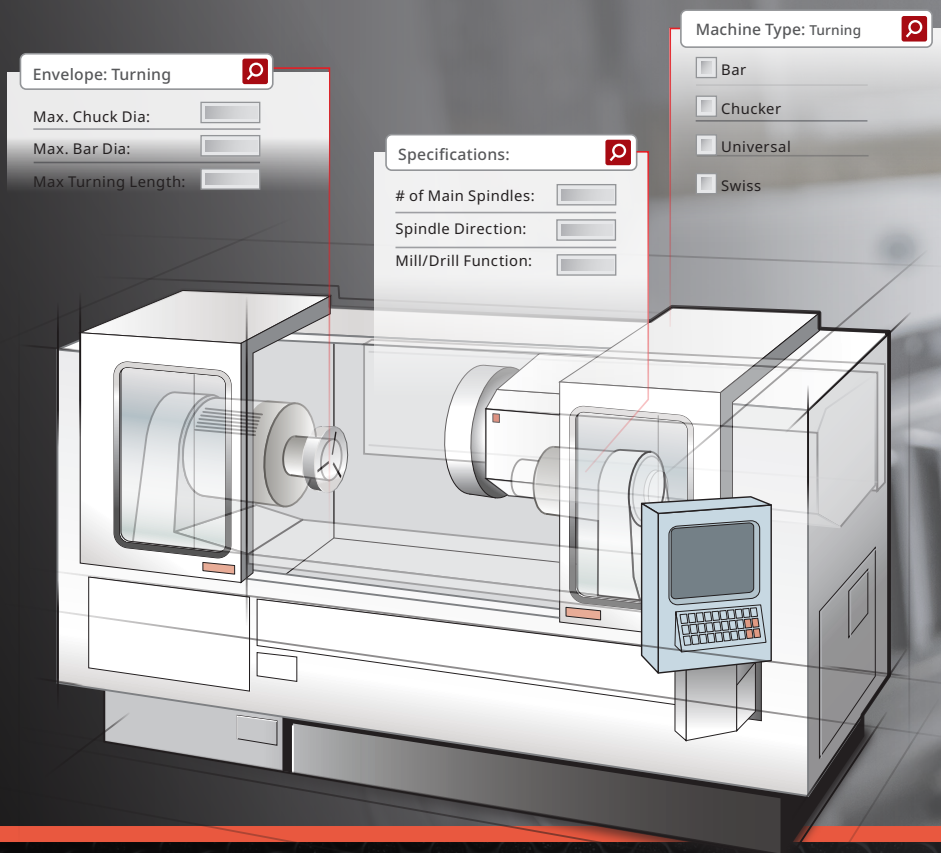


TECHSPEX

Sales
The Machine Tool Search Engine

2024 Media Guide



**New TechSpex,
New Opportunities for Leads**

A Gardner Business Media Metalworking Group Product



A refreshed and innovative platform to promote your machining technology to an active, engaged audience who visits the site to find, research and compare specific machines for specific applications needs.

> Meet the All-New TechSpex

TECHSPEX

Introducing a fresh look and upgraded features to the largest searchable database of machine tools and supplies.

Recently redesigned and relaunched to the industrial metalworking markets, TechSpex now features a more sophisticated and friendlier user interface with expanded capabilities. The result? An elevated impact for and better return on your advertising investment.

What's Improved for 2024?

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. *(Turn to page 6 for details.)*

NEW FOR YOU!

Redefined Advertising Programs

The new TechSpex platform allows for increased visibility and more available positions for your ad. By also including enhanced value-added marketing components in each tier, you'll profit from more exposure to the total TechSpex audience. We've leveraged our powerful and proven digital marketing products to create an up-to-date and comprehensive lead generation program that will help increase awareness of and ultimately sell your machines.

Refreshed Quarterly Magazine Supplement

We are bringing back our popular Machine/Shop supplement in 2024! Including expert insights on machine tool purchasing, machine tool features, specifications and product listings, Machine/Shop will be the ultimate specifying and purchasing guide mailed four times a year to more than 30,000 decision makers from job shops across the country.

NOTE: The August 2024 supplement scores bonus distribution at IMTS 2024!

