





# 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, go-to-market strategy.

### GROW PERFORMANCE

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

Get Started!

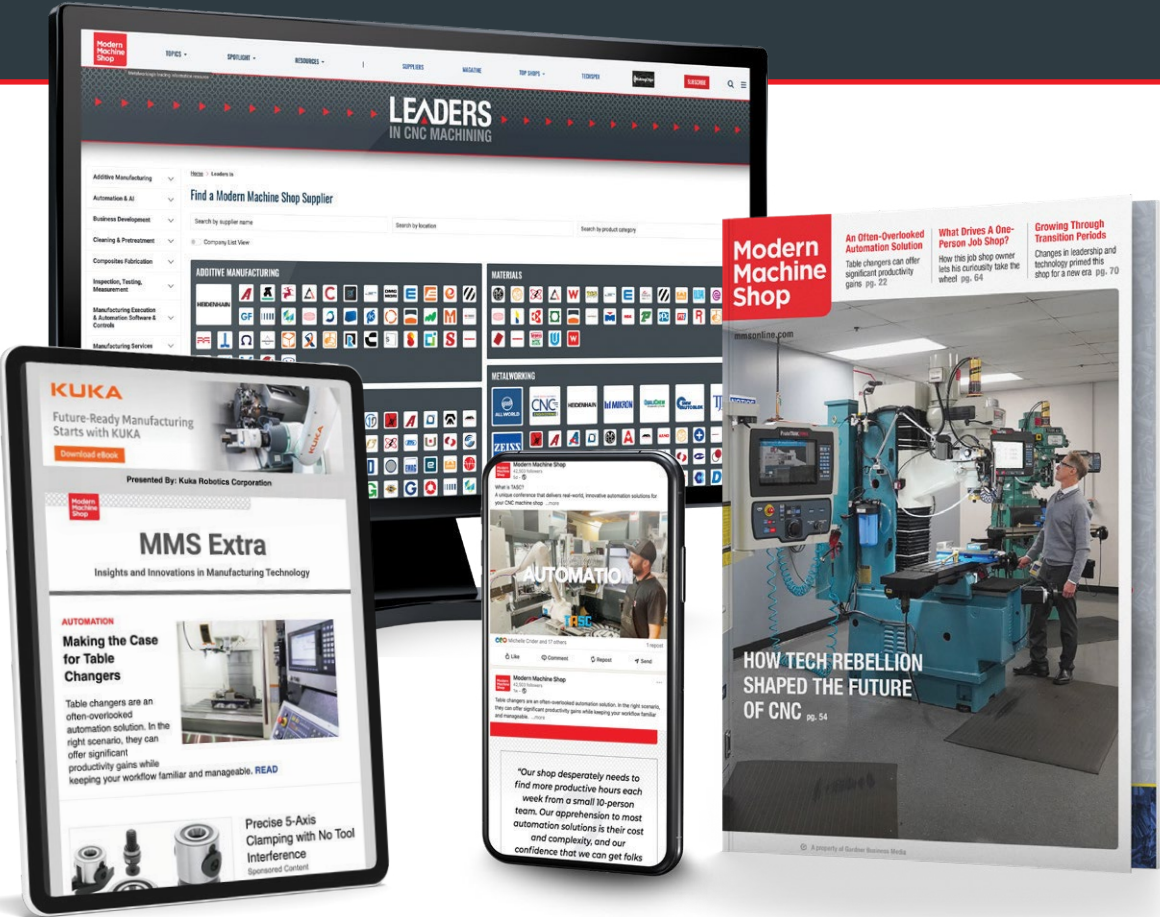




# Marketing Success Starts with Audience

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! *Modern Machine Shop's* Monthly Media and Marketing Channels Reach

