

2021 MEDIA GUIDE

YOUR ACCESS TO THE MOLD MANUFACTURING COMMUNITY

AUDIENCE AT A GLANCE

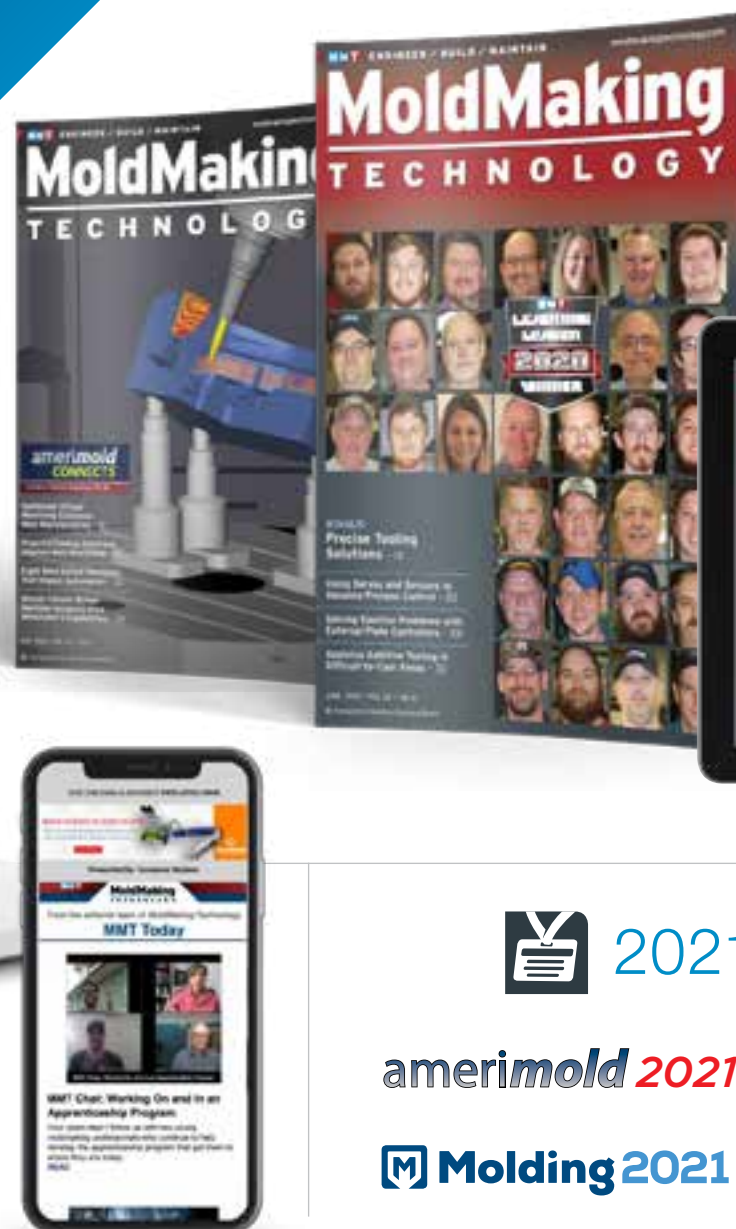
TOTAL MARKET SIZE 8 BILLION*

Since 2012, U.S. mold consumption was near its all-time high of \$8 billion.



 **ONLINE**
29,000+
AVERAGE MONTHLY USERS

 **EMAIL**
13,500+
SUBSCRIBERS



 **PRINT**
18,200+
SUBSCRIBERS

DIGITAL EDITION

 **2021 EVENTS**

amerimold 2021

 **Molding 2021**



FITMA



NPE2021
The Plastics Show

BREAKING DOWN THE MOST
INFLUENTIAL AUDIENCE IN THE
MOLDMAKING INDUSTRY.

MoldMaking Technology covers the entire
moldmaking cycle, from design to first shot. Our
audience consists of moldmakers, molders, OEMs
and more.

