



Covering Additive Manufacturing
for Industrial Parts Production

2020 MEDIA GUIDE

additivemanufacturing.media



AUDIENCE

The best resource
for selling additive
manufacturing
products & services.

PRINT
20,000+
subscribers



ONLINE
AdditiveManufacturing.media
45,000+
monthly page views



EMAIL
E-Newsletter
35,100+
subscribers



EVENTS
AM Conference @ IMTS
September / Chicago, IL

Top End Markets



Automotive/Transportation

Subscribers: 14,110

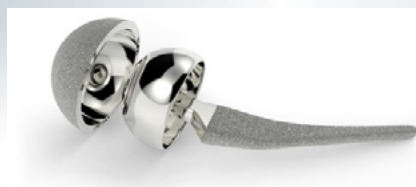
Facilities: 10,538



Aerospace/Aviation

Subscribers: 12,880

Facilities: 9,498



Medical/Dental

Subscribers: 11,449

Facilities: 8,291

Additive Manufacturing gives your message the best reach to the most active audience in industrial 3D printing.



Computer/Electronics

Subscribers: 11,306

Facilities: 8,168



Consumer Products

Subscribers: 10,359

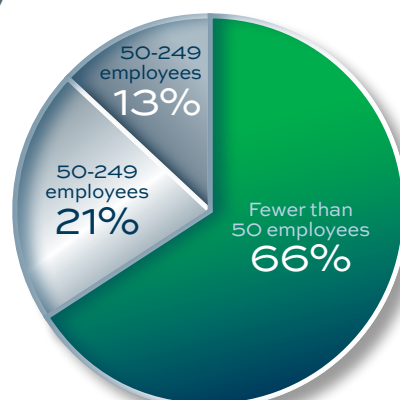
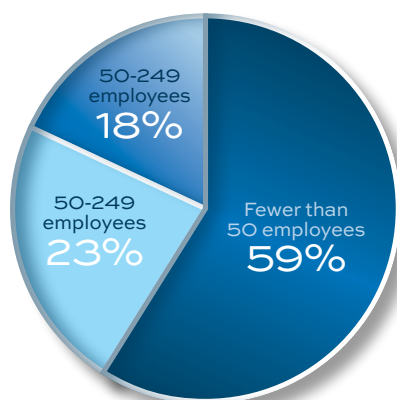
Facilities: 7,558

Additive Manufacturing has universal reach, from moldmakers and job shops to major medical and aerospace manufacturers. The technology is touching every part of manufacturing, and your brand should too.

Job Titles and Functions

Company Management / Corporate Executive / Purchasing	9,077	45%
Engineering Management & Department	4,827	24%
Production Management & Department	3,296	16%
R&D, Design, QA Management & Department	1,935	10%

Facility Size



AM Magazine

20,154+
total subscribers

16,192+
total facilities



Check the Audit!

Additive Manufacturing invests in quality circulation.



CONTENT

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The biggest impact for building your brand.

In Print

With longform analysis and deep dives into the people and technology that are moving the industry forward, *Additive Manufacturing* offers an immersive experience with content that cuts through the noise.

Online

The pace of change in 3D printing requires constant monitoring. The *Additive Manufacturing* Media website, blog and e-newsletter keep up with the latest news, trends, technology and product advancements.

Social

With real stories in real time, the *Additive Manufacturing* editorial team fill their social feeds with industry event coverage, shop visits, story links and more, fostering interaction with an active and engaged audience.

The *Additive Manufacturing* editorial staff has unparalleled access to the OEMs, service bureaus, materials manufacturers, job shops, start-ups, engineers, designers and executives that are on the cutting edge of additive technology for part production.



Published six times per year, *Additive Manufacturing* magazine is devoted to the industrial application of 3D printing, with particular interest in the advance of AM as an option for industrial production. Our editorial team travels the world exploring the ways manufacturers are succeeding with additive technologies. The print magazine is a showcase for important themes and stories our editors encounter in the course of their ongoing reporting for AM's digital outlets and social media.

RECURRING EDITORIAL COVERAGE

PROCESS + APPLICATION

Metal AM

AM realizes metal part geometries no other process can achieve and delivers parts in challenging alloys.

