PM PRODUCTION

Machining.com

2020 Media Guide

YOUR ACCESS TO THE PRECISION MACHINING INDUSTRIAL EQUIPMENT BUYER

IN ASSOCIATION WITH





PRODUCTION

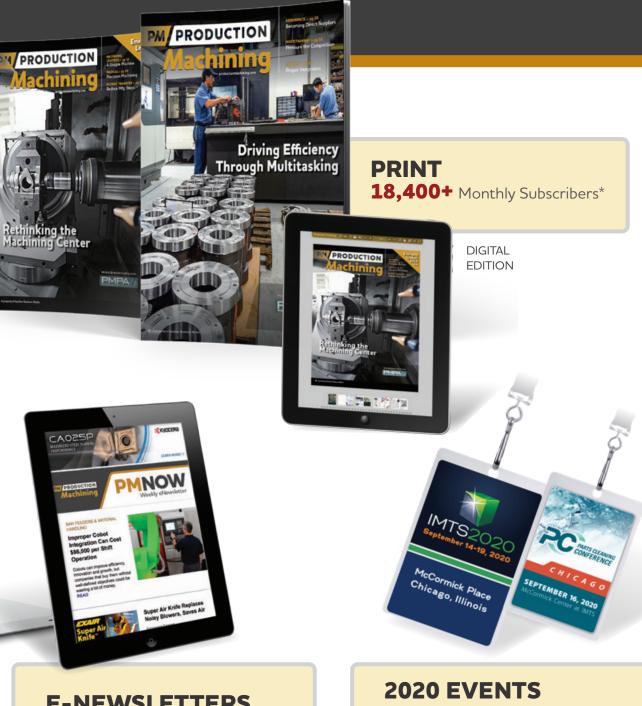
ALL RANGE

MEDIA PROFILE

The Best Reach in the Most Active Audience

N R S H





• IMTS 2020

• Parts Cleaning Conference

E-NEWSLETTERS 12,800+ Monthly Subscribers*

AUDIENCE PROFILE



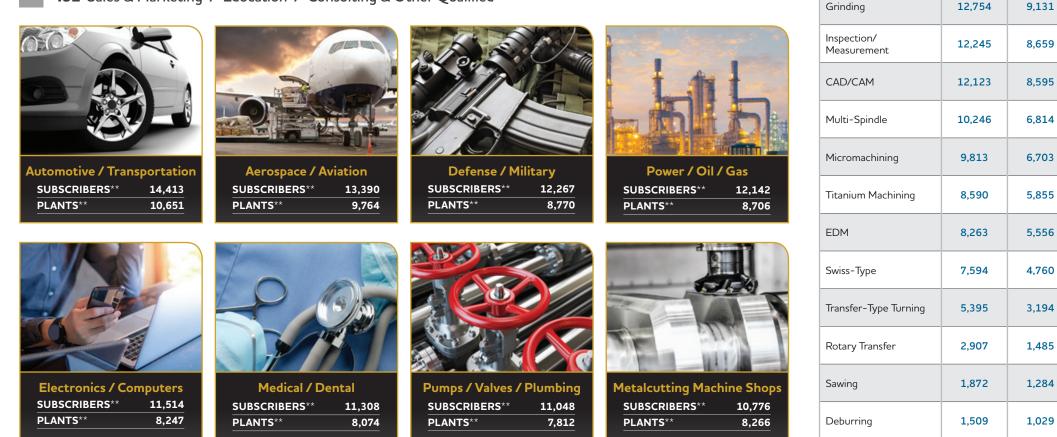


11,372 Company Management*

5,956 Manufacturing Production & Engineering*

638 Research & Development / Design / Quality Control*

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



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



OPERATIONS PERFORMED**

SUBSCRIBERS

14,601

14,153

13,056

12,907

PLANTS

10.689

10,341

9,407

9,255

OPERATION

Single-Spindle

CNC Operations

Milling

Drilling



EDITORIAL TEAM



Chris Felix Editor-in-Chief cfelix@productionmachining.com



Lori Beckman Managing Editor Ibeckman@productionmachining.com



Julia Hider Associate Editor jhider@productionmachining.com



Barbara Schulz European Correspondent bschulz@productionmachining.com

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	ISSUE		TOPICS	BONUS
January Ad Close: DEC 3, 2019	SPECIAL: EMPHASIS:	Parts Cleaning • Inspection & Measurement • Metalworking Fluids		July Ad Close: JUN 1, 2020	SPECIAL: EMPHASIS:	Emerging Leaders • Precision Machining (non-metallics) • Multitasking	
February Ad Close: JAN 2, 2020		2020 BUYER'S GUIDE	• Distributed at all 2020 events	August Ad Close: JUL 1, 2020	EMPHASIS:	IMTS SHOW ISSUE • Rotary Transfer • CNC Machine Controls	IMTS September 14-19, 2020 Chicago, IL Top Shops Conference (at IMTS) Parts Cleaning Conference (at IMTS)
March Ad Close: FEB 3, 2020	SPECIAL: EMPHASIS:	Medical • Horizontal Turning (non-Swiss) • Automation & Robots	 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 	September Ad Close: AUG 6, 2020	SPECIAL: EMPHASIS:	Parts Cleaning • Grinding • Shop Management Software	• IMTS September 14-19, 2020 Chicago, IL
April Ad Close: MAR 2, 2020	SPECIAL: EMPHASIS:	Aerospace • Data-Driven Manufacturing (IIoT) • Bar-Feeders/Material Handling	• PMPA Natlional Technical Conference May 3-5, 2020 Milwaukee, WI	October Ad Close: SEP 3, 2020	SPECIAL: EMPHASIS:	Defense/Military • Workholding • Vertical Turning	 PMPA Annual Meeting October 22-25, 2020 Branson, MO MT Forecast October 28-30, 2020 St. Louis, MO
May Ad Close: APR 1, 2020	SPECIAL: EMPHASIS:	Parts Cleaning • Cutting Tools • Swiss-Type Machining	• Smart Manufacturing Experience June 2-4, 2020 Pittsburgh, PA	November Ad Close: OCT 1, 2020	SPECIAL: EMPHASIS:	Parts Cleaning • Machining Centers • Multi-Spindle	
