



# 2021 MEDIA GUIDE

 A property of Gardner Business Media



## BRAND OVERVIEW

The best resource for selling additive manufacturing products & services.



ONLINE  
**54,700+**  
AdditiveManufacturing.media  
monthly page views\*\*

EMAIL  
**35,000+**  
E-Newsletter  
subscribers\*\*

SOCIAL  
**26,400+**  
followers\*\*

PRINT  
**20,000+**  
subscribers\*

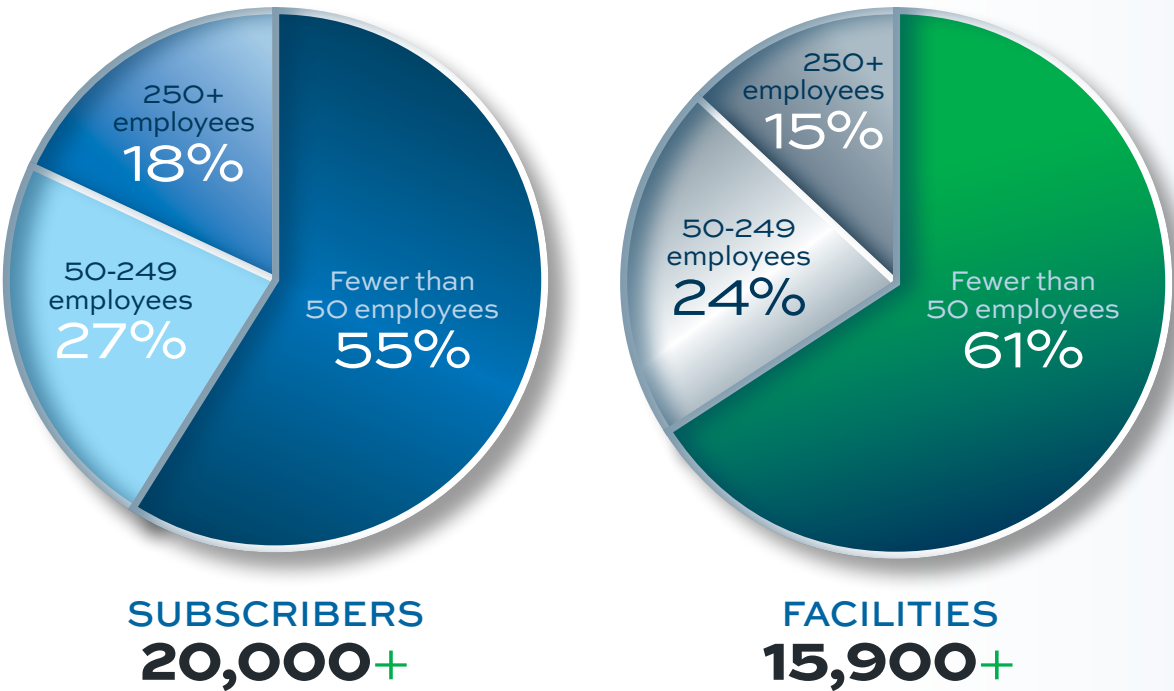
Additive Manufacturing keeps your brand and message connected.