Hybrid AM

Additive can integrate with machining within a single platform. This solution is finding its role.

Postprocessing

AM is more than 3D printing! Particularly in metal, postprocessing is essential to complete the part.

Large-Format AM

The very biggest 3D printers deliver dramatic cost and leadtime savings for parts such as tooling.

Polymer AM

The freedom to make polymer parts without mold tooling is expanding the applications for plastics.

Design for AM

The full value of additive comes when the part is designed for this process. The design rules have changed.

Composites AM

Polymer containing reinforcing material lets non-metal 3D printed parts replace metal components.

Inspection

Validating parts and processes is vital to production and an underappreciated aspect of AM technology.

END MARKETS

Aerospace

The geometric freedom and part consolidation of AM allow for more efficient aircraft and spacecraft.

Automotive

Carmakers leverage AM to simplify design, speed product launches and expand design options.

Consumer Products

Through economical low-quantity production, AM delivers custom products and serves narrow markets.

Medical

AM offers design opportunities for medical implants and production savings for medical devices.

2020 PRINT EDITIONS

ISSUE (CLOSING DATE)	EVENT COVERAGE	BONUS DISTRIBUTION
JANUARY/FEBRUARY (12/2/19)	AMUG	AMUG • MFG • MD&M WEST
MARCH/APRIL (2/3/20)	MT360 • RAPID+TCT	AERODEF • EASTEC • RAPID + TCT
MAY/JUNE (4/1/20)	AM MEDICAL ASME	AMERIMOLD • MT360 AM MEDICAL ASME • MD&M EAST
JULY/AUGUST (6/1/20)	IMTS 2020 • AMC 2020	IMTS 2020 • AMC 2020
SEPTEMBER/OCTOBER (8/3/20)	IMTS 2020 • FORMNEXT	IMTS 2020 • AMC 2020 • CAMX • FORMNEXT
NOVEMBER/DECEMBER (10/1/20)	FORMNEXT	FABTECH



2020 PRINT RATES

Build Trust.

Placing your message next to high quality content builds trust and credibility with an audience that is constantly adapting to new technology developments. 3D printing for industrial manufacturing is evolving and a strong, consistent brand presence will help drive demand.



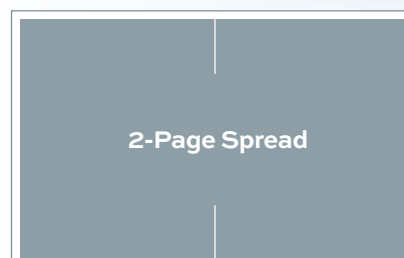
4-Color Rates, Standard

4-Color	1x	3x	6x	18x
Full Page	\$5,430	\$5,180	\$4,920	\$4,630
1/2 Page	\$4,300	\$4,050	\$3,790	\$3,510
1/4 Page	\$3,210	\$2,930	\$2,640	\$2,360
Spread	\$7,720	\$7,470	\$7,210	\$6,950

Cover Rates

Inside Front Cover Spread	\$8,250
Inside Front Cover	\$6,025
Inside Back Cover	\$5,650
Back Cover	\$6,500

All rates are gross, 15% agency commissionable.



Bleed:
16.25" W x 11" H
414 mm x 280 mm

Trim:
15.75" W x 10.5" H
400 mm x 267 mm

Live Area:
15.25" W x 10" H
387 mm x 254 mm

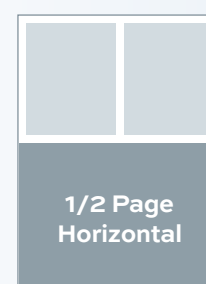
Keep all essential material 1/4" (6 mm) from all trim edges.



Bleed:
8.375" W x 11" H
214 mm x 281 mm

Trim:
7.875" W x 10.5" H
200 mm x 267 mm

Live Area:
7.375" W x 10" H
187 mm x 254 mm



Bleed:
4.375" W x 5.375" H
213 mm x 136.5 mm

Trim:
3.875" W x 4.875" H
200 mm x 124 mm

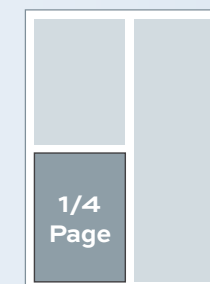
Live Area:
3.375" W x 4.375" H
175 mm x 111 mm



Bleed:
4.25" W x 11" H
107.95 mm x 280 mm

Trim:
3.75" W x 10.5" H
95.25 mm x 267 mm

Live Area:
3.25" W x 10" H
82.55 mm x 254 mm



3.25" W x 4.375" H
83 mm x 111 mm

Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.

