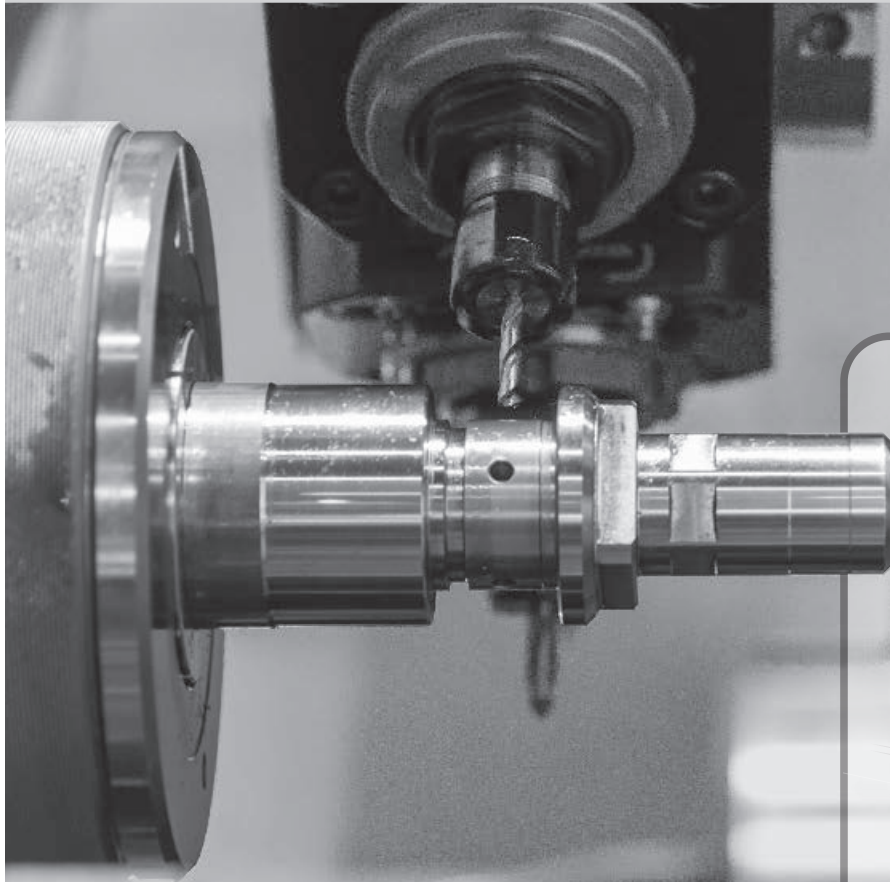


# TECHSPEX

## 2021 Media Guide



## THE MACHINE TOOL SALES ENGINE

Modern  
Machine  
Shop

PRODUCTION  
Machining

MoldMaking  
TECHNOLOGY

AUTO  
BEAT

Techspex.com





# What is Techspex?

## The Machine Tool Sales Engine.

**“Technology is the most influential criterion used by manufacturing professionals when making final vendor selections.”**

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities

Techspex is a machine tool search engine designed to help end users quickly specify and compare new machine models. More than just data, Techspex connects buyers and sellers of metalworking products and services at critical stages of the industrial buying cycle.

Techspex is the world's largest database of new machine tools with specifications of over 8,600 machines from more than 600 builders.

Techspex allows users to find the ideal machine for their job. As a parametric database, users can enter just the specs and features that are most important to them and immediately find all models that match their requirements.

### THE DATABASE IS SEARCHABLE BY:

- ▶ Machine Configuration
- ▶ Horsepower
- ▶ Size
- ▶ Spindle
- ▶ Speed
- ▶ And More!

### WHAT IT MEANS TO YOU:

- ▶ Provide Technical Data
- ▶ Generate Leads
- ▶ Build Your Brand
- ▶ Integrate Communications
- ▶ Promote Effectively



# Why Advertise with Techspex?

## North American Users Only



**ONLINE:**  
TechSpex.com

**29,000<sup>+</sup>**  
AVERAGE MONTHLY PAGE VIEWS

Deliver your message to a robust audience of metalworking professionals.



**EMAIL:**  
Techspex eNewsletter Push

**4,500<sup>+</sup>**  
MONTHLY SUBSCRIBERS

The **Techspex eNewsletter** is pushed monthly to registered users and email subscribers.



