

PM / PRODUCTION Machining

ProductionMachining.com

2021 Media Guide

YOUR ACCESS TO THE PRECISION MACHINING
INDUSTRIAL EQUIPMENT BUYER

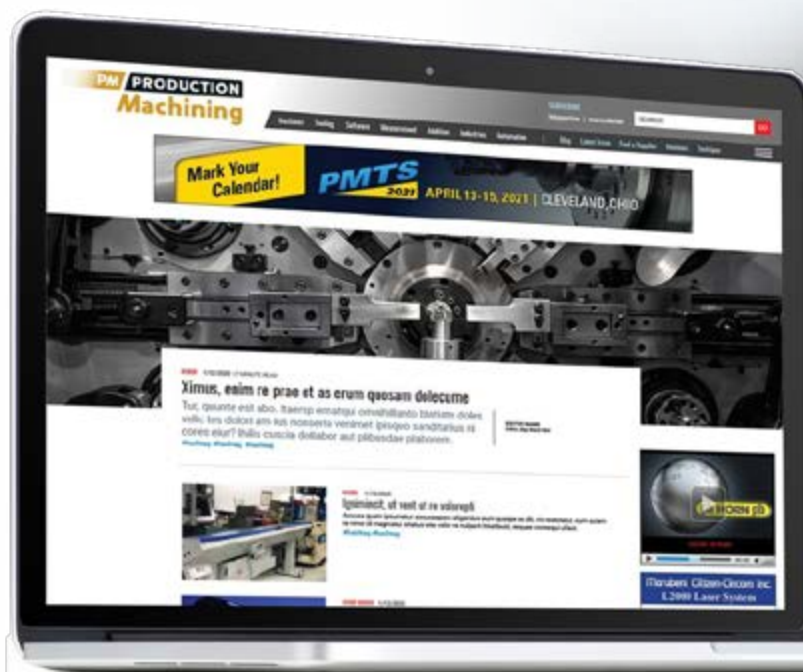
IN ASSOCIATION WITH



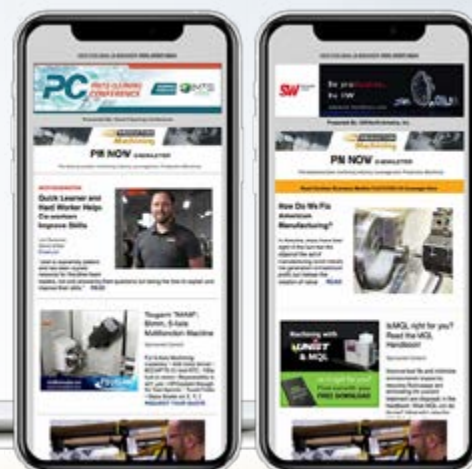
Reach the best and most active audience in the industry.