TOTAL SUBSCRIBERS
18,200+*

TOTAL PLANTS
12,900+**

CHECK THE AUDIT



MoldMaking Technology invests
in quality circulation

Our professional audience development
team invests in quality circulation to
assure that MMT reaches industry
professionals who are actively engaged in
the mold manufacturing market.

FOR ADVERTISING INFO,
PLEASE CONTACT:

RYAN DELAHANTY
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ryand@gardnerweb.com

CHRIS LARKINS
SENIOR ADVERTISING MANAGER
clarkins@gardnerweb.com

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

CIRCULATION BY END MARKETS**



**AUTOMOTIVE/
TRANSPORTATION**
Subscribers: 14,146
Facilities: 9,126



**CONSUMER
PRODUCTS**
Subscribers: 13,263
Facilities: 8,388



**MEDICAL/DENTAL/
PHARMACEUTICAL**
Subscribers: 12,421
Facilities: 7,893



**ELECTRONICS/
COMPUTERS**
Subscribers: 11,260
Facilities: 6,981



PACKAGING
Subscribers: 8,427
Facilities: 4,876

CIRCULATION BY
JOB TITLE/FUNCTION**

JOB TITLE	SUBSCRIBERS	PERCENTAGE
Company Management/ Purchasing	8,542	46%
Manufacturing/ Production Engineering	7,695	42%
Design/Quality/R&D	1,551	8%
Other	796	4%

PLANT SIZE**

MARKET	SUBSCRIBERS	FACILITIES
1 to 49	11,073	8,442
50 to 249	5,313	3,117
250+	2,198	1,359

CIRCULATION BY
OPERATIONS PERFORMED**

OPERATION	SUBSCRIBERS	FACILITIES
Mold Maintenance & Repair	14,158	8,974
Design and Manufacturing (CAD/CAM)	13,898	8,831
Moldmaking	13,299	8,312
Milling	13,126	8,218
Grinding	12,744	7,877
Drilling	12,321	7,584
Injection Molding	11,865	7,126
Additive Manufacturing	11,438	7,058
Mold Finishing	11,189	6,518
EDM	10,186	5,912

EDITORIAL CALENDAR

Each month, *MoldMaking Technology* magazine focuses on a few selected niches of the mold manufacturing cycle and industry, making sure to give each of the manufacturing phases the attention they deserve.

MONTH <small>Closing Date</small>	TECHNOLOGY FOCUS	BONUS DISTRIBUTION
JANUARY <small>12/1/20</small>	Mold Components/Hot Runners, Cutting Tools, Inspection & Measurement, Additive Manufacturing	
FEBRUARY <small>1/4/21</small>	Mold Materials, Maintenance, Repair & Surface Treatment, Machining/EDM/Automation, Software	• PlastecWest • AMBA Conference • MD&M West
MARCH <small>2/1/21</small>	Mold Components/Hot Runners, Software, Cutting Tools, Additive Manufacturing	
APRIL <small>3/1/21</small>	Machining/EDM/Automation, Inspection & Measurement, Maintenance, Repair & Surface Treatment	
APRIL SHOW COVERAGE	NPE EXHIBITOR PRODUCT SHOWCASE	
MAY <small>4/1/21</small>	Mold Components/Hot Runners, Cutting Tools, Mold Materials	• NPE • EASTEC
MAY SHOW COVERAGE	NPE EXHIBITOR PRODUCT SHOWCASE	
JUNE <small>5/3/21</small>	Software, Maintenance, Repair & Surface Treatment, Machining/EDM/Automation	
JUNE SPECIAL FEATURE	MOLDMAKING TECHNOLOGY 30 UNDER 30 HONORS PROGRAM	
JULY <small>6/1/21</small>	2021 Technology Review and Sourcing Guide	
ANNUAL GUIDE	2021 TECHNOLOGY REVIEW/SOURCING GUIDE <i>*Full-page advertisers get a full-page company/product profile!</i>	
AUGUST <small>7/1/21</small>	Mold Materials, Cutting Tools, Inspection & Measurement	
AUG SHOW COVERAGE	AMERIMOLD EXHIBITOR PRODUCT SHOWCASE	
SEPTEMBER <small>8/2/21</small>	Mold Components/Hot Runners, Machining/EDM/Automation, Software	• Amerimold 2021 • WESTEC • Molding 2021
SEPT SHOW COVERAGE	AMERIMOLD EXHIBITOR PRODUCT SHOWCASE / 2021 LEADTIME LEADER AWARDS	
OCTOBER <small>9/1/21</small>	Mold Materials, Additive Manufacturing, Maintenance, Repair & Surface Treatment	
NOVEMBER <small>10/1/21</small>	Cutting Tools, Inspection Measurement, Mold Components/Hot Runners	
DECEMBER <small>11/2/21</small>	Machining/EDM/Automation, Software, Maintenance, Repair & Surface Treatment	