MAGAZINE  
**82,500**  
Avg. Subscribers Month



SEARCH  
25,000 referrals

ONLINE  
**38,500**  
Avg. Site Users a month



VIDEO  
22,600 subscribers

EMAIL  
**43,000**  
Opt-In Subscribers



SOCIAL MEDIA  
77,000 followers  
in 42,400 f 20,000 i 14,600





# Meet Our Audience

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



C-SUITE/PRESIDENT

- President  
JD Machine
- President  
Manufacturing Solutions Inc
- President  
Pittman Industrial
- President  
Precision Die Systems
- President  
Tecton Industries Inc
- President C & C  
Precision Machine Inc
- President / CEO  
Stihl Inc
- President / CEO  
3DX Industries Inc
- President Ceo  
Brighton NC Machine Corp

OWNER

- Owner  
Crystal Stamping LLC
- Owner  
Avanti Engineering
- Owner  
Fisher Tool & Design INC
- Owner  
Lenco Tools LLC
- Owner  
Masters Machine Company
- Owner  
Rimeco Products Inc
- Owner  
Nexus Manufacturing LLC
- Owner  
Mahler Machining
- Owner  
Avanti Engineering

ENGINEERING and DESIGN

- Director Of Engineering  
Hirsh Precision Products Inc
- Engineering Manager  
Honda Transmission Mfg Of America
- Engineering Manager  
Millat Industries Corp
- Application Engineer  
Millenium Machinery
- Automation Engineer  
Heraeus Medical Components
- Design Leader  
General Motors
- Manufacturing Design Engineer  
Apple Inc
- Manufacturing Engineer  
Google
- Sr. Principal Engineer  
Stryker Instruments

MANUFACTURING PRODUCTION

- Model Maker  
Medtronic Inc
- Machine Shop Supervisor  
Meyer Tool Mfg Inc
- Senior Manufacturing Manager  
Wieland Randall
- Director Of Manufacturing  
Team Penske Racing
- Tool Build Supervisor  
Graco
- Toolmaker  
Intralox LLC
- Plant Manager  
Grede
- Manufacturing Manager  
John Crane Inc
- Director Of Manufacturing  
Major Tool & Machine