PRINT
18,600+
Monthly Subscribers*

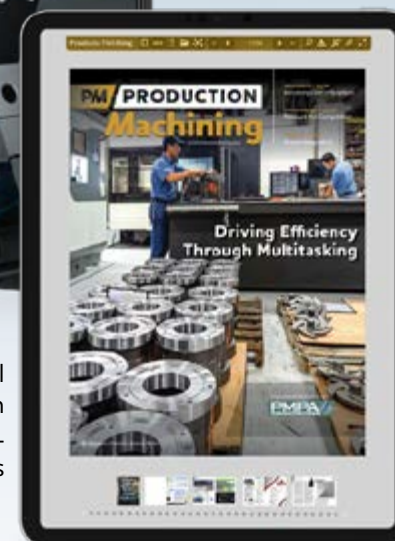


ONLINE
27,500+ Monthly Site Viewers**



E-NEWSLETTERS
12,400+ Subscribers**

Digital
Edition
21,300+
Readers



2021 EVENTS

PMTS
2021

PC PARTS CLEANING
CONFERENCE

AUDIENCE PROFILE

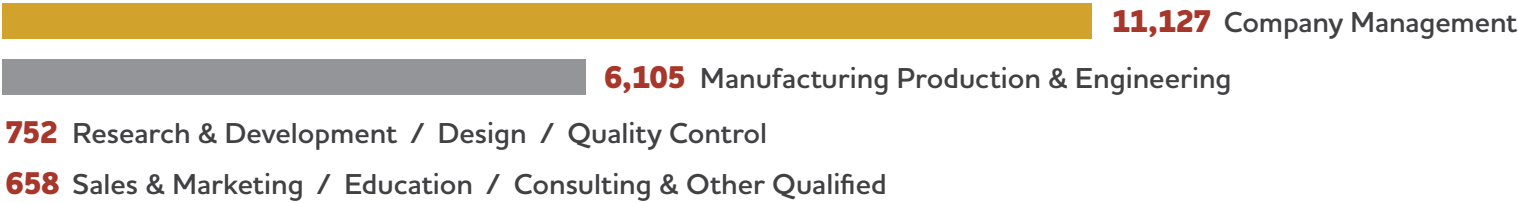


TOTAL Subscribers*
18,642



TOTAL Facilities**
14,677

Job Titles & Functions*



Automotive / Transportation
SUBSCRIBERS** 14,447
PLANTS** 10,863



Aerospace / Aviation
SUBSCRIBERS** 13,354
PLANTS** 9,910



Defense / Military
SUBSCRIBERS** 12,416
PLANTS** 9,093



Power / Oil / Gas
SUBSCRIBERS** 12,115
PLANTS** 8,873



Medical / Dental
SUBSCRIBERS** 11,411
PLANTS** 8,293



Electronics / Computers
SUBSCRIBERS** 11,036
PLANTS** 7,989



Metalcutting Machine Shops
SUBSCRIBERS** 10,815
PLANTS** 8,280



Pumps / Valves / Plumbing
SUBSCRIBERS** 10,550
PLANTS** 7,550

Operations**	Subscribers	Plants
Milling	13,926	10,355
Single-Spindle	13,918	10,334
CNC Operations	13,176	9,697
Drilling	12,731	9,310
Grinding	12,339	8,981
CAD-CAM	12,329	9,007
Inspection/Measurement	12,150	8,777
Multi-Spindle	9,809	6,608
Micromachining	9,358	6,486
EDM	8,428	5,810
Titanium Machining	8,278	5,719
Swiss-Type	7,262	4,612
Transfer-Type Turning	5,182	3,149
Rotary Transfer	2,669	1,382
Sawing	1,724	1,202
Deburring	1,407	961

* Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints.

** June 2020 Publisher Counts

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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.

2021 Editorial Calendar

ISSUE	TOPICS	BONUS*
JAN Ad Close: DEC 2, 2020	SPECIAL: Measurement & Inspection EMPHASIS: Grinding and Surface Finishing Parts Cleaning	
FEB Ad Close: JAN 4, 2021	2021 BUYER'S GUIDE Distributed to all 2021 events.	
MAR Ad Close: FEB 1, 2021	SPECIAL: Data-Driven Manufacturing EMPHASIS: Shop Management Software CNC/Machine Controls	MFG Meeting
APR Ad Close: MAR 2, 2021	SPECIAL: 2021 PMTS Show Issue EMPHASIS: 2021 Parts Cleaning Conference	PMPA 2021 National Technical Conference PMTS RAPID + TCT
MAY Ad Close: APR 5, 2021	SPECIAL: Machining Technology EMPHASIS: Rotary Transfer Machines Multi-Spindle Machines	Eastec Automate
JUN Ad Close: MAY 3, 2021	SPECIAL: Medical EMPHASIS: Cutting Tools Parts Cleaning	

ISSUE	TOPICS	BONUS*
JUL Ad Close: JUN 1, 2021	SPECIAL: Emerging Leaders EMPHASIS: Automotive Micromachining	
AUG Ad Close: JUL 1, 2021	SPECIAL: Turning Technology EMPHASIS: Horizontal Turning (Non-Swiss) Vertical Turning	
SEP Ad Close: AUG 2, 2021	SPECIAL: Aerospace EMPHASIS: CAD/CAM Parts Cleaning	Amerimold MTForecast Westec
OCT Ad Close: SEP 1, 2021	SPECIAL: Automation EMPHASIS: Robotic Machine Tending Bar Feeders	PMPA Annual Meeting Fabtech
NOV Ad Close: OCT 1, 2021	SPECIAL: Multitask Machining EMPHASIS: Swiss-type Lathes Parts Cleaning	
DEC Ad Close: NOV 2, 2021	SPECIAL: 2022 Industry Outlook EMPHASIS: Metalworking Fluids Workholding	

*Bonus distribution is subject to change.

