

PM / PRODUCTION Machining

productionmachining.com

2020 Media Guide

YOUR ACCESS TO THE PRECISION MACHINING
INDUSTRIAL EQUIPMENT BUYER

IN ASSOCIATION WITH



MEDIA PROFILE

The Best Reach
in the Most
Active Audience



PRINT
18,400+ Monthly Subscribers*

DIGITAL
EDITION



ONLINE
61,450+ Monthly Pageviews



E-NEWSLETTERS
12,800+ Monthly Subscribers*



2020 EVENTS

- **IMTS 2020**
- **Parts Cleaning Conference**

AUDIENCE PROFILE



TOTAL SUBSCRIBERS*

18,458



TOTAL FACILITIES**

14,263

11,372 Company Management*

5,956 Manufacturing Production & Engineering*

638 Research & Development / Design / Quality Control*

492 Sales & Marketing / Education / Consulting & Other Qualified*



Automotive / Transportation

SUBSCRIBERS** 14,413
PLANTS** 10,651



Aerospace / Aviation

SUBSCRIBERS** 13,390
PLANTS** 9,764



Defense / Military

SUBSCRIBERS** 12,267
PLANTS** 8,770



Power / Oil / Gas

SUBSCRIBERS** 12,142
PLANTS** 8,706



Electronics / Computers

SUBSCRIBERS** 11,514
PLANTS** 8,247



Medical / Dental

SUBSCRIBERS** 11,308
PLANTS** 8,074



Pumps / Valves / Plumbing

SUBSCRIBERS** 11,048
PLANTS** 7,812



Metalcutting Machine Shops

SUBSCRIBERS** 10,776
PLANTS** 8,266

OPERATIONS PERFORMED**

OPERATION	SUBSCRIBERS	PLANTS
Single-Spindle	14,601	10,689
Milling	14,153	10,341
CNC Operations	13,056	9,407
Drilling	12,907	9,255
Grinding	12,754	9,131
Inspection/ Measurement	12,245	8,659
CAD/CAM	12,123	8,595
Multi-Spindle	10,246	6,814
Micromachining	9,813	6,703
Titanium Machining	8,590	5,855
EDM	8,263	5,556
Swiss-Type	7,594	4,760
Transfer-Type Turning	5,395	3,194
Rotary Transfer	2,907	1,485
Sawing	1,872	1,284
Deburring	1,509	1,029

*Source: June 2019 BPA Statement | **Source: Publisher's Count, June 2019

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The *Production Machining* editorial team has unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more. *Production Machining* combines that access with decades of experience to provide long-form content that is insightful and impactful.

EDITORIAL CALENDAR

ISSUE	TOPICS	BONUS
January Ad Close: DEC 3, 2019	SPECIAL: Parts Cleaning EMPHASIS: <ul style="list-style-type: none"> • Inspection & Measurement • Metalworking Fluids 	
February Ad Close: JAN 2, 2020	2020 BUYER'S GUIDE	<ul style="list-style-type: none"> • Distributed at all 2020 events
March Ad Close: FEB 3, 2020	SPECIAL: Medical EMPHASIS: <ul style="list-style-type: none"> • Horizontal Turning (non-Swiss) • Automation & Robots 	<ul style="list-style-type: none"> • PMPA Update Conference March 5-7, 2020 Atlanta, GA • MFG Meeting April 1-5, 2020 Ft. Lauderdale, FL • AeroDef Manufacturing March 16-19, 2020 Fort Worth, TX
April Ad Close: MAR 2, 2020	SPECIAL: Aerospace EMPHASIS: <ul style="list-style-type: none"> • Data-Driven Manufacturing (IIoT) • Bar-Feeders/Material Handling 	<ul style="list-style-type: none"> • PMPA National Technical Conference May 3-5, 2020 Milwaukee, WI
May Ad Close: APR 1, 2020	SPECIAL: Parts Cleaning EMPHASIS: <ul style="list-style-type: none"> • Cutting Tools • Swiss-Type Machining 	<ul style="list-style-type: none"> • Smart Manufacturing Experience June 2-4, 2020 Pittsburgh, PA
June Ad Close: MAY 1, 2020	SPECIAL: Automotive EMPHASIS: <ul style="list-style-type: none"> • CAD/CAM • Micromachining 	