**3 million+**

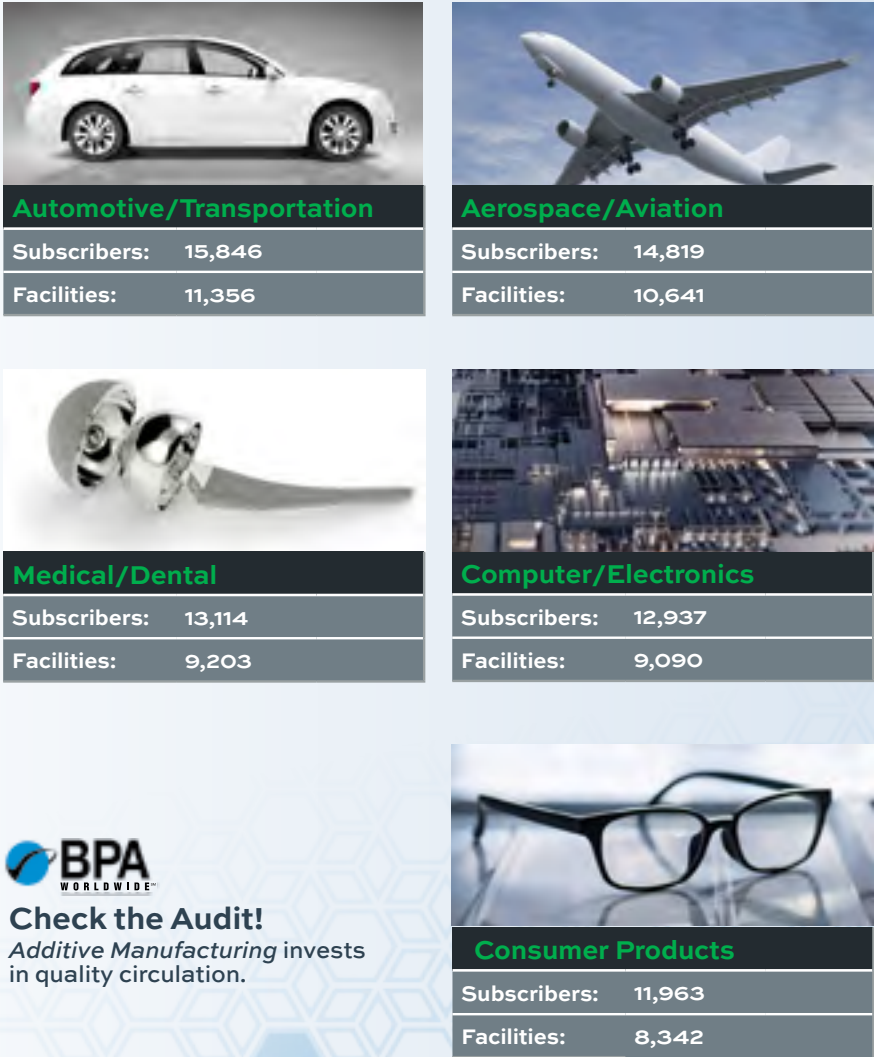
Annual Audience Impact print | online | email

Additive Manufacturing Media is devoted to the industrial application of 3D printing.

Facility Size



Top Industrial Production Markets



Job Titles and Functions

Company Management / Corporate Executive / Purchasing	8,465	42%
Engineering Mgmt & Dept	5,377	27%
Production Mgmt & Dept	3,643	19%
R&D, Design, QA Mgmt & Dept	2,230	12%

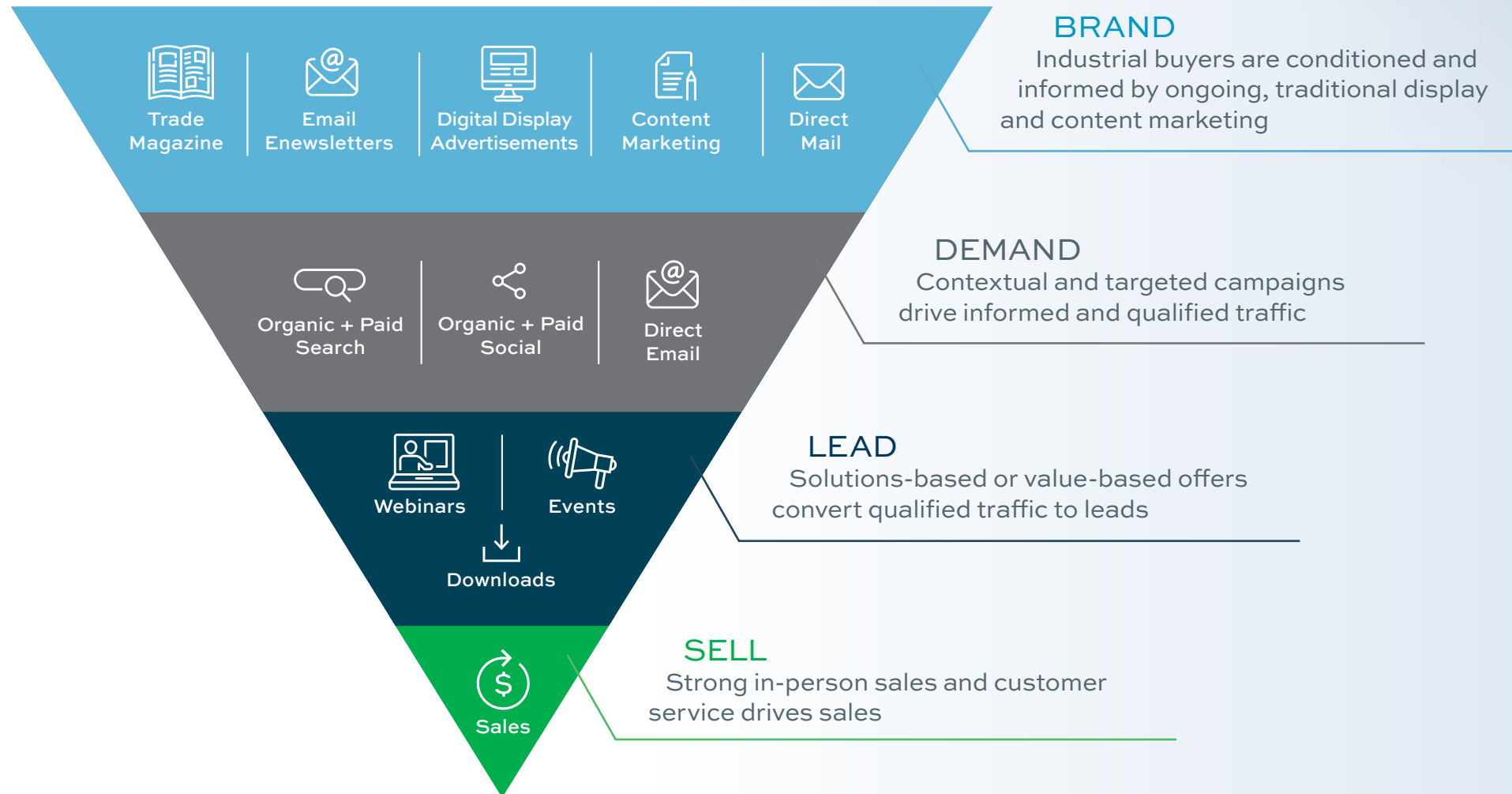
**BPA**  
WORLDWIDE  
**Check the Audit!**  
Additive Manufacturing invests in quality circulation.