By advertising in *Production Machining* magazine, 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

Second Cover Inside Front	Third Cover Inside Back	Fourth Cover Back
Full page rate +\$1,250	Full page rate +\$1,000	Full page rate +\$1,500

4-Color Rates

Ad Size	Full Page	1/2 Island	1/2 Page	1/3 Page	1/4 Page
Rates	\$7,185	\$5,730	\$5,150	\$4,700	\$3,750

All rates are gross.



Looking for frequency rates?

\$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

Gardner Premier Discount Opportunity

Gardner is now offering a discount structure based on total investment across all of our media brands. See page 15 for details.



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

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

Promote your brand and get in front of top qualified buyers in the **2021 Buyer's Guide**.

Investing in a full-page ad in the 2021 Buyer's Guide is certain to get your 2021 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 18,600+ subscribers and will be featured at all 2021 events where PM is distributed, including all PMPA meetings and PMTS.

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 jpg (300 dpi min.)

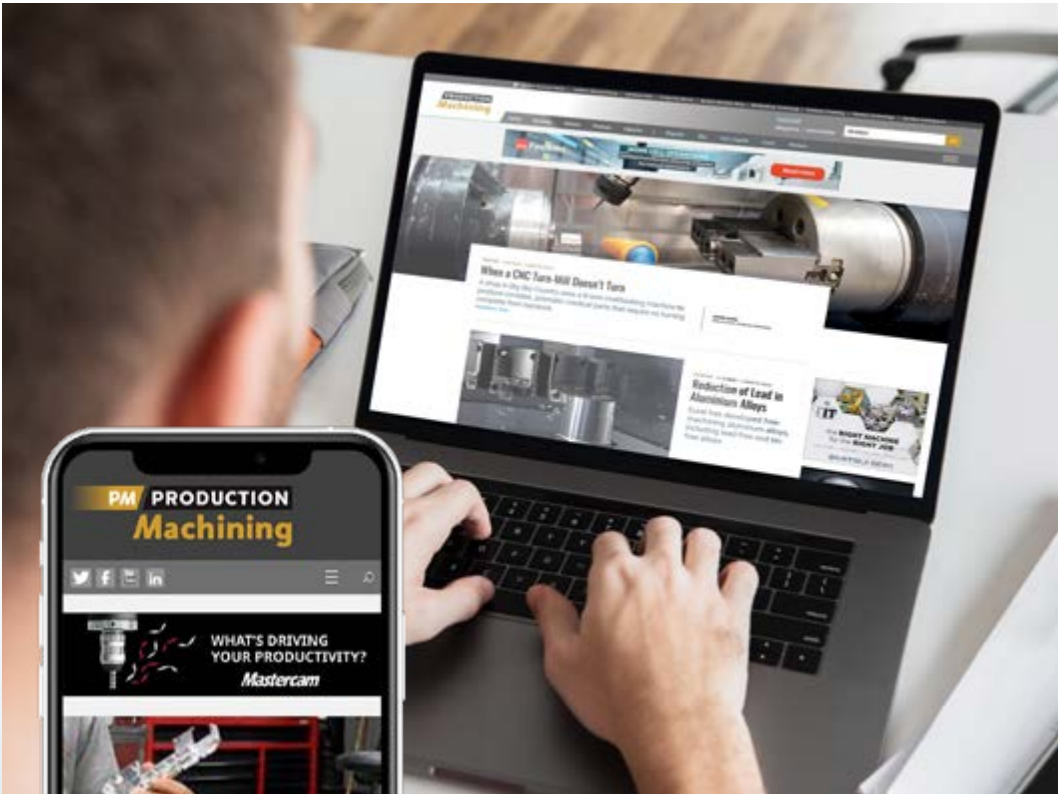
Photo(s): jpg (300 dpi min.)