See *AdditiveManufacturing.media* product examples at AdditiveManufacturing.media/examples.



AM Manufacturing Network Digital Package **38,000+**

monthly page views

Align your brand with the industrial marketplace's most comprehensive collection of new and archived content on industrial applications of additive manufacturing technology.

Additive Manufacturing advertisers will benefit from the editorial, audience and sales/marketing support of:



Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.

See *AdditiveManufacturing.media* product examples at AdditiveManufacturing.media/examples.

NEW FOR 2020!

Limited availability large format display ads:

Billboard: 970 X 250

Leaderboard: 970 X 90

Skyscraper: 160 X 600

Talk with your AM sales representative for availability and pricing.

Online Ad Package includes both:

Rotating Rich Media Ad

Choose one ad format from the following options:

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

* For videos hosted on *AdditiveManufacturing.media* please submit files in MP4 format.

AM 300 x 100 Static Web Ad

300 x 100 pixels
144 dpi, 100K Max
File Type: JPG/PNG

AD LOCATIONS

Additive Manufacturing Website
AdditiveManufacturing.Media

**Gardner Business Media Additive
Manufacturing Network Zones**

AM zone pages on these sites:

mmsonline.com

ptonline.com

compositesworld.com

moldmakingtechnology.com

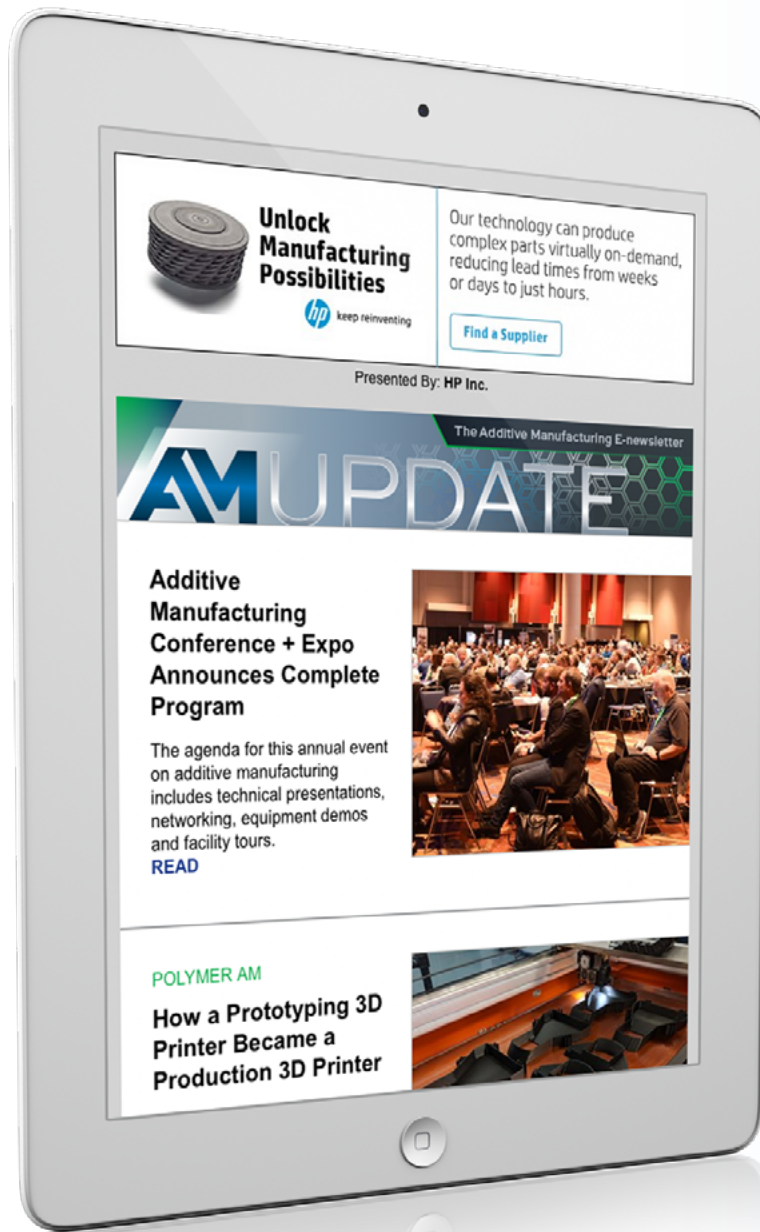
productionmachining.com

AM Online Network Investment

\$1,750 gross/month



2020 DIGITAL PRODUCTS



Increase your reach.

AM Update E-Newsletter

Keep your brand next to the freshest *Additive Manufacturing* content. Stories are hand-picked by the *Additive Manufacturing* editorial staff, making the Update the premier resource for finding the best in 3D printing for production. Readers rely on it to find new products, services and vendors.

Delivers Weekly to 35,000+ Readers

Open Rate: 21%

Click Through Rate: 4.3%

E-NEWSLETTER PRODUCTS	AVAILABILITY	INVESTMENT
LEADERBOARD BANNER	1 per issue / weekly delivery	\$1,950 gross/issue
VIDEO AD	2 per issue / weekly delivery	\$1,500 gross/issue
TECHNOLOGY SOLUTION AD	4 per issue / weekly delivery	\$1,250 gross/issue

FREQUENCY: Weekly Distribution

Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.

