

PM/ PRODUCTION Machining

Your Access to the Precision Machining
Industrial Equipment Buyer

IN ASSOCIATION WITH



2019 RATES & DATA

PRINT
20,000+
Subscribers



DIGITAL
EDITION

ONLINE
54,000+
Average Monthly
Page Impressions



E-NEWSLETTERS
14,000+ Subscribers



2019 EVENTS

PMTS 2019 | Parts Cleaning Conference

TOTAL SUBSCRIBERS*
20,047

TOTAL FACILITIES**
15,352

12,383 Company Management*

6,317 Manufacturing Production & Engineering*

716 Research & Development / Design / Quality Control*

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



Automotive / Transportation

SUBSCRIBERS** 15,112
PLANTS** 10,992



Power / Oil / Gas

SUBSCRIBERS** 12,914
PLANTS** 9,147



Aerospace / Aviation

SUBSCRIBERS** 13,975
PLANTS** 10,015



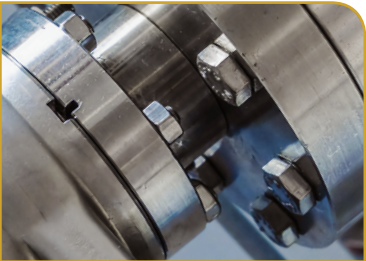
Medical / Dental

SUBSCRIBERS** 11,755
PLANTS** 8,234



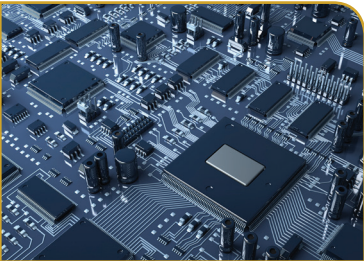
Defense / Military

SUBSCRIBERS** 12,958
PLANTS** 9,126



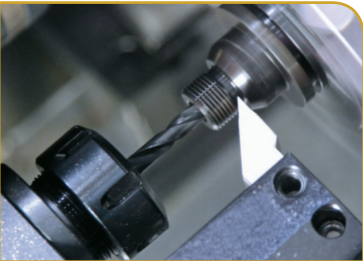
Pumps / Valves / Plumbing

SUBSCRIBERS** 11,313
PLANTS** 7,844



Electronics / Computers

SUBSCRIBERS** 11,987
PLANTS** 8,442



Metalcutting Machine Shops

SUBSCRIBERS** 11,646
PLANTS** 8,850

OPERATIONS PERFORMED**

OPERATION	SUBSCRIBERS
Single-Spindle	15,365
Milling	15,247
CNC Operations	14,097
Drilling	13,934
Grinding	13,913
Inspection/Measurement	12,931
CAD/CAM	12,845
Multi-Spindle	10,726

OPERATION	SUBSCRIBERS
Micromachining	10,692
Titanium Machining	9,349
EDM	8,804
Swiss-Type	7,767
Transfer Type Turning	5,367
Rotary Transfer	3,111
Sawing	2,050
Deburring	1,626

*Source: June 2018 BPA Statement | **Source: Publisher's Count, June 2018

FOR ADVERTISING INFORMATION, PLEASE CONTACT:
Joe Campise | Production Machining Publisher | jcampise@gardnerweb.com | 630-345-3466

PRODUCTIONMACHINING.COM

PRODUCTIONMACHINING.COM

54,270
TOTAL MONTHLY PAGE IMPRESSIONS

651,244
TOTAL ANNUAL PAGE IMPRESSIONS



PRODUCTIONMACHINING.COM IMPRESSIONS

PAGE / SECTION	MONTHLY	ANNUAL
Blog	6,046	72,550
Home	4,525	54,294
Products	2,418	29,011
Articles	1,591	19,096
Events	1,002	12,018

