

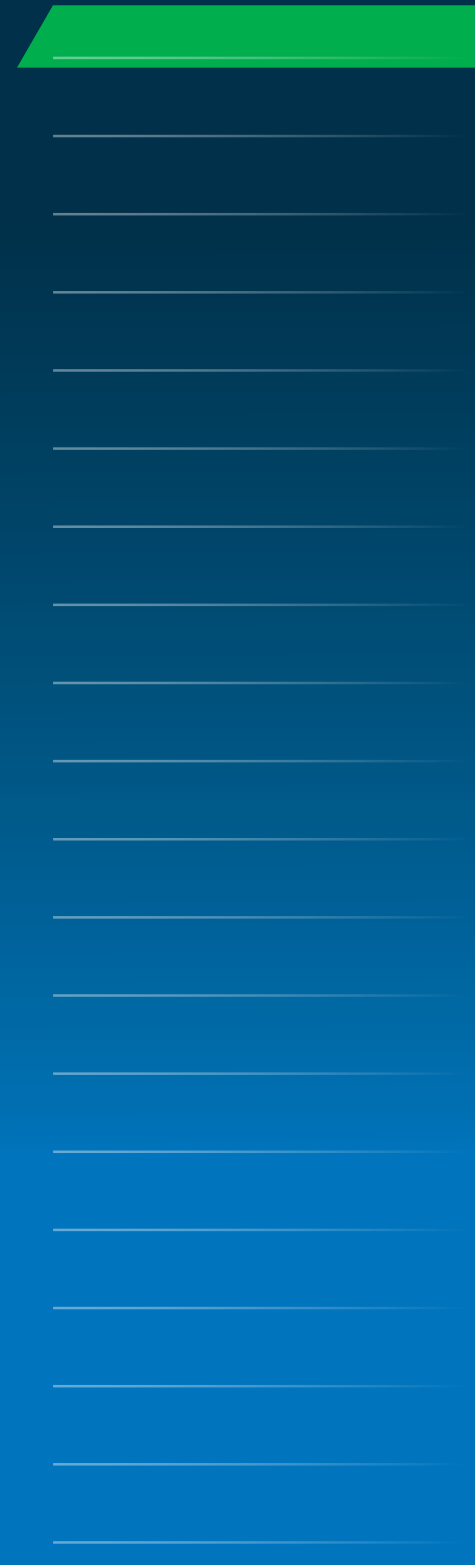


CONNECT WITH INDUSTRIAL  
3D PRINTING TECHNOLOGY BUYERS

**2024** MEDIA GUIDE

[AdditiveManufacturing.media](https://AdditiveManufacturing.media)

 A property of Gardner Business Media





GOING FAR BEYOND THE MAGAZINE PAGES AND FAR BEYOND YOUR EXPECTATIONS



MEXICO

INDUSTRIAL MANUFACTURING EVENTS



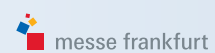
INDUSTRY EXTENSIONS



EVENT PARTNERSHIPS



ASSOCIATION PARTNERS



We started out 95 years ago with one magazine and a boundless passion for sharing the expertise, innovations and stories that move manufacturing forward. Since then, we've grown and gained a distinct mastery in explaining industrial technologies and processes that are celebrated by, and in, our vertical products and services, spread widely across the markets that deeply impact our world every day.

Today, Gardner Business Media is an award-winning, full-service marketing network of progressive industrial media brands, events and experiences. Our team will help you build a uniquely powerful strategy from our comprehensive menu of marketing services and solutions, and work directly with you to reach your goals and stay within your budget.

While we'll never forget our single-magazine origins or cease to honor the legacy of our past, the dedicated, talented team at Gardner Business Media is committed to vitalizing the future, YOUR future, and ensuring we always make the best and freshest opportunities for you to succeed and rise straight to the surface.



Modern Machine Shop published June 1928 by Gardner Business Media



# The Industrial Media Network for Serious Industrial Buyers

*Additive Manufacturing Media* provides high-value industrial sales and marketing solutions that deliver meaningful ROI for your business.

**Audience + Content + Channels = Results**



Qualified professionals actively requesting and engaging with our content.



Unbiased information and insights that attract, educate and influence.



Integrated media channels that are known, trusted, shared and visited.



More leads that convert into a bigger and better return from your investment.





# A MARKET WITH A DIFFERENT MINDSET

## Meet the M2M Buyers

Standard marketing tactics that work well in the B2C and B2B world aren't guaranteed to hit the mark with the M2M (Manufacturer to Manufacturer) audience. Research conducted specifically about M2M decision-makers reveals consistent behaviors and preferences beyond basic demographics. To effectively reach this unique audience of hands-on industrial engineers, entrepreneurs and executives, you need to understand how these individuals make purchasing decisions and the right way to communicate with them.



### Your Buyer



Conducts up to 45% of research offline



Conducts research using at least three types of media



Values advertising but dislikes feeling they are being "sold to"

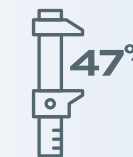
### Your Buying Team



Consists of three or more team members



Includes alternate vendors in 94% of purchases



Is motivated by technology need in 47% of purchases

### Media Preferences



Favors non-sponsored search results from known online sources



Likes how-to and demo videos but dislikes ads that cannot be skipped



Gravitates toward known, trusted and unbiased information sources



### LEARN MORE ABOUT YOUR BUYER

Download the latest results from our Industrial Buyer Survey.

[gardnerweb.com/manufacturing-insights/ibi](http://gardnerweb.com/manufacturing-insights/ibi)

## Let Us Help

Gardner Business Media understands your buyers, and we also have the data, expertise and approach to provide you with the right solutions to reach your goals.



# Let's Get Started

Successfully reaching and convincing industrial buyers requires an ongoing marketing strategy that is informed, coordinated and sustainable. We are here to help and support you on your marketing journey. No matter what your marketing goals are, *Additive Manufacturing Media* and Gardner Business Media have the right solutions for you.



