

# MoldMaking TECHNOLOGY®

ENGINEER / BUILD / MAINTAIN

## 2024 Media Guide

Complete Coverage of the Moldmaking Market and Community

[MoldMakingTechnology.com](https://www.MoldMakingTechnology.com)

 A property of Gardner Business Media

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# 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 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.



Modern Machine Shop published June 1928 by Gardner Business Media

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## The Industrial Media Network For Serious Industrial Buyers

MoldMaking Technology 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.



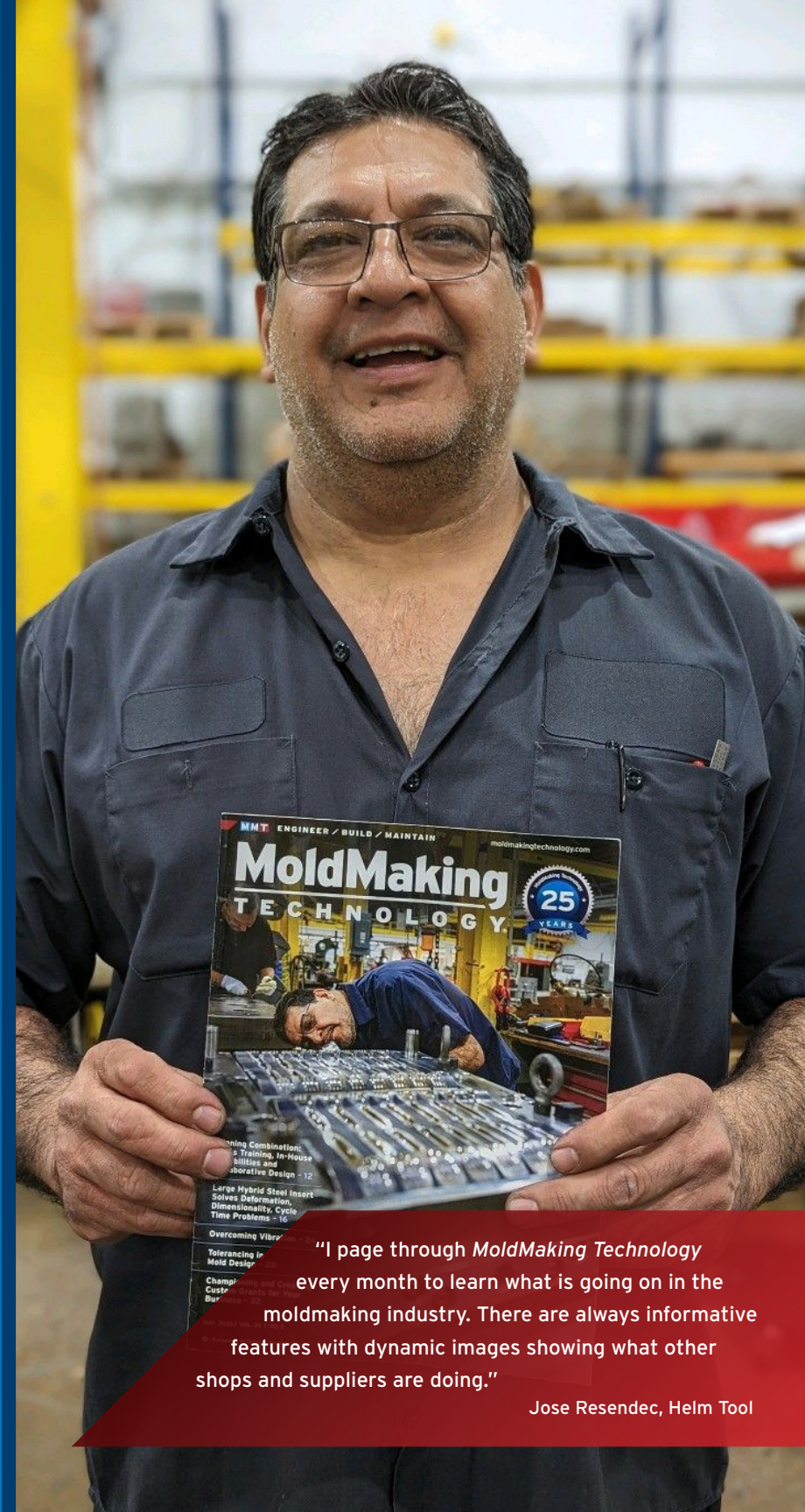
Unbiased information and insights that attract, educate and influence.



