



**Modern
Machine
Shop
México**

2024 Media Guide



CELEBRATING

10
TEN YEARS

2014 - 2024

**Celebrating 10 Years of
Connecting Metalworking
Buyers and Sellers in México**



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

Modern Machine Shop México 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.




LEARN MORE ABOUT YOUR BUYER
Download the latest results from our Industrial Buyer Survey.

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.

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 México* 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 México* 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

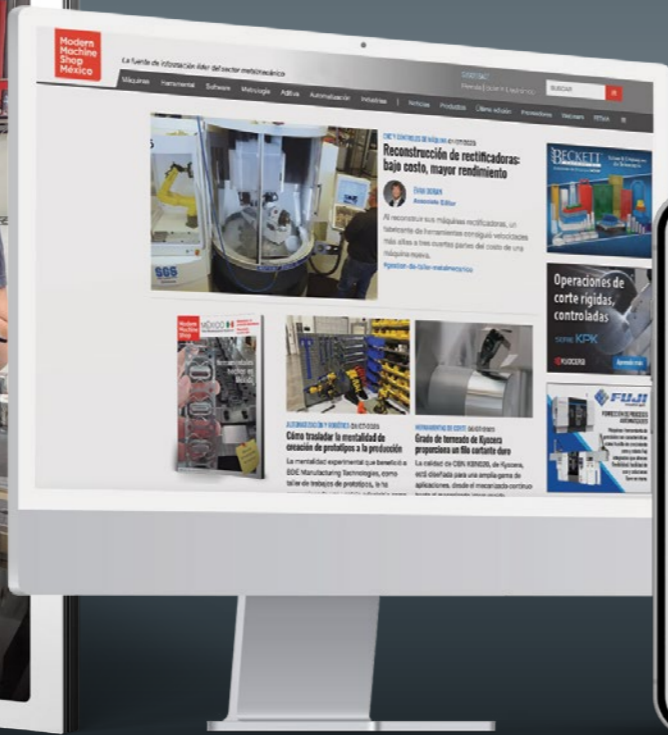
Our professional team of sales, marketing and digital products and services professionals are standing by to help you craft your custom program. On the following pages, learn how *Modern Machine Shop México* is poised to help you best reach and connect with your prospects and convert them into customers.

THE LEADING MEDIA BRAND FOR REACHING THE MEXICAN METALWORKING PROFESSIONALS AUDIENCE

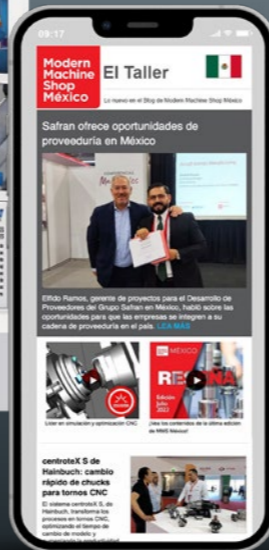
Explore the multiple solutions that our wide variety of channels offer



Magazine



Website



E-newsletter



Events



Social Media

388,200+
Users Across All Channels
Our audience grew 11% in 2023!