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

DEADLINE: JANUARY 4, 2021



The Online Leader of the Precision Machining Industry



649,600+
ANNUAL Page Views

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
Annual Page Views**

Blog	127,176
Home Page	102,099
Products Page	28,921
Latest Issue Page	20,681
Suppliers Landing Page	10,234

**ProductionMachining.com
Exclusive Zone Activity**

Bar-Feeders	14,461
Screw Machines - Swiss-type	8,717
Screw Machines - Multi-spindle	6,684
Rotary Transfer Machines	4,788
Screw Machines - Single-spindle	3,634

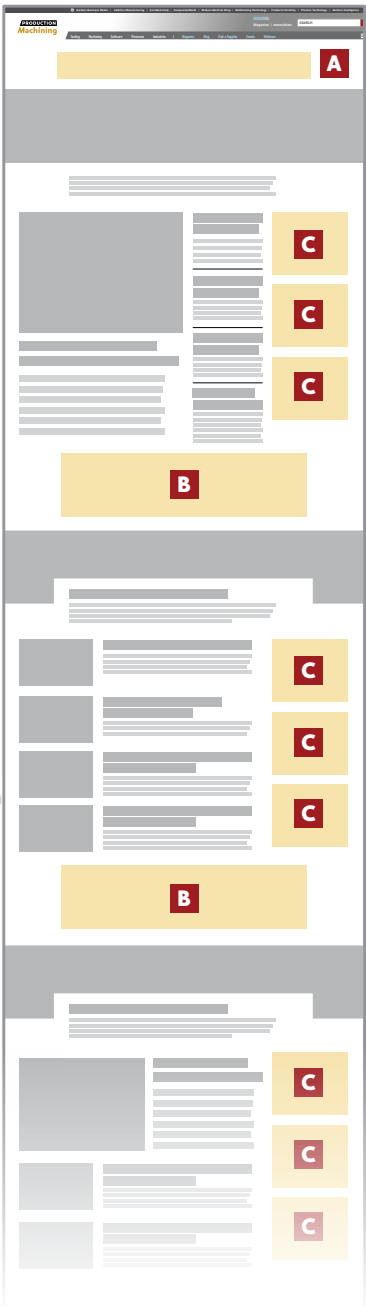
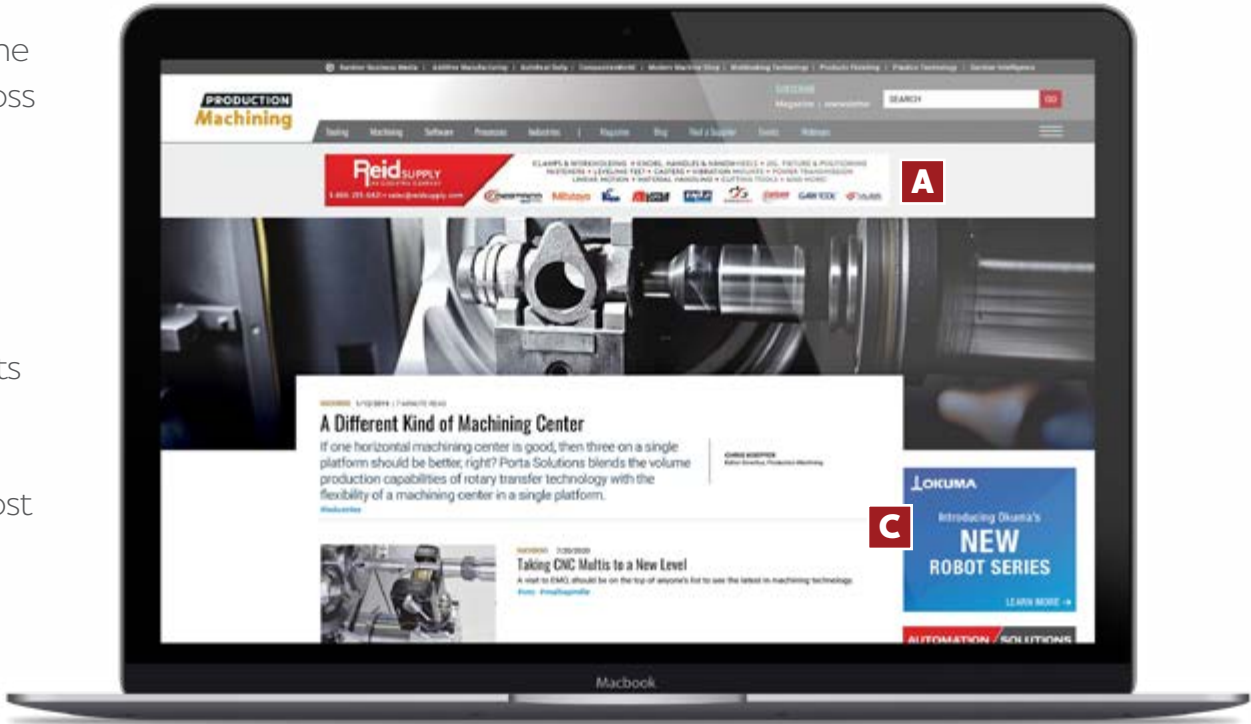
Metalworking Network Zone Activity*

