared 15-sec video during webinar		Logo placement in 1 invitation email.
Unlimited Leads		Unlimited Leads		25 qualified leads



Scan the QR code
and find more
information about
specs and rates

For more information
click here

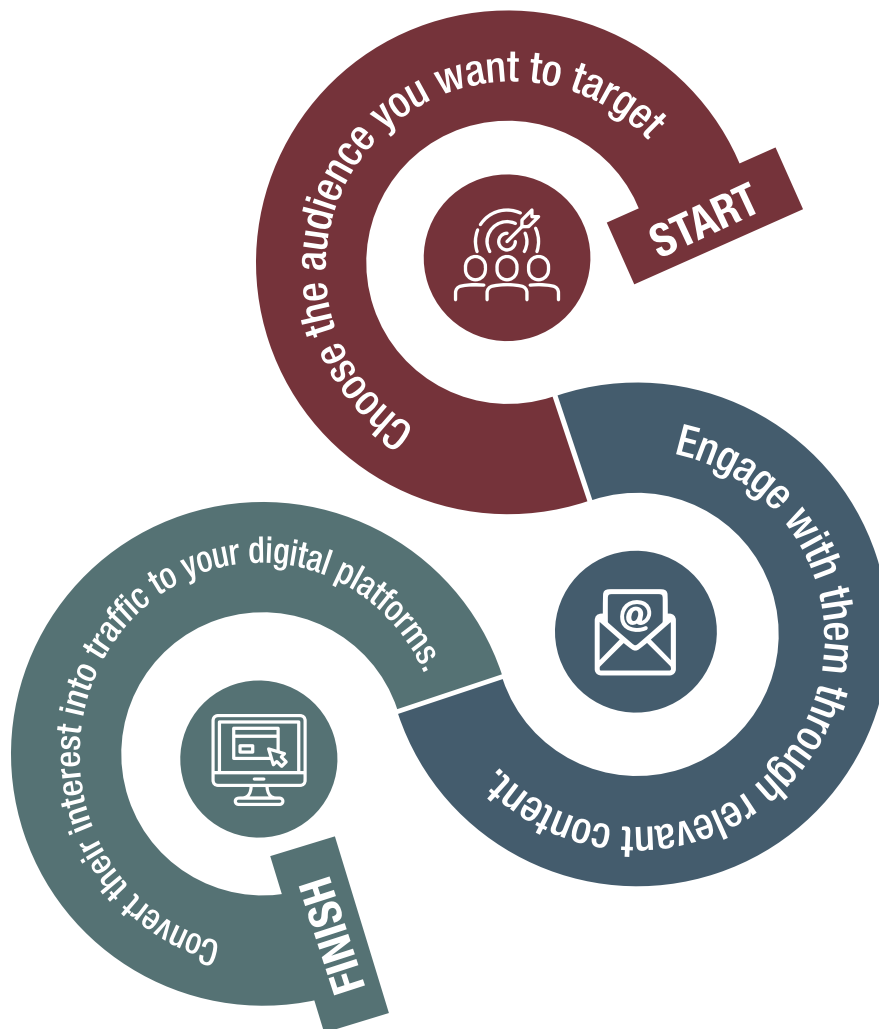


DIRECT TRAFFIC



Attract high-intent visitors straight to your digital platforms.

Through smart audience targeting and multi-channel campaigns, our Direct Traffic product sends qualified professionals straight to your website, landing page, or marketplace ready to engage, and take action.



You Receive:

- Precision-targeted audience through our social media channels
- Custom monthly e-print delivered to your ideal demographic profile
- Sponsored content advertisements in *Modern Machine Shop México* e-newsletters
- Performance report including impressions, opens and clicks

Your Benefits Will Be:

- Drive qualified, high-intent traffic to your online assets
- Engage with experts in search of innovative answers
- Generate faster visibility, stronger connections, and higher conversions
- Strengthen your reputation as a trusted industry leader



E-PRINTS

Target the right audience to increase trust and brand visibility

Connect with a targeted audience of *Modern Machine Shop México's* qualified readers reaching decision-makers, and key operators who rely on our publication for trusted information.