## Brand Awareness

Build recognition for your company's distinct products, services and reputation

**MAGAZINE & DIGITAL DISPLAY ADVERTISING**

Magazine and Website Advertising  
Offsite Retargeting  
e-Newsletter Display Advertising



## Demand Generation

Identify qualified decision-makers who have real purchasing intent and lead them straight to your website

**PERFORMANCE DIGITAL PROGRAMS & EVENTS**

e-Prints  
Direct Traffic Program  
Trade Shows and Conferences



## Lead Generation

Produce quality prospective buyers to be added into your actionable sales pipeline

**PERFORMANCE DIGITAL PROGRAMS & EVENTS**

Webinars  
Gated Content Marketing  
Trade Shows and Conferences



## Thought Leadership

Become a trusted, respected authority in your industry to increase loyalty to your brand

**CONTENT MARKETING PROGRAMS**

Native Advertising  
Sponsored Microsite  
Content Boost



## Market Intelligence

Collect truthful, unbiased industry data that informs your marketing and messaging plans

**GARDNER INTELLIGENCE**

Custom Research  
Industry Benchmarking  
Audience Insights



## CUSTOM SERVICES

Relying on the right media partner to consult with and learn from is a hallmark of every successful marketing program. You're not in this alone. Leverage the *Additive Manufacturing Media* team of experts to help you accelerate your programs and realize faster, bigger and better results.

## NEED AN EXTRA HAND? WE CAN HELP!

- Content Creation
- Video Production
- Event Promotion
- Graphic Design Services

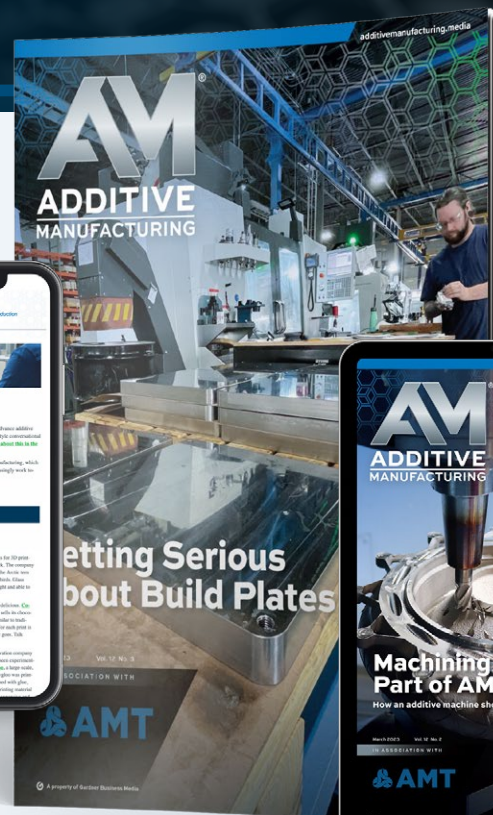
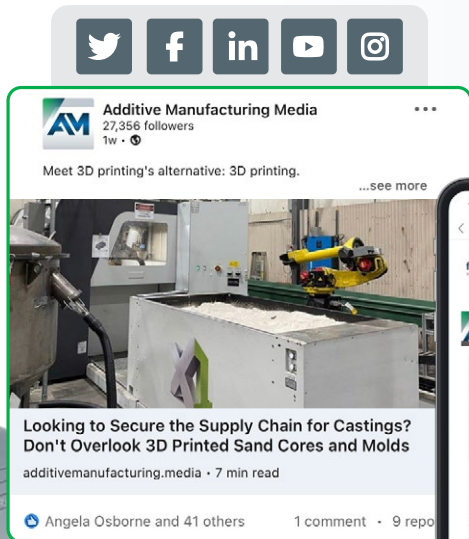
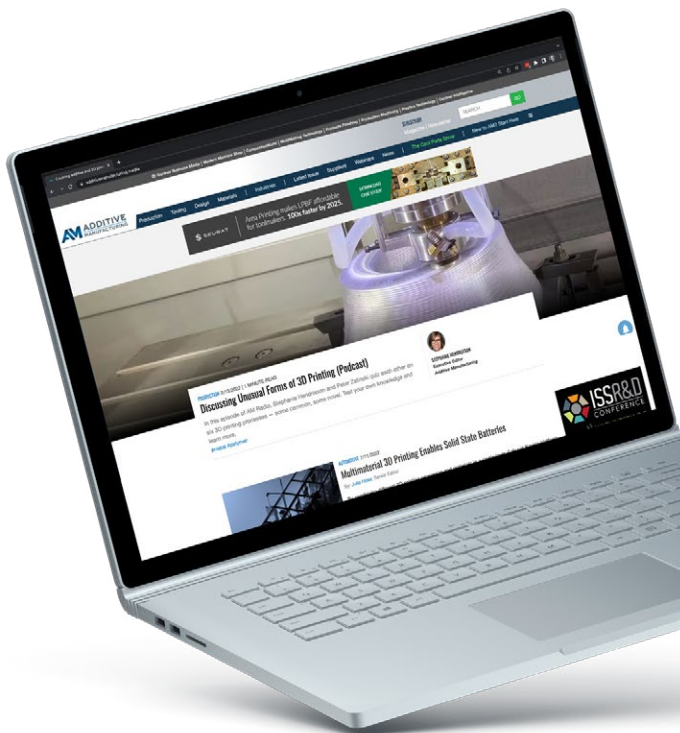
Contact your Gardner sales representative to learn more.

## An Intense Passion for the Industry

Our professional team of sales, marketing and digital products and services professionals are standing by to help you craft your custom program. On the following pages, learn how *Additive Manufacturing Media* is poised to help you best reach and connect with your prospects and convert them into customers.