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



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



"I page through *MoldMaking Technology* every month to learn what is going on in the moldmaking industry. There are always informative features with dynamic images showing what other shops and suppliers are doing."

Jose Resendec, Helm Tool






# 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 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



### 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, *MoldMaking Technology* 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 *MoldMaking Technology* 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 *MoldMaking Technology* is poised to help you best reach and connect with your prospects and convert them into customers.

THE MOLDMAKING STORY



\$10.5 Billion TOTAL MARKET SIZE

Projected annual growth rate is 4% or \$420 million.

This media guide showcases the products that make up MMT's complete lineup in 2024. If your brand has a story to tell, MMT is the industry partner you need to ensure the community sees your big picture.



As the industry has evolved and changed over the last 25 years, so has MoldMaking Technology's approach to covering the dynamic market and community of mold manufacturing. By developing an integrated suite of unique products across multiple channels, MoldMaking Technology has firmly established itself as the industry leader in coverage of the mold manufacturing market.

This comprehensive coverage and diverse product offering makes us the ideal partner to help you communicate the big picture of your brand to more than 74,000 monthly audience members. Our products are designed to add value to telling your story, producing real leads and potential partnerships with the potential to grow your business for several years to come. We can offer your brand visibility in multiple disciplines:

- Content Marketing and Story Telling
- Digital Lead Generation Products
- Industry Events

The Three Pillars of MoldMaking Technology Coverage

ENGINEER

Design and engineering a quality mold involves employing technologies and strategies to de-risk a product launch, including CAD, part and mold simulation, CAM, data management and troubleshooting during tool validation.

BUILD

A variety of processes are used to build a mold, such as 3D printing, machining steel or aluminum, cutter selection, EDM, electrode manufacturing, automation, as well as incorporating proper mold materials, mold components and hot runner systems.

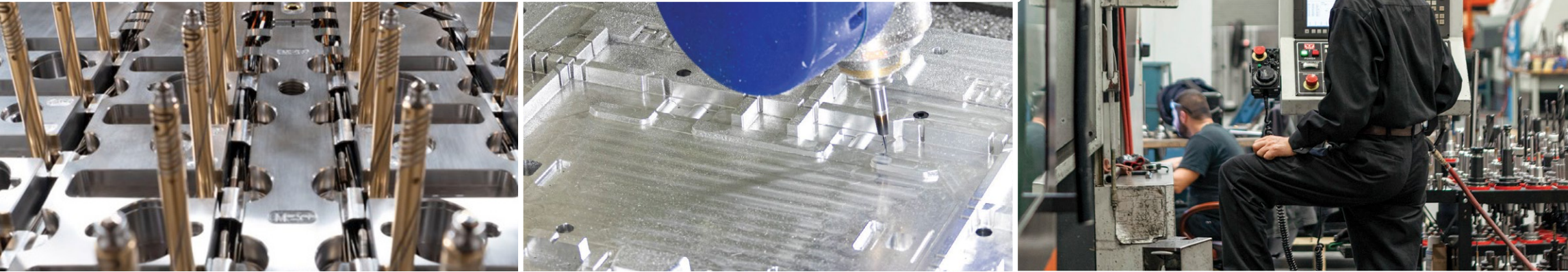
MAINTAIN

To keep a mold running, it needs to be properly maintained and repaired. Essential processes include inspection and measurement, surface treatment, cleaning, mold tryout, welding and retrofitting.

