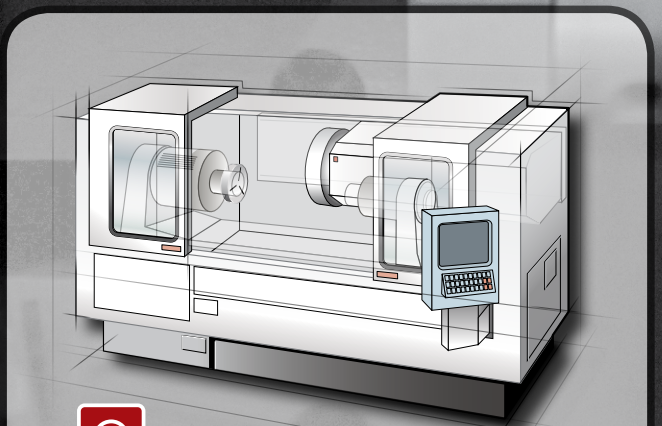
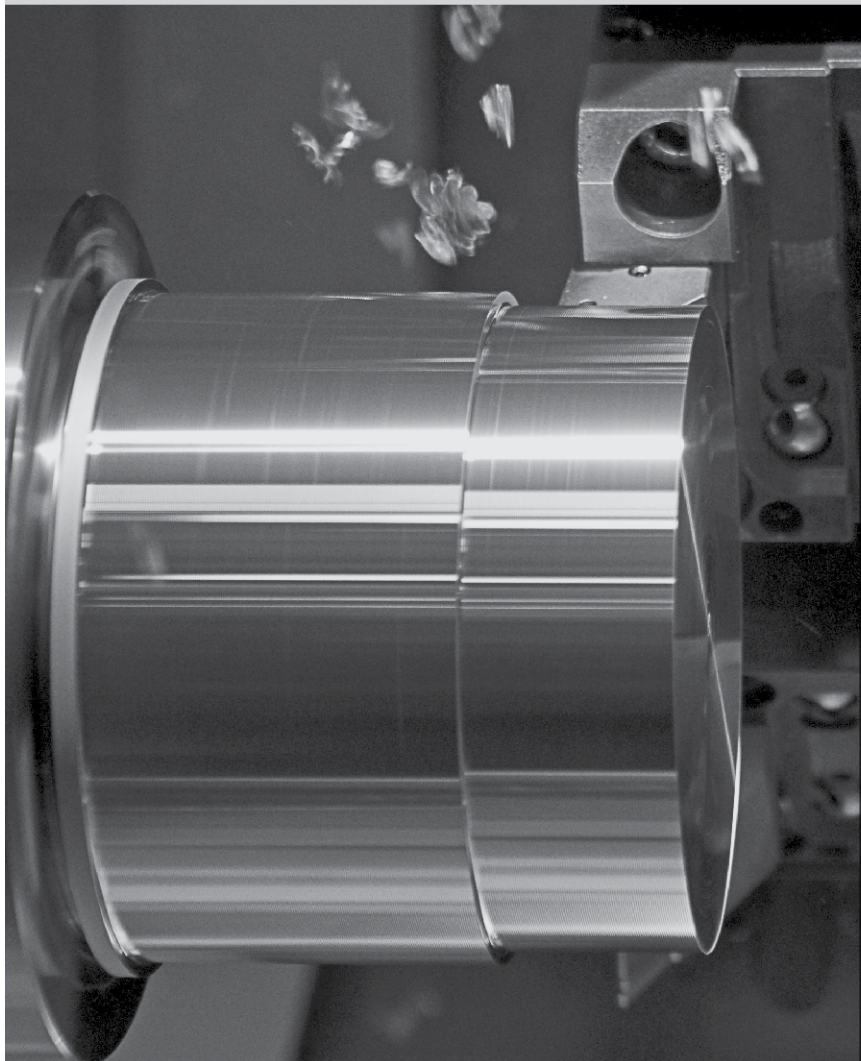


TECHSPEX

2020 Media Guide



NUMBER OF TOOLS

MIN

MAX



MAX TABLE WIDTH

MIN

MAX



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



DIGITAL:

18,750⁺
AVERAGE MONTHLY PAGE VIEWS

Deliver your message to a robust audience of metalworking professionals.