June Ad Close: MAY 1, 2020	SPECIAL: EMPHASIS:	Automotive • CAD/CAM • Micromachining		December Ad Close: NOV 2, 2020	SPECIAL: EMPHASIS:	2021 Industry Outlook • 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.



	Martin Contraction		
	111 - man		
and all	e f f f f f f f f f f f f f f f f f f f		
the states	D'	2-5AX	
Hadaren Street	A conservation and a second se	and a stand and a	
South of the state	A Contraction		
	all all marines		
The Prect	Contraction of the second seco		
Our history or	OGL		
	Electron and a second and a sec		
and the second second			
in 1865, Joseph American Strategie and State of All Andrews and State of All Andrews and State of All Andrews and Andrews Andrews and Andr			
for a second second provide and a second constraint with a second			
which an extension sector shows to be and come	in a start it is an		
and CAF, and any Country of the set of and	and an arman the life	THE REAL PROPERTY OF THE PROPERTY OF THE REAL PROPE	
Parts with and internet. The second active and the second active and the second active and the second active and the second active acti	and and and the state of the second	and the state of t	
and the states of the state of	PORA PORA		
Our making to be strain \$10 formed of periods	111 + 111+ 11+ 11+		
to an and the second se	A A MARY AND AND		
character order stran thread Products and character adults in contract more stran former for and products and an	AME AME	STELLE STATE	
The Precision Carlos Andrew In Strands	Selader NSA State		
The second secon			
A second			
The second secon			
Section 4. Section 2014 and 20			
development quality, managers are the the atomy			
technian remortal con supported and the	*		
find authors atom a			
relation			

COVER RATES (G	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

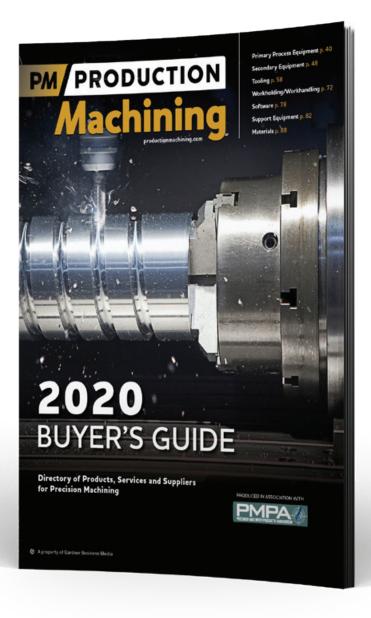


Get your PM print ad specs here: gardnerweb.com/adcentral

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

For more information, please contact Chris Larkins | Advertising Manager clarkins@productionmachining.com

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
- 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 Al) 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+



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

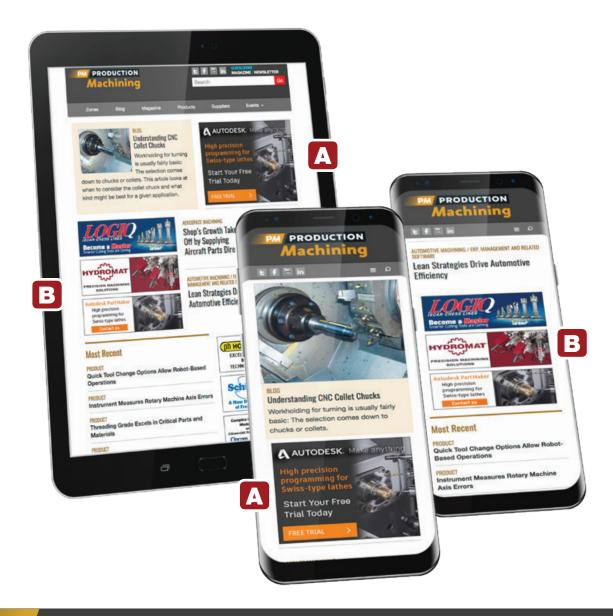
PAGE / SECTION	ANNUAL VIEWS
BLOG	81,744
HOME PAGE	48,539
PRODUCTS PAGE	31,929
LATEST ISSUE PAGE	23,719
EVENTS	18,890

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.