See *AdditiveManufacturing.media* product examples at AdditiveManufacturing.media/examples.

AM DIGITAL EDITION



Additive Manufacturing Digital Edition Sponsor

Carry your brand online with *Additive Manufacturing*.

Digital Edition Package includes:

Full Page Ad on the opening page of Digital Edition

Exclusive leaderboard in the Digital Edition distribution email

Banner advertising on the Digital Edition landing page

Delivers Monthly to 36,000+ Readers

Open Rate: **24%**

Click Through Rate: **5%**

Investment

\$5,000 gross/issue
(availability 6)



2020 DIGITAL PRODUCTS

Drive leads while showcasing your company's knowledge and leadership.

Additive Manufacturing Webinars offer you a dynamic and interactive webcast forum for discussing today's timely and compelling issues with your target audience.

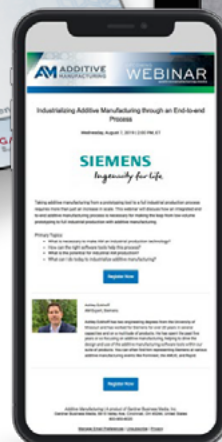
WEBINARS

With your investment in a webinar with AM, you'll receive:

- Email – Customized email invitations to AM subscribers
- E-Newsletter – Webinar promotion within AM Update E-Newsletter
- Online – Premiere positioning on Additive Manufacturing Website
- Print – Event promotion within Additive Manufacturing
- Lead Generation – Customized lead generation report
- Tech Support – Webinar hosting and support
- Moderated – Webinar moderated by an AM editor

2020 WEBINAR INVESTMENT
\$7,500 (gross)

Attendance is limited to 1,000. Topic and schedule subject to publisher approval.





2020 EPRINT INVESTMENT
\$1 per name
 (Minimum 2,500 names)

Reach active, qualified buyers with AM EPRINTS.

EPRINTs deliver your message to AM permission-based subscribers.

Instead of being presented as an unsolicited advertisement, EPRINT advertisers appear as technology providers and thought leaders.

With your investment in an EPRINT with AM, you'll receive:

Promotional List

The 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

EPRINTs allow for a maximum of 5 content sections: the feature, the custom sections and the learn more / company section.

Analytics

EPRINT advertisers will receive sent, deliver, open, read, total click, unique clicker and CTR data. Recipient contact data will not be included.



2020 CUSTOM CONTENT

Build Brand and Generate Leads

What is Content Marketing?

Your story, presented by *Additive Manufacturing*.