EMAIL:

Techspex eNewsletter Push

4,400⁺
MONTHLY SUBSCRIBERS

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



ONLINE:

Techspex.com

5,300⁺
UNIQUE MONTHLY USERS

Thousand of potential clients logging in each month to find answers to their equipment needs.



LEAD GENERATION:

Techspex Weekly Lead Report

15
REGISTRANTS WEEKLY (ON AVERAGE)

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

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

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

Registered Qualified Buyers cont.



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



MILITARY

American Rifle Co Inc
President

Colt Manufacturing
Manufacturing Engineer

Crane Army Ammunition Activity
Planner - Estimator

General Dynamics
Manager of Manufacturing Engineer-
ing

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
ME

US Navy
Airframes Division Officer

US 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 *Automotive Design & Production*.



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**

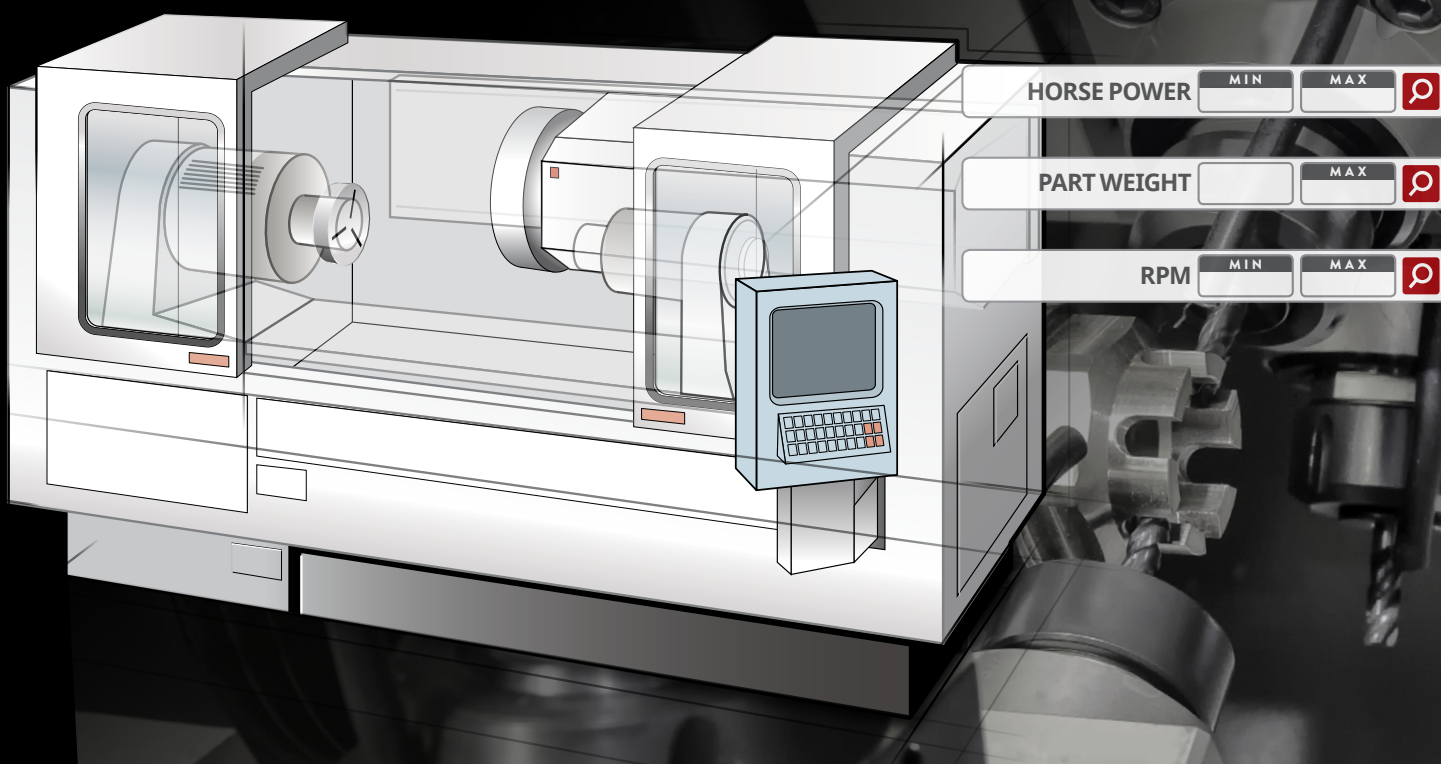
"Throughout the industrial buying cycle, brand impression is the most important factor in a manufacturing prospect's initial vendor selections."

