

PRODUCTION Machining

Your Marketing is Our Business

Proven strategies for exceeding your brand
and business marketing goals.

AUDIENCE
TARGETING



IDENTIFY
your ideal
prospects and
buyers

BRAND
AWARENESS



INTRODUCE
your brand
and business

THOUGHT
LEADERSHIP



INFORM
your
customers and
prospects

DEMAND
GENERATION



INFLUENCE
action to your
marketing
channels

LEAD
GENERATION



INCITE
your direct
sales efforts

MARKET
INTELLIGENCE



IMPROVE
your marketing
strategy with
data-driven
insights

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 the right 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.

25th
ANNIVERSARY

Celebrating 25 years.
Production Machining
highlights practical
concepts, processes and
technology that precision
machine shops of all sizes
can apply to grow their
manufacturing businesses.



Production Machining's Monthly Media and Marketing Channels Reach:

MAGAZINE
21,300
Subscribers

EMAIL
13,200
Opt-In Subscribers

ONLINE
10,750
Visitors

IN-PERSON EVENT

PMTS 2027
PRECISION
MACHINING
TECHNOLOGY
SHOW



SOCIAL MEDIA

in 7,300

ig 1,900

f 2,600

Meet Our Audience

Going beyond the pages of our magazine

The sampling below represents real-life audience members who engage with content across all our media channels.



C-Suite/Owners

President and CEO
Horst Engineering

President
Hamco Mfg Inc

President
Hadady Machining Co. Inc

President
Premach Engineering Ltd

President
Wuf Machining Inc=

Vice President
Lyon Mfg

Vice President
Duda Goodwin Inc

Vice President
Glendale Machine Co

Vice President
Boyer Machine And Tool

VP of Operations
Miller Ingenuity

VP of Engineering and Sales
ARCH Medical Solutions Seabrook

COO Machining Division
Wauseon Machine and Mfg.

Owner
Masters Machine Co.

Owner
Monterey Industries

Owner
Masa Tool

Owner
Harjon Mfg Co.

Owner
Metalworking Specialities

Owner
ENA Tool LLC

Engineering

Manufacturing Engineer
Stanley Black Decker Inc

Manufacturing Engineer
Bijur Delimon

Senior Tooling & Mfg. Engineer
Robinson Helicopter Company

Manufacturing Engineer
RMS Company

Engineering
Muskegon Tool Industries

Production Engineer
SS White Technologies

Senior Engineer
Nichols Tillage Tools Inc

Manufacturing Engineer
Emerson Automated Solutions

Senior Manufacturing Engineer
SR Machining Inc

Production & Quality Control

Operations Manager
Nissha Medical Technologies

Supervisor
Pete Burr Machine Works Inc

Manufacturing Supervisor
Everede Tool Co

Production Manager
Avalign Integrated Medical Solutions

Support Manager
Wagner Machine Co

CNC Programmer
SMC Ltd

Supervisor
Jesel Inc

Plant Manager
Neo Industries Corp

Process Manager
Metal Tech Mfg Inc

Shop Manager
Means Engineering Inc

Technical Director
CAXis

Prodution Manager
R J Machine Inc

Toolcrib Manager
Siskiyou Corporation

Tool Crib
Lowell Inc

Design Manager
Becton Dickinson Co

Quality Inspector
PCC Aerostructures Waldens

Quality Supervisor
Stolle Machinery

Sourcing Manager
Associated Materials



Operations that perform

From global OEMs to one-person production shops, *Production Machining* reaches the entire metalworking supply chain.

OPERATIONS PERFORMED SUBSCRIBERS FACILITIES

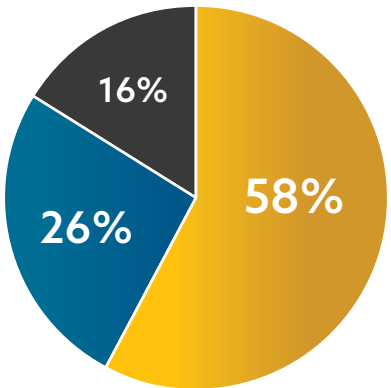


Reaching the hard to reach

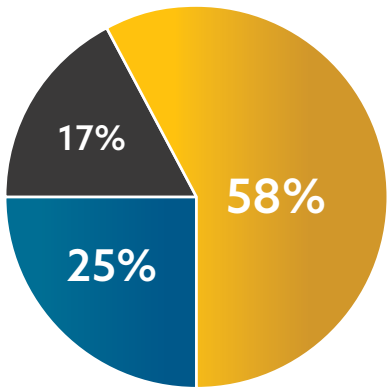
We specialize in reaching two groups – the valuable but difficult to reach small to mid-sized independent manufacturing enterprises and the decision makers with ultimate purchasing power.