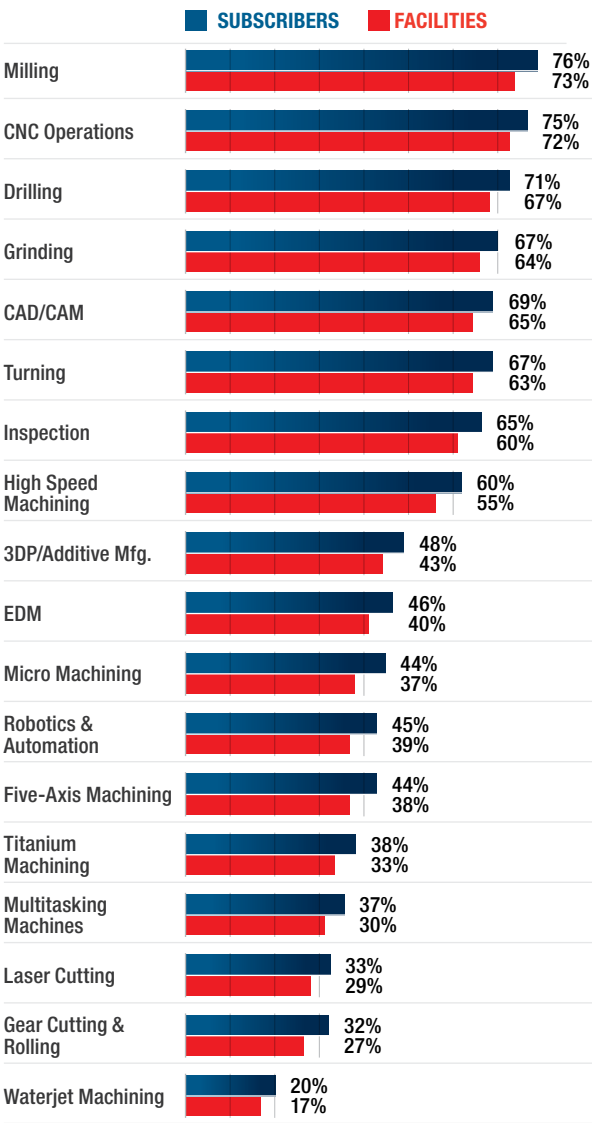
QC/INSPECTION

- Quality Assurance Manager  
IMI PBM
- Quality / Safety Manager  
PME Babbitt Bearings
- Quality Assurance / Compliance Mgr.  
Ward Manufacturing Company
- Quality Assurance Representative  
Alloy Concepts Inc
- Quality Assurance Specialist  
Hitachi Construction Truck Mfg.
- Quality Control Technician  
Sawyer Composite
- Quality Engineer  
Roquet Hydraulics SI
- Quality Engineer  
Moldintec
- Quality Control Technician  
SAWYER COMPOSITE

# First-Party Audience Overview

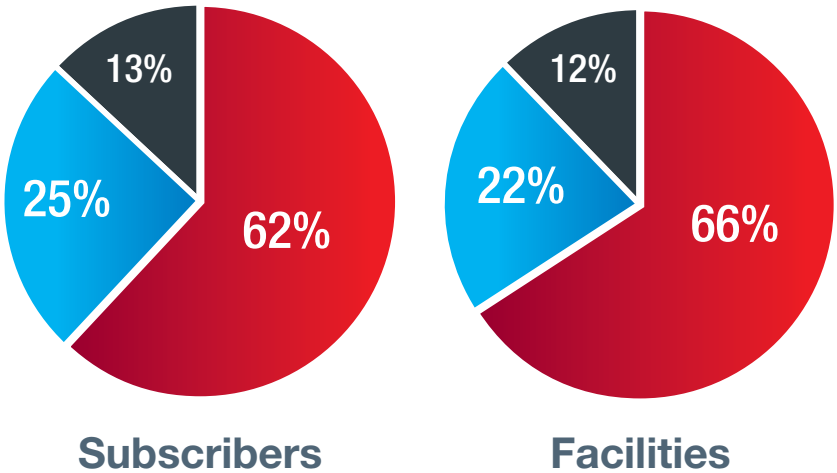
## Operations that perform

From global OEMs to one-man production shops, Modern Machine Shop reaches the entire metalworking supply chain.



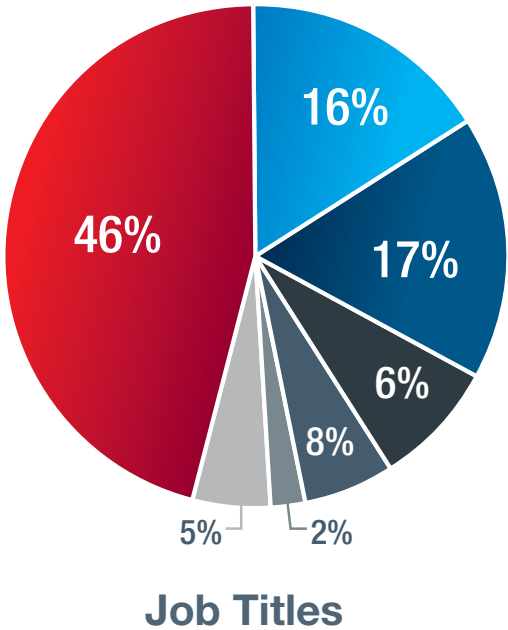
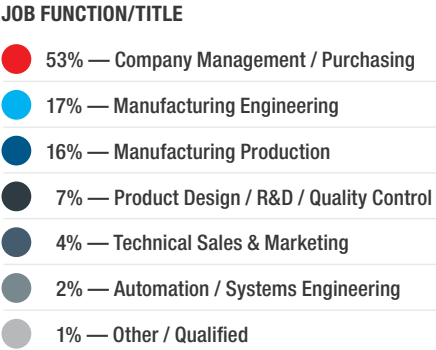
## Reaching the hard to reach

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.