Cutting Tools	251,864
Machining Centers	170,060
CAD-CAM Software	96,284
CNC & Machine Controls	78,642
Inspection & Measurement	58,992
EDM	58,438
Turning Machines	55,601
Aerospace	42,034
Automation	41,367
Shop Management Software	24,137
Automotive	23,770
Medical	20,374
Deburring	20,293
Turn-Mill Machines	19,779

* Some Metalworking Network Zones may not be included on mmsonline.com, moldmakingtechnology.com and productionmachining.com


Every month, productionmachining.com receives an average of over **54,100 page views**

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 Ad Packages

ProductionMachining.com	Available Positions	Investment
Home Page	12 / month	\$1,500
Blog Zone	12 / month	\$1,800
Metalworking Network Zone Page *Select Zones	12 / month	\$2,445
All Other Zones	12 / month	\$1,000

 ProductionMachining.com ad packages are eligible for the Gardner Premier Discount Opportunity. See page 15 for details.

New Ad Specifications

Ad Formats	Ad Sizes
A Super Leaderboard	970x90 px, jpg/png, 250k max
B Billboard	970x250 px, jpg/png, 250k max
C Medium Rectangle	300x250 px, jpg/png, 150k max, no borders

ProductionMachining.com ad packages include positions **A, B & C** on rotation per page load.

Detailed ad specs are available here:
gardnerweb.com/adcentral

All rates are gross.

Reach Readers Four Times per Month!

PM Now reaches 12,400+ audited subscribers 8 times per month (twice weekly). PM Now will bring you insights into the work and business of 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.



PM NOW Ad Rates and Specifications

8x Monthly / 2x Weekly eNewsletter	Rate
A Leaderboard	
Limited Availability: 2 per month / 4 time frequency Image Size: 600x160 pixels @ 144 dpi File Type: jpg/png, 200k max	\$2,250
B Video Ads	
Artwork Size: 300x250 pixels @ 144 dpi File Type: jpg/png, 150k max Title: 50 characters max Body Copy: 200 characters max Play Button: Please do not include a play button with your artwork.	\$1,750
C Technology Solution Ads	
Artwork Size: 300x250 pixels @ 144 dpi File Type: jpg/png, 150k max Title: 50 characters max Body Copy: 200 characters max	\$1,250

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

12,400+
ANNUAL Subscribers

Open Rate
20.13%

Click Through
5.10%

Click to Open Rate
27.68%

All rates are gross.

DIGITAL EDITION BUNDLE

Carry your brand online with *Production Machining*

Digital Edition Bundle includes:

- Full page ad on the opening page
- Exclusive leaderboard in the digital edition email
- Advertising on the *PM* website Latest Issue landing page

Delivers Monthly to 21,300+ Readers**	Open Rate 20.27%**	Click Through 5.88%**
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PM Digital Edition Ad Package:
\$2,750 per month

WEBINARS

Establish Yourself and Your Brand as Thought Leaders and Secure Active Leads!

Sponsoring a webinar with *PM* puts you in front of an audience that is actively seeking solutions to a problem that your company can fix. Your brand on a *PM* webinar could draw the leads your company has been waiting for.

With your investment in a *PM* webinar you'll receive:

E-mail Promotion

Invitations sent to the *PM* audience

Social Promotion:

Social posts on LinkedIn, Facebook and Twitter.

Print

Event promotion in *Production Machining* magazine

Online

Webinar recording hosted on productionmachining.com for six months

Lead Generation

Customized lead reports including all registrants, live attendees and Q&A report

Tech Support

Webinar hosting and support

Expert Moderator

Live webinars are moderated by *PM* editors



PM Webinar Investment:
\$8,250

Attendance is limited to 1,000.
Topics and schedules subject to publisher approval.

