

# 2024 MEDIA GUIDE

*Media Solutions  
Connecting Metalworking  
Buyers and Sellers*



Going far beyond the magazine pages and far beyond your expectations.



INDUSTRIAL MANUFACTURING EVENTS



INDUSTRY EXTENSIONS



EVENT PARTNERSHIPS



ASSOCIATION PARTNERS



We started out 95 years ago with one magazine, *Modern Machine Shop*, 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 rise straight to the surface.



Modern Machine Shop published June 1928 by Gardner Business Media



# The Industrial Media Network For Serious Industrial Buyers

Modern Machine Shop 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.



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# 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.



### LEARN MORE ABOUT YOUR BUYER

Download the latest results from our annual Industrial Buyer Influence Survey.

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

### 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"

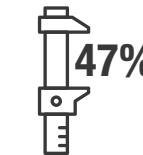
### YOUR BUYING TEAM



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 returns 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

### 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.

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# 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, *Modern Machine Shop* 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  
Tradeshows and Conferences



## Lead Generation

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

PERFORMANCE DIGITAL PROGRAMS & EVENTS

Webinars  
Gated Content Marketing  
Tradeshows 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 *Modern Machine Shop* 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 sales representative to learn more.

## An Intense Passion for the Industry

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

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Meet Our Readers

First-party reader insights on an industrial scale

Modern Machine Shop reaches industrial OEM manufacturing facilities, contract manufacturers and job shops. Here are just a few of the companies consuming our original process and technology content on a daily basis.

INSIDE THE GOLD MINE

Gardner Business Media manages information on 620,000+ industrial manufacturing professionals who have willingly revealed their contact information within our opt-in environments.

We are able to curate and update their contact information to help promote your brands in front of this hard-to-reach audience. This is continuous.

Where can you find CNC professionals who are actively seeking insight and solutions from a trusted source?

HINT: [RIGHT HERE.](#)



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TOTAL AUDIENCE, ENDLESS REACH

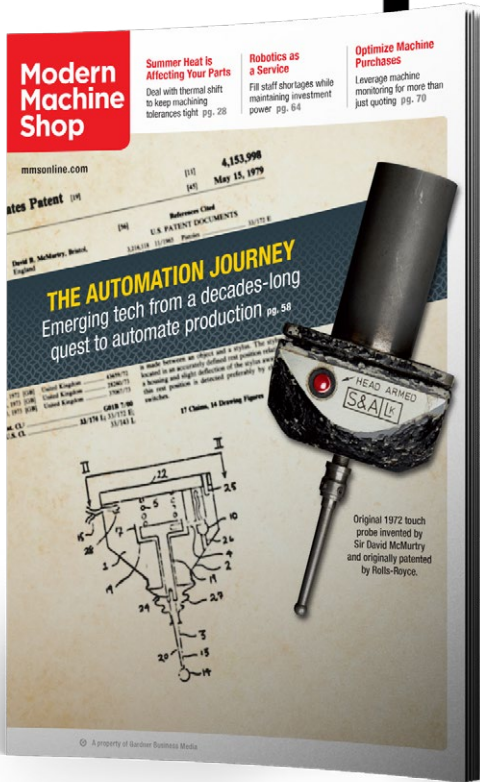
Modern Machine Shop delivers a qualified audience who actively seeks new industrial manufacturing technologies, processes and innovations.

Magazine Monthly  
Subscribers  
84,400+

Annual Website Users  
782,000+

Opt-in Weekly  
Email Subscribers  
44,000+

Social Media Followers  
11,900+  
14,400+  
13,200+  
19,000+  
38,000+



All audience and distribution counts in this media guide reflect Modern Machine Shop publisher data as of September 1, 2023. These metrics represent counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from GBM GROW and Google Analytics. Learn more about Gardner's Audience Promise here: gardnerweb.com/audiencepromise



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PUT YOUR MONEY WHERE YOUR MARKETS ARE



Aerospace & Aviation

42,250 34,250 2,450+  
SUBSCRIBERS FACILITIES OEMS



Automotive & Transportation

52,375 38,900 3,800+  
SUBSCRIBERS FACILITIES OEMS



Medical & Dental

40,550 28,700 1,700+  
SUBSCRIBERS FACILITIES OEMS



Military & Defense

43,500 30,950 550+  
SUBSCRIBERS FACILITIES OEMS



Computers, Electrical  
& Electronics

38,450 26,800 2,600+  
SUBSCRIBERS FACILITIES OEMS



Offroad, Construction  
& Agricultural

47,400 34,450 850+  
SUBSCRIBERS FACILITIES OEMS



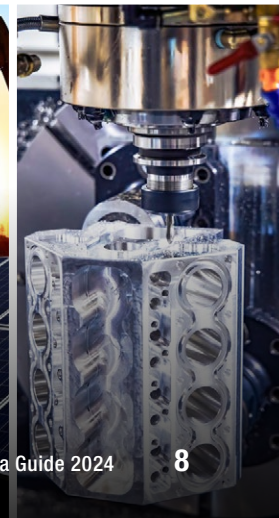
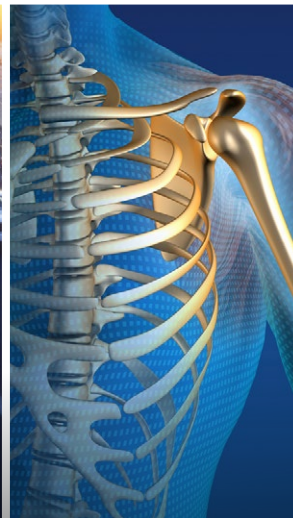
Oil & Gas

39,350 27,800 500+  
SUBSCRIBERS FACILITIES OEMS



Job Shops

29,900 20,400  
SUBSCRIBERS FACILITIES





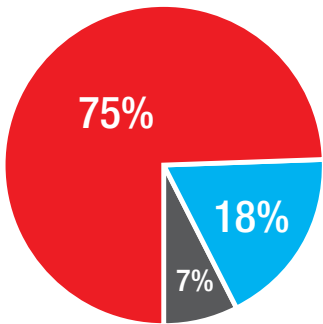
AUDIENCE OVERVIEW

It's all about reaching the right decision-makers and qualified buyers.