ISSUE	TOPICS	BONUS
July Ad Close: JUN 1, 2020	SPECIAL: Emerging Leaders EMPHASIS: <ul style="list-style-type: none"> • Precision Machining (non-metallics) • Multitasking 	
August Ad Close: JUL 1, 2020	IMTS SHOW ISSUE EMPHASIS: <ul style="list-style-type: none"> • Rotary Transfer • CNC Machine Controls 	<ul style="list-style-type: none"> • IMTS September 14-19, 2020 Chicago, IL • Top Shops Conference (at IMTS) • Parts Cleaning Conference (at IMTS)
September Ad Close: AUG 6, 2020	SPECIAL: Parts Cleaning EMPHASIS: <ul style="list-style-type: none"> • Grinding • Shop Management Software 	<ul style="list-style-type: none"> • IMTS September 14-19, 2020 Chicago, IL
October Ad Close: SEP 3, 2020	SPECIAL: Defense/Military EMPHASIS: <ul style="list-style-type: none"> • Workholding • Vertical Turning 	<ul style="list-style-type: none"> • PMPA Annual Meeting October 22-25, 2020 Branson, MO • MT Forecast October 28-30, 2020 St. Louis, MO
November Ad Close: OCT 1, 2020	SPECIAL: Parts Cleaning EMPHASIS: <ul style="list-style-type: none"> • Machining Centers • Multi-Spindle 	
December Ad Close: NOV 2, 2020	SPECIAL: 2021 Industry Outlook EMPHASIS: <ul style="list-style-type: none"> • Additive Manufacturing • Cutting Tools 	

PRODUCTION MACHINING MAGAZINE

By advertising in *Production Machining*, you gain access to job shops, contract shops and captive shops that focus mainly on small turned parts production. You'll reach everyone from the shop owners to students who are coming into the industry.



COVER RATES (GROSS)

Cover rates include black and any combination of process colors.

SECOND COVER (INSIDE FRONT)	THIRD COVER (INSIDE BACK)	FOURTH COVER (BACK)
\$6,730	\$6,020	\$6,940

4-COLOR RATES (GROSS)

SPACE	1x	3x	6x	9x	12x	18x	24x
Full Page	\$5,800	\$5,680	\$5,530	\$5,380	\$5,240	\$5,040	\$4,840
1/2 Island	\$4,620	\$4,540	\$4,440	\$4,330	\$4,210	\$4,100	\$3,980
1/2 Page	\$4,060	\$4,020	\$3,920	\$3,820	\$3,730	\$3,610	\$3,480
1/3 Page	\$3,490	\$3,460	\$3,400	\$3,340	\$3,280	\$3,160	\$3,070
1/4 Page	\$3,050	\$3,010	\$2,960	\$2,900	\$2,840	\$2,770	\$2,710
Spread	\$7,950	\$7,930	\$7,660	\$7,390	\$7,120	\$6,910	\$6,700

BLACK & WHITE RATES (GROSS)

SPACE	1x	3x	6x	9x	12x	18x	24x
Full Page	\$4,550	\$4,430	\$4,280	\$4,130	\$3,990	\$3,790	\$3,590
1/2 Island	\$3,370	\$3,290	\$3,190	\$3,080	\$2,960	\$2,850	\$2,730
1/2 Page	\$2,810	\$2,770	\$2,670	\$2,570	\$2,480	\$2,360	\$2,230
1/3 Page	\$2,240	\$2,210	\$2,150	\$2,090	\$2,030	\$1,910	\$1,820
1/4 Page	\$1,800	\$1,760	\$1,710	\$1,650	\$1,590	\$1,520	\$1,460
Spread	\$6,700	\$6,680	\$6,410	\$6,140	\$5,870	\$5,660	\$5,450



Get your **PM** print ad specs here:
gardnerweb.com/adcentral

See **PM** print ad examples here:
productionmachining.com/examples

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2020 MACHINE TOOL BUYER'S GUIDE



Promote your brand, and get in front of top qualified buyers in the 2020 Buyer's Guide.