ONLINE AUDIENCE

OUR ACTIVE ONLINE AUDIENCE CAN BE FOUND IN MORE THAN 25 COUNTRIES INCLUDING MEXICO, USA, PERU AND MORE

313,000+
ANNUAL USERS

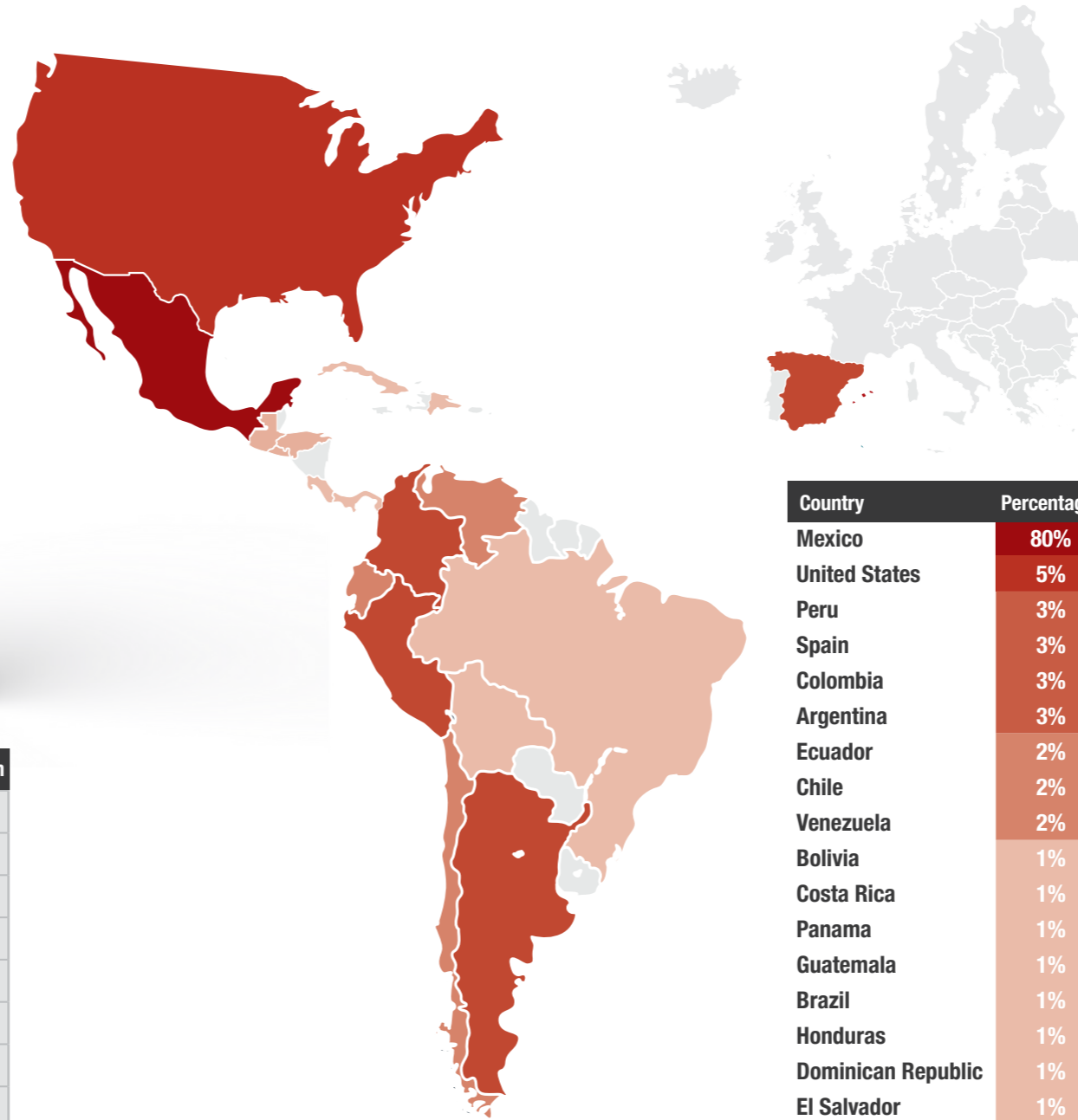
590,000+
ANNUAL PAGEVIEWS

26,000+
AVERAGE UNIQUE MONTHLY USERS

49,000+
AVERAGE PAGEVIEWS PER MONTH



Our Audience by Country



Country	Percentage
Mexico	80%
United States	5%
Peru	3%
Spain	3%
Colombia	3%
Argentina	3%
Ecuador	2%
Chile	2%
Venezuela	2%
Bolivia	1%
Costa Rica	1%
Panama	1%
Guatemala	1%
Brazil	1%
Honduras	1%
Dominican Republic	1%
El Salvador	1%
Cuba	1%