We've got them.

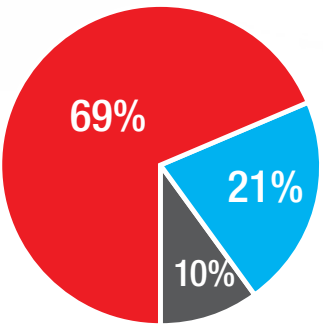
OPERATION PERFORMED	SUBSCRIBERS	FACILITIES
3DP/Additive Manufacturing	34,350	23,700
CAD/CAM	49,800	35,850
CNC Operations	55,200	40,850
Drilling	51,750	37,850
EDM	33,750	22,650
Five-Axis Machining	30,500	20,250
Gear Cutting & Rolling	22,650	14,950
Grinding	50,550	36,650
High-Speed Machining	44,700	31,450
Inspection	47,300	33,850
Laser Cutting	22,950	15,450
Micro Machining	31,800	21,200
Milling	56,400	41,750
Multitasking Machining	25,800	16,700
Robotics & Automation	29,300	19,400
Titanium Machining	27,200	18,100
Turning	50,300	36,750
Waterjet Machining	14,000	9,050
Other	5,850	3,350

FACILITY SIZES

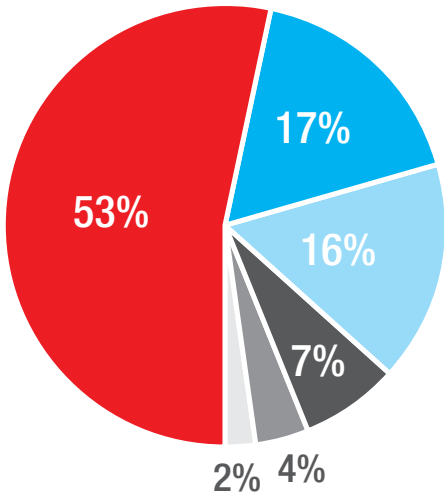


55,600+ FACILITIES

FACILITIES	EMPLOYEES	SUBSCRIBERS
41,574	● Fewer than 50	58,839
9,921	● 50-249	17,709
4,170	● 250+	8,119
55,665	TOTALS	84,467



84,400+ SUBSCRIBERS



JOB FUNCTION/TITLE	SUBSCRIBERS
● Company Management and Purchasing	43,300
● Manufacturing Engineering	13,500
● Manufacturing Production	13,100
● Product Design/R&D/Quality Control	5,800
● Technical Sales and Marketing	2,900
● Automation/Systems Engineering	1,700
Other Qualified	4,100
TOTAL	84,400

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MEET OUR AUDIENCE

Going beyond the pages of our monthly magazine, the sampling below represents real-life audience members who engage with content across our multiple media channels.



- Programmer**
- Monthly magazine subscriber
  - MMS Extra e-newsletter subscriber
  - Webinar attendee
  - Attended PTXPO and PMTS in 2023
  - Frequently visits MMSonline.com
  - Receives e-prints



- Supplier Development Engineer**
- Monthly magazine subscriber
  - MMS Extra E-newsletter subscriber
  - Webinar attendee
  - Attended PMTS in 2023
  - Weekly visits to MMSonline.com
  - Receives e-prints
  - Downloaded Content Collection



- President**
- Monthly magazine subscriber



- President**
- Monthly magazine subscriber



- President**
- Monthly magazine subscriber
  - MMS Extra e-newsletter subscriber
  - Webinar attendee
  - Attended PMTS in 2023
  - Visits MMSonline.com
  - Receives e-prints



- CNC Department Lead**
- Monthly magazine subscriber
  - MMS Extra e-newsletter subscriber
  - Webinar attendee
  - Attended PMTS in 2023
  - Weekly visits to MMSonline.com
  - Receives e-prints
  - Downloaded Content Collection



LEARNING TIP:

FIRST PARTY DATA = POWER DATA

The term “first party data” refers to the highly accurate details and demographic information a company owns and collects directly from its customers, based on real-life interactions with its brands across an array of touchpoints. “Other party data” is received from partners or purchased from outside sources thus diluting the reliability of the information.

*Modern Machine Shop* is the media brand leader in acquiring and activating its first-party data – the true foundation of our engaged manufacturing professionals.

Interested in learning more about our first-party data and audience behaviors? Ask your MMS sales representative for details.


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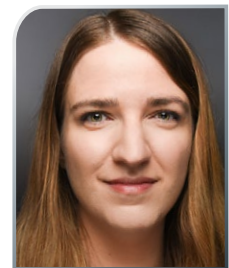
Metalworking expertise your customers trust from the brightest minds in industrial manufacturing.

Our editors may set the industry standard for how reporting on manufacturing should be, but there is nothing standard about what they do. With unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more across the United States and internationally, you'll find our journalists providing unique insight into the ever-changing manufacturing landscape.