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# THE MMT AUDIENCE

With 12 monthly issues including a Technology Review and Sourcing Guide, *MoldMaking Technology* offers complete and current coverage of the entire mold manufacturing market and community.



## MAJOR END MARKETS & SUBSCRIBERS

### AUTOMOTIVE/TRANSPORTATION



### CONSUMER PRODUCTS/PACKAGING



### MEDICAL



### ELECTRONICS/COMPUTERS



**Ray C.**  
**Director of Engineering**  
 IAC Group  
 Magazine subscriber  
 Webinar attendee (2x)  
 PTXPO attendee  
 Receives e-Prints  
 Visits *MMT* site 11 times/month



**Lawrence G.**  
**Project Engineer**  
 Tessy Plastics  
 Magazine subscriber  
*MMT Today* subscriber  
 Webinar attendee (5x)  
 PTXPO attendee  
 Visits *MMT* site 19 times/month

## MEET OUR AUDIENCE



**Brock A.**  
**Mold Maker II**  
 Crescent Industries  
 Magazine subscriber  
 MoldMaking Conference attendee  
 Molding Conference attendee  
 Receives e-Prints  
 Visits *MMT* site 10 times/month



**Steve E.**  
**General Manager**  
 Dynamic Tool Corp.  
 Magazine subscriber  
*MMT Today* subscriber  
 Receives e-Prints



**Dave G.**  
**Tool and Die Manager**  
 Applied Medical Technology Inc.  
*MMT Today* subscriber  
 PTXPO attendee  
 PMTS attendee  
 Receives e-Prints  
 Visits *MMT* site 4 times/month



**Brian B.**  
**President**  
 Cavalier Tool & Manufacturing Ltd.  
*MMT Today* subscriber  
 PTXPO attendee  
 Visits *MMT* site 2 times/month

# Premier Channels Connecting the Moldmaking Market

MMT will ensure that your story is told to the moldmaking market at large.

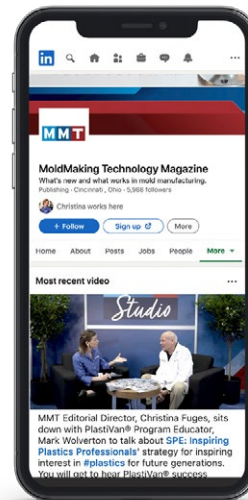


21,200+ MAGAZINE subscribers



19,500+ WEBSITE MoldMakingTechnology.com monthly users

22,000+ SOCIAL followers



74,100+ MONTHLY USERS ACROSS ALL CHANNELS



13,500+ E-NEWSLETTER subscribers

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## Who Are Our Readers?

MMT's audience is comprised of builders, designers and owners from the leading manufacturing end markets in the world.