Gardner Business Intelligence, Lead Generation in Manufacturing Facilities

Techspex Integrated Media Ad Packages

ADVERTISING PACKAGE	MONTHLY
SITE SPONSORSHIP	\$2,400 Gross
MACHINE TECHNOLOGY SPONSORSHIP	\$1,850 Gross
TOOLING / WORKHOLDING SPONSORSHIP	\$1,850 Gross
SUPPLIER DIRECTORY SPONSORSHIP	\$1,000 Gross

BUY UPS	AMOUNT
E-PRINT TEMPLATE	\$1 per name (minimum 5,000)
ADD-A-ZONE SPONSORSHIP	Additional zone packages are available at 50% discount



SITE SPONSORSHIP PACKAGE

\$2,400 PER MONTH

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



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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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

Major pages within selected Machining Zone

Model Search Page and Results

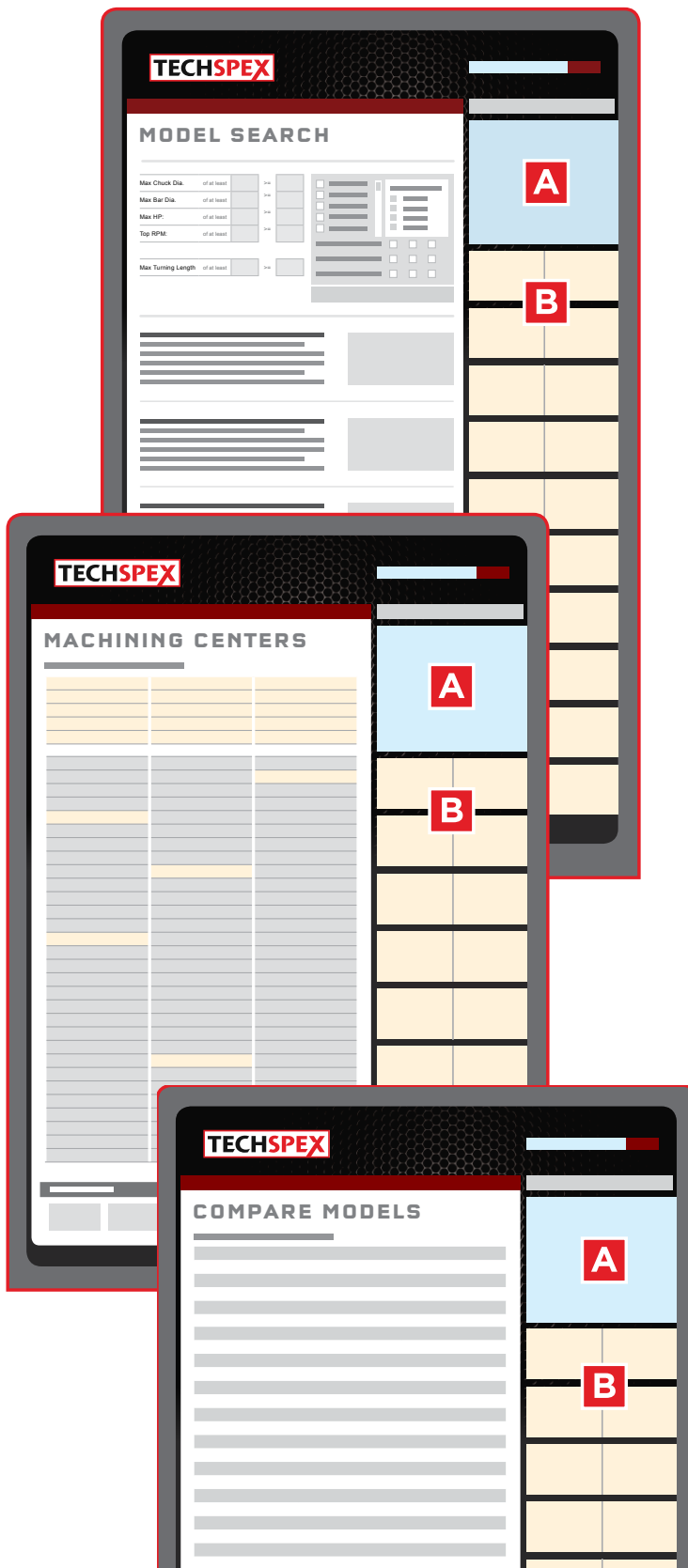
Builders, Distributors and Compare Models pages