MMS EDITORIAL TEAM




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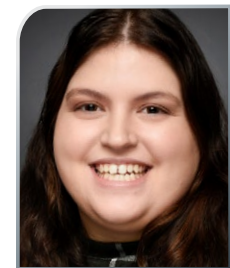
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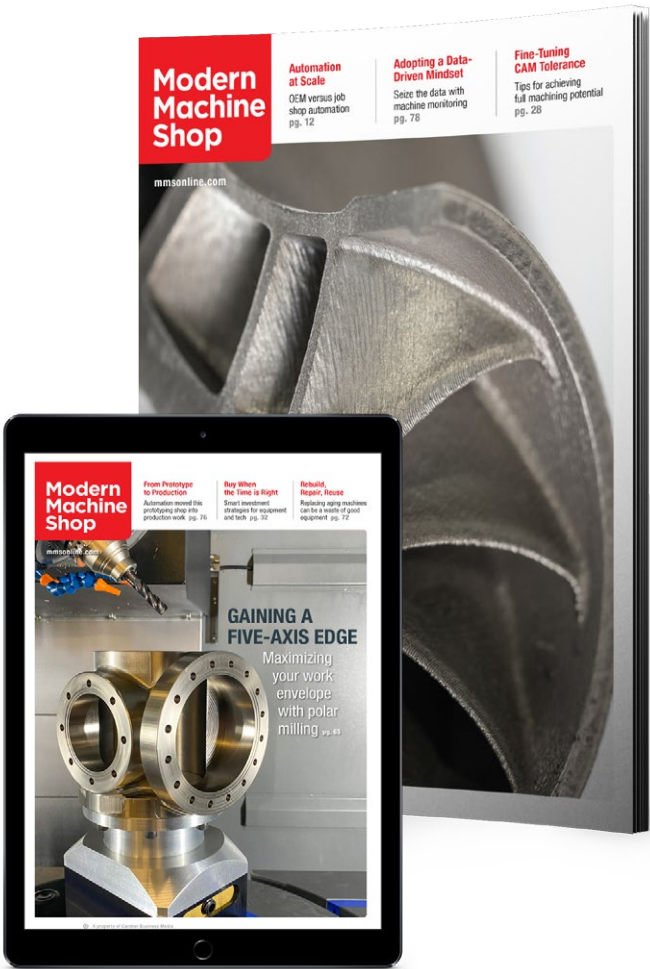
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Tell Us Your Story



Our team gladly considers your press releases, case studies and other content for inclusion in our media channels. Follow the MMS submission guidelines for instructions and details!  
[short.mmsonline.com/Submit](https://short.mmsonline.com/Submit)

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MONTH AD CLOSING DATE	EMPHASIS TOPICS Feature coverage	SPOTLIGHT TOPICS Special product sections	MONTHLY FOCUS	BONUS DISTRIBUTION
JAN* 12.1.23	- Cutting Tools - Artificial Intelligence	Machining Centers	- Tooling & Workholding - Systems & Software	
FEB 1.2.24	- CAD/CAM Software - Additive Manufacturing	Grinding	- Tooling & Workholding - Systems & Software	
MARCH 2.1.24	- Medical - Micro Machining	Coolant & Chip Management	- Tooling & Workholding - Systems & Software	
APRIL 3.1.24	- Automotive - Large Format Machining	Laser & Waterjet	- Tooling & Workholding - Systems & Software	MFG MEETING
MAY 4.1.24	- Five-Axis Machining - Inspection & Measurement	Robots & Automation	- Tooling & Workholding - Systems & Software	AMERIMOLD
JUNE* 5.1.24	- Semiconductors - Shop Management Software	Inspection & Measurement	- Tooling & Workholding - Systems & Software	
JULY 6.3.24	- World Machine Tool Consumption Report - Swiss-Type Machining	Additive Manufacturing	- Tooling & Workholding - Systems & Software	
AUG 7.1.24	IMTS 2024 PREVIEW ISSUE			IMTS 2024
SEPT 8.1.24	TOP SHOPS   IMTS 2024 SHOW ISSUE			MT FORECAST IMTS 2024
OCT 9.2.24	- Multitasking Machining - Robots & Automation	Machining Centers	- Tooling & Workholding - Systems & Software	
NOV* 10.1.24	- Turning - Workholding	EDM	- Tooling & Workholding - Systems & Software	
DEC 11.1.24	- Grinding - Aerospace	Turning	- Tooling & Workholding - Systems & Software	

Components of this Editorial Calendar are subject to change at the publisher's discretion.

The full scope of essential manufacturing topics month after month, issue after issue.

INSIDE THE ISSUES

FEATURE ARTICLES

Key Topics in Machining Technology or Shopfloor Operations

TECHNICAL PERSPECTIVES

Expert Perspectives on CNC and Business Topics

SHOP TALK

Current Events in the Metalworking Industry

SYSTEMS & SOFTWARE

Computer-Related Products for Machining and Manufacturing

TOOLING & WORKHOLDING

Cutting Tools and Workholding-Related Products

MODERN EQUIPMENT REVIEW

New and Useful Products Across the Range of Tech Categories

REACTAD<sup>†</sup>

As a complimentary and value-added benefit of advertising in *Modern Machine Shop's* January, June and/or November issues, you'll receive an easy-to-read report, prepared by third-party firm Signet Research, Inc., including a detailed analysis of how *Modern Machine Shop's* audience members perceive your ad!

- Benchmark your ad's results against others in that issue.
- Learn how your ad performs in terms of brand awareness, design and message.
- Receive actionable tips for how to improve your ad and maximize your investment.

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Of all the B2B media options, 61% of buyers say industry magazines remain the leader as the most turned-to resource for finding new products and processes information.