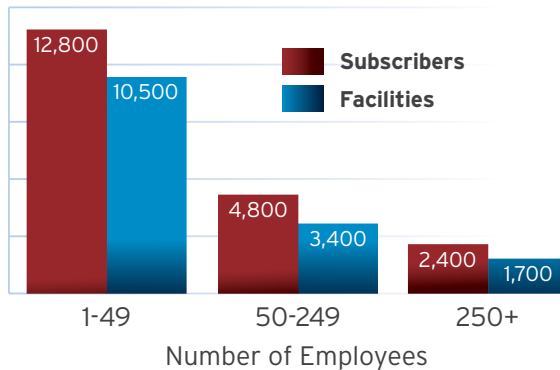
**MMT Magazine**



**21,200+**  
TOTAL SUBSCRIBERS

**15,500+**  
TOTAL FACILITIES

### FACILITY SIZE



## KEY END MARKETS



**AUTOMOTIVE/  
TRANSPORTATION**  
Subscribers: 14,200  
Facilities: 11,600



**MEDICAL/DENTAL**  
Subscribers: 12,200  
Facilities: 9,900



**CONSUMER  
PRODUCTS**  
Subscribers: 10,600  
Facilities: 8,400

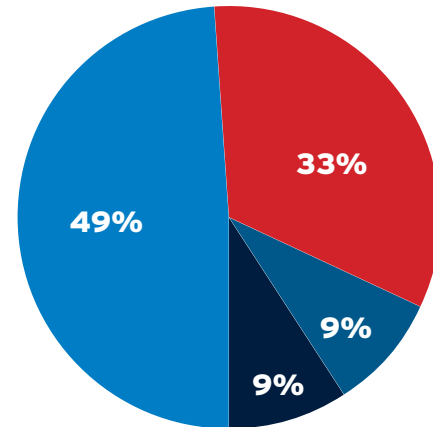


**COMPUTERS/  
ELECTRONICS**  
Subscribers: 11,200  
Facilities: 8,900



**PACKAGING**  
Subscribers: 5,700  
Facilities: 4,200

## JOB TITLES & FUNCTIONS



Company Management / Purchasing	9,800
Manufacturing / Production Management	6,400
Design / R&D / Quality	1,700
Other (Education, Marketing, etc)	1,800


OPERATIONS	Subscribers	Facilities
Milling	13,900	11,400
CAD/CAM	13,800	11,300
Drilling	12,800	10,400
Grinding	12,800	10,300
Tool Repair & Maintenance	10,200	7,900
3DP/Additive Manufacturing	9,900	7,900
EDM	9,800	7,600
Moldmaking	9,600	7,400
Injection Molding	9,000	7,000
Mold Finishing	7,800	5,900
Robotics & Automation	7,700	6,000
3DP/AM for Prototyping	7,500	5,700
Gun Drilling	3,600	2,400
Other	2,500	1,700

EDITORIAL CALENDAR

Each month, *MoldMaking Technology* magazine highlights a few key areas of the mold manufacturing cycle and industry, making sure to give each of the manufacturing phases the critical attention it deserves.


MONTH	Closing Date	MONTHLY COVERAGE	BONUS DISTRIBUTION	SPECIAL CONTENT
JANUARY	12/1/23	Trends in Mold Manufacturing - ENGINEER		
<b>FEBRUARY*</b>	1/2/24	Trends in Mold Manufacturing - BUILD		
MARCH	2/1/24	Trends in Mold Manufacturing - MAINTAIN		
APRIL	3/1/24	Trends in Mold Manufacturing - ENGINEER	NPE2024 The Plastics Show   MADE FOR YOU	NPE EXHIBITOR SHOWCASE
MAY	4/1/24	Trends in Mold Manufacturing - BUILD	NPE2024 The Plastics Show   MADE FOR YOU	
JUNE	5/1/24	Trends in Mold Manufacturing - MAINTAIN		
JULY	6/3/24	2024 Technology Review and Sourcing Guide - ENGINEER, BUILD & MAINTAIN		*Full-page advertisers get a templated full-page profile.
AUGUST	7/1/24	Trends in Mold Manufacturing - ENGINEER	IMTS2024	IMTS EXHIBITOR SHOWCASE
SEPTEMBER	8/1/24	Trends in Mold Manufacturing - BUILD	IMTS2024	IMTS EXHIBITOR SHOWCASE
<b>OCTOBER*</b>	9/2/24	Trends in Mold Manufacturing - MAINTAIN		
NOVEMBER	10/1/24	Trends in Mold Manufacturing - ENGINEER		
DECEMBER	11/1/24	Trends in Mold Manufacturing - BUILD		

**TECHNOLOGY FOCUS**




**ENGINEER**

- Design and Manufacturing Software
- Data Management Software



**BUILD**

- 3D Printing
- Mold Materials
- Hot Runners
- Mold Components
- Machining
- EDM
- Cutting Tools
- Automation



**MAINTAIN**

- Inspection and Measurement
- Surface Treatment
- Repair

**\*AD STUDY ISSUES:** Get the reader's perspective.

- Discover how your ad performs by brand, design and message.
- Benchmark your ad results against other advertisements.
- Commit your ad early to be one of up to 25 advertisers selected.