# BRAND OVERVIEW



**ONLINE**  
**38,500+**  
AdditiveManufacturing.media  
monthly page views

**EMAIL**  
**30,500+**  
E-Newsletter  
subscribers

**SOCIAL**  
**64,500+**  
followers

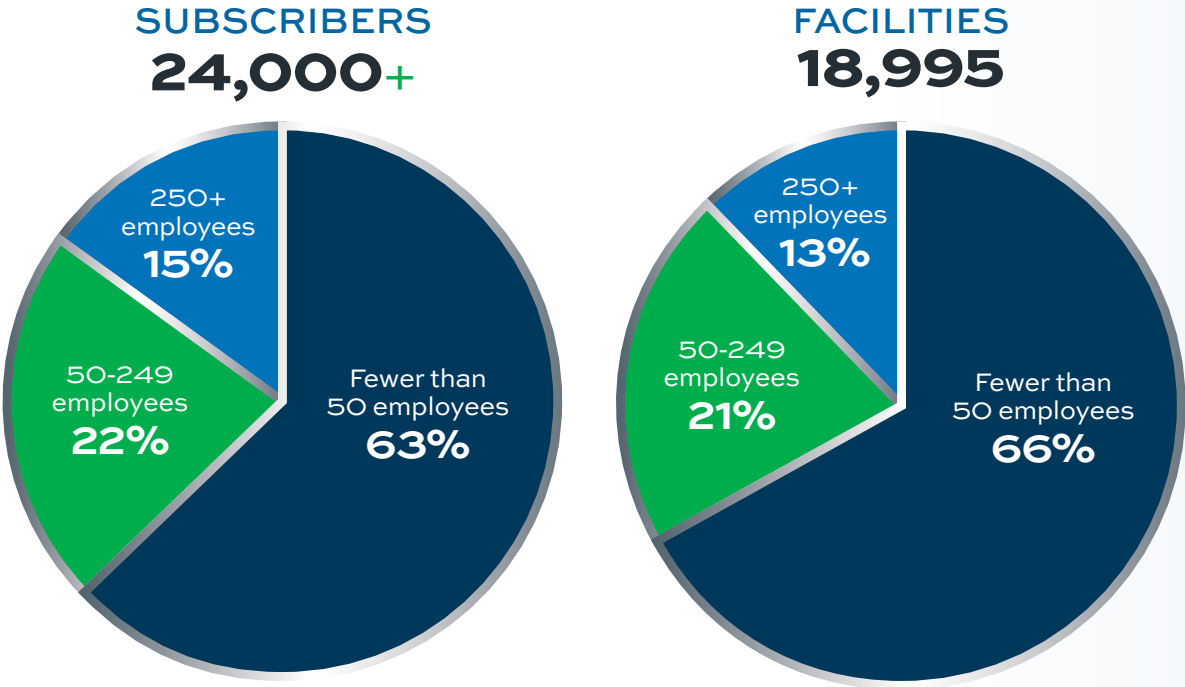
**MAGAZINE**  
**24,000+**  
total market distribution

Additive Manufacturing Media keeps your brand and message connected.

**3,016,000+**  
Annual Audience Impact — magazine | online | email

# Additive Manufacturing Media reaches manufacturing professionals at facilities of all sizes in every major industry.

## Facility Size



## Top Industrial Production Markets



### Top Job Titles and Functions

Company Management / Corporate Executive / Purchasing	11,197	46%
Engineering Mgmt & Dept	4,486	19%
R&D, Design, QA Mgmt & Dept	3,127	13%
Production Mgmt & Dept	2,793	11%

The *Additive Manufacturing Media* editorial staff has unparalleled access to the people and places that are advancing 3D printing for production.



Peter Zelinski  
Editor-In-Chief

### Peter Zelinski

Pete is the founding editor of *Additive Manufacturing Media*, helping to launch the brand in 2012. One of the leading voices reporting on industrial manufacturing technology, Pete has been following the advance of 3D printing since the beginning of its application to industrial production. He is a regular speaker at *Additive Manufacturing Media* events and co-host of *The Cool Parts Show* and *AM Radio*. Pete has also served as editor-in-chief of *Modern Machine Shop* magazine, where he has written about CNC machining technology and issues in manufacturing for over 25 years.

[pzelinski@additivemanufacturing.media](mailto:pzelinski@additivemanufacturing.media)



Stephanie Hendrixson  
Executive Editor

### Stephanie Hendrixson

Stephanie has covered 3D printing technology and applications for *Additive Manufacturing Media* since joining the brand's editorial staff in 2015. She previously worked for AM's sister publication, *Modern Machine Shop*. Stephanie has reported extensively on topics including sustainability and data security as they relate to AM, and she is the co-creator of both *The Cool Parts Show* and the *AM Radio* podcast.

[shendrixson@additivemanufacturing.media](mailto:shendrixson@additivemanufacturing.media)



Fiona Lawler  
Associate Editor

### Fiona Lawler

Fiona reports on 3D printing technology and implementation as associate editor for *Additive Manufacturing Media*. As AM's newest writer and content creator, Fiona pursues original stories for the brand's newsletters, website and magazine, and has begun to add her voice to the *AM Radio* podcast.

[flawler@additivemanufacturing.media](mailto:flawler@additivemanufacturing.media)



Angela Osborne  
Managing Editor

### Angela Osborne

*Additive Manufacturing Media*'s managing editor, Angela has served in similar roles for sister publications involved with finishing, metalworking and plastics. She formerly served as a communications specialist for Ford Motor Company.

[aosborne@gardnerweb.com](mailto:aosborne@gardnerweb.com)



Jodee McElfresh  
Digital Associate Editor

### Jodee McElfresh

Jodee is the digital associate editor for *Additive Manufacturing Media*, managing AM's digital channels including the website, newsletters and social media accounts. She brings experience from the worlds of higher education, leadership development and mission advancement.

[jmcfresh@additivemanufacturing.media](mailto:jmcfresh@additivemanufacturing.media)



# AM 2024 EDITORIAL CALENDAR

## RECURRING EDITORIAL COVERAGE

Published six times per year, *Additive Manufacturing* magazine is devoted to the advancement of 3D printing with an emphasis on industrial production.

## PROCESS + APPLICATION

### Metal AM

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

### DFAM

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

### 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 lead time savings for parts such as tooling.

### Hybrid AM

Additive can integrate with machining in one platform, completing parts or repairs in one cycle.

### Polymer AM

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

### 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.

### Sustainability

AM is accelerating the advance of sustainable manufacturing practices and the circular economy.

### Materials

New alloys, new chemistries and new material compositions offer AM's most vital area of design freedom.

### Software

AM involves not just the 3D printer but also software for managing and controlling the build.

### Enterprise

Succeeding with AM calls for changes throughout the organization, not just in manufacturing.

### Supply Chain

Digital manufacturing is responsive manufacturing. AM offers a solution for resilient sourcing.

## END MARKETS

### Aerospace/Aviation

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

### Automotive/Transportation

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

### Consumer Electronics

Precise, microscale AM technology enables tiny connectors and components for small electronic devices.