FACILITY SIZE

Fewer than 50 50-249 250+



Subscribers



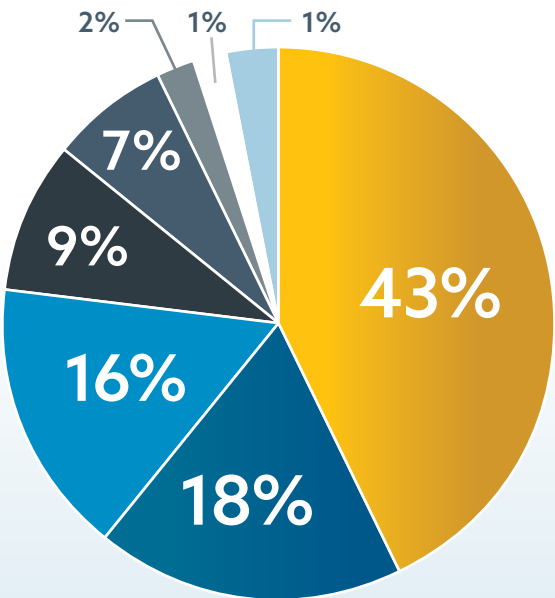
Facilities

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

- Company Management / Purchasing
- Manufacturing Engineering
- Manufacturing Production
- Product Design / R&D / Quality Control
- Technical Sales & Marketing
- Automation / Systems Engineering
- Other / Qualified
- Education / Government















Job Titles

Put Your Money Where Your Markets Are

Production Machining has deep insights and wide reach into machining and metalworking's largest and most valuable industries.



 Automotive & Transportation 21,200 SUBSCRIBERS 15,200 FACILITIES	 Industrial Machinery & Equipment 21,000 SUBSCRIBERS 15,000 FACILITIES	 Aerospace & Aviation 20,000 SUBSCRIBERS 14,300 FACILITIES	 Offroad, Construction & Agricultural 17,600 SUBSCRIBERS 12,800 FACILITIES	 Military & Defense 18,000 SUBSCRIBERS 13,000 FACILITIES
 Medical & Dental 16,900 SUBSCRIBERS 11,900 FACILITIES	 Oil & Gas 16,100 SUBSCRIBERS 11,300 FACILITIES	 Computers, Electrical & Electronics 15,600 SUBSCRIBERS 11,000 FACILITIES	 Pumps & Valves 14,300 SUBSCRIBERS 9,800 FACILITIES	 Appliances 11,600 SUBSCRIBERS 7,800 FACILITIES
 Die/Mold 7,600 SUBSCRIBERS 5,000 FACILITIES	 Renewable Energy (Wind Energy, Solar, etc.) 6,200 SUBSCRIBERS 3,900 FACILITIES	<p>Publishers counts as of June 2025. Totals represent active and engaged users within the past 365 days across all <i>Production Machining</i> products, including magazine and eNewsletter subscribers, website visitors, webinar registrants, and gated content participants.</p>		

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





PM Editorial and Advertising Team



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MANAGING EDITOR
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Cara Ready
DIGITAL CONTENT MARKETER
cready@gardner.media



Bill Caldwell
DIR., ADVERTISING AND PRODUCTION
bcaldwell@gardner.media



Austin Grogan
VIDEO PRODUCTION MGR.
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Content that Connects



Editorial Excellence for Trustworthy Information

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

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

Original and trusted content that continually informs the precision machining industry.