SOURCE: 2023 Industrial Buying Influence Survey

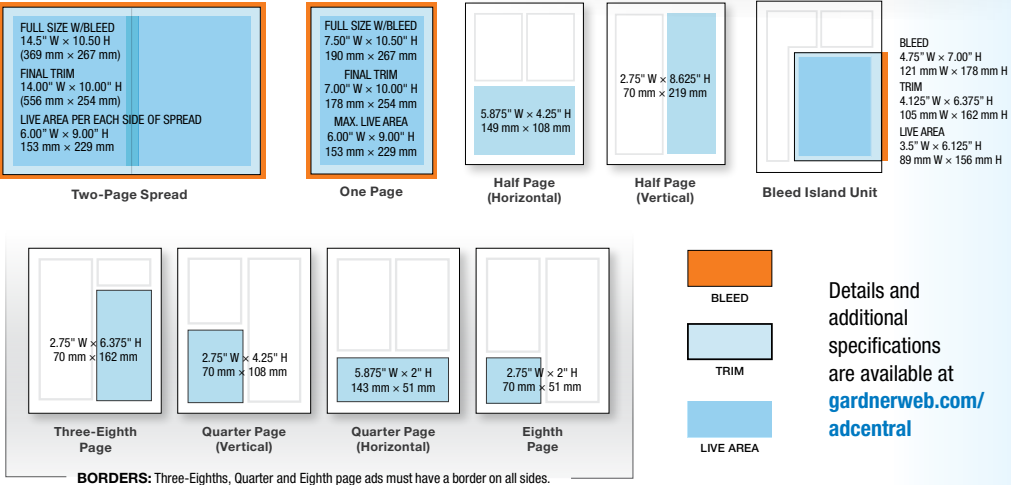
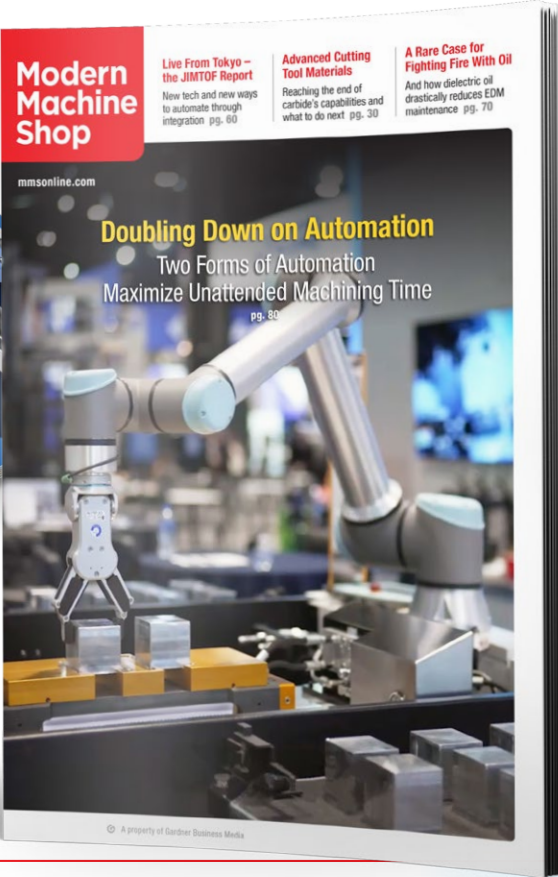


DISPLAY ADVERTISING

By placing an ad in a respected magazine like *Modern Machine Shop*, you'll benefit from the credibility and trust associated with our publication and positively influence your buyers' perception of YOUR brand.

YOU RECEIVE:

- A highly visual and memorable showcase for your products and services for a targeted audience of 84,000+ subscribers
- A longer lifespan for your marketing message in a medium that is often kept and referenced multiple times ensuring that readers revisit your ad and retain its message
- An opportunity to shape consumers' perception and build awareness of your brand through ads that feature creative storytelling, impactful imagery and consistent branding



Details and additional specifications are available at [gardnerweb.com/adcentral](https://gardnerweb.com/adcentral)





PREMIUM DISPLAY ADVERTISING

Stand out in front of your prospects and buyers (and competition) with a highly visual specialty presentation. Each year we design dozens of client-specific opportunities. Special positions in the magazine, content specific supplements, a custom sponsorship for an event or anything you can dream up are all within reach. Contact your sales representative to get started.



Front Cover Tip



Polybag Ride-Along



Heavy Stock Insert



Tip-In Postcard

All Modern Machine Shop media product pricing is included as a separate insert.

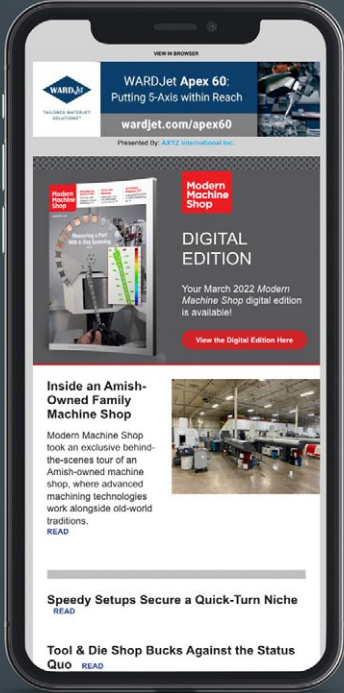


DIGITAL EDITION SPONSORSHIP

Maximum exposure for your company makes an impact with your exclusive sponsorship of the online magazine formatted to mirror the printed version.

YOU RECEIVE:

- Full page ad on the opening page of digital edition
- Exclusive leaderboard ad in the digital edition email
- Exclusive advertising on the MMSonline.com Latest Issue landing page



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Reach a vast global online audience featuring real-time optimization and tracking.