**FOR ADVERTISING INFORMATION:**

Dale Jackman, Brand Vice President / DJackman@gardnerweb.com  
Patty Caldwell, Advertising / PCaldwell@gardnerweb.com

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# MAGAZINE DISPLAY ADS

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



## DISPLAY ADVERTISING

By placing an ad in a respected magazine like *MoldMaking Technology*, 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 21,200+ 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

### DISPLAY SIZES

FULL PAGE

1/2 PAGE ISLAND

1/2 PAGE

1/3 PAGE

1/4 PAGE

### COVER OPTIONS

FRONT INSIDE

BACK INSIDE

BACK COVER

► FOR PRICING, SEE SPECIAL INSERT



### PRINT AD SUBMISSION

1. Upload to Patty Caldwell: [files.gardnerweb.com](https://files.gardnerweb.com)
2. OR Email files to: [PCaldwell@gardnerweb.com](mailto:PCaldwell@gardnerweb.com)

Ad specifications here: [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.

Opportunities include:

- Custom Insert
- Polybag Ride-Along
- Gate Fold Cover
- Cover Tip



## 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:

- A full-page ad on the opening page
- A Leaderboard ad in the email announcing the Digital Edition
- Advertising on [MoldMakingTechnology.com](https://MoldMakingTechnology.com)'s Latest Issue landing page

**DIGITAL COMMUNITY**



MoldMaking Technology has developed a comprehensive home on the web for our community, as well as a robust social media presence, allowing us to connect with our community members effortlessly and meet them where they are. We've developed a collection of unique Community Features which attract new members to our community every month.

**19,500+**  
**MONTHLY USERS**  
MoldMakingTechnology.com

**44,700+**  
**MONTHLY PAGE VIEWS**  
MoldMakingTechnology.com



**MOLDMAKING TECHNOLOGY TOPIC PAGES**

**MOLDMAKING TECHNOLOGY TOPICS:**

- Hot Runners
- Mold Components
- Mold Materials
- Business Strategies
- Surface Treatment
- Mold Maintenance & Repair

**METALWORKING NETWORK PACKAGE TOPICS:**

- Machining
- Cutting Tools
- Inspection & Measurement
- ERP Software
- CAD/CAM Software
- Automation
- EDM



*"MoldMaking Technology is a powerhouse with so much relevant news and useful information to offer. They are always attentive and professional, with expert advice and an ear to the PR wire when Cimatron has news to share. Christina Fuges is the perfect advocate – she not only speaks to the moldmaking industry, she speaks for it."*

-RALPH PICKLO, CIMATRON, DIRECTOR OF SALES

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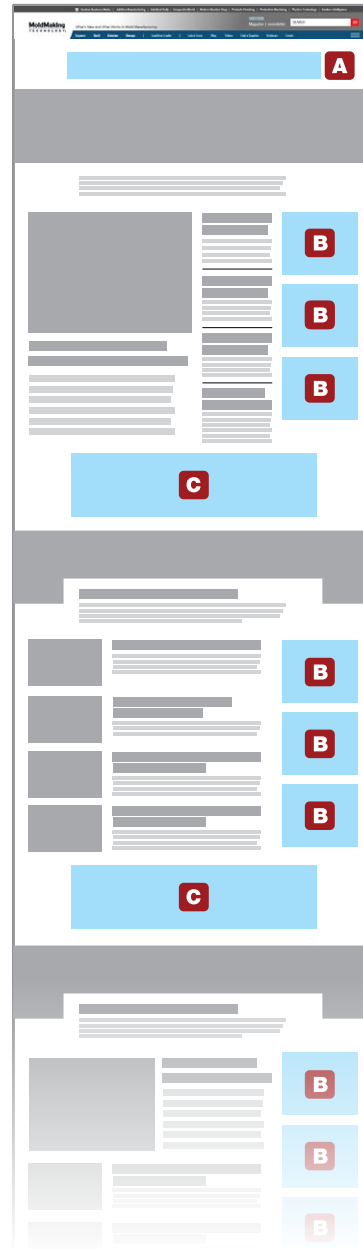
## WEBSITE DISPLAY ADVERTISING: MOLDMAKINGTECHNOLOGY.COM