DISTRIBUTION	FEATURED CONTENT	SPECIAL TOPICS	BONUS DISTRIBUTION
JANUARY-FEBRUARY Materials Due: 1/2/2026	<ul style="list-style-type: none">- Bar Feeder Technology- Workholding- Swiss-Type Machining- Micromachining	PM's 25th Anniversary Issue	MFG Meeting
MARCH-APRIL Materials Due: 3/2/2026	<ul style="list-style-type: none">- Measurement & Inspection- Tooling Accessories for Turning- CNC Milling Technology- Rotary Transfer Machines		
MAY-JUNE Materials Due: 5/1/2026	<ul style="list-style-type: none">• SPECIAL ISSUE: Cutting Tool Advice for Turning Challenging Materials- CAD/CAM Software- Medical Manufacturing	- Parts Cleaning	
JULY- AUGUST Materials Due: 7/1/2026	<ul style="list-style-type: none">- IMTS PREVIEW ISSUE- Data-Driven Manufacturing in High-Volume Operations- Artificial Intelligence for Machining	- TECH DAYS: Micro-Scale Machining	IMTS
SEPTEMBER-OCTOBER Materials Due: 9/1/2026	<ul style="list-style-type: none">- Turn-Mill Technology- Multi-Spindle Machines- Robots & Automation- Cutting Tools	- Parts Cleaning	MMS Top Shops MT FORECASE
NOVEMBER-DECEMBER Materials Due: 11/2/2026	<ul style="list-style-type: none">- Shop Management Software- CNC/Machine Controls- Grinding & Surface Finishing- Metalworking Fluids	- TECH DAYS: AI and Machine Learning	

2026 editorial calendar is subject to change at publisher's discretion.

GET THE READER'S PERSPECTIVE: REACT AD STUDY ISSUES

- Discover how your ad performs by brand, design and message.
- Benchmark your ad results against other advertisements.
- Commit your ad early to be one of up to 25 advertisers selected.

LEADERS
in Precision Machining

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

YOU RECEIVE:

- ▶ Promoted positions on PM's website, enewsetter, magazine, and social media



NEW FOR 2026

Connect with engaged precision machining shops and manufacturing professionals with Production Machining's 2026 packages and bundles. These programs will deliver high-impact impressions across multiple content channels - onsite, offsite and in the magazine.

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

Industrial Buyers Do Business with Brands They Know and Trust

Delivered Monthly. Available Everywhere



DIRECT
MAIL



DIGITAL



EMAIL



MOBILE



**MAGAZINE
DISPLAY ADVERTISING**
Magazine (physical / digital)

Build your brand's reputation and reach buyers with high-impact display advertising delivered in known, trusted, contextual environments to active, influential buyers.

99% Qualified, Direct Request Subscribers

DISPLAY ADVERTISING SIZES

- Full Page
- 1/2 Island
- 1/2 Page
- 1/3 Page
- 1/4 Page

PREMIUM COVER POSITIONS

- Front Inside Cover
- 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.



E-NEWSLETTER DISPLAY ADVERTISING

13,200+

ACTIVE, OPT-IN SUBSCRIBERS

PM Now

With content curated by *Production Machining* editors, PM NOW is the premier twice weekly e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

AD FORMATS:

- 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



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



**PRODUCTIONMACHINING.COM
DISPLAY ADVERTISING**

10,750+
monthly visitors

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

LOCATIONS:

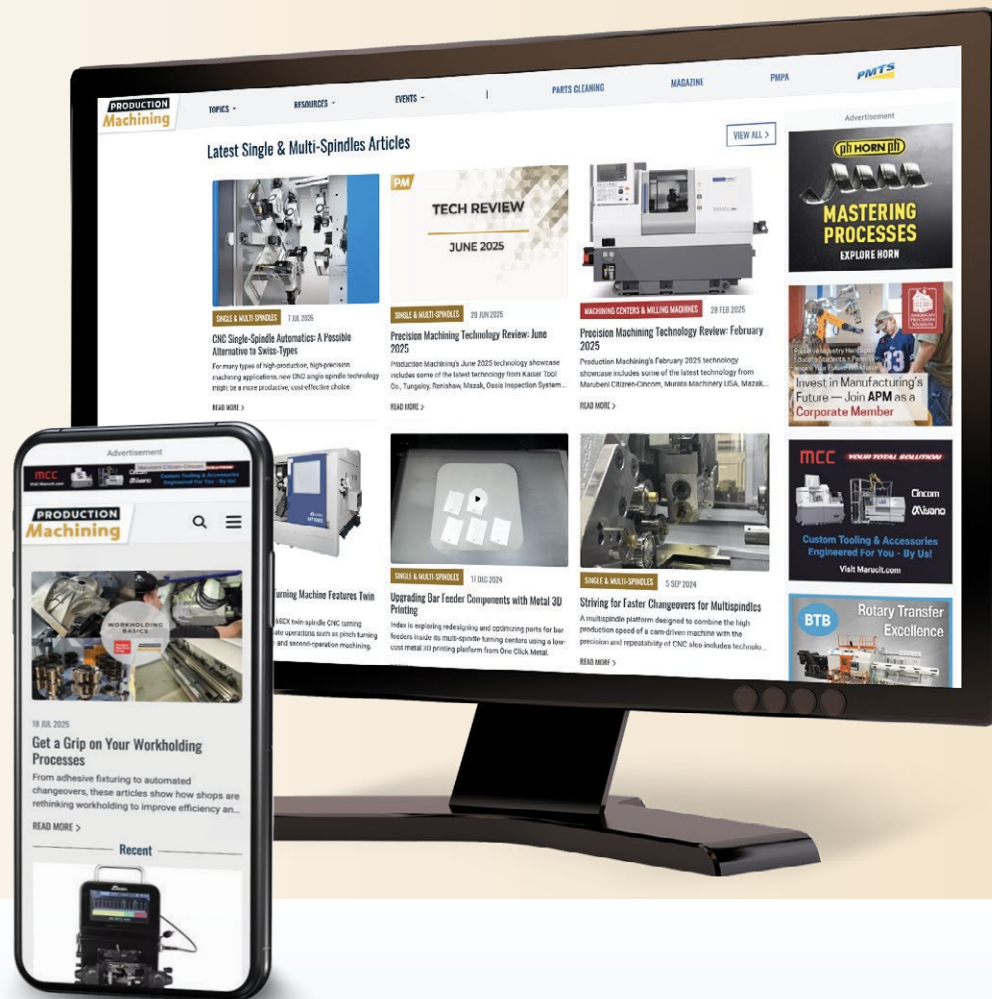
Home Page
ProductionMachining.com Only Topics
Metalworking Network Topics

PRODUCTIONMACHINING.COM ONLY TOPICS:

Swiss-Type Screw Machines Bar Feeders
Rotary Transfer Machines Multi-Spindle Screw Machines

METALWORKING NETWORK TOPICS:

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



FORMATS:

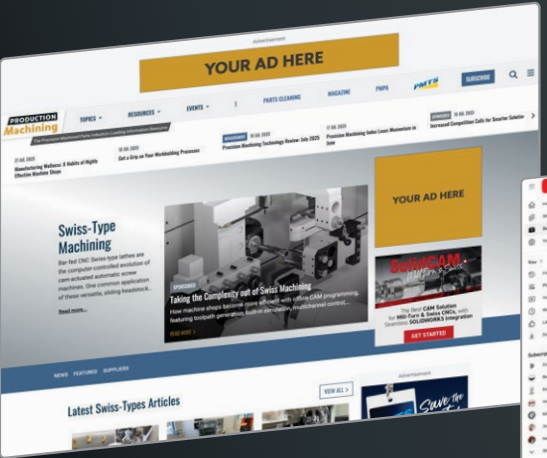
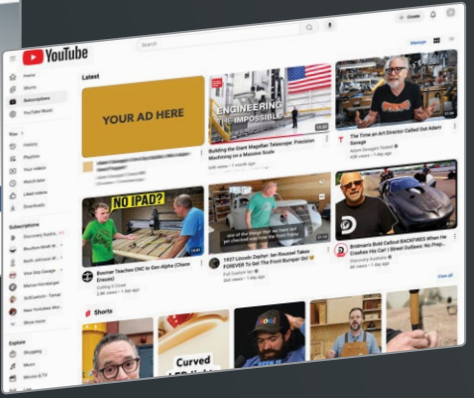
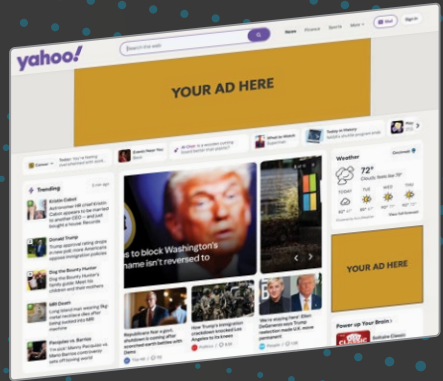
- A** Leaderboard
728 x 90 px - 12 per month
- B** Billboard
970 x 250 px - 12 per month
- C** Medium Rectangle
300 x 250 px - 12 per month

Extend Your Reach with Audience Extension

Our remarketing program extends your brand messaging to our active, qualified site visitors offsite as they continue their browsing experience.