WEBSITE DISPLAY ADVERTISING:  
MMSONLINE.COM

The most trusted and visited website for content about industrial manufacturing technologies, products and processes.

1,659,000+  
Annual Page Views

782,000+  
Annual Users

65,000+  
Average Unique Monthly Users

138,000+  
Average Monthly Pageviews

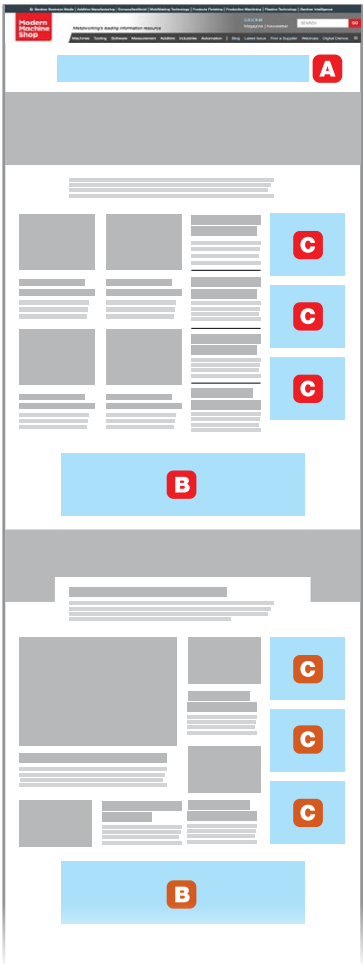


MMSONLINE.COM DISPLAY OPTIONS

Feature your product or service in a highly visible, attention-grabbing display ad.

MMSONLINE.COM Ad Positions	
LOCATION	AVAILABILITY
Home Page	12 per month
MMSONLINE.COM Topics*	12 per month
Metalworking Network Topics**	12 per month

MMSONLINE.COM Display Ads	
AD FORMAT	AD SIZE (JPG/PNG)
Super Leaderboard	970 × 90 px <b>A</b>
Billboard	970 × 250 px <b>B</b>
Medium Rectangle	300 × 250 px <b>C</b>



BANNER AD POSITIONS

MMSONLINE.COM	MMSONLINE.COM Topics*
Blog	Laser/Waterjet
Home Page	Data-Driven Mfg.
Latest Issue	

Metalworking Network Topics**		
Cutting Tools	Shop Management Software	Turning Machines
Machining Centers	Inspection & Measurement	Aerospace
CNC & Machine Controls	CAD-CAM Software	Automotive
Automation	EDM	Medical
Workholding	Grinding Equipment	

\*MMSONLINE.COM Topics help visitors narrow their search to key areas with content related to a specific material, process or end market. Topics feature articles, case studies, technology briefs, product announcements and supplier listings.

\*\*Metalworking Network Topics: where applicable, ads also appear on the Gardner Business Media network of metalworking sites.

Details and additional specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)

AMPLIFY OFFSITE



OFFSITE DISPLAY  
RETARGETING

Amplify your brand and marketing message by reaching MMSONLINE.COM visitors as they navigate away from the site and continue their browsing experience.

YOU RECEIVE:

- Extended reach to the Modern Machine Shop audience through web display advertising
- A monthly activity report including number of impressions and clicks



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 Modern Machine Shop channel subscribers and website visitors
- A monthly activity report including number of impressions, views and clicks

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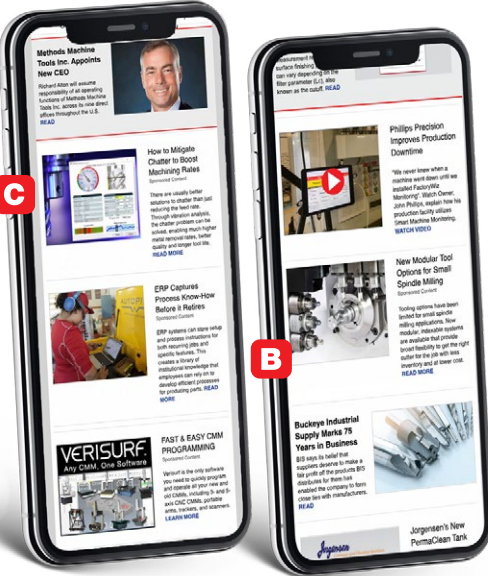


E-NEWSLETTER  
DISPLAY ADVERTISING:  
MMS EXTRA

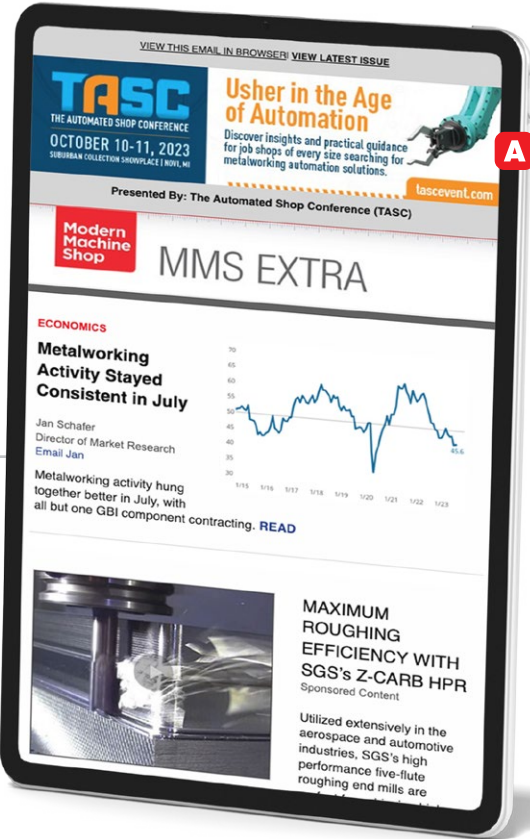
With content curated by *Modern Machine Shop* editors, the MMS Extra is the premier monthly e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

46,000+  
MMS Extra Opt-In Subscribers

98.5%  
Inbox Delivery Rate



All *Modern Machine Shop* media product pricing is included as a separate insert.