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

ZONE PAGE IMPRESSIONS	MONTHLY	ANNUAL
Additive Manufacturing	30,138	361,654
Cutting Tools	27,961	335,533
Machining Centers & Milling Machines	20,894	250,725
CAD-CAM Software	12,279	147,344
Inspection & Measurement	8,522	102,264
CNC & Machine Controls	8,433	101,193
EDM	6,279	75,348
Turning	5,636	67,626
Aerospace	4,748	56,973
Automation	4,575	54,894
ERP Software	3,285	39,415
Medical	2,956	35,472
Micromachining	2,745	32,939
Automotive	2,633	31,592
Turn-Mill	2,589	31,064
Parts Cleaning	2,496	29,950
Next Generation	1,863	22,359
Deburring	1,279	15,347

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

ZONE PAGE IMPRESSIONS	MONTHLY	ANNUAL
PM Zone: Bar Feeds	2,126	25,516
PM Zone: Screw Machines - Swiss-Type	1,194	14,329
PM Zone: Screw Machines - Multi-Spindle	917	11,007
PM Zone: Rotary Transfer Machines	725	8,699
PM Zone: Screw Machines - Single-Spindle	633	7,591
PM Zone: CAM for Production Machining	400	4,804

FOR ADVERTISING INFORMATION, PLEASE CONTACT:
Joe Campise | Production Machining Publisher | jcampise@gardnerweb.com | 630-345-3466

PRODUCTIONMACHINING.COM

2019 EDITORIAL CALENDAR

ISSUE <small>Closing Date</small>	TOPICS	BONUS DISTRIBUTION
January <small>Ad Close: DEC 3, 2018</small>	2019 BUYER'S GUIDE	2019 Buyer's Guide will be distributed at all 2019 events
February <small>Ad Close: JAN 2, 2019</small>	<div><div>SPECIAL: Medical</div><div>EMPHASIS: EDM</div><div>PARTS CLEANING</div></div>	<div>• MD+M West, Feb. 5-7, 2019 Anaheim, CA</div> <div>• PMPA Management Update, Feb. 7-10, 2019 Phoenix, AZ</div>
March <small>Ad Close: FEB 1, 2019</small>	<div>PMTS 2019 SHOW ISSUE</div> <div>2019 PARTS CLEANING CONFERENCE ISSUE</div>	<div>• MFG Meeting, Mar. 6-10, 2019 Tucson, AZ</div>
April <small>Ad Close: MAR 1, 2019</small>	<div>SPECIAL: Multi-Spindle</div> <div>EMPHASIS: <div>• Data-Driven Manufacturing</div><div>• Workholding</div></div>	<div>• PMPA National Technical Conference, Mar. 31 - Apr. 2, 2019</div> <div>• PMTS / Parts Cleaning Conference, Apr. 2-4, 2019 Cleveland, OH</div>
May <small>Ad Close: APR 1, 2019</small>	<div>SPECIAL: Swiss-Type Machining</div> <div>EMPHASIS: Cutting Tools</div> <div>PARTS CLEANING</div>	<div>• Eastec, May 14-16, 2019 West Springfield, MA</div>
June <small>Ad Close: MAY 1, 2019</small>	<div>SPECIAL: Automotive</div> <div>EMPHASIS: <div>• CAD / CAM</div><div>• Micromachining</div></div>	<div>• MD&M East, Jun. 11-13, 2019 New York, NY</div>
July <small>Ad Close: JUN 1, 2019</small>	<div>SPECIAL: Aerospace</div> <div>EMPHASIS: <div>• Automation & Robots</div><div>• Multitasking</div></div>	
August <small>Ad Close: JUL 1, 2019</small>	<div>SPECIAL: Emerging Leaders</div> <div>EMPHASIS: CNC Machine Controls</div> <div>PARTS CLEANING</div>	
September <small>Ad Close: AUG 1, 2019</small>	<div>SPECIAL: Rotary Transfer</div> <div>EMPHASIS: <div>• Grinding</div><div>• Shop Management Software</div></div>	<div>• Westec, Sept. 24-26, 2019 Long Beach, CA</div> <div>• EMO, Sept. 16-21, 2019 Hannover, Germany</div>
October <small>Ad Close: SEP 3, 2019</small>	<div>SPECIAL: Inspection & Measurement</div> <div>EMPHASIS: <div>• Bar Feeders / Material Handling</div><div>• Vertical Turning</div></div>	<div>• MT Forecast, Oct. 2-4, 2019 Cleveland, OH</div> <div>• PMPA Annual Meeting, Oct. 10-13, 2019 Las Vegas, NV</div>
November <small>Ad Close: OCT 1, 2019</small>	<div>SPECIAL: Defense / Military</div> <div>EMPHASIS: <div>• Machining Centers</div><div>PARTS CLEANING</div></div>	
December <small>Ad Close: DEC 2, 2019</small>	<div>SPECIAL: 2020 Industry Outlook</div> <div>EMPHASIS: <div>• Additive Manufacturing</div><div>• Cutting Tools</div></div>	