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 Campaigns Include:

STEP 1: CONTENT CREATION

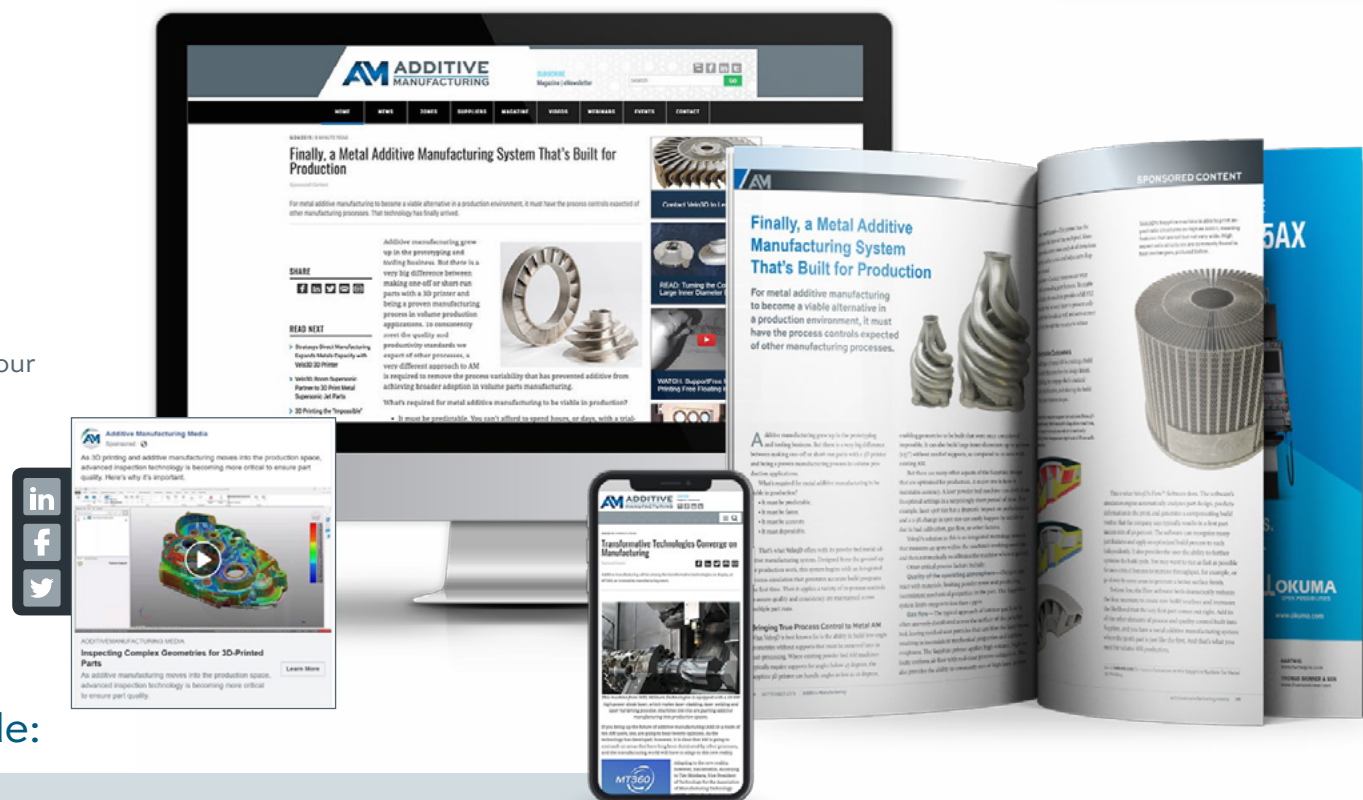
- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards. Or, for an additional fee, we will create the content on your behalf.
- Your content appears on the site for at least 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as white papers.

STEP 2: CONTENT PROMOTION

- AM Site Coverage
 - Homepage display of your Sponsored Content
 - “Related Story” promotion on relevant articles
- AM E-newsletter Push
 - AM Update
- AM 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.



2020 CONTENT MARKETING PACKAGE INVESTMENT (PER MONTH)

Sold in 3 consecutive month increments

\$5,500 gross

INVENTORY

- 4 slots per month
- Max 2 per customer per year

OPTIONAL SERVICES

- Article Development
- Direct Email Promotions
- Additional \$1,000 net
- Additional \$1 / Name

AM SPECIAL PROGRAMS

The benefits of investing in your brand with AM aren't limited to the pages of the magazine or the click of a mouse. Each year we design dozens of client-specific opportunities. Special positions in the magazine, content specific supplements, a custom sponsorship for the Additive Manufacturing Conference, featured digital content, or anything you can dream up are all within reach.