### Medical/Dental

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

### Energy/Power

AM promises better-performing components for oil and gas drilling as well as for turbines.

ISSUE (CLOSING DATE)	INDUSTRY EVENTS
JANUARY/FEBRUARY (12/1/23)	
MARCH/APRIL (2/1/24)	RAPID +TCT (Anaheim, CA)
MAY/JUNE (4/1/24)	NPE2024: THE PLASTICS SHOW (Orlando, FL)
JULY/AUGUST (6/3/24)	
SEPTEMBER/OCTOBER (8/1/24)	IMTS: INTERNATIONAL MANUFACTURING TECHNOLOGY SHOW (Chicago, IL)
NOVEMBER/DECEMBER (10/1/24)	FORMNEXT FRANKFURT (Frankfurt, DE)



### FOR ADVERTISING INFORMATION:

V.P. ADDITIVE MANUFACTURING MEDIA | Rick Brandt, rbrandt@gardnerweb.com  
 ADVERTISING & PRODUCTION COORDINATOR | Patty Caldwell, pcaldwell@gardnerweb.com



6915 Valley Avenue | Cincinnati, OH 45244  
 +1 513-527-8800 | 800-950-8020  
[AdditiveManufacturing.media](https://AdditiveManufacturing.media)

## Who REALLY sees your brand's message and where do they see it?

Going beyond the pages of our bimonthly magazine, the sampling highlights real-life audience members who engage with your products and services through the channels they prefer: magazine, digital, inbox or in person.



### OTIS

**Troy C.**  
Lead Engineer Additive Manufacturing | **Otis Elevator Company**

- Magazine subscriber
- AM Update eNewsletter subscriber
- BuildUp eNewsletter subscriber
- IMTS attendee
- Four-time webinar attendee
- Visits AdditiveManufacturing.media (4-6x per month)

**Ed M.**  
Business Development Manager Americas | **NGF Canada Limited**

- Magazine subscriber
- AM Update eNewsletter subscriber
- BuildUp eNewsletter subscriber
- Additive Manufacturing Conference attendee
- Four-time webinar attendee
- Receives ePrints
- Downloaded an AM Content Collection
- Visits AdditiveManufacturing.media (3-4x per month)

**Michael S.**  
Partner | **Beckatt Solutions**

- Magazine subscriber
- AM Update eNewsletter subscriber
- BuildUp eNewsletter subscriber
- PTXPO and Amerimold attendee
- Thirteen-time webinar attendee
- Downloaded an AM Content Collection

**Glen M.**  
Innovation Manager  
**Wilson Sporting Goods Co.**

- Magazine subscriber
- AM Update eNewsletter subscriber
- BuildUp eNewsletter subscriber
- PTXPO attendee
- Four-time webinar attendee
- Visits AdditiveManufacturing.media (10-13x per month)

**Terry S.**  
CEO | **Composite Technology Concepts LLC**

- Magazine subscriber
- AM Update eNewsletter subscriber
- BuildUp eNewsletter subscriber
- PTXPO and Amerimold attendee
- Three-time webinar attendee
- Visits AdditiveManufacturing.media (2-3x per month)

**Mobin A.**  
Product Development Engineer  
**MedGyn Products**

- Magazine subscriber
- AM Update eNewsletter subscriber
- BuildUp eNewsletter subscriber
- Receives ePrints
- Downloaded an AM Content Collection
- Eight-time webinar attendee
- Visits AdditiveManufacturing.media (3-4x per month)

# AM MAGAZINE ADVERTISING + HIGH IMPACT POSITIONS

Of all the B2B media options, industry magazines remain the leader as the most utilized resource for finding product and process information.

<p><b>2-Page Spread</b></p> <p>Bleed: 16.25" W x 11" H 414 mm x 281 mm</p> <p>Trim: 15.75" W x 10.5" H 400 mm x 267 mm</p> <p>Live Area: 15.25" W x 10" H 387 mm x 254 mm</p>	<p><b>Full Page</b></p> <p>Bleed: 8.375" W x 11" H 214 mm x 281 mm</p> <p>Trim: 7.875" W x 10.5" H 200 mm x 267 mm</p> <p>Live Area: 7.375" W x 10" H 187 mm x 254 mm</p>	<p><b>1/2 Page Vertical</b></p> <p>3.25" W x 9.125" H 83 mm x 232 mm</p>	<p><b>1/2 Page Horizontal</b></p> <p>6.875" W x 4.375" H 175 mm x 111 mm</p>
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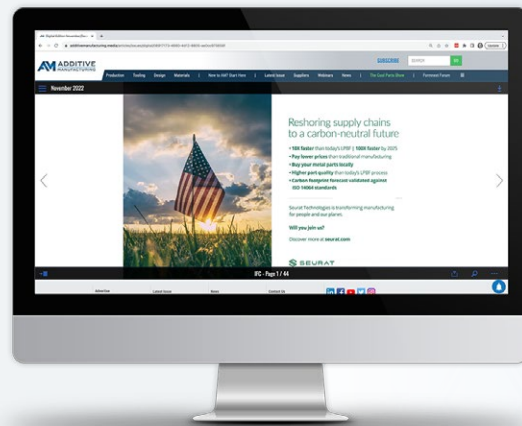
Visit [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral) for more information on print, online and e-newsletter ad specifications.

## Additive Manufacturing Digital Edition

11,900+ Subscribers

### Digital Edition Package Includes:

- Exclusive leaderboard in the Digital Edition distribution email
- Follow-up email to recipients
- Banner advertising on the Digital Edition landing page
- Full-page cover ad on Digital Edition
- Long-lasting impact Digital Editions archived on-site



### Front Cover Tip

This is the highest visibility position we offer. Creates an immediate impression for your brand on first sight.



### Gate Fold Cover

Make a splash with a sponsored foldout page that readers can't miss.



### Custom Insert

Upgrade your ad to get more impact. Heavier stock draws immediate attention to your message.



### Polybag Ride-Along

Tell your own story. Craft the perfect message to deliver to the AM audience without being constrained to the page.