**LEAD GENERATION:**  
Techspex Weekly Lead Report

**50**  
AVERAGE MONTHLY LEADS

Advertisers receive a weekly lead report containing that week's registered qualified users.

# PREMIUM QUALITY LEADS

**"Requesting more information or issuing an RFP online is the most common way manufacturing buyers reveal themselves as a sales lead."**

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities





# Registered Qualified Buyers


Advertisers in Techspx receive access to premium quality leads. Every week the advertising company receives a list of that week's active users.

**Below is a sample of some registered user companies and titles by end market served.**

This *Registered Qualified Buyer* report includes all available demographics and contact information on that registered user. This includes: Name, Title, Company, Mailing Address, Phone, Email, Plant Size, NAICS Code, End Markets Served, Operations Performed, Registration Date and Last Access Date.

 AEROSPACE
<b>Aircraft Precision Products Inc.</b> Manufacturing Engineer
<b>BAE Systems</b> Engineering Manager
<b>Baker Hughes Inc.</b> Manufacturing Engineer
<b>Bell</b> Principal Equipment Engineer
<b>Boeing</b> Team Lead
<b>Bombardier Inc.</b> Sr Technologist
<b>Cessna Aircraft Co.</b> Director Finance
<b>Coast to Coast Aerospace LLC</b> Owner
<b>Curtiss-Wright Corp.</b> Sr Manufacturing Engineer
<b>Eaton Aerospace</b> Toolmaker
<b>GE Aviation Systems LLC</b> Process Engineer
<b>GKN Aerospace</b> Principal Engineer
<b>HM Dunn Aerospace</b> Operations Director
<b>Honeywell Aerospace</b> Engineer

 AUTOMOTIVE
<b>Addison Precision Manufacturing</b> Manufacturing Engineer
<b>American Axle Manufacturing</b> Corporate Manufacturing Engineer
<b>Chrysler</b> Project Coordinator
<b>Continental Automotive Systems</b> Manufacturing Engineer
<b>Ford</b> Manufacturing Engineer
<b>General Motors Powertrain</b> Broach Area Leader
<b>GM</b> Engineer
<b>Harley Davidson</b> Manufacturing Engineer
<b>Hitachi Metal Automotive Components</b> Program Manager
<b>John Deere Dubuque Works</b> Machine Hand
<b>McKechnie Vehicle Components</b> Quality Assurance Manager
<b>Nissan North America</b> Manager - Tool & Die
<b>Renault</b> Process Engineering Manager
<b>Tesla</b> Facility Engineer

 MEDICAL
<b>BD Medical</b> Moldmaker
<b>Berne Medical Development</b> President
<b>Biomet Spine</b> CNC Programmer
<b>Boston Scientific</b> Sr Manufacturing Engineer
<b>Bradshaw Medical</b> Manufacturing Manager
<b>DePuy Synthes</b> Engineering Technician
<b>Ethicon</b> Senior CADD
<b>Philips Home Healthcare Solutions</b> Tooling Specialist
<b>Smith &amp; Nephew</b> CNC Programmer
<b>Stryker Orthopaedics</b> Project Manager
<b>Suburban Surgical Co</b> Company Vice President
<b>West Pharmaceuticals</b> Tool Room Supervisor
<b>Wright Medical Technology</b> Sr Director of Manufacturing
<b>Zimmer Manufacturing B.V.</b> CNC Maintenance Technician