# BRAND ► DEMAND ► LEAD

## Industrial Buy Cycle Influencers



## THE COOL PARTS *show*

The Cool Parts Show is *Additive Manufacturing's* video series exploring the advance of AM.

Each episode focuses on an interesting end-use part made additively, discussing not only how the part was made, but also how it illustrates an important aspect of AM's promise. Hosted by editors Stephanie Hendrixson and Peter Zelinski, the show aims chiefly at tomorrow's AM users, appealing to established and future manufacturers who are considering 3D printing and likely to adopt it for their own production. In 2020, the show was honored with Niche Media's Nichee Award for Best Use of Video.



**4:21+** average view time

Hosted on YouTube

Promoted through **AM's** social channels, enews, print and website

Dedicated Zone on [AdditiveManufacturing.media](https://AdditiveManufacturing.media)



**Sponsorships available.**  
*Talk with your AM sales representative for opportunities.*



The *Additive Manufacturing* editorial staff has unparalleled access to the people and places that are advancing 3D printing for production. By creating in-depth and knowledgeable content about the technology, our editors deliver insight that the audience depends on.



Peter Zelinski  
Editor-In-Chief

## Peter Zelinski

Peter helped to launch *Additive Manufacturing* in 2012. As the brand's editor-in-chief, he is exploring the advance of 3D printing as a means of industrial production, increasingly including scale production. He is a regular speaker at the *Additive Manufacturing Conference*, and he is co-creator and co-host of a video series, *The Cool Parts Show*, which showcases interesting 3D printed end-use parts. [pzelinski@additivemanufacturing.media](mailto:pzelinski@additivemanufacturing.media)



Brent Donaldson  
Senior Editor

## Brent Donaldson

Brent Donaldson is senior editor for *Additive Manufacturing Magazine* and *Modern Machine Shop*, specializing in long-form feature articles related to machining and all-things-AM and industrial 3D printing. [bdonaldson@additivemanufacturing.media](mailto:bdonaldson@additivemanufacturing.media)



Stephanie Hendrixson  
Senior Editor

## Stephanie Hendrixson

Stephanie reports on 3D printing technology and applications as senior editor for *Additive Manufacturing*, and is also co-host of *The Cool Parts Show*. She got her start in manufacturing media in 2012, through an internship with AM's sister publication *Modern Machine Shop*, and continues to contribute to *MMS* as a guest blogger. [shendrixson@additivemanufacturing.media](mailto:shendrixson@additivemanufacturing.media)



## CONTRIBUTING EDITORS



James Callari  
PLASTICS  
Industry Expert



Jeff Sloan  
COMPOSITES  
Industry Expert



Christina Fuges  
MOLDMAKING  
Industry Expert

## AM EDITORS



Angela Osborne  
Production Editor



Katelyn Arnold  
Assistant Digital  
Editor



RECURRING EDITORIAL COVERAGE

Published six times per year, *Additive Manufacturing* magazine is devoted to the advancement of 3D printing with an emphasis on industrial production.