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.



Advertising = Sales!

68%

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

Source: Industrial Buying Influence Report 2024



DIGITAL DISPLAY ADVERTISING

OFFSITE DISPLAY RETARGETING

Amplify your brand by retargeting to ProductionMachining.com visitors.

YOU RECEIVE:

- Extended reach to the *Production Machining* audience through web display advertising
- Monthly activity report including number of impressions and clicks

OFFSITE VIDEO RETARGETING

Expand your marketing message by retargeting to *Production Machining* video viewers and YouTube subscribers.

YOU RECEIVE:

- Pre-roll advertising campaign on YouTube and Google's Video Network targeting *Production Machining* channel subscribers and website visitors
- Monthly activity report including number of impressions, views and clicks

NEW FOR 2026

Reach engaged manufacturing professionals across Gardner Business Media's Industrial Network. *Production Machining* 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 PM sales representative for more information on 2026 programs, bundles and packages.



Industrial Buyers Are Solutions Networkers.

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

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.



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 through a feature style content marketing article, published in *Production Machining's* technical voice and delivered across our channels.

YOU RECEIVE:

- Feature-style article published to productionmachining.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.



Scan to learn more about video content marketing solutions.



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



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



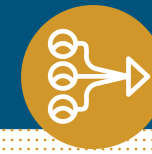
GROW VIDEO PRODUCTION

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 STUDIO**



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)





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 *Production Machining'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 *Production Machining* 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 *Production Machining* 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.



WEBINARS

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, 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 productionmachining.com
- Digital marketing program
- 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.



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.

POWERED BY **GROW MARKETING**

Marketing for Market Share

90%

of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier – there is always an 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 at
TechSpex.com



Metalworking Intelligence Solutions

Production Machining's metalworking 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 INSIGHT AND REPORTING

Gardner Metalworking Capital Spending Survey



For over 50 years, the Metalworking Capital Spending Survey has forecasted future machine tool and component spending in US by machine type, facility type and geography with an annual accuracy of 96%.

World Machine Tool Consumption Report



A deep dive into the global machine tool economy, tracking trade, production and consumption across 51 countries since 2001.

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
Metalworking market
intelligence solutions

CUSTOM INSIGHTS

Ad Appeal Study

A valuable value-add for *Production Machining* advertisers, the Ad Appeal studies report how your customers and prospects rank and respond to your brand creative and marketing messaging.



Lead Qualification Survey

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



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.





IN-PERSON INFLUENCE

Live events remain a crucial component of industrial marketing strategies for connecting with attendees researching capital equipment purchases.

Contact your *Production Machining* 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

PMTS 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

25th
ANNIVERSARY

PRODUCTION Machining

Our Clients are Giants

Below are the industry leading suppliers building their brand and business with *Production Machining*.

ph HORN ph

SCHÜTTE

star
Perfection in motion.

TSUGAMI
REM Sales, LLC

Morubeni Citizen-Cincom Inc.

SolidCAM
The Ecosystem for Digital Manufacturing

Member IMC Group
icmf

Mazak

INDEX

HEXAGON

SMW
AUTOBLOK

schwanag

ProShop
ERP • MES • QMS

SCT
Scientific Cutting Tools

NSK AMERICA

KENNAMETAL

CJWINTER

SPC Innovations, Inc.
Improving Productivity for over 100 Years!

SOUTHWESTERN
INDUSTRIES

BUFFOLI
INDUSTRIES

D&S
WIRE INC

EURAL
GHUTTI S.p.A.

DMG MORI

HANGSTERFER'S

OKUMA

Göddenbode
Innovation and Precision.

M&M
QUALITY GRINDING

Global Shop
SOLUTIONS

DAVENPORT
MACHINE

SW
Technology
People

JTEKT

KYOCERA
SBS Precision Tools

IN PARTNERSHIP WITH



PRODUCTION MACHINING
IS PART OF THE GARDNER
METALWORKING MEDIA GROUP



mmsonline.com



techspex.com

IN PARTNERSHIP WITH



MT UNITED



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gardnerweb.com

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