Investing in a full-page ad in the 2020 Buyer's Guide is certain to get your 2020 started right. In addition to your ad, you'll get a full-page profile of your company. This issue of *Production Machining* will be mailed to all 18,400+ subscribers and will be featured at all 2020 events where *PM* is distributed, including all PMPA meetings and IMTS.

It's easy to get started on your FREE full-page Company Profile:

- 1 Create company description, including address, phone number and URL. Your company description should be 125 words.
- 2 Create 1, 2, or 3 product descriptions:
 - 1 Product - 168 words
 - 2 Products - 112 words per product
 - 3 Products - 63 words per product
- 3 Send us your hi-res company logo as well as the product photo(s) you describe.
Logo and photo file specifications:
 - Logo: Vector (EPS or AI) or JPEG (300 dpi min.)
 - Photo(s): JPEG (300 dpi min.)

DEADLINE: JANUARY 3, 2020

Get your *PM Buyer's Guide* ad specs here:
gardnerweb.com/adcentral

See *PM Buyer's Guide* ad examples in the back pocket of this kit, and online here:
productionmachining.com/examples

THE ONLINE LEADER OF THE PRECISION MACHINING INDUSTRY

737,500+
ANNUAL PAGEVIEWS

Advertising on our site is seen by the largest qualified audience in the precision machining industry—visitors who are actively looking for solutions and machines.



PRODUCTIONMACHINING.COM VIEWS

PAGE / SECTION	ANNUAL VIEWS
BLOG	81,744
HOME PAGE	48,539
PRODUCTS PAGE	31,929
LATEST ISSUE PAGE	23,719
EVENTS	18,890

METALWORKING NETWORK ZONE ACTIVITY (Included in the Metalworking Group Ad Package)

METALWORKING ZONE PAGE	ANNUAL VIEWS
Additive Manufacturing	456,205
Cutting Tools & Forming Tools	363,515
Milling Tools	270,168
CAD-CAM & Related Software	150,733
CNC & Machine Controls	114,079
Inspection & Measurement Equipment	106,386
EDM Equipment	83,574
Turning Machines	77,303
Aerospace Machining	59,970
Robots & Automation	58,643
The IMTS Zone	51,133
Turn / Mill Zones	41,527
ERP Software	41,394
Micromachining	38,418
Automotive Machining	37,810
Medical Machining	34,947
Parts Cleaning	32,414
Deburring	31,927
Next Generation	30,441

Every month, productionmachining.com receives an average of over 61,450 pageviews,

making it one of the premier online destinations for professionals across the precision machining industry. Get your message in front of the general audience on the home page, or focus on viewers in your part of the industry on the zone pages. With prominent placements for both graphic and rich media advertisements, there's no better online option for reaching the most qualified prospects in your field.



PRODUCTIONMACHINING.COM ZONE ACTIVITY (Included in the *Production Machining* Ad Package)

PM ZONE PAGE	ANNUAL VIEWS
Bar-Feeders	19,878
Screw Machines - Swiss-Type	14,470
Screw Machines - Multi-Spindle	11,247
Rotary Transfer Machines	8,186
Screw Machines - Single-Spindle	7,948
High Speed Machining	5,143

Productionmachining.com Rates

A RICH MEDIA ADS

ARTWORK SIZE: 300 x 250 pixels @ 144 DPI
FILE TYPE: JPG/PNG
PLAY BUTTON: Please do not include a playbutton with your artwork.

B 300 X 100 WEB ADS

ARTWORK SIZE: 300 x 100 pixels @ 144 DPI
FILE TYPE: JPG/PNG

Both types of web ads rotate on page load

POSITION	INCLUDED	GROSS PER MONTH
HOME		\$1,200
BLOG	PM Now Technology Solution Ad	\$1,300
METALWORKING NETWORK ZONES		\$1,750
ALL OTHER ZONES		\$625

Get your productionmachining.com ad specs here:
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See productionmachining.com ad examples here:
productionmachining.com/examples

E-NEWSLETTERS

Reach Readers Four Times per Month!