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4-COLOR RATES

FULL PAGE	\$7,250/Gross
1/2 PAGE ISLAND	\$5,750/Gross
1/2 PAGE	\$5,250/Gross
1/3 PAGE	\$4,575/Gross
1/4 PAGE	\$3,500/Gross

COVER RATES

COVER 2 (INSIDE FRONT)	add \$1,250
COVER 3 (INSIDE BACK)	add \$1,000
COVER 4 (BACK)	add \$1,500

Agency Commission

15% commission is allowed on display advertisements if materials are furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

REACH MMT READERS WITH YOUR BRAND'S MESSAGE.

MoldMaking Technology's readers are a qualified, eager community of focused mold builders and buyers. An eye-catching, intriguing ad from your company ensures that your message will be heard in a crowded and competitive market.

Full Page
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

1/2 Page
Island

4.375" W x 6.875" H
111 mm x 175 mm

1/2 Page
Vertical

3.25" W x 9.125" H
83 mm x 232 mm

1/2 Page
Horizontal

6.875" W x 4.375" H
175 mm x 111 mm

1/3 Page
Vertical

2.25" W x 9.125" H
57 mm x 232 mm

1/3 Page
Square

4.375" W x 4.375" H
111 mm x 111 mm

1/4 Page
Vertical

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

LOOKING FOR FREQUENCY RATES?

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.

PRINT AD DELIVERY

1. Upload to: files.gardnerweb.com
Upload recipient: Chris Larkins, OR
2. Email files to: clarkins@gardnerweb.com



Ad specifications here: Gardnerweb.com/adcentral

GROW YOUR CUSTOMER BASE BY AMPLIFYING YOUR DIGITAL VOICE.

MoldMaking Technology's digital products offer you the chance to connect with thousands of mold manufacturing community members who consume our array of digital media products every day. MMT's digital platform offers your company the important opportunity to interact on a regular basis with invested potential customers.



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DIGITAL ACTIVITY

MONTHLY PAGE VIEWS

67,300+

ANNUAL PAGE VIEWS

808,000+

GENERAL PAGE VIEWS

Average Time on Page	2:34
Average Monthly Users	29,100+
Digital Issue Monthly Unique Views	13,477

MMT PAGE VIEWS

PAGE	MONTHLY	ANNUAL
Home	8,956	107,475
Blog	8,054	96,648
New Products	2,609	31,308
Digital Magazine Pages	2,470	29,635
Suppliers	1,943	23,318
MMT Events	1,645	19,744

MMT ZONE PAGE VIEWS

ZONE	MONTHLY	ANNUAL
Business Strategies	3,940	47,276
Hot Runners	2,657	31,886
Mold Materials	2,519	30,225
Surface Treatment	2,427	29,127
Mold Components	1,548	18,573