## 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!



# Put Your Money Where Your Markets Are

*Modern Machine Shop* has deep insights and wide reach into machining and metalworking's largest and most valuable industries.



**Aerospace  
& Aviation**

56,500  
SUBSCRIBERS

35,000  
FACILITIES

4,300+  
OEMS



**Automotive &  
Transportation**

61,200  
SUBSCRIBERS

39,000  
FACILITIES

5,000+  
OEMS



**Medical  
& Dental**

47,000  
SUBSCRIBERS

28,800  
FACILITIES

3,000+  
OEMS



**Military  
& Defense**

52,200  
SUBSCRIBERS

30,800  
FACILITIES

1,200+  
OEMS



**Appliances**

29,900  
SUBSCRIBERS

17,200  
FACILITIES

1,800+  
OEMS



**Industrial  
Machinery  
& Equipment**

60,700  
SUBSCRIBERS

37,900  
FACILITIES

3,400+  
OEMS



**Computers,  
Electrical &  
Electronics**

43,700  
SUBSCRIBERS

26,700  
FACILITIES

3,900+  
OEMS



**Offroad,  
Construction  
& Agricultural**

51,800  
SUBSCRIBERS

33,000  
FACILITIES

1,300+  
OEMS



**Oil & Gas**

44,900  
SUBSCRIBERS

27,300  
FACILITIES

500+  
OEMS



**Job Shops**

64,400  
SUBSCRIBERS

43,300  
FACILITIES

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







# Content that Connects!

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



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**Julia Hider**  
SENIOR EDITOR

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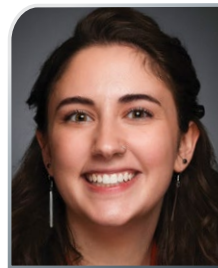
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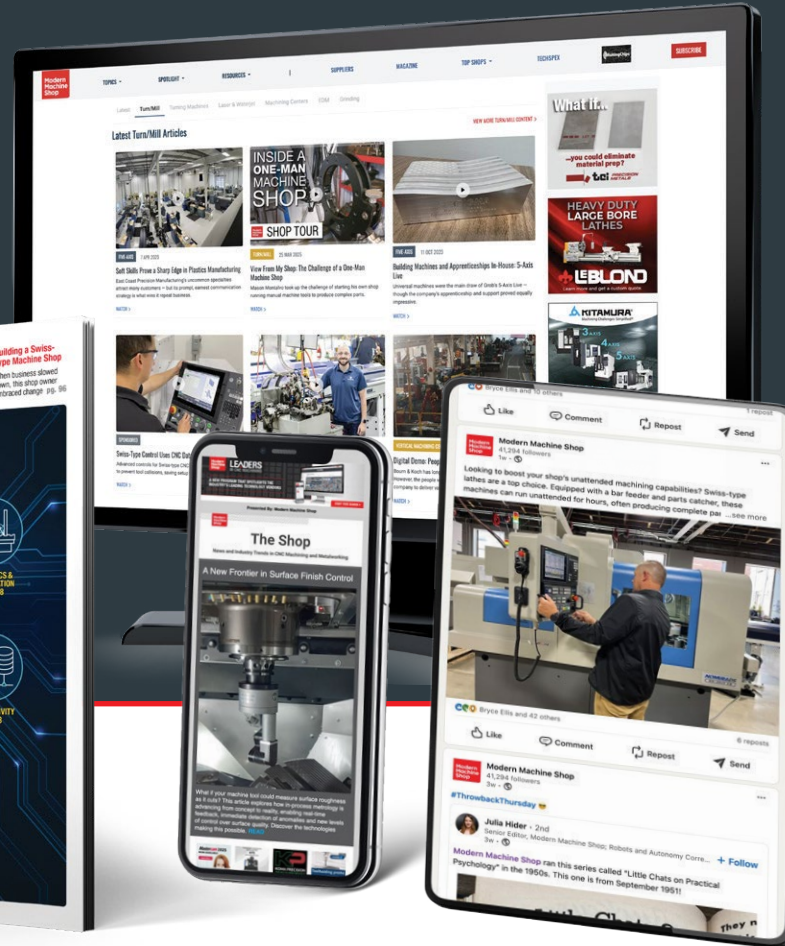
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**Austin Grogan**  
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## MMS SHOP TOUR SERIES



The *Modern Machine Shop* Shop Tour series goes beyond machinery to highlight the culture, innovation and problem-solving that drives success in modern manufacturing. Ask about ways you can grow your brand and your business by aligning with this series that exposes not just the equipment, but the people, parts and processes that are defining successful machining!