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

AD PACKAGES	AD FORMATS	AD SIZES
MMT Premium Display Ad Package	<b>A</b> Super Leaderboard	970x90 px JPG/PNG
Metalworking Network Premium Display Ad Package	<b>B</b> Medium Rectangle	300x250 px JPG/PNG
	<b>C</b> Billboard	970x250 px JPG/PNG

Metalworking Network distribution includes: [mmsonline.com](http://mmsonline.com), [moldmakingtechnology.com](http://moldmakingtechnology.com) and [productionmaching.com](http://productionmaching.com)

MoldMakingTechnology.com ad packages include positions **A**, **B**, & **C** on rotation per page load  
 Detailed ad specs and examples are available here [Gardnerweb.com/adcentral](http://Gardnerweb.com/adcentral)



## OFFSITE DISPLAY RETARGETING

Amplify your brand and marketing message by reaching MoldMakingTechnology.com visitors after they navigate away from the site and continue their browsing experience. You receive:

- Extended reach to the *MoldMaking Technology* 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 *MoldMaking Technology* channel subscribers and website visitors
- A monthly activity report including number of impressions, views and clicks

► FOR PRICING, SEE SPECIAL INSERT

## Connect with Moldmakers in Their Inbox With MMT Today

MMT Today is a targeted, triweekly e-newsletter sent to focused, qualified mold manufacturing professionals across North America. Three days a week, MMT Today reaches thousands of engaged community members, ensuring that you reach your desired audience where they are:

- In Their Shops
- On Their Phones
- On The Road

### LEADERBOARD BANNER AD (static image)

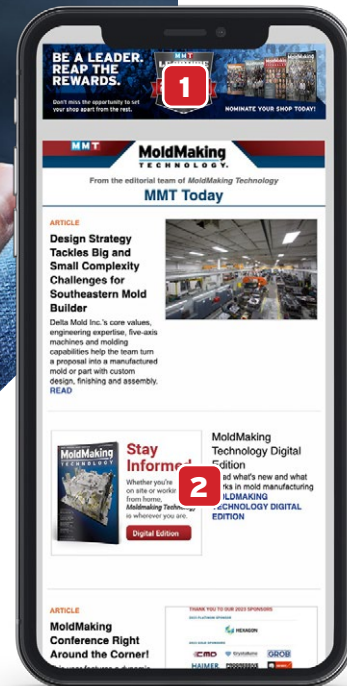
- 1 Size: 600 x 160 pixels @ 144 dpi
- File Type: JPG/PNG
- URL Link

### E-NEWS SOLUTION ADS

- 2 Size: 300 x 250 pixels
- Title: (Bold) 50 Characters Max, including spaces. (Sponsored Content)
- Body: Your message and content will be placed here. Maximum of 200 characters, including spaces.
- CTA: (BOLD) 30 characters max.
- URL Link

AD TYPE	PER MONTH
Leaderboard Banner	3 per month
E-News Solution Ads	18 per month