METALWORKING ZONE PAGE VIEWS

ZONE	MONTHLY	ANNUAL
Cutting Tools	20,989	251,864
Machining Centers & Milling Machines	14,172	170,060
CAD-CAM Software	8,024	96,284
CNC & Machine Controls	6,554	78,642
Inspection & Measurement	4,916	58,992



HOME PAGE BANNER

\$1,500

(per month, gross)

METALWORKING
ZONE PAGE BANNER

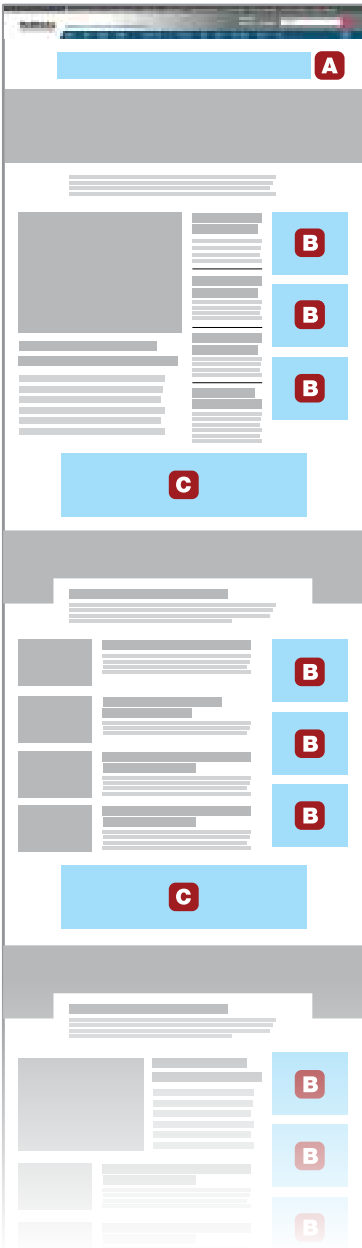
\$2,445

(per month, gross)

ZONE PAGE BANNER

\$1,050

(per month, gross)



AD SPECIFICATIONS

AD FORMATS		AD SIZES
A	Super Leaderboard	970 x 90 px JPG/PNG
B	Medium Rectangle	300 x 250 px JPG/PNG
C	Billboard	970 x 250 px JPG/PNG

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

Purchase one (1) Medium Rectangle Ad (B) and receive one (1) Super Leaderboard Ad (A) and one (1) Billboard (C) in the rotation of leaderboard ads.

Detailed ad specs and examples are available here
Gardnerweb.com/adcentral

LOOKING FOR FREQUENCY RATES?

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 SPECIFIC WITH YOUR MESSAGE AND
TARGET THE PERFECT AUDIENCE.

Technology Zones are content centers focused on key topics where information related to specific material, processes or end markets is aggregated and organized.

Visitors to MoldMakingTechnology.com will find articles, case studies, technology briefs, product announcements, supplier listings and more in each Zone, allowing users to narrow their search as they research purchasing decisions.

Placing your company's ad in relevant zones provides you with targeted marketing opportunities to promote your brand to the precise audience your products and services are geared toward.

MOLDMAKING TECHNOLOGY ZONES PAGES

*METALWORKING NETWORKING ZONES (viewed across platforms)

Aerospace	EDM
Automation	Inspection & Measurement
Automotive	Machining Centers
CAD-CAM Software	Medical
CNC & Machine Controls	Shop Management Software
Cutting Tools	Turn-Mill Machines
Deburring	Turning Machines

TECHNOLOGY ZONES:

Hot Runners
Molds
Mold Components
Mold Maintenance and Repair
Mold Materials
Surface Treatment

INDUSTRY ZONES:

Automotive
Consumer
Electronics
Energy/Power Generation
Medical
Packaging

*See above on page 6 for list of metalworking page views

YOUR MESSAGE IN THE INBOX OF THOUSANDS OF QUALIFIED READERS.