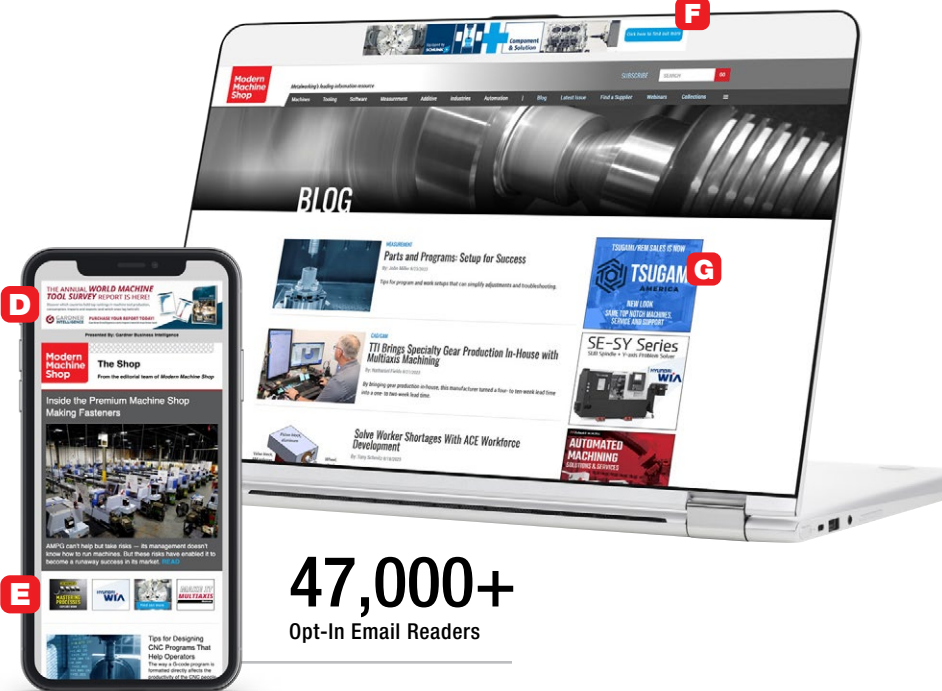
MMS EXTRA (E-newsletter delivers two times weekly)

YOU RECEIVE:	AD SIZE	AVAILABILITY
<b>A</b> Leaderboard Ad	600 x 160 px	1 per edition
<b>B</b> Video Ad	300 x 250 px	2 per edition
<b>C</b> Technology Solutions Ad	300 x 250 px	8 per edition

FILE: JPG/PNG @144 dpi

Details and additional specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)

E-NEWSLETTERS & MMS “THE SHOP”



47,000+  
Opt-In Email Readers



**MMS “THE SHOP”**  
“The Shop” is updated daily by *Modern Machine Shop*’s editors to feature the latest developments, technologies and case studies the manufacturing community needs to succeed.

MMS “The Shop” Blog Bundle (Email delivers every Friday)

YOU RECEIVE:	AD SIZE	AVAILABILITY
<b>D</b> Exclusive Monthly E-newsletter Leaderboard Ad	600 x 160 px	1 per Month

MMSONline.com “The Shop” ad bundle includes

<b>E</b> Button Ad (runs in The Shop E-newsletter)	120 x 100 px	16 per Month
<b>F</b> Super Leaderboard Ad	970 x 90 px	
<b>G</b> Medium Rectangle Ad	300 x 250 px	
<b>H</b> Billboard Ad (not shown)	970 x 250 px	

FILE: JPG/PNG @144 dpi



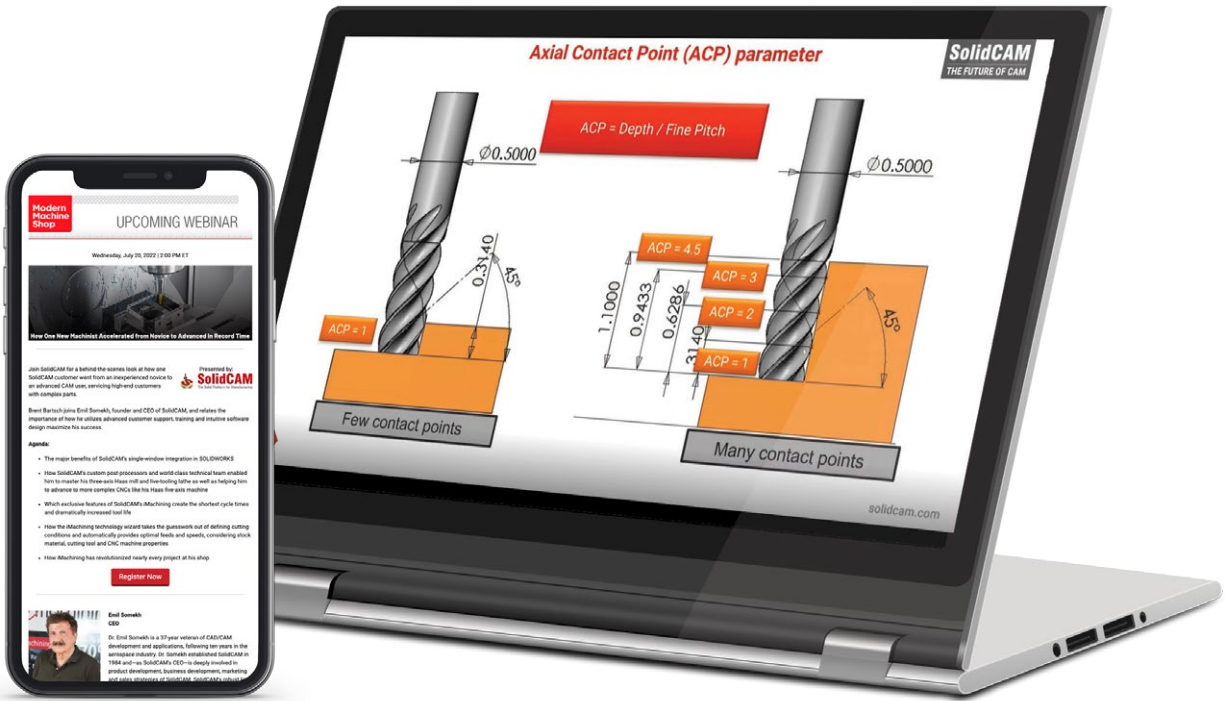
Today’s technologies and innovations keep pace with how buyers evaluate and make purchasing decisions.