#### FOR ADVERTISING INFORMATION:

V.P. ADDITIVE MANUFACTURING MEDIA | Rick Brandt, [rbrandt@gardnerweb.com](mailto:rbrandt@gardnerweb.com)  
ADVERTISING & PRODUCTION COORDINATOR | Patty Caldwell, [pcaldwell@gardnerweb.com](mailto:pcaldwell@gardnerweb.com)



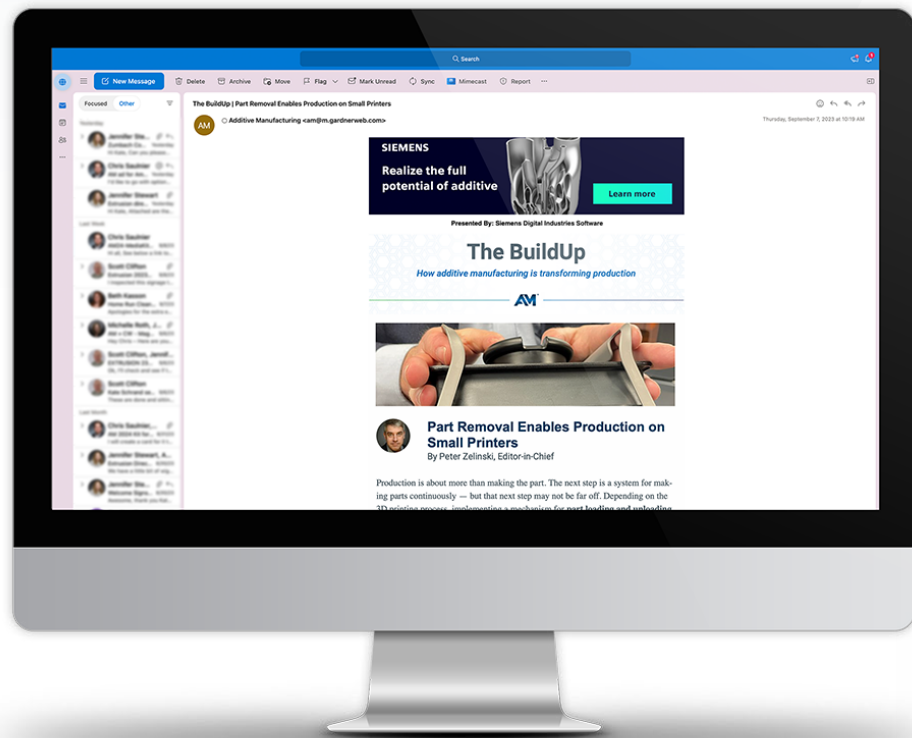
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+1 513-527-8800 | 800-950-8020  
[AdditiveManufacturing.media](http://AdditiveManufacturing.media)



# DIGITAL DISPLAY ADVERTISING

**AM The BuildUp** | **30,500+**  
Subscribers

Advertise your message in *Additive Manufacturing Media's* new editorial newsletter, The BuildUp. Readers of The BuildUp receive original short pieces from our editors directly to their inbox **twice per week**. Help them discover your brand by advertising in this quickly growing newsletter!



## E-NEWSLETTER DISPLAY ADVERTISING

With content curated by *Additive Manufacturing Media* editors, the *The BuildUp* is the premier monthly e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.



### Leaderboard **A**

**Size:**  
600W x 160H pixels; 144 dpi

**File format:**  
PNG or JPG

### Premium Technology Ad **B** & Technology Solutions **C**

**Size:**  
300 x 250 pixels @ 144 dpi

**File format:**  
PNG or JPG

**Title:**  
50 characters max

**Call-to-Action:**  
30 characters max

**Body Copy:**  
200 characters max



## WEBSITE DISPLAY ADVERTISING

### Premium Ad Package

- Includes:**
- Super Leaderboard A**
    - 970 x 90 px @ 144 dpi
    - JPG/PNG | max file size: 200K
    - URL of choice
  - Billboard B**
    - 970 x 250 px @ 144 dpi
    - JPG/PNG | max file size: 250K
    - URL of choice
  - Medium Rectangle C**
    - 300 x 250 px @ 144 dpi (no borders)
    - JPG/PNG | max file size: 150K
    - URL of choice

Positions rotate in unison.

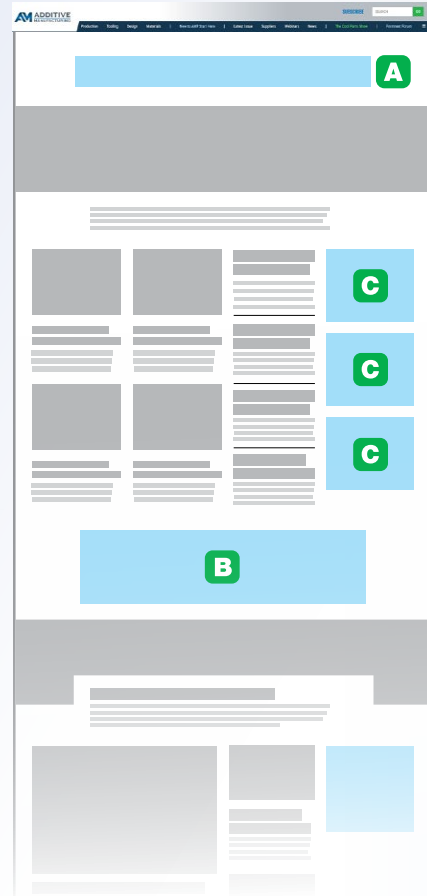
### High Impact Ad Package

- Includes:**
- Super Leaderboard A**
    - 970 x 90 px @ 144 dpi
    - JPG/PNG | max file size: 200K
    - URL of choice
  - Billboard B**
    - 970 x 250 px @ 144 dpi
    - JPG/PNG | max file size: 250K
    - URL of choice

Positions rotate in unison.

### Medium Rectangle Ad

- Includes:**
- Medium Rectangle Ad C**
    - 300 x 250 px @ 144 dpi (no borders)
    - JPG/PNG | max file size: 150K
    - URL of choice



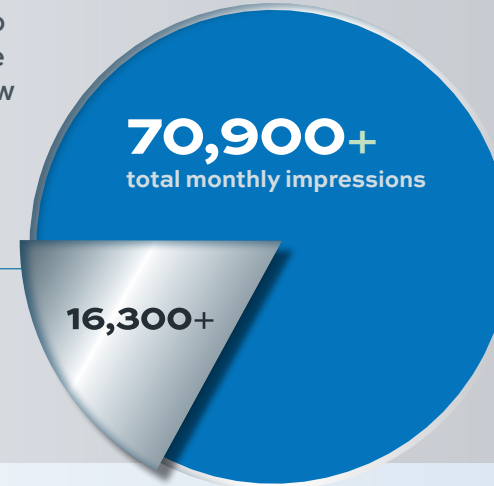
Visit [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral) for more information on print, online and e-newsletter ad specifications.