** June 2020 Publisher Counts.

All rates are gross.

CUSTOM CONTENT

Strategically Position Your Brand's Message Next To Our Content.

What is Content Marketing?

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.

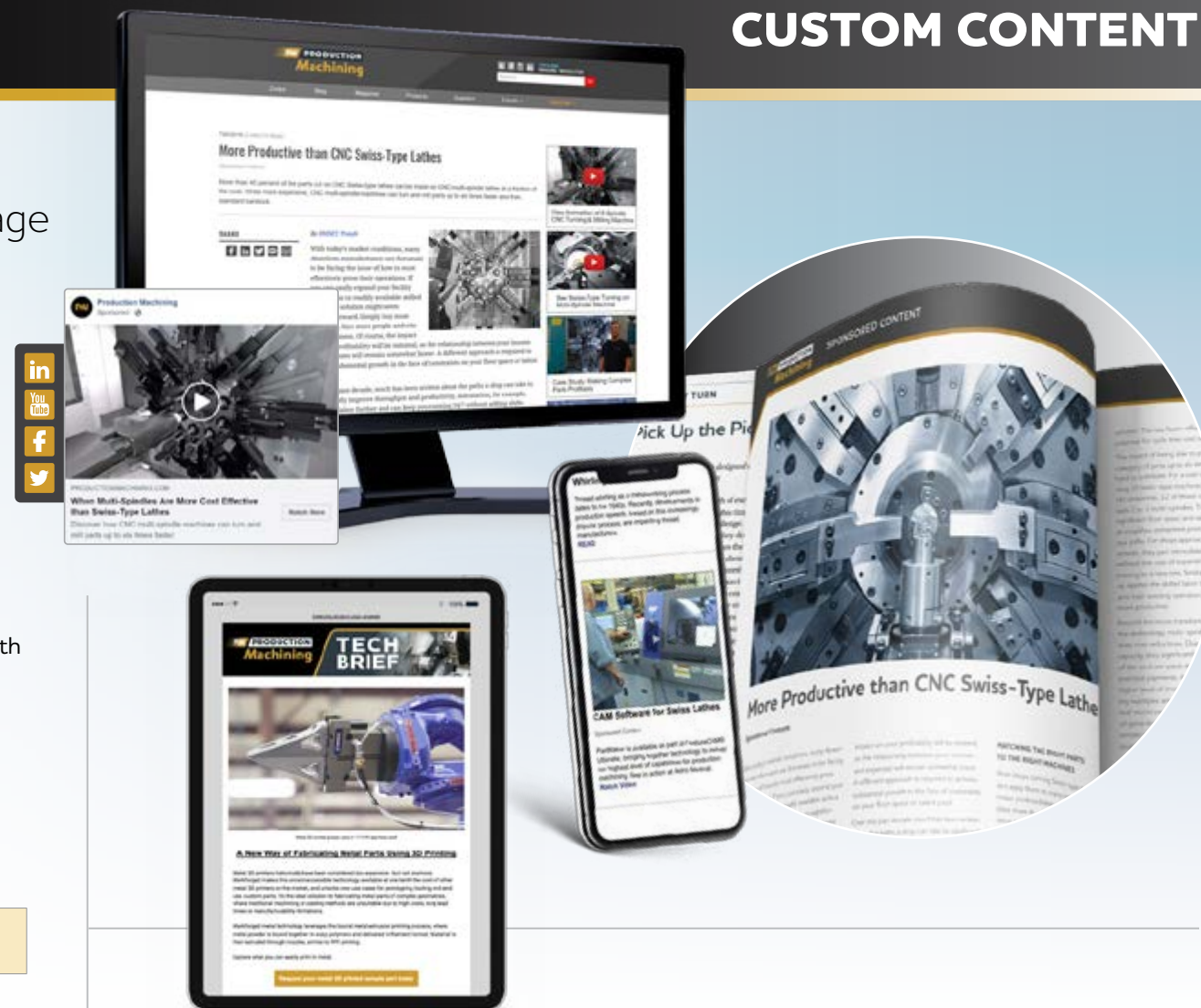
PM Custom Content Native Ad Package

\$7,250 per month - Gross - Sold in 3 consecutive month increments

Optional Investment:

Article Development	\$1,000 Net
ePrint Email Promotions	\$1 per additional name
Inclusion in PM Magazine	Equivalent print pages purchased at frequency rate.