MMT Today is a targeted e-newsletter sent to focused, qualified moldmaking community members. Placing an ad in MMT Today gives your company the opportunity to market your brand to an active audience of potential buyers who read our content twice a week (Tuesdays and Thursdays). Purchasing an ad in MMT Today will also earn you ad placements online on the MMT Blog page, giving you additional value for your brand.


SUBSCRIBERS
13,500+

LEADERBOARD BANNER AD (static image)

1

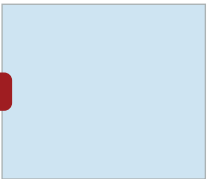
ARTWORK SIZE: 600 × 160 pixels @ 144 dpi
FILE TYPE: JPG/PNG

2

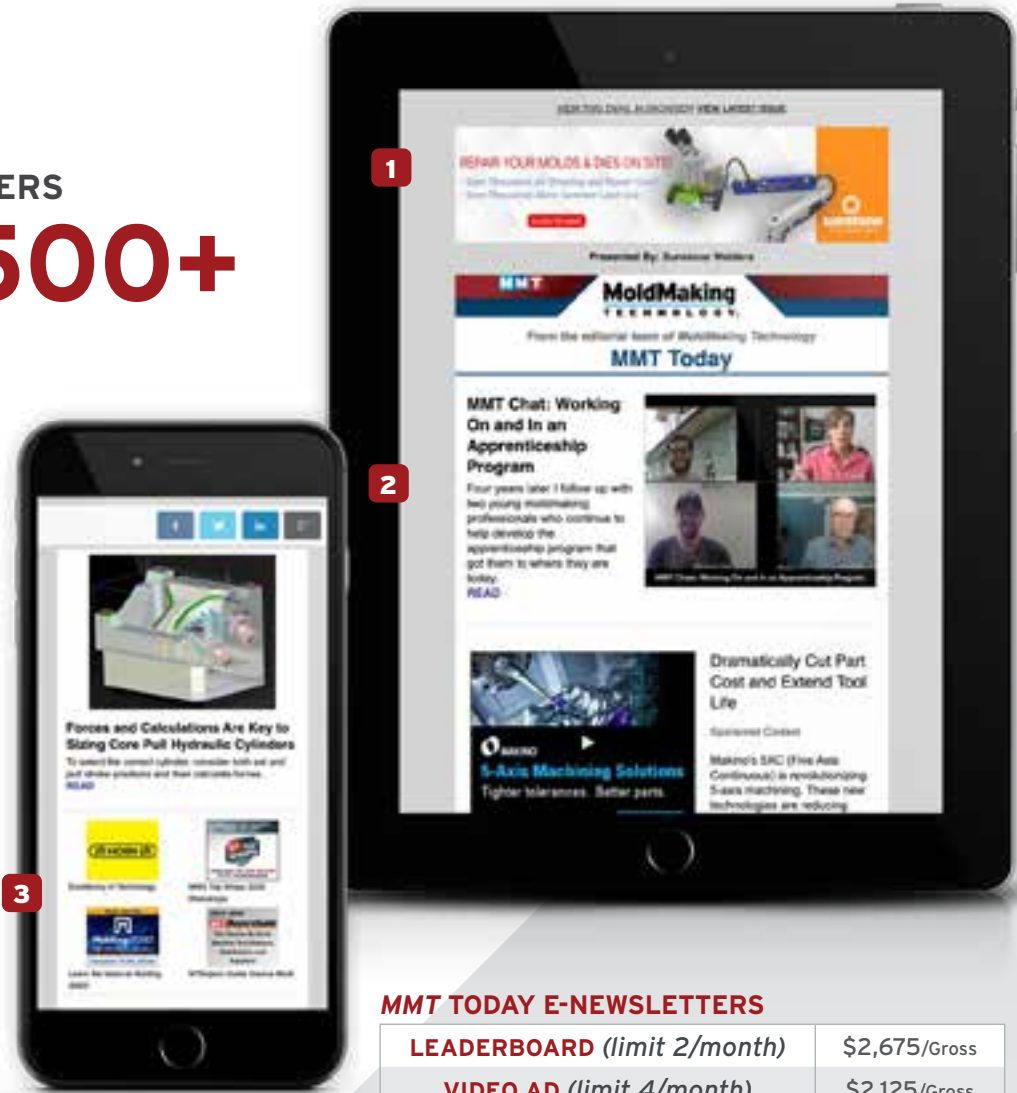


VIDEO AD
TITLE:
(Bold) 50 Characters Max.
(Sponsored Content)
BODY:
Your message and content will be placed here.
Maximum of 200 characters. CTA: (BOLD) 30 characters max.
URL LINK:

3



BANNER-PLUS AD
ARTWORK SIZE: 120 × 100 pixels @ 144 dpi
FILE TYPE: JPG/PNG
BODY COPY/CALL TO ACTION: 45 characters



MMT TODAY E-NEWSLETTERS

LEADERBOARD (limit 2/month)	\$2,675/Gross
VIDEO AD (limit 4/month)	\$2,125/Gross
BANNER PLUS AD	\$1,250/Gross

ESTABLISH YOURSELF AND
YOUR BRAND AS THOUGHT
LEADERS AND SECURE
ACTIVE LEADS!

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

With your investment in
a *MoldMaking Technology*
webinar, you'll receive:

EXPERT MODERATOR: Event promotion in *MMT* magazine

PRINT: A print advertisement in *MoldMaking Technology* promoting your webinar

E-MAIL: Email invitations sent to the *MMT* e-newsletter audience promoting your webinar

LEAD GENERATION: Custom lead report and access to all live and archived webinar registrants

ONLINE: An archive of the webinar session on *MoldMakingTechnology.com* for 6 months

PRICE:
\$8,250 (gross)

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



NEW FOR 2021

 **GARDNER PREMIER
DISCOUNT OPPORTUNITY**
See page 15 for details.

STRATEGICALLY POSITION YOUR BRAND'S MESSAGE NEXT TO OUR CONTENT.

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader in the moldmaking industry.

Native Advertising

MMT'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 done by the staff at *MoldMaking Technology*. Native content can live on the pages of *MoldMaking Technology*, inside of *MMT Today* or online at [MoldMakingTechnology.com](#).