Revamped Monthly e-Newsletter

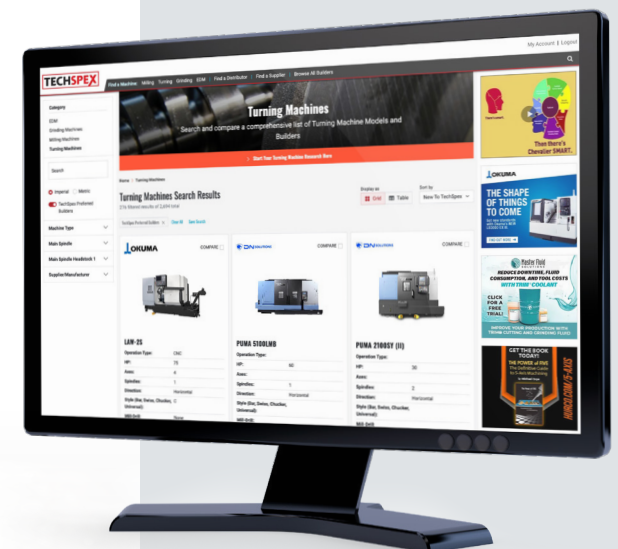
Your brand will gain even more attention from the coverage it gets inside What's New on TechSpex – our digital snapshot of all the new and noteworthy technology being introduced to the market via TechSpex. We send this informative and illustrative e-newsletter to every registered user's inbox each month.

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.



The TechSpex Advantage

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



**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**

18,600+
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 tip the scale in your direction.

**A Unique
Competitive
Edge**

4,500+
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.

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

93,315

TOTAL PAGE VIEWS
ACROSS FIVE MONTHS

18,660

AVERAGE MONTHLY PAGE VIEWS

965

AVERAGE DAILY VIEWS

(Data collected May - September 2023)

Registered Qualified *Buyers*



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 and changes every day, but 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 User Roles

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
					
					
					
					
					

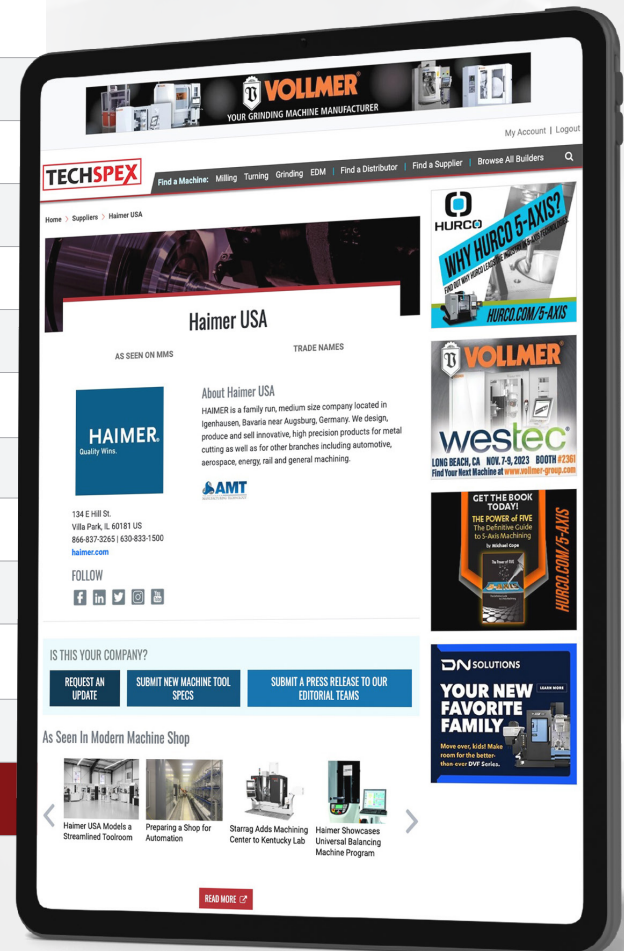
NOTE: The roles, markets and organizations shown here are just a small sampling of actual past and present TechSpex audience members. Ask your sales representative for the most current example list of registered users.

2024 TechSpex Advertising Programs



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 Social 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 Supplement will ride along with the 2024 February, May, August, and November issues of *Modern Machine Shop*.

All programs require a three-month minimum commitment.

Advertising Program Highlights

Preferred Builder Status

Featured New Machine Placement



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	970 × 90 px	A
Medium Rectangle	300 × 250 px	B
Billboard	970 × 250 px	C

Ready to Begin? >

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

TECHSPEX

GARDNER METALWORKING GROUP

Modern Machine Shop

mmsonline.com

PRODUCTION Machining

productionmachining.com

MoldMaking TECHNOLOGY®

moldmakingtechnology.com

TECHSPEX

techspx.com

IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



MTUNITED



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