FOR ADVERTISING INFORMATION, PLEASE CONTACT:
Joe Campise | Production Machining Publisher | jcampise@gardnerweb.com | 630-345-3466

PRODUCTIONMACHINING.COM

2019 PRINT ADVERTISING



4-COLOR RATES (GROSS)

SPACE	1x	3x	6x	9x	12x	18x	24x
Full Page	\$5,710	\$5,590	\$5,450	\$5,300	\$5,160	\$4,970	\$4,770
2/3 Page	\$5,050	\$4,970	\$4,840	\$4,730	\$4,600	\$4,430	\$4,350
Island	\$4,550	\$4,480	\$4,380	\$4,270	\$4,150	\$4,040	\$3,930
1/2 Page	\$4,000	\$3,970	\$3,870	\$3,770	\$3,680	\$3,560	\$3,440
1/3 Page	\$3,450	\$3,420	\$3,360	\$3,300	\$3,240	\$3,120	\$3,030
1/4 Page	\$3,010	\$2,980	\$2,930	\$2,870	\$2,810	\$2,740	\$2,680
1/8 Page	\$2,580	\$2,550	\$2,510	\$2,470	\$2,430	\$2,380	\$2,320
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	\$4,460	\$4,340	\$4,200	\$4,050	\$3,910	\$3,720	\$3,520
2/3 Page	\$3,800	\$3,720	\$3,590	\$3,480	\$3,350	\$3,180	\$3,100
Island	\$3,300	\$3,230	\$3,130	\$3,020	\$2,900	\$2,790	\$2,680
1/2 Page	\$2,750	\$2,720	\$2,620	\$2,520	\$2,430	\$2,310	\$2,190
1/3 Page	\$2,200	\$2,170	\$2,110	\$2,050	\$1,990	\$1,870	\$1,780
1/4 Page	\$1,760	\$1,730	\$1,680	\$1,620	\$1,560	\$1,490	\$1,430
1/8 Page	\$1,330	\$1,300	\$1,260	\$1,220	\$1,180	\$1,130	\$1,070
Spread	\$6,700	\$6,680	\$6,410	\$6,140	\$5,870	\$5,660	\$5,450

COVER RATES (GROSS) Cover rates include black and any combination of process colors.

COVER PLACEMENT		
SECOND COVER (INSIDE FRONT)	THIRD COVER (INSIDE BACK)	FOURTH COVER (BACK)
\$6,600	\$5,900	\$6,800

FOR ADVERTISING INFORMATION, PLEASE CONTACT:
Joe Campise | Production Machining Publisher | jcampise@gardnerweb.com | 630-345-3466

PRODUCTIONMACHINING.COM

THE ONLINE LEADER OF THE PRECISION MACHINING INDUSTRY



54,000+
AVERAGE MONTHLY
PAGE IMPRESSIONS

Every month, productionmachining.com receives an average of 54,000 page impressions, making it one of the premiere 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 some of the most qualified prospects in your field.