## JOB SHOPS

**Accurate Machining & Fabricating**  
Owner

**Alcoa Fastening Systems**  
Advanced Manufacturing Engineering Manager

**Allen Tool Co. Inc.**  
President

**Autocam Corp.**  
Manufacturing Engineer

**Blackhawk Engineering Inc.**  
Engineer

**C & A Tool Engineering Inc.**  
Supervisor

**Camcraft**  
Director of Manufacturing

**CNC Machine & Engineering Corp.**  
President

**Cobra Precision Machining**  
President

**Curtis Screw Company**  
Sr Manufacturing Engineer

**Cyclone Manufacturing**  
CNC Shop Supervisor

**Dura Metal Products Corp.**  
President

**Excel Precision Machining**  
Production Manager

**Future Tool**  
Plant Manager



## ENERGY

**Argus Machine Co. Ltd.**  
Equipment Manager

**Cameron**  
Manager

**Gardner Denver Inc.**  
Sr Manufacturing Engineer

**GE Energy**  
Engineer Manager

**GE Oil & Gas Pressure Ctrl**  
Manufacturing Specialist

**GE Power**  
Senior Conceptual Design Engineer

**Halliburton**  
Lead Machinist

**Honeywell**  
Principal Engineer

**Lord Corporation**  
Project Team Leader

**Praxair**  
Engineer

**Saturn Machine Inc.**  
President

**Schlumberger**  
Manufacturing Engineer

**Solar Turbines Inc.**  
Principal Manufacturing Engineer

**Westinghouse Electric Co. LLC**  
Quality Control



## DEFENSE

**American Rifle Co. Inc.**  
President

**Colt Manufacturing**  
Manufacturing Engineer

**Crane Army Ammunition Activity**  
Planner - Estimator

**General Dynamics**  
Manager of Manufacturing Engineering

**NASA**  
Asset Management

**Naval Surface Warfare Center**  
Engineer

**Naval Undersea Warfare Center**  
Mechanical Technician

**Newport News Shipbuilding**  
Facilities Engineer

**Northrop Grumman**  
Manager of Product and Tool Design

**Raytheon Missile Systems Co.**  
Procurement

**Smith & Wesson**  
Engineering Technician

**Tinker AFB**  
Mechanical Engineer

**U.S. Navy**  
Airframes Division Officer

**U.S. Navy**  
Facilities/Mechanical Engineer



# Brand Integration

To industrial equipment buyers, your brand is much more than a logo and a name; it is the impression of your technology, your quality, your service and your technical content. Techspex delivers a platform to communicate your brand components to an active, engaged audience that visits the site to locate and compare specific machines for specific applications needs.

Techspex utilizes more than \$500,000 in marketing promotion annually. Using an integrated media mix is the most effective way to reach today's manufacturing buyers. As a Gardner Business Media product, Techspex is presented, promoted and connected in print, online, via email and at industry events by *Modern Machine Shop*, *MoldMaking Technology*, *Production Machining* and *AutoBeat*.



## How It Works

Advertising, content, listing and data are shared across Gardner Business Media sites. As a result, related links direct visitors to specific Techspex technical content, machine tool listings and targeted search results.