# The Modern Media Platform

*Modern Machine Shop* content is created for multiple media channels, powered by an industry-leading audience management application and informed by a custom-built content management and analytics platform. It is always on. Web, social, in person, inbox, in print, everywhere – *Modern Machine Shop* delivers.

### In Every Issue

**FEATURE ARTICLES**

Key topics in machining technology or shopfloor operations

**TECHNICAL PERSPECTIVES**

Expert perspectives on CNC and business topics

**SYSTEMS & SOFTWARE**

Computer-related products for machining and manufacturing

**MODERN EQUIPMENT REVIEW**

New and useful products across the range of tech

**TOOLING & WORKHOLDING**

Cutting tools and workholding-related products

**NEW FOR 2026** Connect with engaged CNC machining shops and manufacturing professionals with *Modern Machine Shop's* 2026 packages and bundles. These programs will deliver high-impact impressions across multiple content channels – onsite, offsite and in the magazine.

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

‡ **REACT AD STUDY ISSUES – Get the reader's perspective.**

- 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

MONTH AD CLOSING DATE	EMPHASIS TOPICS Feature coverage	SPOTLIGHT TOPICS Special product sections	DIGITAL CONFERENCES Focused Editorial Webinars	BONUS DISTRIBUTION
JAN 12/01/25	- Artificial Intelligence in Machining - Workholding & Fixturing	- Machining Centers		
FEB† 01/02/26	- Turning & Swiss Machining - Inspection & Metrology	- Grinding		MFG MEETING
MARCH 02/02/26	- Multitasking / Mill-Turn Machining - Toolholding & Spindles	- Laser & Waterjet		PTXPO
APRIL 03/02/26	- Shop Management: ERP/MES - Quoting & Estimating Software	- Coolant & Chip Management	TECH DAYS: Materials & Processes for High-Rate Aerostructures	
MAY 04/01/26	- Cycle-Time Reduction Strategies (HPC/HSM tooling & CAM) - Robotic Automation for Machining	- Inspection & Measurement		
JUNE† 05/01/26	- Connected Machining: Machine Monitoring & IIoT - Five-Axis Machining	- Turning		
JULY 06/01/26	- Artificial Intelligence for Shop Management - Grinding & Abrasive Machining	- EDM		
AUG 07/01/26	IMTS 2026 SPECIAL ISSUE - EXHIBITOR & PRODUCT PREVIEWS			IMTS
SEPT 08/01/26	IMTS 2026 - SHOW ISSUE			IMTS
OCT 09/01/26	- CAD/CAM Software & Programming Automation - Milling Technology	- Automation		MT FORECAST
NOV† 10/01/26	- Top Shops	- Additive Manufacturing	TECH DAYS AI and Machine Learning	
DEC 11/02/26	- Pallet Systems & Lights-Out Cells - Hard Milling and Difficult Materials	- Cleaning & Deburring		MMS TOP SHOPS CONFERENCE

Items on this editorial calendar are subject to change.



