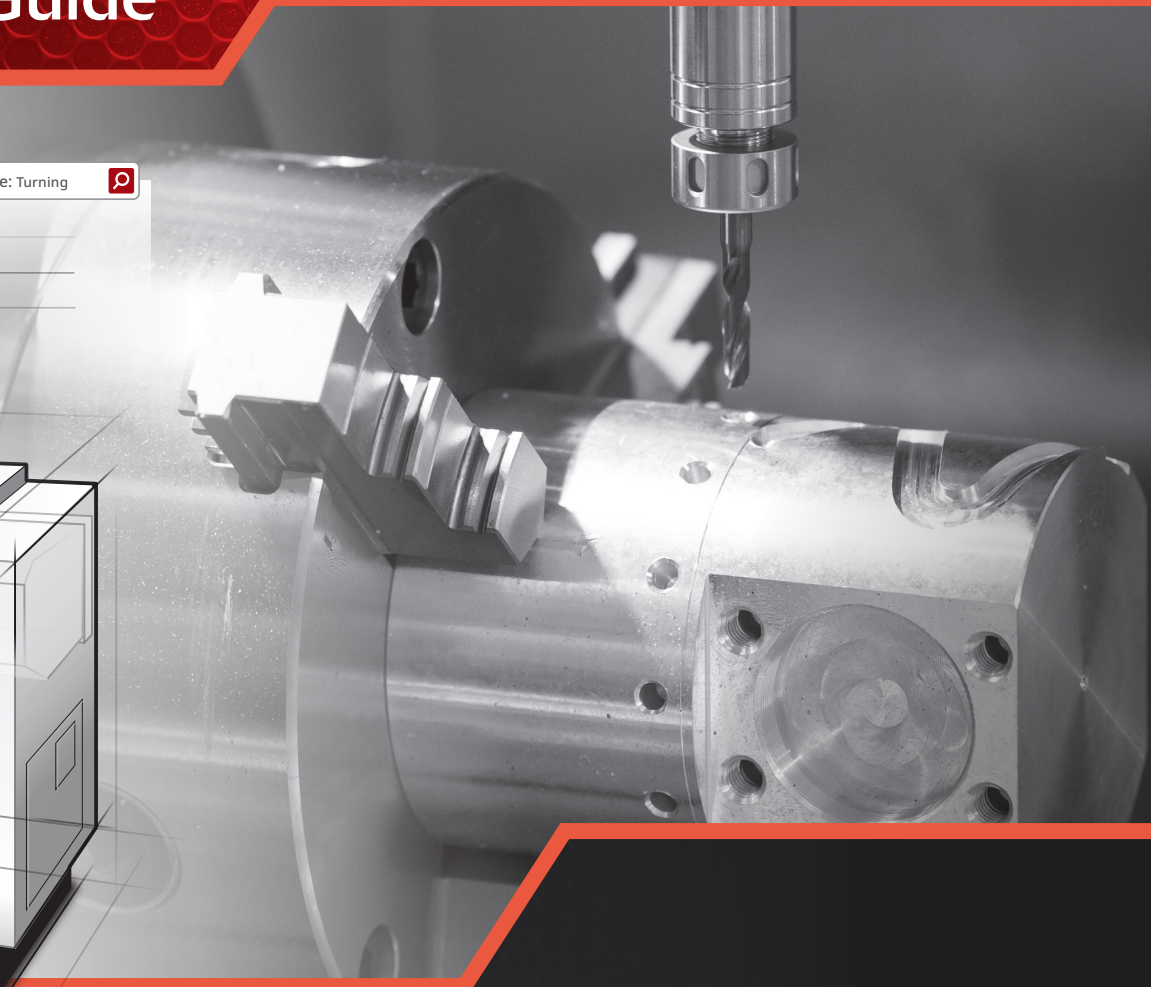
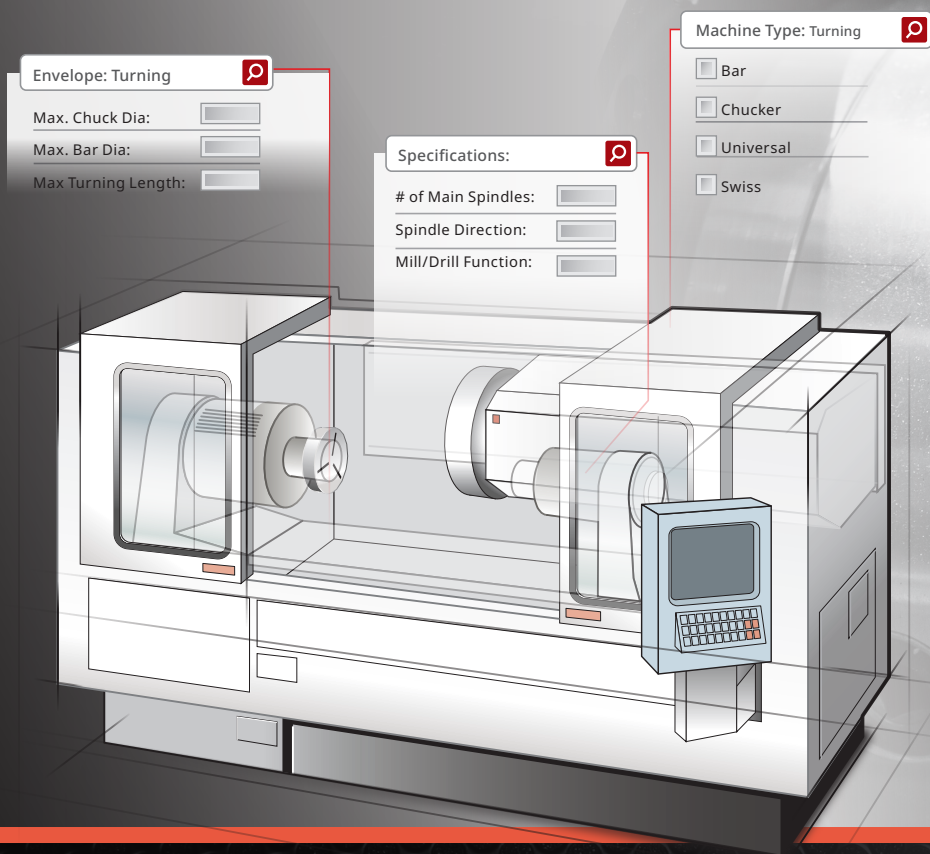