PROCESS + APPLICATION

- Metal AM**

AM realizes metal part geometries no other process can achieve and delivers parts in challenging alloys.
- Hybrid AM**

Additive can integrate with machining within a single platform. This solution is finding its role.
- Postprocessing**

AM is more than 3D printing! Particularly in metal, postprocessing is essential to complete the part.
- Large-Format AM**

The very biggest 3D printers deliver dramatic cost and leadtime savings for parts such as tooling.
- Polymer AM**

The freedom to make polymer parts without mold tooling is expanding the applications for plastics.
- DFAM**

The full value of additive comes when the part is designed for this process. The design rules have changed.
- Composites AM**

Polymer containing reinforcing material lets non-metal 3D printed parts replace metal components.
- Inspection**

Validating parts and processes is vital to production and an underappreciated aspect of AM technology.

- Sustainability**

AM is accelerating the advance of sustainable manufacturing practices and the circular economy.
- Materials**

New alloys, new chemistries and new material compositions offer AM's most vital area of design freedom.
- Software**

AM involves not just the 3D printer, but also software for managing and controlling the build.

END MARKETS

- Aerospace/Aviation**

The geometric freedom and part consolidation of AM allow for more efficient aircraft and spacecraft.
- Automotive/Transportation**

Carmakers leverage AM to simplify design, speed product launches and expand design options.
- Consumer Products**

Through economical low-quantity production, AM delivers custom products and serves narrow markets.
- Medical/Dental**

AM offers design opportunities for medical implants and production savings for medical devices.

ISSUE (CLOSING DATE)	EVENT COVERAGE	BONUS DISTRIBUTION*
JANUARY/FEBRUARY (12/4/20)	AMUG	AMUG
MARCH/APRIL (2/3/21)	RAPID+TCT	AMUG • MFG MEETING • RAPID+TCT • PMTS
MAY/JUNE (4/1/21)	NPE 2021	NPE 2021 • EASTEC
JULY/AUGUST (6/1/21)		
SEPTEMBER/OCTOBER (8/3/21)	FORMNEXT • AMC 2021	AMC 2021 • AMERIMOLD • FORMNEXT • WESTEC • NAIAS 2021
NOVEMBER/DECEMBER (10/1/21)	FORMNEXT	FORMNEXT



# 2021 PRINT RATES

The *Additive Manufacturing* print audience represents a select group of highly qualified manufacturers who are actively using or sourcing 3D printing production technology.

Investing in the print magazine also gets your ad carried in our digital edition.

## 4-Color Rates

Full Page	\$5,925
1/2 Page	\$4,725
Spread	\$9,050

## Cover Rates

Outside Back	\$1,500 additional charge
Inside Front or Back	\$1,000 additional charge

All rates are gross.

Visit [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral) for more information on print, online and e-newsletter ad specifications.



## GARDNER PREMIER DISCOUNT OPPORTUNITY

### Combine your message and save!

Program discounts are based on your entire investment with *Additive Manufacturing* and any of our other Gardner Business Media brands.

\$5,000-\$9,999	5% OFF Entire Program
\$10,000-\$24,999	10% OFF Entire Program
\$25,000-\$39,999	15% OFF Entire Program
\$40,000-\$64,999	20% OFF Entire Program
\$65,000-\$99,999	25% OFF Entire Program
\$100,000-\$149,999	30% OFF Entire Program



# AM HIGH IMPACT POSITIONS

The benefits of investing in your brand with **AM** aren't limited to the pages of the magazine. Each year we design dozens of client-specific opportunities. Special positions in the magazine and content specific supplements provide special media solutions for your brand.



## Belly Band Wrapper

This is the highest visibility position we offer. Creates an immediate impression for your brand on first sight.