**Modern  
Machine  
Shop**

**PRODUCTION  
Machining**

**MoldMaking  
TECHNOLOGY.**

**AUTO  
BEAT**

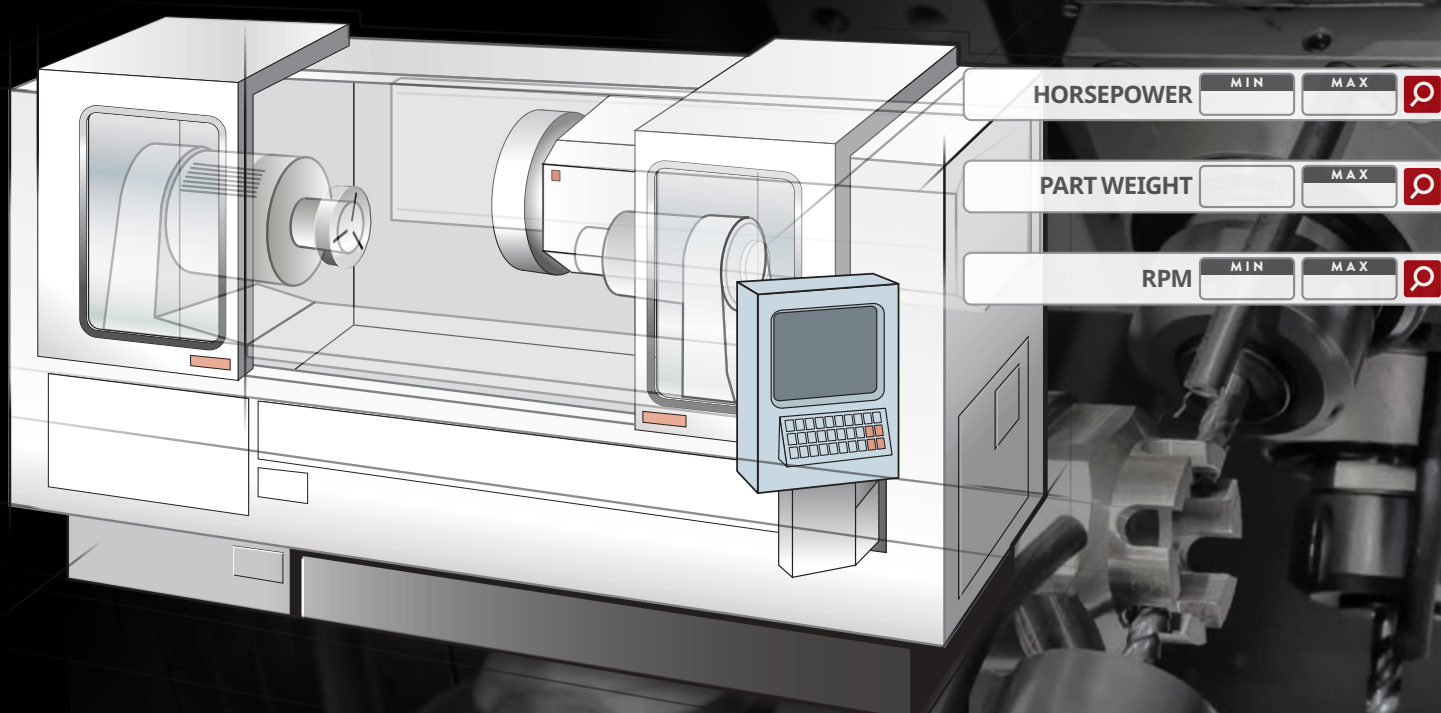
**"Throughout the industrial buying cycle, brand impression is the most important factor in a manufacturing prospect's initial vendor selections."**

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities

# Techspex Integrated Media Ad Packages

ADVERTISING PACKAGE	MONTHLY
SITE SPONSORSHIP	<b>\$3,000 Gross</b>
MACHINE TECHNOLOGY SPONSORSHIP	<b>\$2,580 Gross</b>
TOOLING / WORKHOLDING SPONSORSHIP	<b>\$2,580 Gross</b>
SUPPLIER DIRECTORY SPONSORSHIP	<b>\$1,370 Gross</b>

BUY UPS	AMOUNT
E-PRINT TEMPLATE	<b>\$1 per name (minimum 5,000)</b>



# SITE SPONSORSHIP PACKAGE

This sponsorship package delivers lead generation and high-impact brand building within Techspex's primary and most-traveled pages.

## Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

## Brand Development

### Banner Types

**A ROTATING RICH MEDIA AD**  
CHOOSE ONE AD FORMAT FROM THE FOLLOWING OPTIONS:

- 1. Static Banner**  
300 × 250 px, JPG/PNG
- 2. Prelaunch Video Banner**  
300 × 250 px, JPG/PNG
- 3. Animated GIF**  
300 × 250 px, 300K

**B 300 × 100 WEB BANNER**  
300 × 100 pixels  
144 dpi, 100K Max, JPG/PNG

**C LOGO BUTTON**  
120 × 60 px logo image, JPG/PNG

### Banner Placements

Home Page  
Builders, Distributors and Model Search main pages  
Blog (all pages)  
Enewsletter

## Value Added Benefits

Slotting  
Expanded Showroom  
Enhanced Model Pages

## Investment

**\$3,000**

PER MONTH/GROSS





# MACHINING TECHNOLOGY SPONSORSHIP

As visitors navigate Techspex, they search, research and compare machines within specific equipment types. This sponsorship delivers lead generation and targeted, contextual brand building by placing your message on all major pages within a specific equipment type. Techspex refers to these equipment types as machining technology zones.