When you’re ready for a sophisticated, integrated approach to bringing your products and services to market, *Modern Machine Shop* 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.



WEBINAR

Benefit from top billing, position your company as a pioneer in metalworking industry hot topics and secure valuable leads with this exclusive opportunity — only one sponsor per webinar!



WEBINAR PROMOTIONAL PACKAGE INCLUDES

- MAGAZINE PROMOTION  
Your event is published in our special *Modern Machine Shop* upcoming webinars section.
- EMAIL PROMOTION  
We email *Modern Machine Shop* subscribers exclusive invitations to your webinar.
- E-NEWSLETTER PROMOTION  
Your event is pre-promoted in the *MMS* Extra e-newsletter.
- ONLINE HOSTING ARCHIVE  
Your webinar will remain on MMSonline.com for six months after initial airing.

LEAD REPORT  
You'll receive a professional report detailing all registrant information. For live webinars, you'll also receive attendee information from those present and the Q&A report.

TECH SUPPORT  
We supply a dedicated Webinar technician and the technology to host your event and provide support before, during and after your webinar.

EXPERT MODERATORS  
All live webinars are moderated by at least one *Modern Machine Shop* editor.

Use our targeted digital media solutions to deliver your message.



E-PRINTS

When you want to send a direct email message to a targeted selection of *Modern Machine Shop'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 *Modern Machine Shop* 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



DIRECT TRAFFIC

See a significant increase in your web traffic through this multi-channel 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 *Modern Machine Shop* e-newsletters
- Targeted paid promotion in social media channels

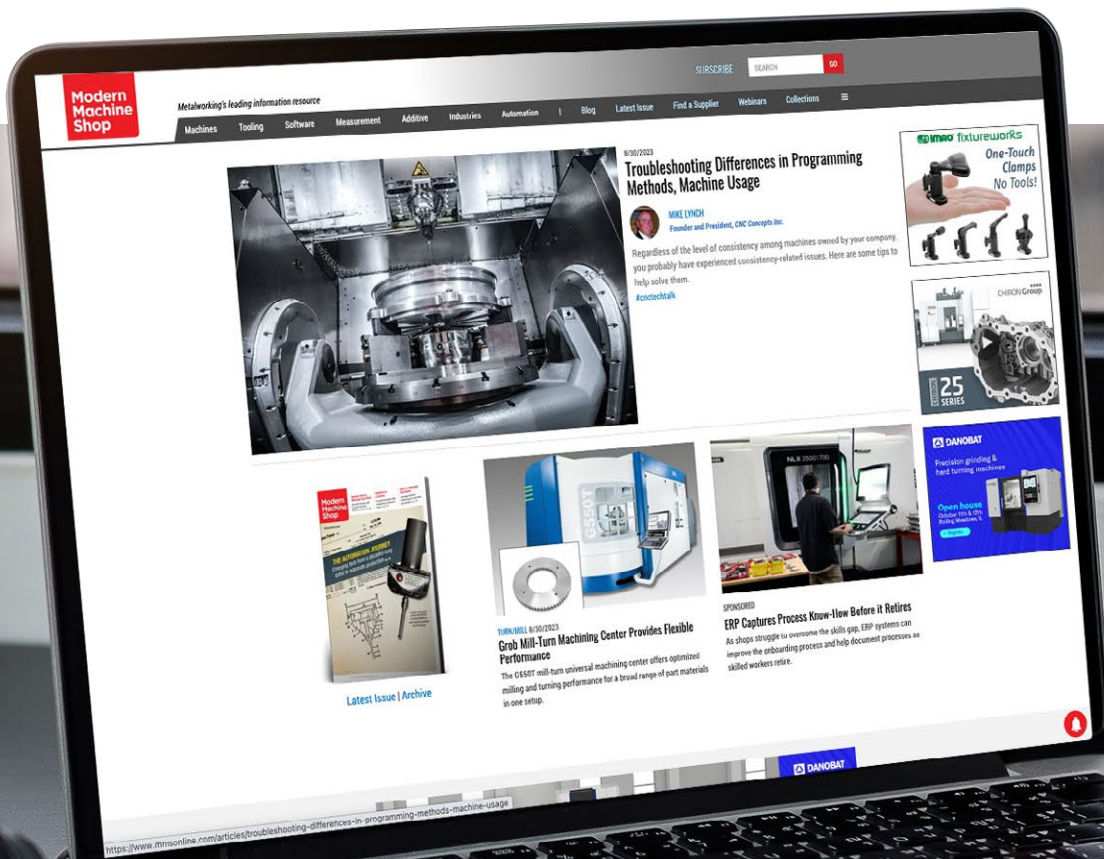


GATED CONTENT MARKETING

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 e-book on MMOnline.com.