PM's team of Custom Content Creators will work with you to create the perfect campaign to convey your company's message. Native Content is a way to position your brand's identity and creativity next to the high-quality editorial work produced by the staff at *Production Machining*. Native Content can live on the pages of *Production Machining*, inside of *PM New Alert* or online at productionmachining.com



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.

ePrint Investment

Details

\$1 per name Net (2,500 minimum)

ePrint components include:

Customizable Content: ePrints offer a combination of unique ways to feature your brand. Each message can be tailored to fit the appropriate mix of content to reach your customers.

Demographic Targeting: Audience can be selected by industry, geography, title, facility size and operation performed.

Analytic Reporting: Advertisers will receive sent, deliver, open, read, total click, unique clicker and CTOR data. Recipient contact data will not be included.

DIGITAL MARKETING SOLUTIONS

Drive new and qualified buyers to your brand.



Content Collections

Custom lead generation programs centered around a downloadable piece of your content.

Content Collection Benefits:

- **Lead Generation**
You'll receive lead lists of all visitors who 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

Investment:

\$7,500 per month

Sold in 2 consecutive month increments



Direct Traffic Campaigns

Drive traffic directly to your website with promoted content on our website. Delivering your brand across multiple channels to PM's qualified audience develops brand awareness and trust 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 email newsletters
- Highly targeted paid social media campaigns

Investment:

\$8,000 per month

Sold in 3 consecutive month increments



Retargeting Campaigns

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

Benefits of Retargeting:

- **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

Investment:

\$4,000 per month



Knowledge Centers

A PM 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.

Knowledge Centers Provide:

- An integrated promotional program including a strong online, e-newsletter and print presence
- Perception of industry expertise
- Exclusivity by content focus
- Interaction with interested technology buyers

Investment:

\$5,000 per month

Sold in 12 consecutive month increments

Connect your brand to the metalworking industry with these digital marketing solutions.

All rates are gross.

PMTS 2021

PRECISION MACHINING TECHNOLOGY SHOW

2021

APRIL 13-15, 2021 CLEVELAND, OHIO

PRESENTED BY:



CO-PRESENTED BY:

**PRODUCTION
Machining**
**Modern
Machine
Shop**
**PF PRODUCTS
FINISHING**

Reserve your exhibit space today!

Connecting Precision Machining Buyers and Sellers

Precision Machining Technology Show is the premier event in North America where precision machining professionals go to invest in new equipment, address business challenges, discover the newest applications and build relationships with suppliers.

April 2021 will be the first opportunity for attendees to personally connect with you inside this established biennial metalworking event. Your customers and prospects will be eager to investigate new technology solutions that directly impact shop-floor efficiencies to help them achieve increased per-part profitability.

PMTS is presented by the Precision Machined Products Association, *Production Machining* magazine, *Modern Machine Shop* magazine, and *Products Finishing* magazine, which means cross-promotion across the premier association and targeted industry magazines offering more reach to precision machining buyers than any other event.



Why Exhibit at PMTS?

PMTS will be the first gathering for the metalworking industry in over a year. You can't afford to not build the invaluable connections that an in-person event allows.

PMTS has the highest concentration of attendees who use and need your equipment. Exhibiting at PMTS is your opportunity to establish relationships with serious, qualified buyers.

7,014 Total Registrants in 2019

If you're selling to the precision machining industry, this is the event you can't miss!

Contact: Joe Campise
jcampise@gardnerweb.com / 630-345-3466

Visit [PMTS.COM](https://www.pmts.com) for more information

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.

How to Determine Your 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 Gardner’s 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’s products receives an expanded Supplier Showroom.



GARDNER PREMIER DISCOUNT OPPORTUNITY

\$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.

Contact your Production Machining media consultant for more information.

PM/PRODUCTION
Machining

MoldMaking
TECHNOLOGY.

Modern
Machine
Shop

AM
ADDITIVE
MANUFACTURING

AUTO
BEAT

CW
CompositesWorld

PT
Plastics
Technology
USA and Mexico Media

PF
PRODUCTS
FINISHING
USA and Mexico Media

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