TECHSPEX

Sales
The Machine Tool ~~Search~~ Engine

2026 Marketing Guide



A Gardner Business Media Metalworking Group Product



Techspex.com

> About TechSpex

TECHSPEX

What is TechSpex?

TechSpex is the world's largest database of machine tools with detailed specifications for more than 7,000 machines offered by 600+ builders. Designed to help manufacturers easily and quickly specify and compare new machine models, TechSpex provides ideal machine options for every job. Delivering much more than just data, TechSpex connects buyers and sellers of metalworking products and services at the critical early stage of their buying cycle.

Make sure your company's solutions catch the eye of the buyer before any of your competitors.

Advertise with TechSpex.

North America's largest searchable database of machine tools and supplies.

TechSpex features a sophisticated and friendly user interface with comprehensive capabilities that make it simple and fast for visitors to find, research and compare specific machines for specific applications. The result? An elevated impact and better return on your advertising investment.

Three Options For Every Budget and Goal

To fit every budget and marketing agenda, we've simplified TechSpex's advertising options into three tiers for machine builders plus we've developed a powerful package for suppliers. Choose from the **Basic**, **Plus** or **Premium** levels or a **Supplier Showcase** to maximize your reach to educate and inform buyers early in the buying cycle.

TechSpex Quick Takes

Marketing Programs that Deliver Qualified Leads

The TechSpex platform allows for high visibility of and plentiful positions for your ad. The value-added marketing components in each tier provides opportunities for profit from more exposure to the total TechSpex audience. Leveraging Gardner Business Media's powerful and proven digital marketing products to create an up-to-date and widespread lead generation program, TechSpex helps increase awareness of your machines and products. More Awareness + More Leads = More Sales!