You Receive:

- Customizable content
- Detailed performance report including total delivered, open rate and click-through rate
- Personalize your audience selection for maximum impact

Your Benefits Will Be:

- Strengthen brand credibility in the industry
- Lead the conversation on your topic of expertise
- Increase brand visibility with a demographically selected audience, supported by click-through metrics

STEP 2 INDUSTRY	STEP 1 REGION	STEP 3 OPERATIONS
☒ Automotive ☐ Die/Mold ☒ Aerospace ☐ Offroad/Construction ☒ Appliance ☐ Medical/Dental ☒ Oil & Gas	☒ México ☒ Colombia ☐ Peru ☒ Ecuador ☐ Argentina ☒ Chile ☐ Spain	☒ CNC Operations ☐ CAD/CAM ☒ Milling ☒ Turning ☐ Inspection ☐ Drilling ☒ Grinding

SELECT YOUR TARGET AUDIENCE

Select your audience based on industry, geography, facility size, job title and/or operations performed.



PRINT AND DIGITAL MAGAZINE DISPLAY

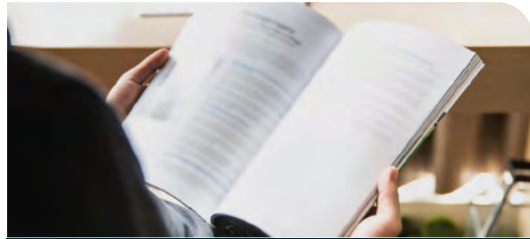
BRAND AWARENESS SOLUTIONS



BEST OF BOTH WORLDS

one message, two audiences.

1 MMS México Printed Magazine



Audience Reach
10,100 +
total magazine subscribers



2 MMS México Digital Edition



Audience Reach
14,000 +
total subscribers

Our magazine travels through gatekeepers and secured emails servers to reach decision-makers with your message.

88%

of our subscribers
continue to share *MMS México's* content with
2 or more colleagues.

BONUS

Marketing Survey

What does the market think about your brand? Receive feedback and a database of customers who are interested in your solutions.

☒ JANUARY / FEBRUARY ISSUE

☒ JULY ISSUE



Scan the QR code
to check print ad
specs.

[For more information click here](#)

CONTENT CALENDAR

DIGITAL			PRINTED & DIGITAL			
MMS MÉXICO GATED CONTENT	MMS MÉXICO CONTENT WEBINARS	MONTH	EVENT COVERAGE	FEATURE COVERAGE	TECH TOPICS	APPLIED TECHNOLOGY
Automotive		JAN/FEB Ad Closing Date: Dec 30 Material Deadline: Jan 6	Expo Manufactura Feb. 3-5 Monterrey, Mexico	Machining Centers	Five-Axis Machining	- Inspection & Measurement - Tooling & Workholding - Systems & Software
			BONUS January-February Edition Full page advertisers only			
Aerospace	Robots & Automation	MARCH Ad Closing Date: Jan 27 Material Deadline: Feb 3	BIEMH Bilbao, Spain / TMTS Taiwan	Turning	Turn-Mill Machining	- Turning - Tooling & Workholding - Systems & Software
		APRIL Ad Closing Date: Feb 24 Material Deadline: Mar 3		Robots & Automation	Advanced Grinding Processes	- Grinding & Finishing - Tooling & Workholding - Systems & Software
	Efficient Machining	MAY Ad Closing Date: Mar 27 Material Deadline: Apr 3	FEIMEC Sao Paulo, Brazil / FABTECH Mexico City	Cutting Tools	Tooling Technology for Turning and Milling	- Additive Manufacturing - Tooling & Workholding - Systems & Software
Robotics & Automation	Cutting Tools	JUNE Ad Closing Date: Apr 27 Material Deadline: May 4	CIIAM Jul. 10-11 Mexico City	Data-Driven Manufacturing	Data-Driven Manufacturing	- Shop Management / ERP Software - Tooling & Workholding - Systems & Software
		JULY Ad Closing Date: May 27 Material Deadline: Jun 3		CAD/CAM Software	Shop Management Software	- CAD/CAM Software - Tooling & Workholding - Systems & Software
			BONUS July Edition Full page advertisers only			
		AUGUST Ad Closing Date: Jun 25 Material Deadline: Jul 2	IMTS 2026 Sept. 14-19 Chicago, Illinois	EVENT PREVIEW: IMTS 2026		
Machining	What's Next in Manufacturing; IMTS Chicago 2026 Highlights for Latin America	SEPTEMBER Ad Closing Date: Jul 27 Material Deadline: Aug 3	Meximold Oct 14-15 Queretaro, Mexico	MEXIMOLD PREVIEW	Mold & Die Machining	Meximold Products Preview
		OCTOBER Ad Closing Date: Aug 27 Material Deadline: Sep 3		Workholding	Inspection & Measurement	- Workholding - Tooling & Workholding - Systems & Software
		NOV/DEC Ad Closing Date: Oct 28 Material Deadline: Nov 4	2027 BUYER'S GUIDE - CONNECTING MEXICAN INDUSTRIAL EQUIPMENT BUYERS WITH QUALIFIED TECHNOLOGY SUPPLIERS			