Value Added Benefits

Slotting

Expanded Showroom

Enhanced Model Pages



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

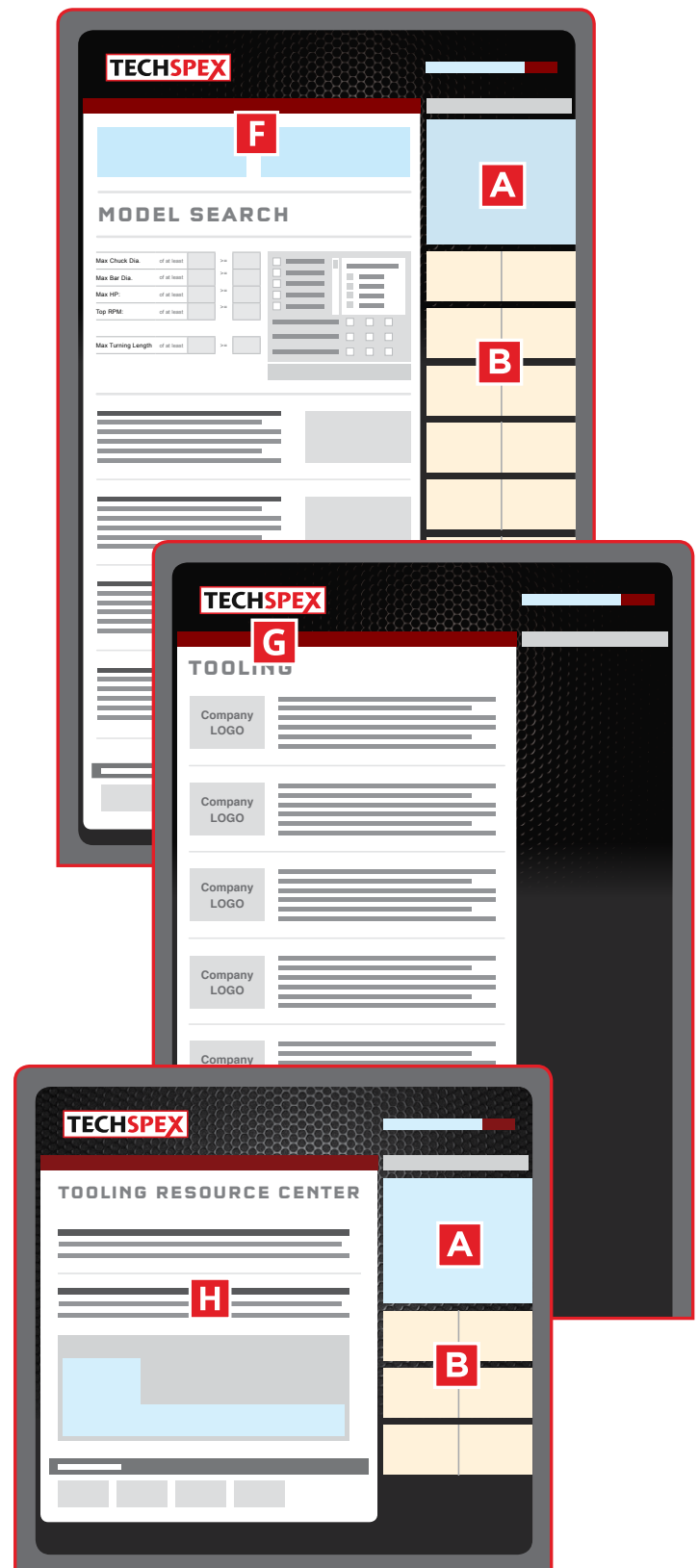
Value Added Benefits

Slotting

Expanded Showroom