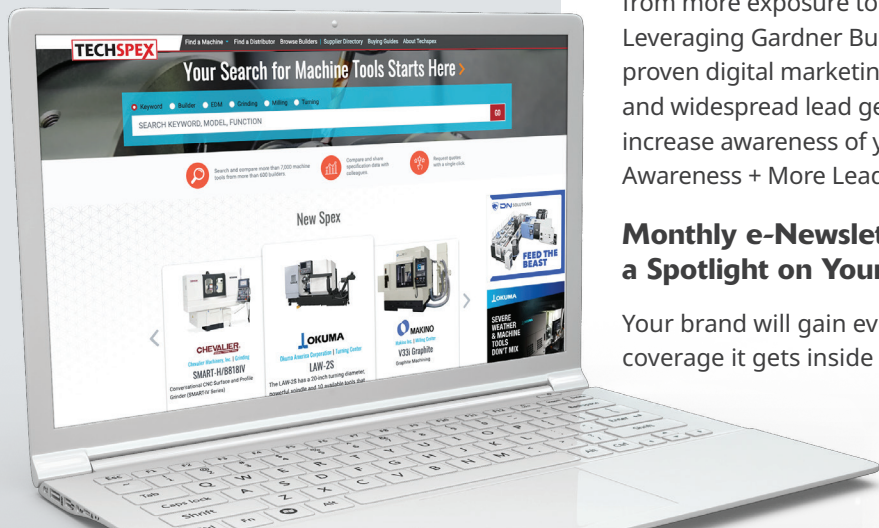
Monthly e-Newsletter that Shines a Spotlight on Your Brand

Your brand will gain even more attention from the coverage it gets inside *What's New on TechSpex* –

our digital snapshot of all the new and noteworthy technology being introduced to the market via TechSpex. We send this informative and illustrative e-newsletter to every registered user's inbox each month. Premium advertisers receive free display ads while new advertisers are highlighted as featured listings. Ad hoc advertising options are also available for Basic, Plus and Supplier Showcase level advertisers.

Quarterly Supplement that Provides Long-Lasting Marketing Exposure

Including expert insights on machine tool purchasing, machine tool features, specifications and product listings, the *Machine/Shop* supplement is the ultimate specifying and purchasing guide distributed four times a year to more than 30,000 decision makers from job shops across the country.



The TechSpex Advantage

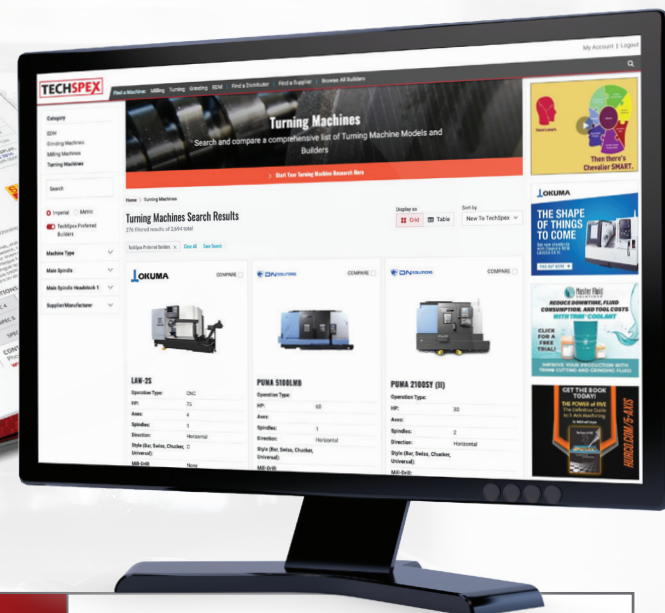
Partnering with TechSpex provides the profitable results savvy sales and marketing teams aim for.

The TechSpex Platform's High Traffic Activity = Powerful Exposure for **YOUR Brand**

245,000
ANNUAL PAGE VIEWS

670
AVERAGE DAILY VIEWS

(Data collected May - September 2024)



**Quality
Sales Leads**

25+
AVERAGE MONTHLY LEADS

Use your weekly **Registered Qualified Buyer Lead Report (RQB)** to fill your sales funnel with prospects who are currently and actively analyzing new machining products and services.