YOU RECEIVE:

- A co-branded landing page on MMOnline.com
- A digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country



“Modern Machine Shop has the perfect target audience for the products supplied by Platinum Tooling. Its broad readership allows us to reach OEMs, distributors and end users with one publication. In addition, we feel print ads are critical to the success of our overall marketing program.”

PREBEN HANSEN  
President



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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 *Modern Machine Shop* 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
- Multi-channel promotion including featured content placement on MMSonline.com, in e-newsletter advertising and paid promotion in search engines and social media channels
- A monthly performance report including pageviews and engagements



SPONSORED MICROSITE

Establish your company as a thought leader in the metalworking space with an exclusive category-specific microsite hosted within the trusted *Modern Machine Shop* 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 multi-channel 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



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Beyond the magazine, *Modern Machine Shop's* expert editors expand their storytelling reach to find unique ways to engage and excite the metalworking community. Align your brand alongside these increasingly popular and trusted outlets.



**PODCAST**  
**MODERN MACHINE SHOP'S**  
**MADE IN THE USA**

Featuring a unique audio interview show unlike any other, *Made in the USA* shines a spotlight on the past, present and future of American manufacturing. This sponsorship places your brand front and center of a highly engaged and attentive audience.



**VIDEO SERIES**  
**MMS SHOP TOURS**

*Modern Machine Shop's* editors visit CNC shops both large and small to get a hands-on look at their discrete parts manufacturing operations. Viewers watch these real-world stories and learn about how other facilities implement successful and innovative metalworking processes.



VIDEO SERIES



PODCAST



MICROSITE

**CUSTOM SPONSORSHIPS**  
**WE'LL CREATE YOUR**  
**EXCLUSIVE PACKAGE**

Do you have an idea for an exclusive sponsorship that we don't currently offer? Let's talk! Our sales representatives are eager to discuss your concepts about programs you feel will benefit your individual sales and marketing goals.

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

2024  
EVENTS

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**amerimold 2024**  
Where Mold Manufacturing Connects

**JUNE 5-6, 2024**  
**COLUMBUS, OHIO**  
[AmerimoldExpo.com](http://AmerimoldExpo.com)

For those involved in mold manufacturing who are looking for ways to expand their business, Amerimold is the event that delivers tangible business development because only Amerimold attracts OEM's, mold builders, molders and industry technology and service suppliers together under one roof.

PRESENTED BY: **MoldMaking TECHNOLOGY.** **PT** **Plastics Technology** **Modern Machine Shop** **AM** **ADDITIVE MANUFACTURING**



**IMTS2024**

**SEPTEMBER 9-14, 2024**  
**MCCORMICK PLACE | CHICAGO, IL**  
[IMTS.com](http://IMTS.com)

IMTS — The International Manufacturing Technology Show provides an unparalleled marketing opportunity to get in front of industry decision-makers. People from across the entire manufacturing ecosystem come to decide how to grow their business — and what they'll buy to make those plans happen.

PRESENTED BY: **THE ASSOCIATION FOR MANUFACTURING TECHNOLOGY**

Contact your sales representative for the complete IMTS 2024 product brochure.



Just a few of the companies that rely on the impact of our audience and media products.



MAGAZINE ADVERTISING		
DISPLAY ADVERTISING: 4-COLOR RATES		
Spread	\$13,275	
Full Page	\$8,990	
1/2 Island	\$7,570	
1/2 Page	\$6,355	
3/8 Page	\$6,055	
1/4 Page	\$4,745	
1/8 Page	\$3,655	
PREMIUM COVER POSITIONS		
Front Inside Spread	Back Inside Cover	Back Outside Cover
\$17,390	\$13,625	\$15,310
PREMIUM DISPLAY ADVERTISING		
Custom Insert	CONTACT US FOR PRICING	
Polybag Ride-Along		
Gate Fold Cover		
Cover Tip		
DIGITAL EDITION SPONSORSHIP		
\$5,785 per month		

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

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

DIGITAL DISPLAY ADVERTISING		
WEBSITE DISPLAY ADVERTISING: MMSONLINE.COM		
AD PLACEMENT	AVAILABILITY/ MONTH	INVESTMENT/ MONTH
Home Page	12	\$3,310
Metalworking Network Topics	12	\$2,410
MMSONline.com Only Topics	12	\$2,080
OFFSITE DISPLAY RETARGETING		OFFSITE VIDEO RETARGETING
\$4,190 per month		\$4,190 per month
E-NEWSLETTER DISPLAY ADVERTISING: MMS EXTRA		
Delivers two times weekly	AVAILABILITY/ EDITION	INVESTMENT/ EDITION
Leaderboard Ad	1	\$3,150
Video Ad	2	\$3,260
Technology Solutions Ad	8	\$1,575
BLOG DISPLAY ADVERTISING: MMS The Shop		
Delivers every Friday	AVAILABILITY/ MONTH	INVESTMENT/ MONTH
Leaderboard Ad	1	\$3,465
Blog Bundle	16	\$3,305

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

SPECIAL PROGRAM SPONSORSHIPS	
Podcast: Made in the USA	CONTACT US FOR PRICING
Custom Program	



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.

\$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+	30% OFF entire program

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.



BRYCE ELLIS  
V.P. Metalworking Media  
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513-527-8970

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Metalworking Media Group



MMSonline.com



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In partnership with



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