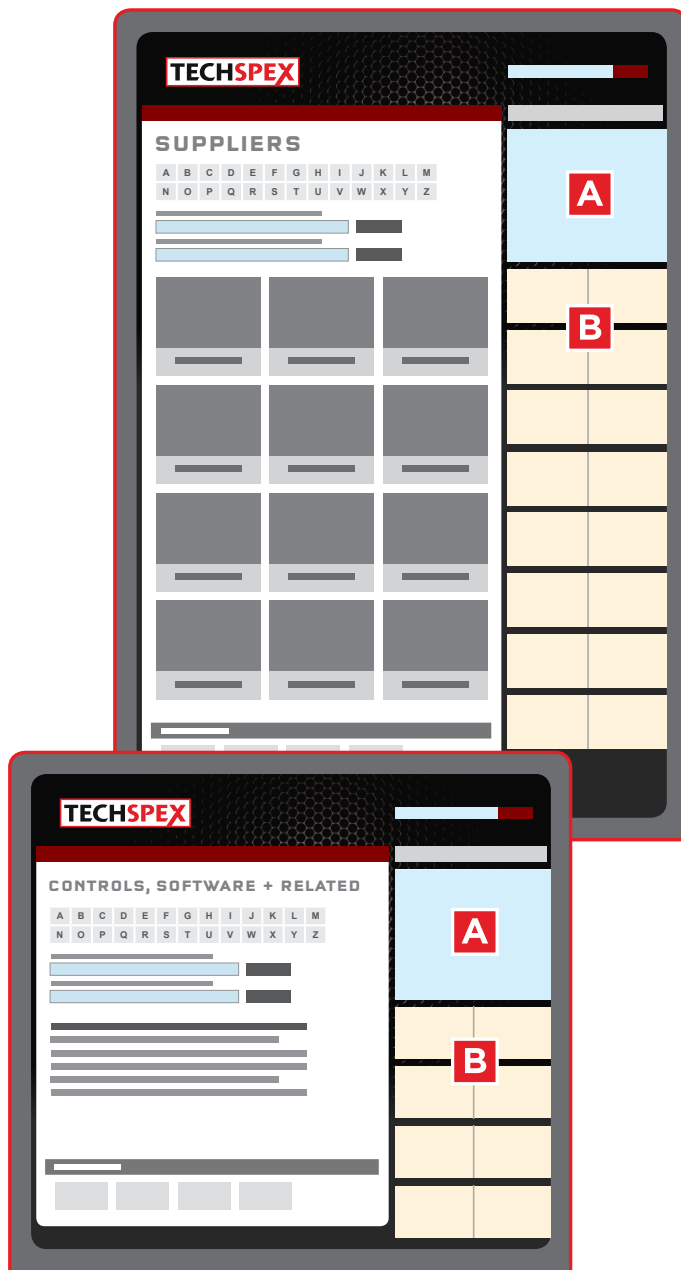
Enhanced Model Pages

Custom Microsite



SUPPLIER DIRECTORY SPONSORSHIP

\$1,000 PER MONTH



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
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