**Maximum
Brand
Exposure**

20,400+
AVERAGE MONTHLY
PAGE VIEWS

Reach buyers in the crucial early stages of their research and stay top of mind throughout their entire buying journey. Your TechSpex presence will influence what products go into their pool of options and the extra exposure is likely to point them in your direction.

**A Unique
Competitive
Edge**

11,200+
MONTHLY E-NEWSLETTER
SUBSCRIBERS

Become one of the most remembered brands by a highly motivated audience of buyers in this one-of-its-kind e-newsletter. **What's New on TechSpex** spotlights new machines on the market and TechSpex displays trends from our preferred builders and presents valuable tool research insights.

Registered Qualified Buyers

TECHSPEX

Premium Prospects Primed for Purchase

As a TechSpex advertiser, you'll receive a consolidated report of the week's new machining leads who are actively researching tools, products and services for a current or future project. This Registered Qualified Buyer Lead Report (RQB) provides vital demographics to help you identify and follow up with your best customer prospects right when they're most interested and engaged.

You'll Receive:

- > Contact Name
- > Business Title
- > Company Name
- > Mailing Address
- > Email Address
- > NAICS Code
- > Facility Size
- > End Markets Served
- > Operations Performed
- > TechSpex Registration Date
- > Last Access to TechSpex Date



The TechSpex Universe

Our total population of TechSpex users grows every day and always features qualified buyers in **roles** you want to tap into, in **organizations** you want to sell to, in **end markets** you want to dominate.

Top TechSpex Users

CNC Programmer
Manufacturing Engineer
Plant Engineer
Senior Process Engineer

Plant Manager
R&D Machinist
Industrial Engineer
Process Engineer

Senior Program Manager
Owner/CEO/President
VP Operations
Job Planner



End Markets & Organizations

 AEROSPACE	 AUTOMOTIVE	 MEDICAL	 JOB SHOPS	 ENERGY	 DEFENSE
    	    	    	    	    	    

NOTE: The roles, markets and organizations shown here are just a small sampling of actual past and present TechSpex audience members. Ask your sales representative for the most current example list of registered users.