## Gate Fold Cover

Make a splash with a sponsored fold-out page that readers can't miss.



## Tip-In Postcard/ Heavy Stock Insert

Upgrade your ad to get more impact. Heavier stock draws immediate attention to your message.



## Polybag Supplement

Tell your own story. Craft the perfect message to deliver to the AM audience without being constrained to the page.



## Additive Manufacturing Digital Edition Sponsor

### Digital Edition Package Includes:

Exclusive leaderboard in the Digital Edition distribution email

Follow-up email to recipients

Banner advertising on the Digital Edition landing page

Full-page cover ad on Digital Edition

Long-lasting impact – Digital Editions archived on site

### 2021 DIGITAL EDITION INVESTMENT

# \$8,000

 monthly

(availability 6)

All rates are gross.

### NEW FOR 2021!



**Gardner Premier Discount Opportunity**  
Gardner is now offering a discount structure based on total investment across all of our media brands. See page 19 for details.



### Digital Edition

**8,300+** Unique Visits per Issue

### Digital Edition Email

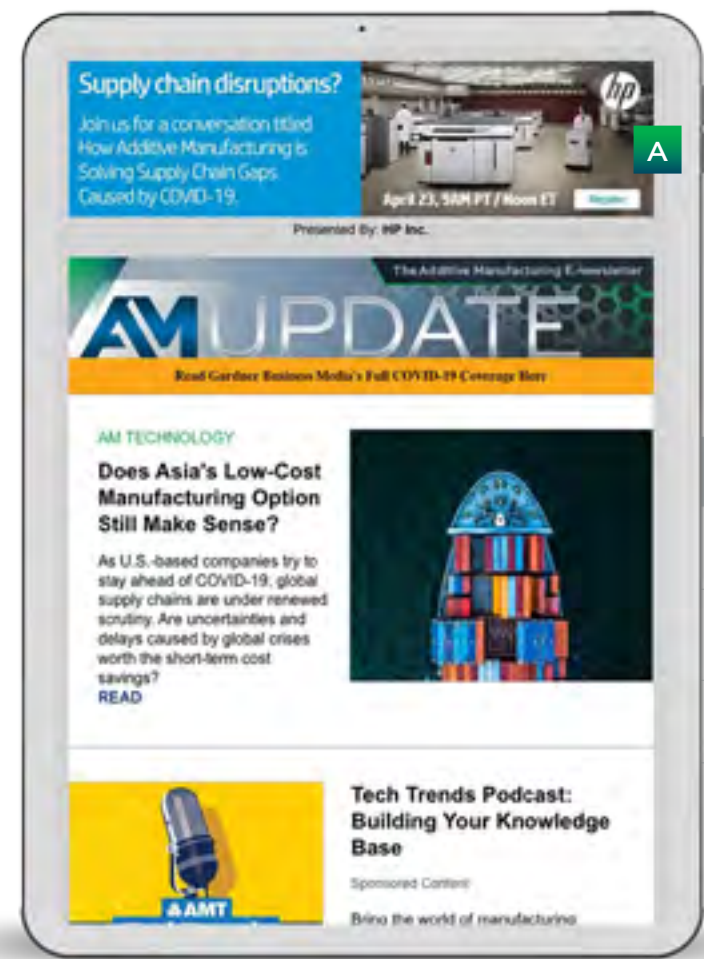
**36,000+** Subscribers

**24%** Open Rate

**5%** Click Through Rate



Increase your reach.



AM Update E-Newsletter

Keep your brand next to the freshest *Additive Manufacturing* content. Stories are hand-picked by the *Additive Manufacturing* editorial staff, making the *AM Update* the premier resource for finding the best in 3D printing for production. Readers rely on it to find new products, services and vendors.

Delivers to  
**35,000+** Subscribers

**22%** Open Rate  
**4.6%** Click Through Rate

E-NEWSLETTER PRODUCTS		AVAILABILITY PER WEEK	INVESTMENT
A	LEADERBOARD BANNER	1	\$2,350 gross/issue
B	VIDEO AD (Premium Placement)	2	\$2,150 gross/issue
C	TECHNOLOGY SOLUTION AD	4	\$1,800 gross/issue

FREQUENCY: Weekly Distribution

Visit [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral) for more information on print, online and e-newsletter ad specifications.