Ad Impressions

	Avg. per month		Avg. per month	
Home Page	20,135	Automotive	3,500	
News	23,600	Robots and Automation	3,100	
Suppliers	18,200	Grinding	2,200	
Products	1,900	CAD-CAM	2,100	
Aerospace	9,100	Mold-Die	1,700	
Turning Machines	8,200	Medical	1,400	
Inspection	6,600	CNC & Machine Controls	1,300	
Cutting Tools	4,200	EDM	1,280	

■ Technology Zones pages
*Source: Google Analytics

*Percentage value per country

EMAIL AUDIENCE

KNOW WHICH COMPANIES ARE PART OF OUR AUDIENCE THAT ACTIVELY RECEIVE ONE OR MORE OF OUR E-NEWSLETTER "EL TALLER"

18,000+
SUBSCRIBERS



*Domains with Active Subscriptions

Aerospace/Aviation



frisa.com
gulfstream.com
aeronc.com
honeywell.com
curtisswright.com
airbus.com

Industrial Machinery & Equipment



crown.com
truper.com
flowserve.com
arbomex.com.mx
johndeere.com
imesa.com.mx

Automotive/Transportation



tremec.com
bocar.com
emerson.com
nemak.com
sisamex.com.mx
valeo.com

Medical/Dental



rypsa.com
century3d.com.mx
advanexmexico.com
seisamed.com
jabil.com
volex.com

Appliance



mabe.com.mx
backergroup.com
treckplastick.com
paceind.com
emz-hanauer.com
gis.com.mx

Offroad/Construction/Agricultural



iusa.com.mx
swissmex.com.mx
weg.net
elementia.com
mx.stabilus.com
grupomarmex.mx

Computers/Electrical/Electronics



smcmx.com.mx
rypsa.com
tierratech.mx
cuprum.com
leviton.com
koblenz-electric.com

Pumps & Valves



worcester.com.mx
parker.com
cummins.com
mayekawa.com.mx
grundfos.com
ametech.com

*Source: MMS México Omeda - Olytics

SOCIAL MEDIA AUDIENCE

19,800+
FOLLOWERS



Distribute your stories and solutions through trusted platforms

MAGAZINE AUDIENCE

DISCOVER THE DIFFERENT DEMOGRAPHICS OF THE MODERN MACHINE SHOP MÉXICO AUDIENCE

15,808
TOTAL SUBSCRIPTIONS

8,351
TOTAL FACILITIES



CONNECT WITH THE AUDIENCE!

96% of our subscribers consider that advertising companies generate trust and credibility

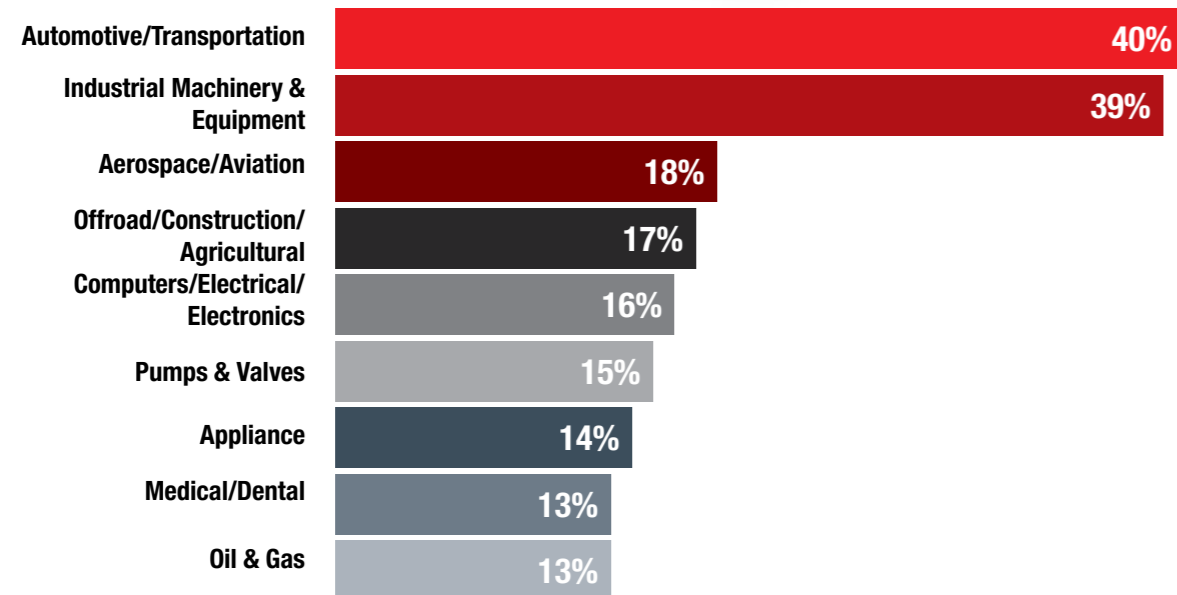
MMS MÉXICO IS A SHARED EXPERIENCE!