PM

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

RICH MEDIA ADS		
ARTWORK SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG PLAY BUTTON: Please do not include a playbutton	Both types of web ads rotate on page load	
B 300 X 100 WEB ADS		on page toau
ARTWORK SIZE: 300 x 100 pixels @ 144 DPI FILE TYPE: JPG/PNG		
POSITION	INCLUDED	GROSS PER MONTH
НОМЕ		\$1,200
HOME BLOG	<i>PM Now</i> Technology Solution Ad	\$1,200 \$1,300
	Technology	

Get your productionmachining.com ad specs here: gardnerweb.com/adcentral

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 V	VEEKLY)		
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



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 highlytargeted 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	



APRIL 13-15, 2021 HUNTINGTON CONVENTION CENTER CLEVELAND

7,000+ REGISTRANTS **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! jcampise@gardnerweb.com **Joe Campise** 630-345-3466

2021 PRECISION MACHINING TECHNOLOGY SHOW

APRIL 13-15, 2021 CLEVELAND, OHIO



Contacts

NATIONAL OFFICES/SALES REPRESENTATIVES



Joe Campise Publisher jcampise@gardnerweb.com PH 630-345-3466 **CINCINNATI HQ/CENTRAL** PH 513-527-8800 Fx 513-527-8801

Brian Wertheimer District Manager brianw@gardnerweb.com PH 513-403-2956

Maalik Bomar Account Manager mbomar@gardnerweb.com PH 513-527-8857

DETROIT / MIDWEST Joe Campise Publisher jcampise@gardnerweb.com PH 630-345-3466 CHICAGO/MIDWEST John Campos Regional Vice President jcampos@gardnerweb.com PH 630-345-3467

OHIO/EAST COAST Bryce Ellis Regional Manager bellis@gardnerweb.com РН 513-527-8970

Brian Crider Regional Manager bcrider@gardnerweb.com РН 513-527-8899 LOS ANGELES/WEST COAST Rick Brandt Regional Vice President rbrandt@gardnerweb.com PH 513-766-5864

PITTSBURGH/EAST COAST Anthony Pavlik Regional Vice President apavlik@gardnerweb.com PH 917-838-8734

MARKETPLACE/CLASSIFIED ADS Chris Brock cbrock@gardnerweb.com PH 440-639-2311 GARDNER BUSINESS MEDIA CORPORATE STAFF

CHAIRMAN Richard Kline, CBC rkline@gardnerweb.com

PRESIDENT Richard Kline, Jr. rkline2@gardnerweb.com

CHIEF TECHNOLOGY OFFICER Phil Louis plouis@gardnerweb.com

CHIEF MARKETING OFFICER Melissa Kline Skavlem mskavlem@gardnerweb.com

CHIEF DATA OFFICER Steven Kline, Jr. skline2@gardnerweb.com

SENIOR ADVERTISING MANAGER William Caldwell billc@gardnerweb.com

CHIEF FINANCIAL OFFICER Ernest Brubaker ernieb@gardnerweb.com

DIR. OF CUSTOM CONTENT Tom Beard tbeard@gardnerweb.com

DIR. OF CONTENT AND WEB Kate Hand khand@gardnerweb.com

DIR. OF STRATEGIC ENGAGEMENT Dave Necessary dnecessary@gardnerweb.com

MARKETING AND CREATIVE DIRECTOR Jeff Norgord jnorgord@gardnerweb.com

INTERNATIONAL OFFICES/SALES REPRESENTATIVES

CHINA Lucy Xiao Vogel (Beijing) PH 86-10-63326090 lucy@vogel.com.cn

EUROPE Simone Mas Gardner Business Media PH +1 856 580-1414 smas@gardnerweb.com TAIWAN May Hsiao J&M Media (Taiwan) PH 866-4 2296-5959 may@jandm.com.tw

SPAIN/PORTUGAL Conchi Aranguren Neben (Spain) PH +34-600-424223 conchi@nebenconsulting.es JAPAN/KOREA Bryce Ellis Gardner Business Media (USA) PH 513-527-8970 bellis@gardnerweb.com

ITALY Nicola Orlando PH +29-02-4156-056 FX +29-02-4830-1981 orlando@com3orldando.it

GARDNER METALWORKING GROUP



mmsonline.com

PRODUCTION Machining

productionmachining.com



moldmakingtechnology.com



additivemanufacturing.media



autobeatdaily.com

com techspex.com



6915 Valley Avenue | Cincinnati, OH 45244-3029 | PHONE 513-527-8800 | FAX 513-527-8801 | gardnerweb.com