# 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**



**DIRECT  
MAIL**



## DIGITAL



EMAIL



MOBILE



## MAGAZINE DISPLAY ADVERTISING

# 82,500 Subscribers

## Display Ads

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

## Leaders in CNC Machining



This year-long program highlights CNC machining's best-in-class product and service technology vendors – online, offline all-the-time.  
**Reserve your Leaders In...package!**



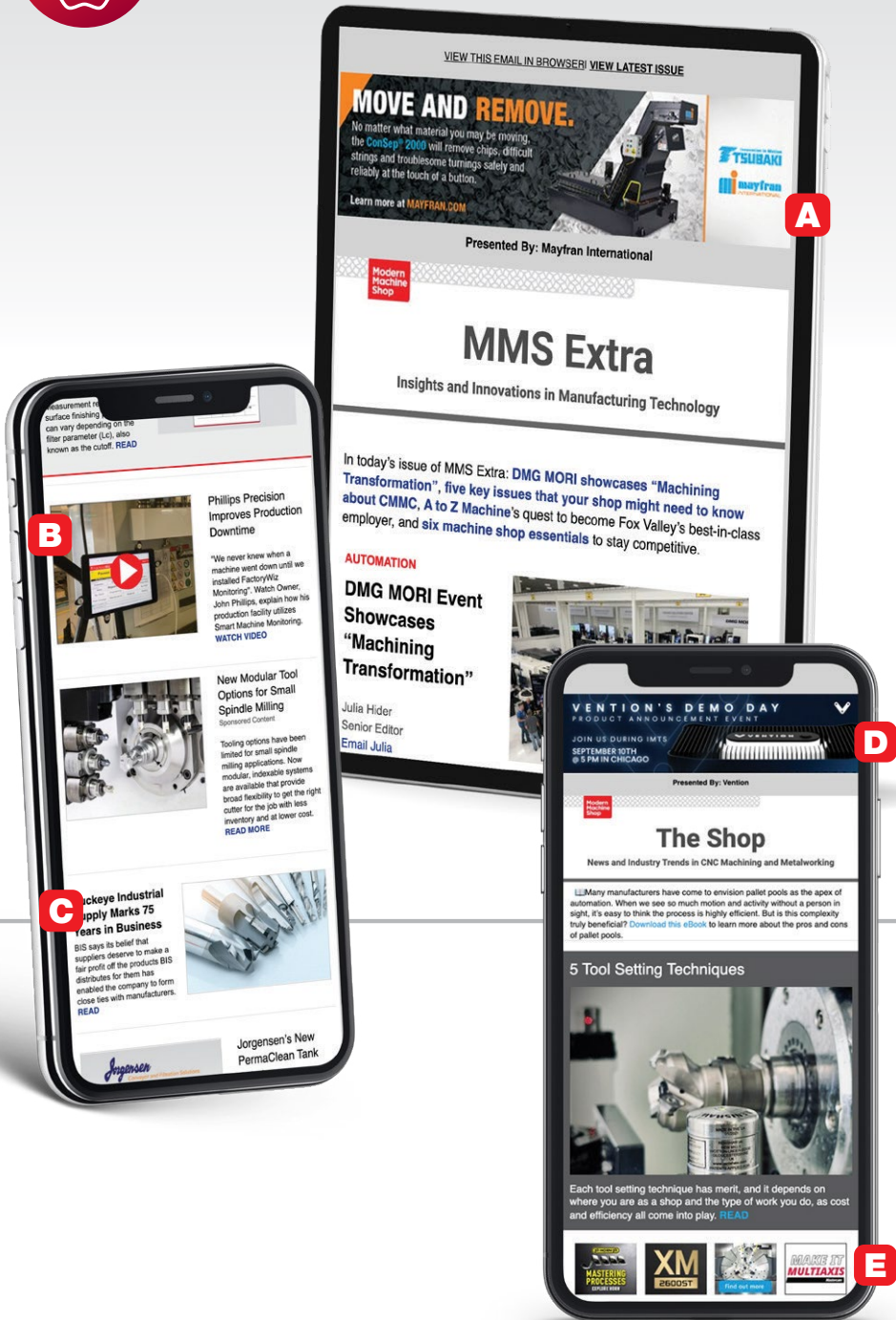
BRAND AWARENESS SOLUTIONS



E-NEWSLETTER  
DISPLAY ADVERTISING

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

43,000 Active,  
Opt-in Subscribers



MMS EXTRA

- Delivers 2X weekly.