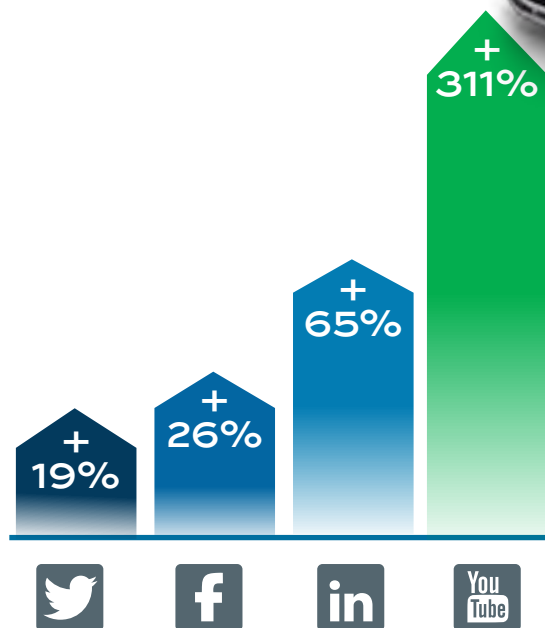
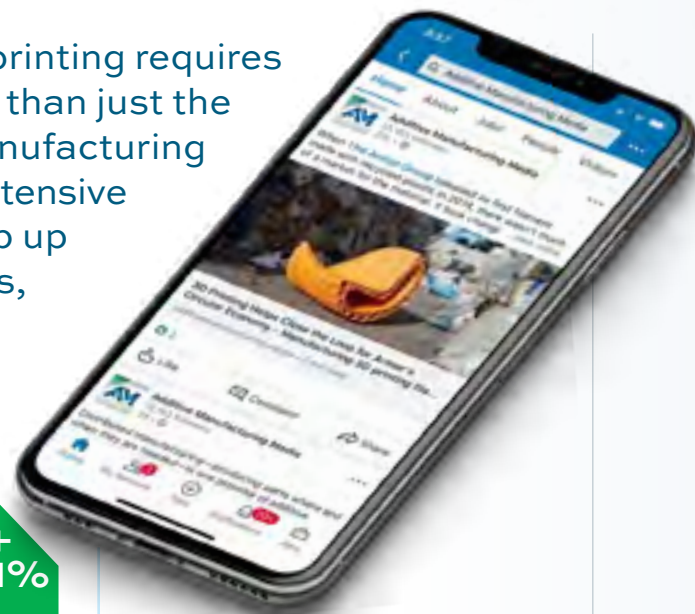


NEW FOR 2021!

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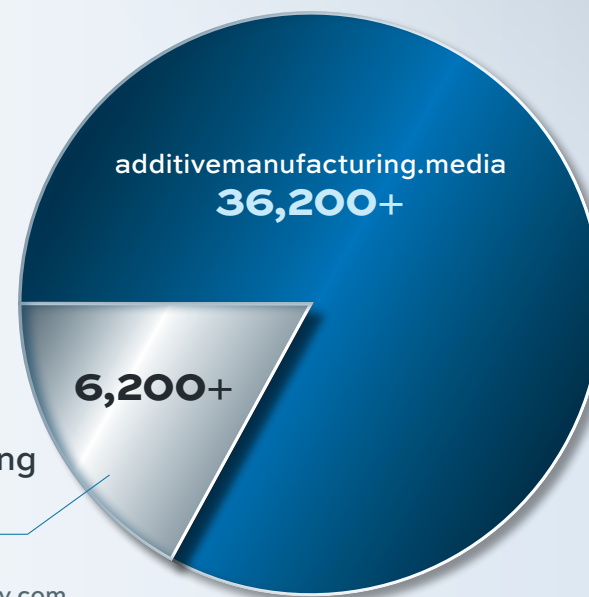
The pace of change in 3D printing requires constant monitoring. More than just the magazine, the Additive Manufacturing Media website, blog, and extensive social media presence keep up with the latest news, trends, technology and product advancements.