## AM Manufacturing Network Digital Package

AM online packages provide access to customers in broader markets that are actively looking at 3D printing as a new solution for their manufacturing processes. These markets include:

### AM Manufacturing Network

mmsonline.com  
moldmakingtechnology.com  
ptonline.com  
compositesworld.com  
productionmachining.com



### OFFSITE DISPLAY RETARGETING

Amplify your brand and marketing message by reaching AdditiveManufacturing.media visitors after they navigate away from the site and continue their browsing experience.

#### You receive:

- Extended reach to the *Additive Manufacturing Media* audience through web display advertising
- A monthly activity report including number of impressions and clicks

### NEW FOR 2024!



### OFFSITE VIDEO RETARGETING

As one of the fastest growing mediums in marketing, how-to and demo videos are increasing in popularity for buyers to find products and process information.

#### You receive:

- A pre-roll advertising campaign on YouTube targeting *The Cool Parts Show* channel subscribers and website visitors
- A monthly activity report including number of impressions, views and clicks

Rely on high-quality editorial content crafted to engage your audience, position your brand as an authority and help you rise to the top in brand awareness.

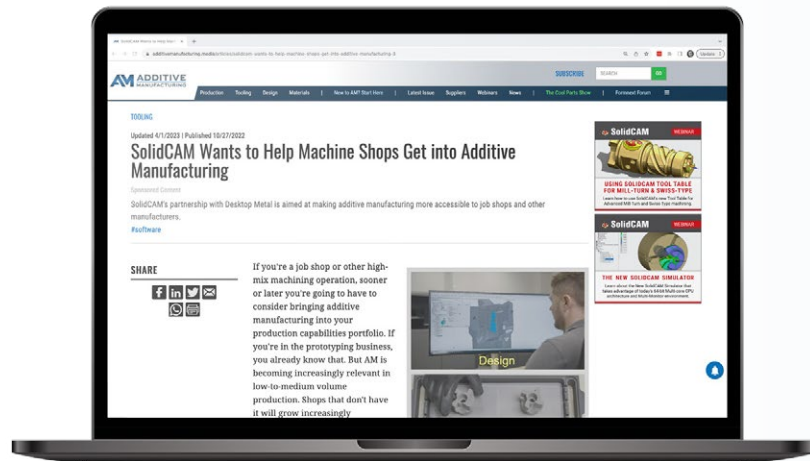


## NATIVE ADVERTISING

Native Advertising delivers your brand's story through a feature-style article, published to the same editorial standards *Additive Manufacturing Media* technical readers have come to expect. Submit your own article or work with Gardner's editorial team to craft a solutions-focused story to educate and engage the industrial manufacturing audience.

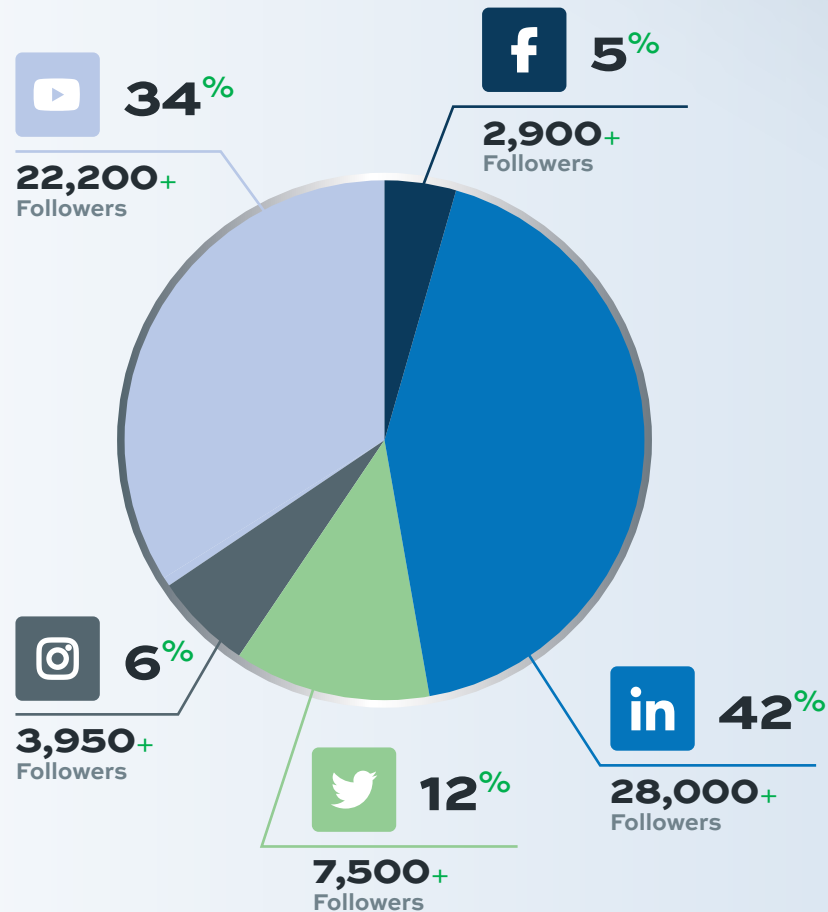
### You receive:

- Exclusive positioning in the sidebar ad well alongside your article
- Multichannel promotion including featured content placement on AdditiveManufacturing.media, e-newsletter advertising and paid promotion in search engines and social media channels
- A monthly performance report including page views and engagements



## AM Social

**64,500+** Followers





## SPONSORED MICROSITE

Establish your company as a thought leader in the additive manufacturing space with an exclusive category-specific microsite hosted within the trusted *Additive Manufacturing Media* environment. Through original content, existing editorial, downloadable documents, images and video, visitors will advance through a learning path on a specific technology.