PM Now reaches 12,800+ audited subscribers 8 times per month (twice weekly). PM Now will bring you insights on the work and business of the precision manufacturing, with a focus on the people who manage and oversee the processes. You'll be the first to know about new products, events, technology and trends in the precision machining industry.

12,800+ SUBSCRIBERS

PM NOW RATES AND SPECIFICATIONS
(2x Weekly eNewsletter)

AD MODEL	GROSS
FREQUENCY: 8X MONTHLY (2X WEEKLY)	
A LEADERBOARD	
LIMITED AVAILABILITY: 1 per edition / 8 editions per month IMAGE SIZE: 600x160 pixels @ 144 DPI FILE TYPE: JPG/PNG	\$2,000
B VIDEO ADS	
ARTWORK SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max PLAY BUTTON: Please do not include a play button with your artwork.	\$1,500
C TECHNOLOGY SOLUTION ADS	
ARTWORK SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max	\$900

Get your PM Now ad specs here:
gardnerweb.com/adcentral

See PM Now ad examples here:
productionmachining.com/examples

WEBINARS AND EPRINTS

Showcase Your Company's Expertise on a *Production Machining* Webinar

Webinars hosted by *Production Machining* are dynamic and interactive, and position you to discuss timely and compelling issues with your target audience. They are also an excellent source for lead generation.

Your PM Webinar Investment Includes:

- Customized email invitations (4) to up to 10,000 *PM* subscribers
- Webinar promotion within *PM* e-newsletters
- Event promotion within *Production Machining* Magazine
- Customized lead reports
- Staff-supported webinar hosting and customer service
- Moderation by a *PM* editor



WEBINAR INVESTMENT (GROSS)

DETAILS	
• UP TO 1,000 ATTENDEES	\$5,000
• 90-DAY ARCHIVING	

Reach Active, Qualified Buyers with *PM TECH BRIEF* ePrints

ePrints deliver your message to *PM* permission-based subscribers. Instead of being presented as an unsolicited advertisement, ePrint advertisers appear as technology providers and thought leaders.

PM TECH BRIEF ePrint Components:

- **PROMOTIONAL LIST**
The *PM TECH BRIEF* 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**
Maximum of 5 content sections: feature, custom sections and learn more/company info section.
- **ANALYTICS**
Advertisers will receive sent, deliver, open, read, total click, unique clicker and CTOR data. Recipient contact data will not be included.



PM TECH BRIEF EPRINT INVESTMENT (GROSS)

DETAILS	
• PER NAME	\$1 (2,500 Name Minimum)

CUSTOM CONTENT

Build Brands and Generate Leads

What is Content Marketing?

YOUR STORY, PRESENTED BY PRODUCTION MACHINING

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.



Get your PM custom content specs here:
gardnerweb.com/adcentral

See PM custom content examples here:
productionmachining.com/examples

Native Ad 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 whitepapers.

STEP 2: CONTENT PROMOTION

- PM Site Coverage
 - Homepage display of your Sponsored Content
 - “Related Story” promotion on relevant articles
- PM eNewsletter Push
 - PM Now
- PM 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.

CONTENT MARKETING RATES

SOLD IN 3 CONSECUTIVE MONTH INCREMENTS	
INVENTORY	
4 PER MONTH	\$4,000 (per month gross)
OPTIONAL SERVICES	
ARTICLE DEVELOPMENT	\$1,000 (Net)
DIRECT EMAIL PROMOTIONS	\$1 (Per Additional Name)
INCLUSION IN PRINT MAGAZINE	Equivalent print pages purchased at frequency rate

PM

APRIL 13-15, 2021
HUNTINGTON CONVENTION CENTER
CLEVELAND

7,000+
REGISTRANTS

310+
EXHIBITORS

PMTS 2019 was the largest ever!

Presented by the Precision Machined Products Association and co-presented by *Production Machining*, *Products Finishing* and *Modern Machine Shop*, the Precision Machining Technology Show (PMTS) addresses product technology, process innovation and business development in the precision machined parts industry. It includes an exhibit hall, machining demonstrations, showfloor knowledge centers and classroom-style technical sessions.

Reserve your exhibit space today!

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