2020 Social Media Follower Growth

## AM Manufacturing Network Digital Package

**42,400+**  
monthly page views



### AM Manufacturing Network

mmsonline.com  
moldmakingtechnology.com  
ptonline.com  
compositesworld.com  
productionmachining.com

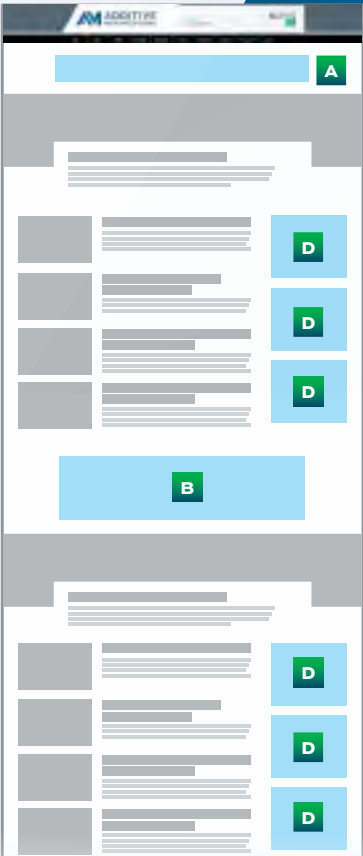
Additive Manufacturing advertisers will benefit from the editorial, audience and sales/marketing support of:



High-Impact Digital Display Ad Options



AM Online Display Ad Options



High Visibility Ad Package

Includes the following sizes:

- A Super Leaderboard Ad
- B Billboard Ad
- D Medium Rectangle

\$ 5,000 monthly



Amplify Your Campaign

Increase your digital footprint by investing in our custom retargeting and direct digital marketing opportunities. See page 18 for details.

HIGH IMPACT AD INVESTMENT		
A	<b>Super Leaderboard Ad</b> 970x90 pixels   144 dpi, 250k Max File Type: JPG/PNG	\$3,500 Includes A + B monthly
B	<b>Billboard Ad</b> 970x250 pixels   144 dpi, 250k Max File Type: JPG/PNG	
C	<b>Skyscraper Ad</b> 300x600 pixels   144 dpi, 250k Max File Type: JPG/PNG	Call for availability and pricing
AM AD NETWORK INVESTMENT		
D	<b>Medium Rectangle Ad</b> 300x250 pixels   144 dpi, 150K Max File Type: JPG/PNG	\$2,300 monthly

All rates are gross.

NEW FOR 2021!

Gardner Premier Discount Opportunity  
See page 19 for details.

Visit [gardnerweb.com/adcentral](https://gardnerweb.com/adcentral) for more information  
on print, online and e-newsletter ad specifications.





Drive leads while showcasing your company's knowledge and leadership.

## Webinars

### Live & On-Demand

#### Included:

Lead Generation – Customized lead report including all live & registered attendees

Email – Customized email invitations to AM subscribers

E-Newsletter – Webinar promotion within AM Update E-Newsletter

Online – Premiere positioning on *Additive Manufacturing* Website

Print – Event promotion within *Additive Manufacturing*

Moderated – Webinar moderated by an AM editor\*

## 2021 WEBINAR INVESTMENT

**\$9,500** (gross)

Attendance is limited to 1,000. Topic and schedule subject to publisher approval.



\*Only for live webinars



# AM 2021 DIRECT TRAFFIC CAMPAIGNS



**Drive new and qualified buyers to your brand.**

## What is Direct Traffic Marketing?

These demand generation campaigns use a variety of digital platforms to directly drive traffic to a client's website. These types of campaigns can be an effective means of lead generation by driving visitors to gated content.

### Benefits of Direct Traffic Marketing

#### DEMAND GENERATION

Targeted traffic campaigns deliver highly-qualified web visitors to your strategically determined destination

#### DOMAIN EXPERTISE

Your digital program is directed and executed by a team with deep manufacturing industry insights and digital marketing domain expertise

#### BRAND DEVELOPMENT

Delivering your brand across multiple channels to Gardner Business Media's qualified audience develops brand awareness and affinity at a very high level

### Direct Traffic Campaigns Include

- > Digital ads strategically placed across multiple digital platforms
- > Demographically targeted Custom Tech Briefs
- > Sponsored Content advertisements in e-newsletters
- > Highly targeted paid Social Media Campaigns across Facebook, Instagram, LinkedIn & Twitter

## 2021 DIRECT TRAFFIC INVESTMENT

*Talk with your AM sales representative for availability and pricing.*



## Build Brand and Increase Awareness

### What is Content Marketing?

Your story, presented by *Additive Manufacturing*.

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

### Why Content Marketing?

#### INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

#### BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

#### IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.



## Content Marketing Campaigns Include:

#### STEP 1: CONTENT CREATION

- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards. Or, for an additional fee, we will create the content on your behalf.
- Your content appears on the site for at least 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as white papers.