Banner Placements

All Supplier pages

Value Added Benefits

Slotting

Expanded Showroom

Enhanced Model Pages

The Machine Tool Sales Engine

TECHSPEX

Techspex.com



Publisher
Bryce Ellis
bellis@gardnerweb.com



Sales Manager
John Campos
jcampos@gardnerweb.com

NATIONAL OFFICES/SALES REPRESENTATIVES:

CINCINNATI HQ / CENTRAL

ph 513-527-8800
fx 513-527-8801

OHIO/EAST COAST

BRYCE ELLIS
bellis@gardnerweb.com
ph 513-527-8970

BRIAN CRIDER

bcrider@gardnerweb.com
ph 513-527-8899

CHICAGO / MIDWEST

JOHN CAMPOS
jcampos@gardnerweb.com
ph 630-345-3467

JOE CAMPISE

jcampise@gardnerweb.com
ph 630-345-3466

PITTSBURGH / EAST COAST

ANTHONY PAVLIK
apavlik@gardnerweb.com
ph 917-838-8734

LOS ANGELES / WEST COAST

RICK BRANDT
rbrandt@gardnerweb.com
ph 513-766-5864

INSIDE SALES ASSOCIATES

BRIAN E. WERTHEIMER
District Manager (Western US)
brianw@gardnerweb.com
ph 513-527-8806

MAALIK BOMAR

Account Manager (Eastern US)
mbomar@gardnerweb.com
ph 513-527-8857

INTERNATIONAL OFFICES AND SALES REPRESENTATIVES:

EUROPE

EDWARD KANIA
RGH International (UK)
ph 44-1663-750242
ekania@btopenworld.com

TAIWAN

MAY HSIAO
J&M Media (Taiwan)
ph 866-4 2296-5959
may@jandm.com.tw

GARDNER BUSINESS MEDIA CORPORATE STAFF:

CHAIRMAN

RICHARD KLINE, CBC
kline@gardnerweb.com

PRESIDENT

RICHARD KLINE, JR.
rkline2@gardnerweb.com

CHIEF FINANCIAL OFFICER

ERNEST BRUBAKER
ernieb@gardnerweb.com

CHIEF TECHNOLOGY OFFICER

PHIL LOUIS
plouis@gardnerweb.com

CHIEF MARKETING OFFICER

MELISSA KLINE SKAVLEM
mskavlem@gardnerweb.com

CHIEF DATA OFFICER

STEVEN KLINE, JR.
skline2@gardnerweb.com

DIR. OF EVENTS & CONFERENCES

ALLISON KLINE MILLER
allison@gardnerweb.com

DIR. OF ADVERTISING & PRODUCTION

WILLIAM CALDWELL
billc@gardnerweb.com

DIR. OF AUDIENCE ENGAGEMENT

DAVE NECESSARY
dneccessary@gardnerweb.com

DIR. OF CONTENT AND WEB

KATE HAND
khand@gardnerweb.com

DIR. OF MARKETING & CREATIVE

JEFF NORGORD
jnorgord@gardnerweb.com

DIR. OF CUSTOM CONTENT

TOM BEARD
tbeard@gardnerweb.com

GARDNER METALWORKING GROUP



mmsonline.com



productionmachining.com



moldmakingtechnology.com



additivemanufacturing.media



ADandP.media



Techspex.com



6915 Valley Ave. Cincinnati, OH 45244-3029 PH 513-527-8800 FAX 513-527-8801 gardnerweb.com