▶ FOR PRICING, SEE SPECIAL INSERT

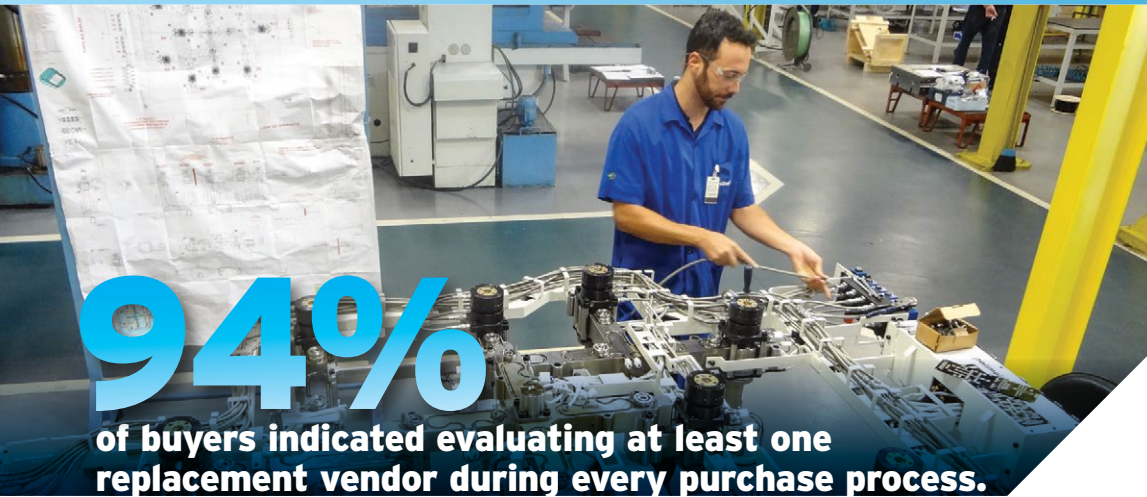


13,500+ SUBSCRIBERS

### FOR ADVERTISING INFORMATION:

Dale Jackman, Brand Vice President / DJackman@gardnerweb.com  
 Patty Caldwell, Advertising / PCaldwell@gardnerweb.com

# PERFORMANCE DIGITAL PROGRAMS



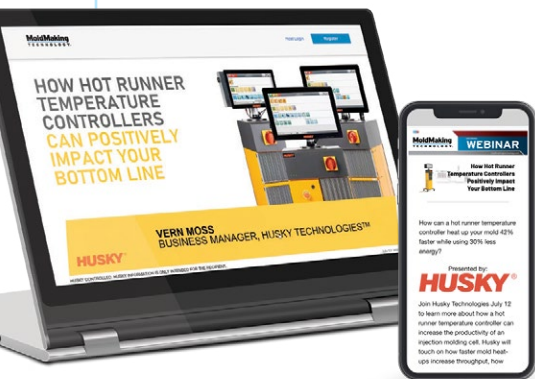
**94%**  
of buyers indicated evaluating at least one replacement vendor during every purchase process.

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, *MoldMaking Technology* 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 moldmaking industry hot topics and secure valuable leads with this exclusive opportunity – only one sponsor per webinar!



## EPRINTS

When you want to send a direct email message to a targeted selection of *MoldMaking Technology'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 *MoldMaking Technology* 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 *MoldMaking Technology* eNewsletters
- 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 eBook on *MoldMakingTechnology.com*. You receive:

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



## Integrate Your Brand's Story Into Our Expert Content

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 *MoldMaking Technology* 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 moldmakingtechnology.com, e-newsletter advertising and paid promotion in search engines and social media channels
- A monthly performance report including page views 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 *MoldMaking Technology* 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



### NEW FOR 2024! CONTENT BOOST

Bring new life to existing *MoldMaking Technology'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

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# TECHNOLOGY REVIEW AND SOURCING GUIDE

## AVAILABLE AD POSITIONS

Full Page/4C  
Half Page/4C



## Feature Your Brand in This Highlight of the Top Technology in Moldmaking



### DIRECTORY DISPLAY ADVERTISING

The annual *MMT Technology Review and Sourcing Guide* is a valuable marketing tool that enjoys a shelf life for the full year.