### You receive:

- A multichannel digital promotion program to drive readers to your co-branded microsite
- Demand and lead generation opportunities embedded throughout your microsite
- A quarterly performance report including impressions, engagement and an audience profile

## NEW FOR 2024!

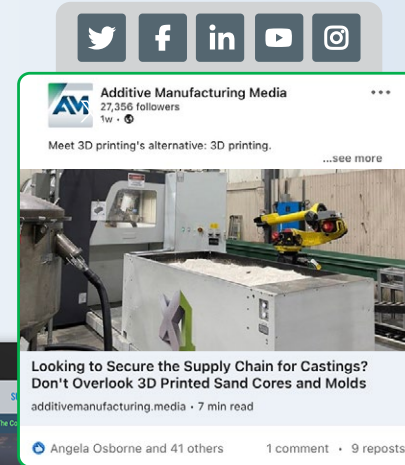
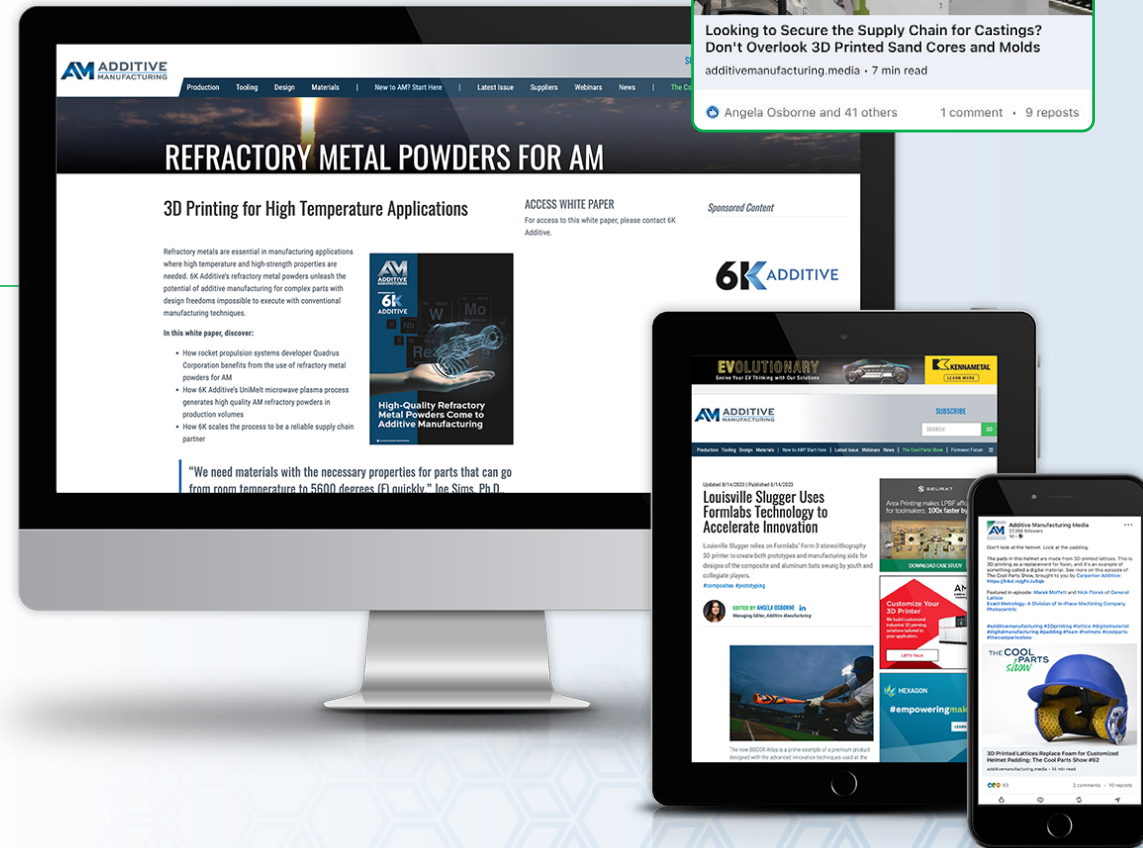


## CONTENT BOOST

Bring new life to existing *Additive Manufacturing Media's* editorial and increase awareness for your products and services. You choose the article and we'll deploy a digital marketing campaign to drive readers to the page.

### You receive:

- Your call to action embedded within the article
- Digital marketing promotion including featured content placement and targeted paid promotion in social media channels
- A monthly performance report including page views and engagements





## Today's technologies and innovations keep pace with how buyers evaluate and make purchasing decisions.

When you're ready for a sophisticated, integrated approach to bringing your products and services to market, *Additive Manufacturing Media* has a comprehensive suite of full-service digital media products.

Going beyond the value of traditional display advertising, our Performance Digital Programs offer a wide and deep array of options to help you hit all your sales goals.



### DIRECT TRAFFIC

See a significant increase in your web traffic through this multichannel demand generation program designed to drive a targeted audience to your website's product page, online marketplace, event landing page or resource center (to name just a few).

#### You receive:

- A custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *Additive Manufacturing Media* eNewsletters
- Targeted paid promotion on social media channels



### GATED CONTENT MARKETING

Fill your sales pipeline with qualified leads who show an active interest in your products, solutions and content with this lead generation program. Feature your technical, solutions-based white paper, case study or eBook on [AdditiveManufacturing.media](http://AdditiveManufacturing.media).

#### You receive:

- A co-branded landing page on [AdditiveManufacturing.media](http://AdditiveManufacturing.media)
- A digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country

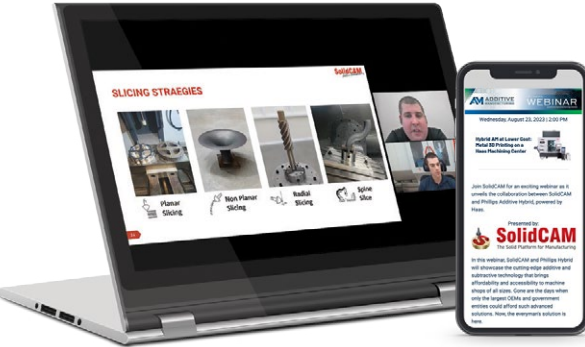


# Match your message to the perfect content.



## WEBINAR

Benefit from top billing. Position your company as a pioneer in additive manufacturing hot topics and secure valuable leads with this exclusive opportunity — only one sponsor per webinar!