#### STEP 2: CONTENT PROMOTION

- AM Site Coverage
  - Homepage display of your Sponsored Content
  - “Related Story” promotion on relevant articles
- AM E-newsletter Push
  - AM Update
- AM Social Media Campaign
  - Paid promotion on Facebook, Twitter, LinkedIn

#### STEP 3: CAMPAIGN ANALYTICS

Our team will create a report detailing the performance of your program, so you see your investment at work.



### Amplify Your Campaign

Increase your digital footprint by investing in our custom retargeting and direct digital marketing opportunities.

See page 18 for details.

#### 2021 CONTENT MARKETING PACKAGE INVESTMENT

**\$7,275** gross per month

Sold in 2 consecutive month increments



# AM CUSTOM SPONSORSHIPS

Match your message to  
the perfect content.

## Sponsored Video

Our editorial staff is continuously creating original video about the technology and trends that are driving 3D production forward. These high-profile content pieces are the perfect vehicle for placing your brand front and center for your audience.



## Content Collection Sponsorship

A content collection is a curated, gated collection of AM editorial content on a specific topic an advertiser can sponsor to capture leads.

Benefits:

**Lead Generation** – you'll receive lead lists of all visitors that register to download the collection

**Co-branding** – display your brand alongside our trusted media brand and content

**Thought leadership** – align your brand with specific topics – trends, technologies, processes, materials, industries, etc.

**Brand development** – your brand and brand message appear in the content collection, content collection promotion and collection download follow-up

*Talk with your AM sales representative  
for availability and pricing.*





## Amplify Your Campaign

An opportunity to reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.

### Retargeting campaigns provide:

#### Brand Development

Continue your brand development to our qualified audience

#### Demand Generation

Use creative and call-to-action messaging that encourages viewers to visit your site

#### Audience Extension

Only way to connect with our web traffic offsite

*Talk with your AM sales representative for availability and pricing.*



## Knowledge Center

A Knowledge Center is a co-branded, category-specific microsite featuring non-commercial applications and technical-based content. It is supported by an integrated promotional program and includes multimedia content and lead generation opportunities.

*Talk with your AM sales representative for availability and pricing.*

### Knowledge Centers provide:

#### Integrated Promotional Program

Includes a strong online, e-newsletter and print presence

#### Thought Leadership

Align your brand with specific technologies, processes, materials, industries, etc.

#### Exclusivity by content focus

#### Interaction

Connect with interested technology buyers



## ePRINTS

ePRINTs deliver your message to AM permission-based subscribers. Instead of being presented as an unsolicited advertisement, ePRINT advertisers appear as technology providers and thought leaders.

With your investment in an ePRINT, you'll receive:

#### Promotional List

The ePRINT promotional list is an active audience with a stated preference to receive information about new product and process technology via email.

#### Demographics

Demographic selection is available in a limited capacity.

#### Content

ePRINTs allow for a maximum of 5 content sections: the feature, the custom sections and the learn more / company section.

#### Analytics

ePRINT advertisers will receive sent, deliver, open, read, total click, unique clicker and CTOR data.

**\$1 PER NAME net**  
(MINIMUM 2,500 NAMES)

Maximize Your Impact with Gardner’s Premier Discount Opportunity

How to Determine Your Discount

We value you and want to reward your investment in the valuable media we produce.

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner’s brands will count toward a significant program discount.

1 CREATE YOUR 2021 PLAN

Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.

2 APPLY THE PREMIER DISCOUNT OPPORTUNITY

Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.

3 ENJOY VALUE ADD

As a bonus for your investment, every advertiser who spends \$10,000 in Gardner products receives an expanded Supplier Showroom.



GARDNER PREMIER DISCOUNT OPPORTUNITY

Combine your message and save!

Program discounts are based on your entire investment with *Additive Manufacturing* and any of our other Gardner Business Media brands.

\$5,000-\$9,999	5% OFF Entire Program
\$10,000-\$24,999	10% OFF Entire Program
\$25,000-\$39,999	15% OFF Entire Program
\$40,000-\$64,999	20% OFF Entire Program
\$65,000-\$99,999	25% OFF Entire Program
\$100,000-\$149,999	30% OFF Entire Program

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.





2021 MEDIA GUIDE  
additivemanufacturing.media



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