2025 TechSpex Advertising Programs

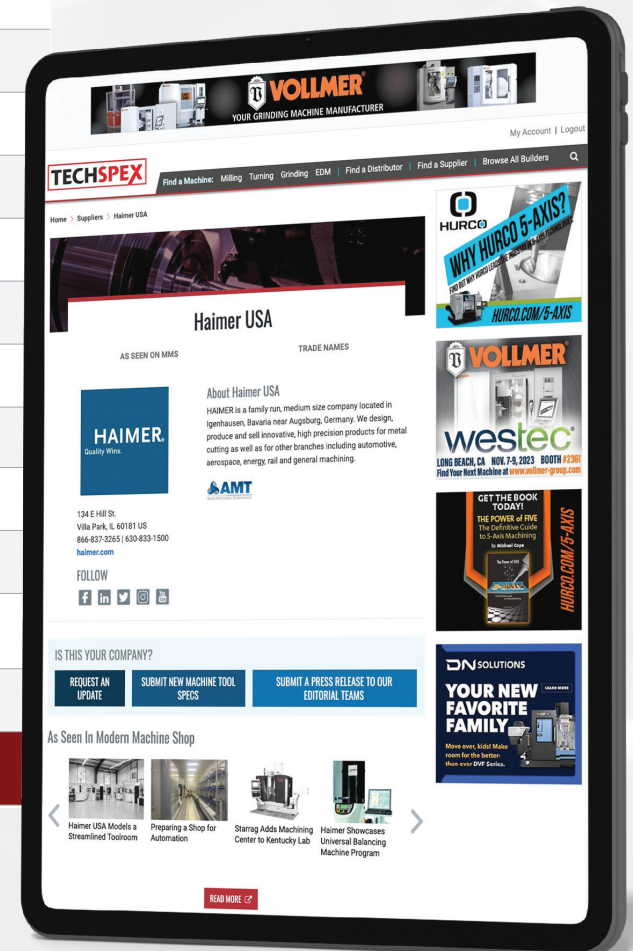
TECHSPEX

Choose the Right Plan for You

	BUILDERS			SUPPLIERS
	BASIC	PLUS	PREMIUM	SUPPLIER SHOWCASES
Weekly Registered Qualified Buyer Lead Report (RQB)	■	■	■	■
Run Of Site Digital Display Ad Package	■	■	■	■
Featured New Machine Placement on Homepage	■	■	■	
Showroom Upgrade with Machine Demo Video	■	■	■	
Preferred Builder Status		■	■	
Concierge Listing Service		15 Machines	Unlimited	
Organic Social Media Promotion on MMS Channels		■	■	
Onsite Personalization		■	■	■
Retargeting Package		■	■	■
TechSpex Quarterly Supplement Listings*		4	8	2
TechSpex Monthly E-newsletter Preferred Builder Package			■	
E-prints (One each quarter/1,000 names max)			■	
GARDNER LIST PRICE (monthly)	\$3,000	\$5,000	\$7,500	\$4,500

* The TechSpex Machine/Shop supplements will distribute in February, May, August, and November in 2025.

All programs require a three-month minimum commitment.



Advertising Program Highlights

Preferred Builder Status

Featured New Machine Placement

The screenshot shows the TechSpex website homepage. At the top, there's a navigation bar with links like 'Find a Machine', 'Milling', 'Turning', 'Grinding', 'EDM', 'Find a Distributor', 'Find a Supplier', and 'Browse All Builders'. Below this is a large search bar with the text 'Your Search for Machine Tools Starts Here'. Under the search bar, there are statistics: 'SEARCH 7,000+ Machine Tools', 'COMPARE 450+ Builders', 'DISCOVER 600+ Distributors', and 'SHARE 325,548+ Critical Data Points'. A section titled 'New Spex' features three machine cards: 'DCM 2760F Bridge Mill', 'SMART-HV8181V Conversational CNC Surface and Profile Grinder', and 'CS 950 Fully automated sharpening with maximum flexibility'. Below this is a section 'The Best of the Best Search TechSpex.' featuring logos for Northrop Grumman, GM, and Toyota. At the bottom, there are four categories: 'MACHINING CENTERS', 'TURNING MACHINES', 'GRINDING MACHINES', and 'ELECTRICAL DISCHARGE MACHINES'. A 'BUYING GUIDES' section is also visible.



MONTHLY WHAT'S NEW ON TECHSPEX E-NEWSLETTER PREFERRED BUILDER PACKAGE

You'll receive:

D Company logo in the Preferred Partners area that links to your TechSpex company listing.

E Machine display summary in the Preferred Builders area that links to your TechSpex machine listing.

DIGITAL DISPLAY AD PACKAGE

Run of site on TechSpex
File: JPG/PNG @ 144 dpi

AD FORMAT

AD SIZE

Super Leaderboard	728 × 90 px
Medium Rectangle	300 × 250 px
Billboard	970 × 250 px

A
B
C

The screenshot shows the 'What's New on TechSpex' section. It features a 'Flexing OUR NEW SPEX' banner with a 'New To TechSpex' button. Below this, there's a section 'Zillow for Machine Tools?' with a paragraph about the ability to see spec-by-spec comparisons. A list of featured machines includes 'DCM 2760F Bridge Mill', 'SMART-HV8181V Conversational CNC Surface and Profile Grinder', and 'CS 950 Fully automated sharpening with maximum flexibility'. A 'Trending' section at the bottom shows 'FROM OUR TECHSPEX PREFERRED BUILDERS' with logos for VOLLER, PUMA, HURCO, OKUMA, MAKINO, and CHEVALIER.

Let's discuss your needs.
Reach out to your sales expert today!

GARDNER METALWORKING GROUP

Modern
Machine
Shop

mmsonline.com

PRODUCTION
Machining

productionmachining.com

TECHSPEX

techspx.com



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IN PARTNERSHIP WITH



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Modern
Machine
Shop

PRODUCTION
Machining

Advanced Materials Group

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PT Plastics
Technology

MoldMaking
TECHNOLOGY

CW CompositesWorld

PF PRODUCTS
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Machine
Shop
México

PT Plastics
Technology
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meximold

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GROW