With content curated by *Modern Machine Shop* editors, the MMS Extra is the premier e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

MMS EXTRA BRAND  
AWARENESS SOLUTIONS

- 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

MMS “THE SHOP”

- Delivers every Friday.

“The Shop” is updated by *Modern Machine Shop*’s editors to feature the latest developments, technologies and case studies the manufacturing community needs to succeed.

MMS “THE SHOP” BRAND  
BUNDLED SOLUTIONS

- D** Leaderboard Ad (runs in The Shop newsletter)  
600 x 160 px - 1 per edition
- E** Button Ad (runs in The Shop newsletter)  
120 x 100 px - 16 per edition
- MMSonline.com**
  - Super Leaderboard Ad  
970 x 90 px - 16 per edition
  - Billboard Ad  
970 x 250 px - 16 per edition
  - Medium Rectangle Ad  
300 x 250 px - 16 per edition



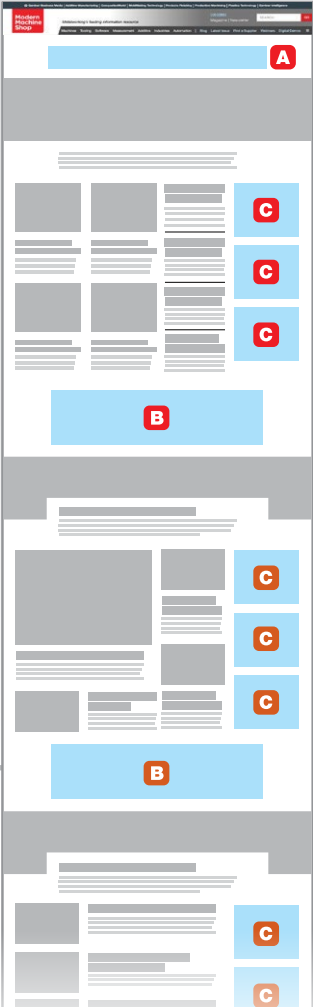
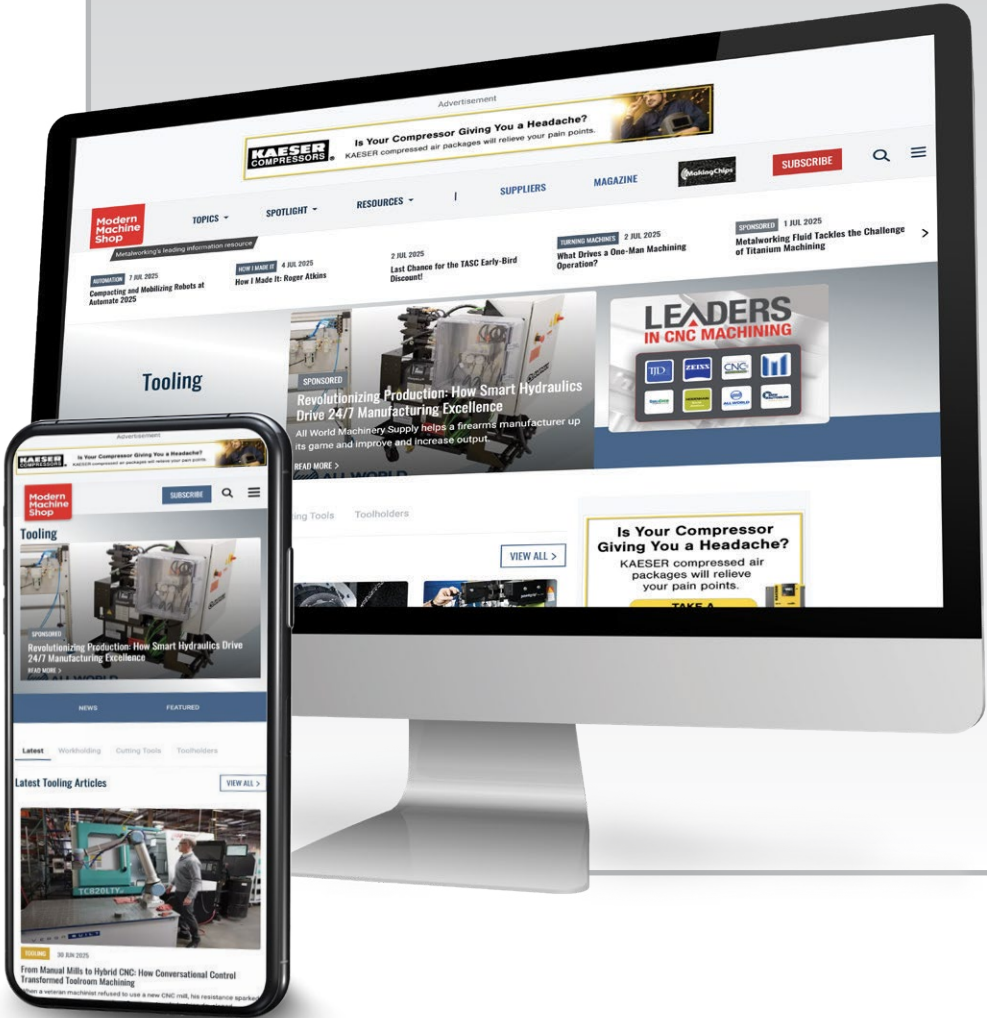