NATIVE ADVERTISING INVESTMENT:

\$7,250

(per month, gross)

Sold in 3 consecutive month increments

Knowledge Centers

A 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 that 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

KNOWLEDGE CENTER INVESTMENT:

\$5,000

(per month, gross)

Sold in 12 consecutive month increments



CONTENT CREATION ▶ CONTENT PROMOTION ▶ CAMPAIGN ANALYTICS



Retargeting

This is an opportunity to reinforce your brand and your message by engaging with *MMT's* online visitors as they move to other sites. Retargeting makes sure your brand stays on the minds of the targets most important to your company by driving traffic to your site, announcing a special offer, or introducing a new product or service.

INVESTMENT:
\$4,000 (per month, gross)



EPrints

EPrints allow you to distribute your custom content directly to the inboxes of *MoldMaking Technology* readers and subscribers. Formatted like an *MMT* editorial piece, an EPrint gives your brand authority and top-notch presentation, immediately establishing you as a brand leader to *MMT's* valuable subscriber base.

INVESTMENT:
\$1 per name (net)
\$2,500 minimum



Content Collections

Content Collections allow you to generate leads from professionals who are active in your field of work. *MMT* will curate a collection of our expert content centered on your particular focus in the industry. By gatekeeping this content, your company will collect leads from the most active, engaged users within your automotive focus.

INVESTMENT:
\$15,000 (gross)
Sold in 2 consecutive month increments



Direct Traffic Marketing

DTM pieces are demand generation campaigns that use a variety of digital platforms to directly drive traffic to your website or desired location. These types of campaigns are an effective means of lead generation by driving visitors to gated content. DTM campaigns can include digital ads positioned across multiple platforms, targeted Custom Tech Briefs, sponsored content advertisements in email newsletters and highly targeted social media campaigns.