BONUS

Marketing survey | Turn your full-page ad into market research and qualified leads.



NEWSLETTER

BRAND AWARENESS SOLUTIONS



Engage targeted audiences through exclusive e-newsletters that deliver trusted content, industry insights, and measurable connections with your best prospects.

NEW IN 2026

Tailor your newsletter strategy to the audiences and objectives that matter most to your brand.

Weekly

El Taller *(The shop)*

Build your reputation with consistency to the whole community *MMS México* has to offer.

15,300 +
subscribers

Weekly

Technology Focused

Week 1: Cutting Tools - **5,200+**
Week 2: Metrology Matters - **2,800+**
Week 3: Robotics & Automation - **3,300+**
Week 4: Machining Strategies - **5,600+**

Monthly

El Moldero *(The mold maker)*

Position your solutions to the fastest growing sector involved in complex manufacturing of molds and dies.

6,100 +
subscribers

Monthly

Automotive

Target the highest levels of decision makers who set the direction the automotive supplying plant will follow.

4,100 +
subscribers

Monthly

Aerospace

Reach the segment of manufacturers involved in production of the most complex parts.

4,000 +
subscribers

Monthly

Women in manufacturing

Brand yourself in front of the fastest growing segment of decision makers in the manufacturing community.

2,800 +
subscribers

NEWSLETTER COVERAGE



Use the calendar below to help you target several sectors with more precision messaging.

NEWSLETTER CALENDAR

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1			 TECHNOLOGY FOCUSED (CUTTING TOOLS INSIGHTS)		 EL TALLER (THE SHOP)
WEEK 2		 EL MOLDERO (THE MOLD MAKER)	 TECHNOLOGY FOCUSED (METROLOGY MATTERS)		 EL TALLER (THE SHOP)
WEEK 3		 WOMEN IN MANUFACTURING	 TECHNOLOGY FOCUSED (ROBOTICS & AUTOMATION)	 AEROSPACE	 EL TALLER (THE SHOP)
WEEK 4		 AUTOMOTIVE	 TECHNOLOGY FOCUSED (MACHINING STRATEGIES)		 EL TALLER (THE SHOP)

Calendar reflects every month (From January to December)*

Our trusted newsletters bypass high security servers to deliver information that support manufacturers in our community.

Choose from one of three high impact options to deliver your message.

A

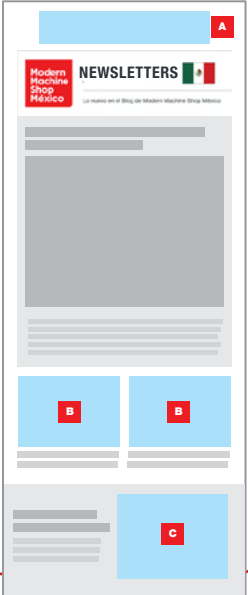
Leaderboard

B

Video or static image

C

Technology Solutions Ad





Scan the QR code to consult all the e-mail banner specs.

For more information click here



WEBSITE DISPLAY ADVERTISING

BRAND AWARENESS SOLUTIONS



Boost awareness and credibility by consistently showcasing your brand across the channels your audience trusts most.

4 ADVERTISING SOLUTIONS

1 Homepage Premium

- Includes banner placements A, B, and C (*Leaderboard, Billboard and Medium Rectangle*)
- Visible on homepage + across other main sections
- Perfect for: maximum visibility and brand leadership

Homepage premium ad includes other highly visited pages on-site: News, Products, Events, Trends.