You receive:

- High-impact brand exposure in the desktop resource readers depend on to source new products, equipment and services

### 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).
3. Create 1, 2 or 3 product profiles each with one image.
4. Provide us with the URL that you would like to feature in the screenshot of your website, along with a 30-word description.

# 21,200+ SUBSCRIBERS

AD CLOSE DATE: JUNE 3, 2024

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**NPE2024** | MADE FOR YOU  
The Plastics Show

With more than 55,000 leaders from over 110 countries representing every industry – from automotive to healthcare to consumer products to construction and more – NPE is the largest plastics trade show in the Americas and one of the most innovative business events in the world.

**IMTS2024**

The International Manufacturing Technology Show provides unparalleled marketing opportunities 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.

## Join us at these events in 2024!

Events are a critical part of a multimedia marketing strategy, from pre-show promotion to post-show lead follow up. *MoldMaking Technology* provides the tools needed to make contacts throughout the show and the buying cycle.



### SPECIAL PROGRAM SPONSORSHIPS

Beyond the magazine, *MoldMaking Technology's* expert editors expand their storytelling reach to find unique ways to engage and excite the mold manufacturing community. Align your brand alongside these increasingly popular and trusted outlets.

- ▶ Digital-Only Stories
- ▶ MMT Chats
- ▶ Ask the Expert
- ▶ Leadtime Leader
- ▶ 30 Under 30



# 2024 MEDIA PROGRAM RATES AND PRICING

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

## MAGAZINE ADVERTISING

DISPLAY ADVERTISING: 4-COLOR RATES	
Full Page	\$7,160
1/2 Island	\$5,680
1/2 Page	\$5,200
1/3 Page	\$4,540
1/4 Page	\$3,450

PREMIUM COVER POSITIONS		
Front Inside Cover	Back Inside Cover	Back Outside Cover
\$8,350	\$8,100	\$8,580

PREMIUM DISPLAY ADVERTISING	
Custom Insert	<b>CONTACT US FOR PRICING</b>
Polybag Ride-Along	
Gate Fold Cover	
Cover Tip	

DIGITAL EDITION SPONSORSHIP
\$2,430 per month

## CONTENT MARKETING PROGRAMS

Native Advertising	\$8,600 per month <i>(sold in 3 consecutive month increments)</i>
Sponsored Microsite	\$5,240 per month <i>(sold in 12 consecutive month increments)</i>
Content Boost	\$5,500 per month

### \*ADDITIONAL OPTIONS WITH NATIVE ADVERTISING

Article Development	\$1,500 (NET)
E-prints	\$1.50 per name (NET) <i>(2,500 name minimum)</i>

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

## DIGITAL DISPLAY ADVERTISING

WEBSITE DISPLAY ADVERTISING: 12/Month Available	
MMT Premium Display Ad Package (ROS)	\$1,510
Metalworking Network Premium Display Ad Package	\$2,410

OFFSITE DISPLAY RETARGETING	OFFSITE VIDEO RETARGETING
\$3,990 per month	\$3,990 per month

E-NEWSLETTER DISPLAY ADVERTISING: MMT TODAY (3x WEEKLY)		
AD PLACEMENT	AVAILABILITY/MONTH	INVESTMENT/MONTH
Leaderboard Ad	3	\$2,350
E-News Solution Ad	18	\$1,900

## PERFORMANCE DIGITAL PROGRAMS

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

## 2024 TECHNOLOGY REVIEW & SOURCING GUIDE

Full Page / 4-Color	\$7,160
Half Page / 4-Color	\$5,200

## SPECIAL PROGRAM SPONSORSHIPS

MMT Chats	<b>CONTACT US FOR PRICING</b>
Leadtime Leader Award	
Custom Programs	



## GARDNER PREMIER DISCOUNT OPPORTUNITY

### 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 - \$149,999 – 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.



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[MoldMakingTechnology.com](http://MoldMakingTechnology.com)

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