## E-PRINTS

When you want to send a direct email message to a targeted selection of *Additive Manufacturing Media's* qualified readers, e-prints are the answer.

**You receive:**

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of *Additive Manufacturing Media* subscribers based on industry, geography, facility size, job title and/or operations performed
- A performance report including data about total delivered, open rate and click-through rate



## THE COOL PARTS SHOW

Each episode of *Additive Manufacturing Media's* YouTube series focuses on an interesting end-use part made additively, discussing not only how the part was made, but also how it illustrates an important aspect of AM's promise. Hosted by editors Stephanie Hendrixson and Peter Zelinski, the show aims chiefly at tomorrow's AM users, appealing to established and future manufacturers who are considering 3D printing and likely to adopt it for their own production. The show has been honored with Niche Media's Nichee Award for Best Use of Video.



## AM RADIO PODCAST

Hosted by the editors of *Additive Manufacturing Media*, the *AM Radio* podcast offers thoughtful, in-depth conversation among the editors about the themes and trends they are seeing in additive manufacturing's ongoing advance. The show provides context for additive within the overall manufacturing landscape, discussing the roles 3D printing is playing and what AM will mean for manufacturing's future.



In sales, nothing compares to a positive, face-to-face interaction with a customer or prospect. *Additive Manufacturing Media* delivers several opportunities across multiple in-person venues to make those valuable connections.

## AM Workshop SERIES '24

In 2024, AM will host several in-depth workshops at world-class facilities and events.



May 2024



May 2024



September 2024



Contact your AM sales rep to sponsor one or all of these events and position your company as a thought leader!



## It's time to book your booth for Formnext Chicago!

Put your brand in front of 3D printing users and evaluators at the only event bringing together the entire additive manufacturing ecosystem.

**formnext**  
CHICAGO

A new home for industrial additive manufacturing

April 8–10, 2025  
McCormick Place | Chicago, IL

Secure your spot at  
[FormnextChicago.com](https://FormnextChicago.com)



# 2024 MEDIA PROGRAM RATES AND PRICING

ALL RATES ARE GARDNER LIST PRICE. RATES EFFECTIVE JULY 1, 2023.

MAGAZINE ADVERTISING		
DISPLAY ADVERTISING: 4-Color Rates		
Spread		<b>\$8,990</b>
Full Page		<b>\$5,905</b>
1/2 Page		<b>\$4,680</b>
PREMIUM COVER POSITIONS		
Front Inside Cover	Back Inside Cover	Back Outside Cover
<b>\$ 7,290</b>	<b>\$6,840</b>	<b>\$6,930</b>
PREMIUM DISPLAY ADVERTISING		
Custom Insert	<b>CONTACT US FOR PRICING</b>	
Polybag Ride-Along		
Gate Fold Cover		
Cover Tip		
DIGITAL EDITION SPONSORSHIP		
<b>\$5,000 per month</b>		

DIGITAL DISPLAY ADVERTISING		
WEBSITE DISPLAY ADVERTISING: ADDITIVEMANUFACTURING.MEDIA		
AD PACKAGE	INVESTMENT/MONTH	
Premium Ad Package <b>A B C</b>	<b>\$4,725</b>	
High Impact Ad Package <b>A B</b>	<b>\$3,300</b>	
Medium Rectangle Ad <b>C</b>	<b>\$2,170</b>	
OFFSITE DISPLAY RETARGETING		
<b>\$4,190 per month</b>		
OFFSITE VIDEO RETARGETING		
<b>\$4,190 per month</b>		
E-NEWSLETTER DISPLAY ADVERTISING:		
AD PACKAGE	AVAILABILITY/ ISSUE	INVESTMENT/ ISSUE
Leaderboard Ad	<b>1</b>	<b>\$2,205</b>
Premium Technology Ad	<b>2</b>	<b>\$2,025</b>
Technology Solutions Ad	<b>4</b>	<b>\$1,700</b>



## GARDNER PREMIER DISCOUNT PROGRAM

### Combine Your Message and Save

Every dollar you invest in a Gardner Business Media Magazine, Digital Product, Content Marketing Program, Performance Digital Program, Special Program Sponsorship, Event or Custom Service counts toward your total program investment and helps you achieve increasing discounts in the tiers below.

<b>\$5,000 - \$9,999</b>	<b>5% OFF entire program</b>
<b>\$10,000 - \$24,999</b>	<b>10% OFF entire program</b>
<b>\$25,000 - \$39,999</b>	<b>15% OFF entire program</b>
<b>\$40,000 - \$64,999</b>	<b>20% OFF entire program</b>
<b>\$65,000 - \$99,999</b>	<b>25% OFF entire program</b>
<b>\$100,000+</b>	<b>30% OFF entire program</b>

E-prints, *Modern Machine Shop Mexico* and *Plastics Technology Mexico* products, event sponsorships and booth space, content writing fees and direct mail projects are not included in the Gardner Premier Discount Program at this time.

Discuss custom options and details with your Gardner Business Media sales representative.



RICK BRANDT  
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CONTENT MARKETING PROGRAMS	
Native Advertising*	<b>\$8,600 per month</b> <i>(sold in 3 consecutive month increments)</i>
Sponsored Microsite	<b>\$5,235 per month</b> <i>(sold in 12 consecutive month increments)</i>
Content Boost	<b>\$5,500 per month</b>
*ADDITIONAL OPTIONS WITH NATIVE ADVERTISING	
Article Development	<b>\$1,500 (NET)</b>
E-prints	<b>\$1.50 per name (NET)</b> <i>(2,500 name minimum)</i>

PERFORMANCE DIGITAL PROGRAMS	
Webinar	<b>\$11,500 per webinar</b> <i>(live or on-demand)</i>
E-prints	<b>\$1.50 per name (NET)</b> <i>(2,500 name minimum)</i>
Direct Traffic	<b>\$8,600 per month</b> <i>(sold in 3 consecutive month increments)</i>
Gated Content Marketing	<b>\$11,500 per month</b>

SPECIAL PROGRAM SPONSORSHIPS	
Cool Parts Show	<b>CONTACT US FOR PRICING</b>
Podcast: AM Radio	
Custom Program	

Additional details and ad specifications are available at [Gardnerweb.com/adcentral](http://Gardnerweb.com/adcentral).



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