2 Zone Premium

- Includes all three banner positions within one chosen zone
- Perfect for: reaching highly targeted niche audiences

Available zones: Automation / Robotics | CAD/CAM | CNC Machining | Cutting Tools Workholding | Inspection & Measurement | Aerospace | Automotive | Molds and die

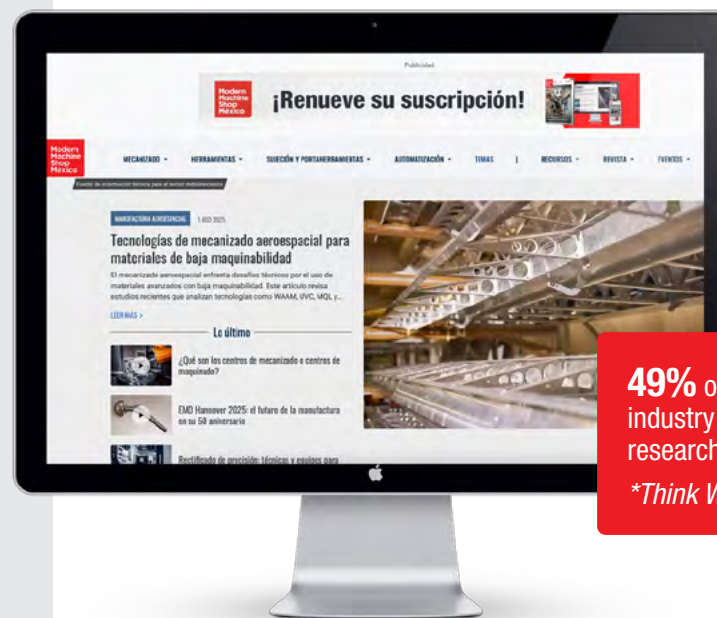
For more zones contact your Gardner consultant.

WEB DISPLAY INCLUDES ALL FORMATS

A Super Leaderboard

B Billboard

C Medium Rectangle



49% of buyers include industry website in their research.

Think With Google, study

DIGITAL OPPORTUNITIES

16

Maximize exposure with the NEW PREMIUM+

3 Homepage Premium +

- Everything in Homepage Premium
- Remarketing Campaigns (GAnalytics tracking + ads shown on other sites visited by the same audience)
- Perfect for: brands that want top exposure + extended digital presence beyond our site

4 Zone Premium +

- Everything in Zone Premium
- Remarketing Campaigns (GAnalytics tracking + ads shown on other sites)
- Perfect for: targeting a specific zone + staying visible wherever your buyers go

How does the package + work?



OFFSITE VIDEO REMARKETING

Extend your videos reach to the *MMS Mexico's* audience by adding offsite video remarketing.

You Receive:

- A video campaign on *Modern Machine Shop México's* Youtube channel subscribers and Google's video network.
- A monthly activity report including number of impressions and views.



VIDEO CONTENT MARKETING

Video coverage at *Meximold* hosted by trusted industry leading voices, followed by multi-channel promotions aimed at increasing your event investment into long lasting marketing impact.

Boost your event ROI picking the best plan for you

SPOTLIGHT	OR	MAGNIFY	OR	CENTER STAGE
30 minutes planning call		All <i>Spotlight</i> features +		All <i>Magnify</i> features +
30 minutes booth interview		2 pre-event social media posts on Meximold socials		1 min pre-event video interview
Published on mms-mexico.com		2 pre-event social media posts on <i>MMS México</i>		E-print up to 1,000 targeted buyers
Share on brand + Meximold social media		Editorial mention in a post-event e-newsletter		1 social media carousel during the event
Up to 2 min final video (Up to two spokespersons on the video)		Up to 3 min final video		Up to 4 min final video
Video delivery: 5 Business Days		Video delivery: 5 Business Days		Video delivery: During the event



meximold
2026

Querétaro Centro de Congresos

October 14th - 15th, 2026

6th Edition

The only show in Mexico entirely dedicated to the molds, tooling and die industry.



MEXIMOLD BROCHURE

For more information click here

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