INVESTMENT:
\$8,000 (per month, gross)
Sold in 3 consecutive month increments

SEPTEMBER 21-23, 2021*
amerimoldexpo.com

THE ONLY AMERICAN TRADESHOW
PUTTING THE ENTIRE MOLDMAKING
LIFECYCLE ON THE SHOW FLOOR!

Amerimold is the premier tradeshow event for the moldmaking industry. Attracting over 150 exhibitors and over 2,500 attendees, Amerimold provides the moldmaking industry a yearly home where networks are grown, business partnerships are made and evolving technologies and strategies are taught. This is a can't miss event for any company looking to build and extend its footprint in the moldmaking industry.

In 2020, Amerimold produced its first-ever remote event, Amerimold Connects. AME CNX brought hundreds of moldmaking professionals to our custom online showroom, where attendees chat with exhibitors, view live and on-demand educational sessions and access a 24-hour *MoldMaking* Community Forum to network with exhibitors and attendees. With over 1,400 attendees, the Amerimold brand proved that a beneficial event can still happen during social distancing.

AMERIMOLD FEATURES:

- Free Tech Talk Series
- VIP Networking Reception
- Over 150 Qualified Exhibitors
- Live Sourcing Fair



* Given the changing situation with COVID as of press time, plans for events are still being developed. We anticipate to hold the show in the fall of 2021. Please check the website for up to date information.

MAKE YOUR BRAND MORE
VISIBLE BY BEING ON
MMT'S PAGES AT THE
INDUSTRY EVENTS.

SPONSORSHIPS AVAILABLE!
CONTACT YOUR MMT SALES
REPRESENTATIVE FOR DETAILS.



NPE2021
The Plastics Show

MAY 17-21, 2021 | ORLANDO, FL

NPE is the largest plastics trade show in the Americas. With more than 1 million net square feet of exhibit space, NPE unites the global plastics industry together in one space. *MoldMaking Technology* will have our own booth, putting our entire line of products on display for thousands, and giving your brand the opportunity to be seen by a global audience of plastics professionals.

**Make sure you're advertising in MMT to be seen at the country's
biggest plastics show!**

npe.org

*Dates subject to change.



Molding2021

Leaders and innovators in injection molding from around the globe will gather at Molding 2021 for the opportunity to see and hear from experts on process management, materials development, automation, tooling, additive manufacturing and materials handling and drying.

Gain visibility for your brand with a Molding 2021 sponsorship!

moldingconference.com

*Dates subject to change.



MAKE YOUR BRAND STAND OUT IN THIS HYPER-FOCUSED ISSUE.

MMT's 2021 Technology Review and Sourcing Guide offers readers the opportunity to compare and contrast products and services offered by leading industry technology and service suppliers, all in a convenient, one-stop-shop environment.



It's easy to get started on your **FREE** full-page Company Profile:

- 1. Reserve your full-page ad space with your MMT sales representative.
- 2. Send us your company logo (.eps or .tiff file required).
- 3. Create 1, 2 or 3 product profiles each with one image and a 75-word description.
- 4. Provide us with the URL that you would like to feature in the screenshot of your website, along with a 30-word description.

AD CLOSE DATE: June 1, 2021

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.

We value you and want to reward your investment in the valuable media we produce.

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 the Gardner 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 on Gardner's products receives an expanded Supplier Showroom in the brand where they have the highest spend.



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 *MoldMaking Technology* media consultant for more information.

MoldMakingTechnology.com

MoldMaking TECHNOLOGY®

PM/PRODUCTION Machining

Modern Machine Shop

AM ADDITIVE MANUFACTURING

PT Plastics Technology
USA and Mexico Media

PF PRODUCTS FINISHING
USA and Mexico Media

CW CompositesWorld

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