PRODUCTIONMACHINING.COM RATES

A HYBRID ADS B RICH MEDIA ADS	Both hybrid and rich media ads rotate on page load	
	POSITION	INCLUDED GROSS PER MONTH
	HOME	Slotting* \$1,200
	BLOG PAGE	PM Et Cetera Banner \$1,300
	METALWORKING NETWORK ZONES	\$1,750
	PM ONLY ZONES	Article Page Slotting* \$625
	ALL SUB-PAGES	\$500
SEE SPECS AT: gardnerweb.com/adcentral		

*Slotting: Priority placement in all product technology categories associated with your company

REACH READERS ALL MONTH!

We reach 14,000+ subscribers four times a month! PM Inbox Insights is a monthly eNewsletter that builds off of Production Machining magazine with insights on the work and business of precision manufacturing, focusing on the people who manage and oversee machining processes. PM Et Cetera is delivered three times monthly and keeps readers up to date on breaking developments in the industry.

14,000+
SUBSCRIBERS



PM ET CETERA RATES (Weekly eNewsletter)

POSITION (4X MONTHLY)	GROSS
LEADERBOARD BANNER ADS	
A AVAILABILITY: one (1) per calendar month / 4x delivery IMAGE SIZE: 600x160 pixels @ 144 DPI FILE TYPE: JPG/PNG	\$2,500
AD PACKAGE: PM Et Cetera AND productionmachining.com	
B BUTTON AD ON PM Et Cetera FREQUENCY: Weekly (Friday Delivery) ARTWORK SIZE: 120x100 pixels @ 144 DPI FILE TYPE: JPG/PNG	\$1,300
C Video AD on productionmachining.com blog 300 x 250 pixels @ 144 DPI	
D AD on productionmachining.com blog 300x100 Hybrid branded ad or text ad	

PM INBOX INSIGHTS RATES (Monthly eNewsletter)

POSITION (1X MONTHLY)	GROSS
LEADERBOARD BANNER ADS	
E AVAILABILITY: one (1) per calendar month / 1x delivery IMAGE SIZE: 600x160 pixels @ 144 DPI FILE TYPE: JPG/PNG	\$1,100
VIDEO ADS	
F 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 playbutton with your artwork.	\$900
TECHNOLOGY SOLUTIONS AD	
G ARTWORK SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max	\$600

SHOWCASE
YOUR COMPANY’S
KNOWLEDGE
AND LEADERSHIP
ON IMPORTANT
INDUSTRY TOPICS!



Consider a dynamic and interactive forum for discussing today’s timely and compelling issues with YOUR target audience.

WEBINAR RATES (GROSS)

PRODUCTION MACHINING WEBINAR	
DETAILS	
• ATTENDANCE IS LIMITED TO 1,000	\$5,000
• TOPIC AND SCHEDULE SUBJECT TO PUBLISHER APPROVAL	
• INCLUDES 90-DAY ARCHIVING	

- YOUR PM WEBINAR
INVESTMENT INCLUDES:
- EMAIL: Customized e-mail invitations to 10,000 PM subscribers
 - E-NEWSLETTER: Event promotion within PM’s e-newsletters
 - PRINT: Event promotion within Production Machining magazine
 - LEAD GENERATION: Customized lead reports
 - TECH SUPPORT: Webinar hosting and support
 - MODERATED BY: PM editor

TO LEARN MORE ABOUT THIS EXCITING OPPORTUNITY FROM PRODUCTION MACHINING, PLEASE CONTACT:

JOE CAMPISE PUBLISHER
jcampise@gardnerweb.com



CONTENT MARKETING: 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.

CONTENT MARKETING RATES

SOLD IN 3 CONSECUTIVE MONTH INCREMENTS	
INVENTORY	
4 PER MONTH	\$4,000 (per month gross)
MAX. 2 PER CUSTOMER PER YEAR	
OPTIONAL SERVICES	
ARTICLE DEVELOPMENT	\$1,000 (Net)
DIRECT EMAIL PROMOTIONS	\$1 (Per Additional Name)

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 12 months.
- STEP 2: CONTENT PROMOTION
- 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 E-newsletter Push
 - PM et cetera
 - PM Inbox Insights
 - 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.