## MACHINING TECHNOLOGY ZONES:

Turning | Milling | Grinding | EDM | CMM

### Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

### Brand Development

#### Banner Types

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300 × 250 px, JPG/PNG

**3. Animated GIF**

300 × 250 px, 300K

**B 300 × 100 WEB BANNER**

300 × 100 pixels

144 dpi, 100K Max, JPG/PNG

#### Banner Placements

Major pages within selected Machining Zone

Model Search Page and Results

Builders, Distributors and Compare Models pages

### Value Added Benefits

Slotting

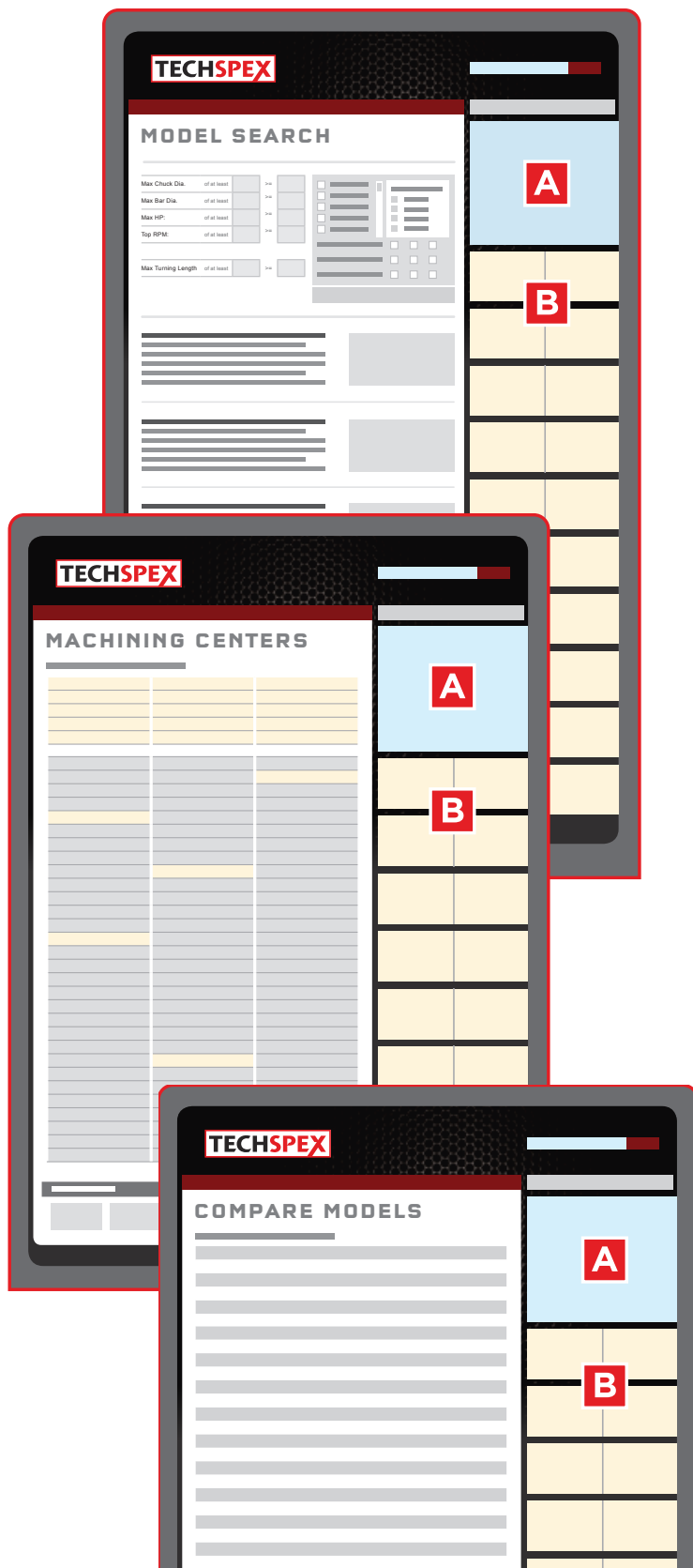
Expanded Showroom

Enhanced Model Pages

### Investment

**\$2,580**

PER MONTH/GROSS



# TOOLING/WORKHOLDING SPONSORSHIP

Typically, machine tool buyers identify, specify and approve the purchase of tooling and workholding. The Techspex Tooling / Workholding sponsorship delivers a targeted platform for tooling and workholding suppliers to reach a captive, active machine tool buying audience.

## Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

## Brand Development Banner Types

### **A** ROTATING RICH MEDIA AD CHOOSE ONE AD FORMAT FROM THE FOLLOWING OPTIONS:

#### 1. Static Banner

300 × 250 px, JPG/PNG

#### 2. Prelaunch Video Banner

300 × 250 px, JPG/PNG

#### 3. Animated GIF

300 × 250 px, 300K

### **B** 300 × 100 WEB BANNER

300 × 100 pixels  
144 dpi, 100K Max, JPG/PNG

### **F** TOP OF PAGE BANNER

300 × 100 px, JPG/PNG

### **G** MULTI-FORMAT DESCRIPTION LISTING

175 × 75 px, JPG/PNG

### **H** FEATURED SUPPLIER LISTING

250 × 190 px, JPG/PNG + 445 × 90 px text

## Banner Placements

Top of Page Banner: Placement is introduced as “featured tooling supplier” and rotates on selected machining technology zone

Hybrid and Rich Media Banners: Tooling Model Search pages

Multi-Format Company Listing: Tooling main page

Showroom Links: From custom menu listing and company listing

## Value Added Benefits

Slotting

Expanded Showroom

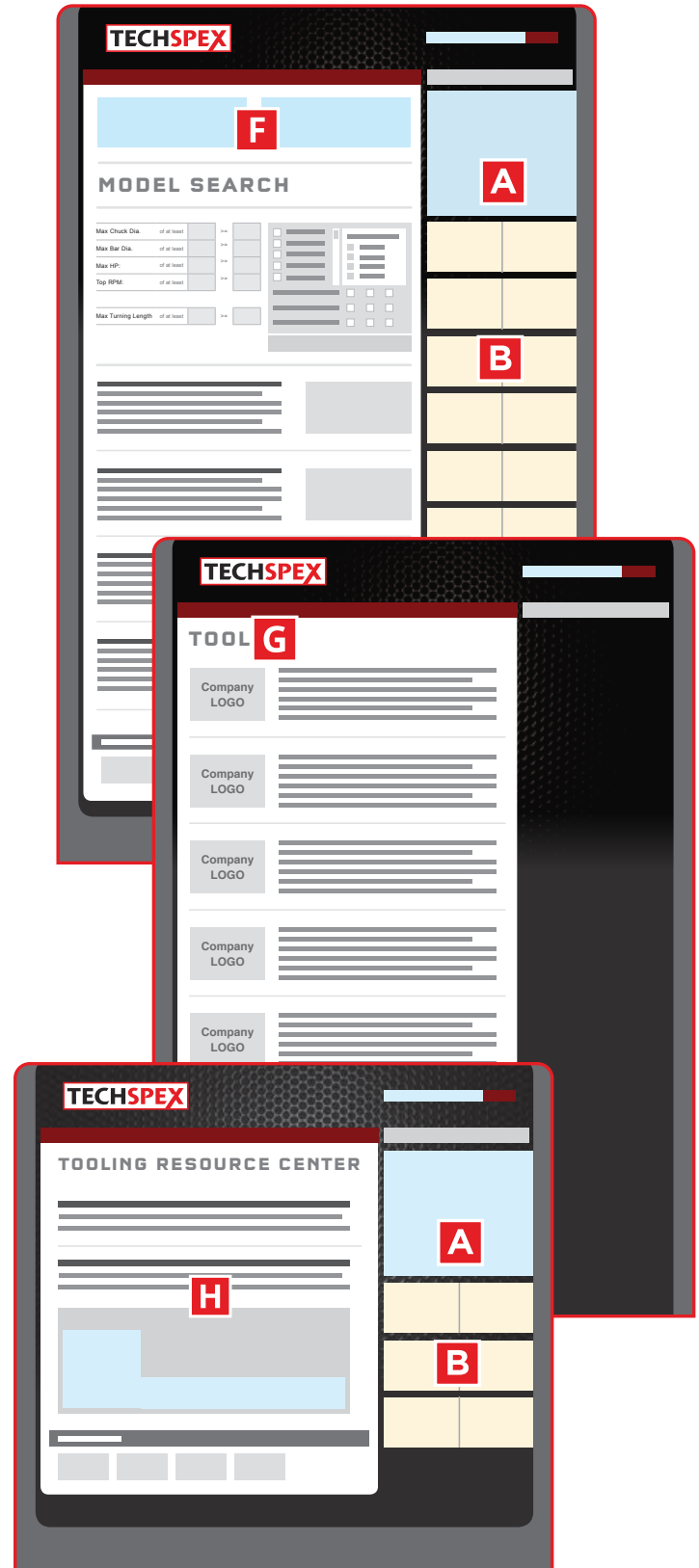
Enhanced Model Pages

Custom Microsite

## Investment

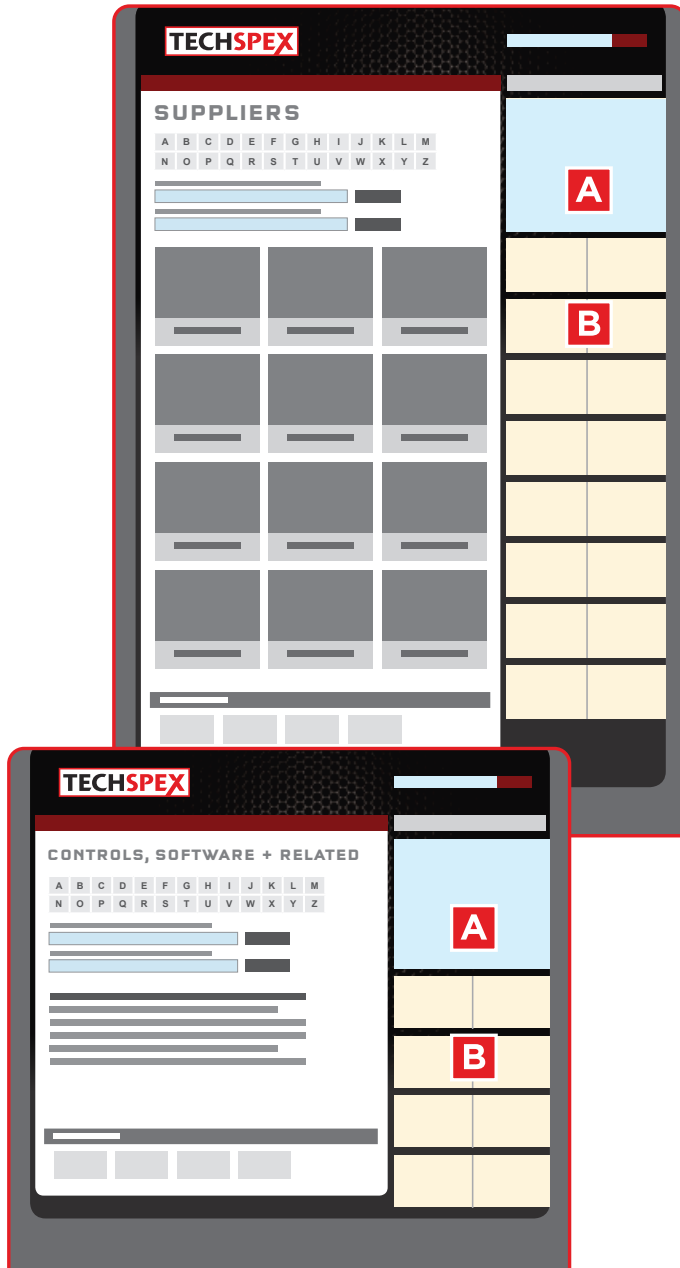
**\$2,580**

PER MONTH/GROSS





# SUPPLIER DIRECTORY SPONSORSHIP



The Techspex Suppliers Directory delivers access to the products that machine tool buyers need to maintain operations. Suppliers are listed and searchable alphabetically, by company name and by product category. Advertisers enjoy all the benefits of a Techspex promotional program with the addition of targeted, contextual banner placements.

## Lead Generation

Registered Qualified Buyers (RQB) – As a Techspex sponsor you receive a weekly lead report of registered users who have visited Techspex.

## Brand Development

### Banner Types

**A ROTATING RICH MEDIA AD**  
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**1. Static Banner**

300 × 250 px, JPG/PNG

**2. Prelaunch Video Banner**

300 × 250 px, JPG/PNG

**3. Animated GIF**

300 × 250 px, 300K

**B 300 × 100 WEB BANNER**

300 × 100 pixels

144 dpi, 100K Max, JPG/PNG

### Banner Placements

All Supplier pages

## Value Added Benefits

Slotting

Expanded Showroom

Enhanced Model Pages

## Investment

**\$1,370**

PER MONTH/GROSS

# The Machine Tool Sales Engine

# TECHSPEX

Techspex.com



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