# MMSonline.com 38,500 Monthly Users

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



## MMSONLINE.COM DISPLAY ADVERTISING



**MMSONLINE.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.  
**MMSonline.com**  
– Home Page

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

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

**AD FORMATS**

<b>A</b>	Super Leaderboard 728 x 90 px - 12 per month
<b>B</b>	Billboard 970 x 250 px - 12 per month
<b>C</b>	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.



# 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.



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



## AUDIENCE EXTENSION

### OFFSITE DISPLAY RETARGETING

Amplify your brand by retargeting to our web visitors.

**YOU RECEIVE:**

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

### OFFSITE VIDEO RETARGETING

Expand your marketing message by retargeting to *Modern Machine Shop* video viewers and YouTube subscribers.

**YOU RECEIVE:**

- A pre-roll advertising campaign on YouTube and Google's Video Network targeting *Modern Machine Shop* 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. *Modern Machine Shop* 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 *MMS* 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.

## 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.



### 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 Modern Machine Shop's technical voice and delivered across our channels.

#### YOU RECEIVE:

- Feature-style article published to mmsonline.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 on-site 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

Introduce, inform and invite via the inbox with demographically targeted, co-branded, direct email messages sent to our active, opt-in email audience.

### YOU RECEIVE:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of Modern Machine Shop 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 Modern Machine Shop 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 *Modern Machine Shop*



## 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)

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, 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:

- Co-branded landing page on MMsonline.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 About  
TechSpex.com*



# Metalworking Intelligence Solutions

*Modern Machine Shop'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.



**Stay Informed.**

View the latest  
Metalworking market  
intelligence solutions

## 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 U.S. 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.

## CUSTOM INSIGHTS

### Ad Appeal Study

A valuable value-add for *Modern Machine Shop* 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 *Modern Machine Shop* 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.







INDUSTRY EVENTS



## In-Person Influence

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

Contact your *Modern Machine Shop* sales representative to:

- Reserve booth space on the show floor
- Secure exclusive high-profile on-site sponsorships
- Learn how to get featured in our event promotional campaigns



# 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](https://gardnerweb.com/GROW)

# Modern Machine Shop

## Our Clients are Giants

Below are the industry-leading suppliers building their brand and business with *Modern Machine Shop*.



Metalworking Market Group



MMSonline.com



productionmachining.com



moldmakingtechnology.com



techspex.com



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In partnership with



Gardner Business Media Market Groups

Metalworking Market Group

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Advanced Materials Group

**Dale Jackman**  
Market Vice President  
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Advanced Manufacturing Market Group

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