PMTS gives you the opportunity to showcase your products and services at a show built specifically for the precision machining industry. PMTS 2017 was the largest show in 14 years with over 6,000 registrants! With this many precision machining professionals in one place, you won't want to miss out.

NEW LOCATION!
HUNTINGTON CONVENTION CENTER
CLEVELAND



6,580
TOTAL 2017 REGISTRATION

4,828 Attendees

1,732 Exhibitors

mcrider@gardnerweb.com | 800-950-8020

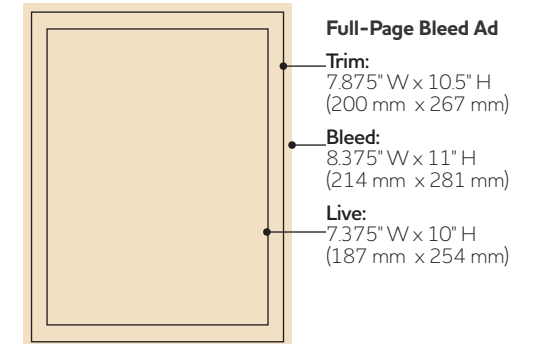
APRIL 2-4, 2019
CLEVELAND, OHIO

CO-PRESENTED BY:



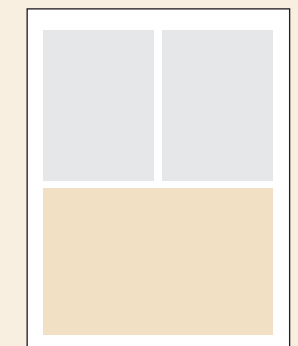
PRODUCTIONMACHINING.COM

FULL PAGE AND SPREADS



LARGE FRACTIONALS

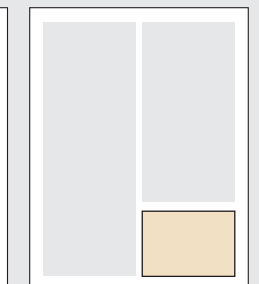
IMPORTANT NOTE: All ads smaller than full page do not bleed.



1/2 Page (Horz)
6.875" W x 4.375" H
(175 mm x 111 mm)

SMALL FRACTIONALS

IMPORTANT NOTE: All ads smaller than half page (third-page, quarter-page and eighth-page) must have a 1-point black border on all sides.



1/8 Page
3.25" W x 2.125" H
(83 mm x 57 mm)

AD CENTRAL ONLINE

gardnerweb.com/adcentral

PRODUCTIONMACHINING.COM

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
PH 513-527-8970

Brian Crider
Regional Manager
bcrider@gardnerweb.com
PH 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

INTERNATIONAL OFFICES/SALES REPRESENTATIVES

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

EUROPE
Edward Kania
RGH International (UK)
PH 44-1663-750242
ekania@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@com3orlando.it

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

DIR. OF MARKET INTELLIGENCE
Steven Kline, Jr.
skline2@gardnerweb.com

SENIOR ADVERTISING MANAGER
William Caldwell
billc@gardnerweb.com

TREASURER
Ernest Brubaker
ernieb@gardnerweb.com

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

DIR. OF EDITORIAL OPERATIONS
Kate Hand
khand@gardnerweb.com

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

CREATIVE DIRECTOR
Jeff Norgord
jnorgord@gardnerweb.com

GARDNER METALWORKING GROUP



mmsonline.com



productionmachining.com



moldmakingtechnology.com



additivemanufacturing.media



www.ADandP.media



techspx.com



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

FOR ADVERTISING INFORMATION, PLEASE CONTACT:

Joe Campise | Production Machining Publisher | jcampise@gardnerweb.com | 630-345-3466

PRODUCTIONMACHINING.COM