Contact your sales rep to get started.



Cover Wrap



Heavy Stock Insert



Tip-in Postcard



Poly Bag Ride Along



2020 EVENTS

Additive Manufacturing Conference

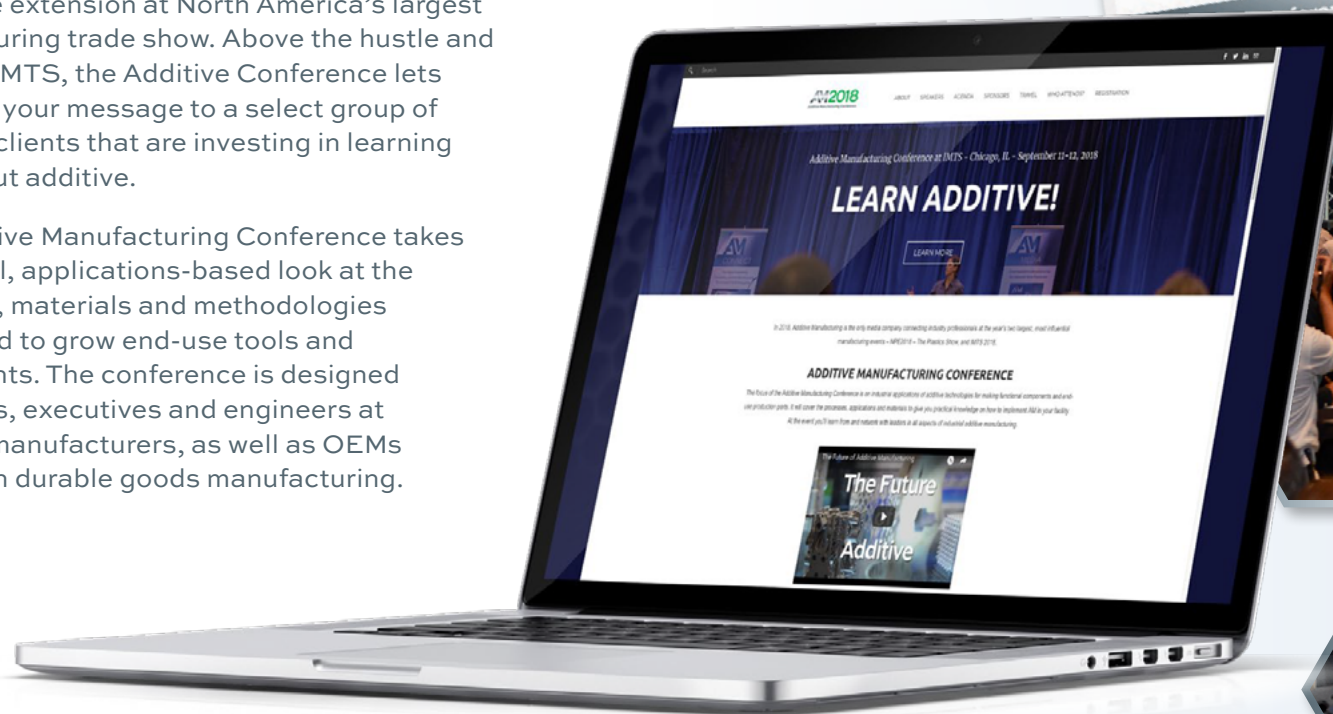
Chicago, IL | September, 2020

CO-LOCATED WITH



In 2020, AMC returns to IMTS, giving your brand a valuable extension at North America's largest manufacturing trade show. Above the hustle and bustle of IMTS, the Additive Conference lets you focus your message to a select group of potential clients that are investing in learning more about additive.

The Additive Manufacturing Conference takes a practical, applications-based look at the machines, materials and methodologies being used to grow end-use tools and components. The conference is designed for owners, executives and engineers at contract manufacturers, as well as OEMs involved in durable goods manufacturing.





2020 MEDIA GUIDE

additivemanufacturing.media



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