75% of our subscribers continue to share *MMS México's* content with 2 or more colleagues

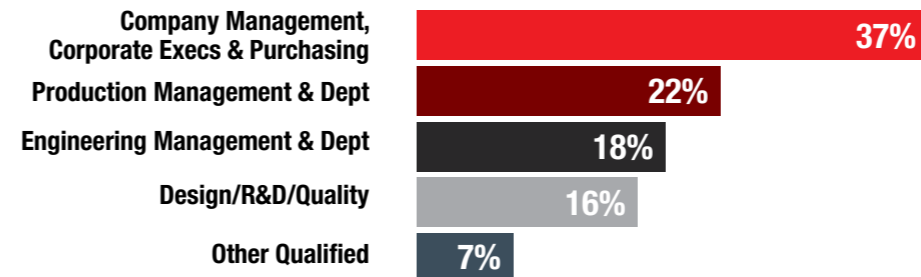
MAGAZINE AUDIENCE

9

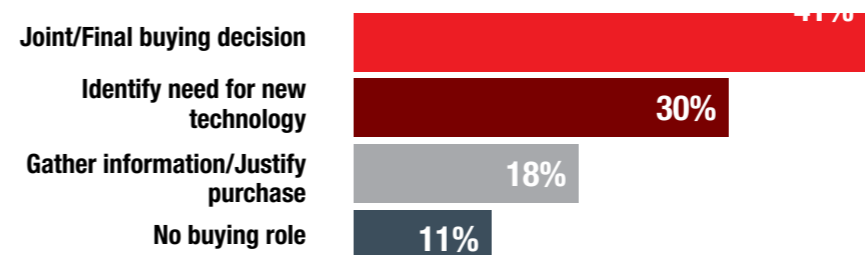
*Industries Served



Job Titles



Buying Authority



*Source: Ad Appeal Survey

YOUR STORY DELIVERED BY MODERN MACHINE SHOP MÉXICO

FIND YOUR COMBINATION OF PRODUCTS AND A CUSTOMIZABLE AUDIENCE TO PLACE YOUR MESSAGE

Our integrated media approach makes sure that we deliver your brand to his engaged audience through the channels they prefer – magazine, digital, inbox or in person.



**Supervisor
Turbomaquinas SA de CV**
Magazine Subscriber
El Taller Subscriber
El Molero Subscriber
FITMA Attendee



**Sr Manufacturing Engineer
Thomson Industries, S. de R.L. de C.V.**
Magazine Subscriber
El Taller Subscriber
El Molero Subscriber
Attended 5 webinars



**Manager
CPA Herramientas**
Magazine Subscriber
Digital Edition Subscriber
31 site visits in July 2023
Meximold Attendee



**Machining Supervisor
Traylfer**
Magazine Subscriber
El Molero Subscriber
Attended 3 webinars
135 site visits in the last year



**Engineering Supervisor
Emerson Process Management Fisher
Controles de Mexico SA de CV**
Digital Edition Subscriber
El Molero Subscriber
Meximold Attendee



**Operations Director
Metalía Ms SA de CV**
Magazine Subscriber
El Taller Subscriber
Attended 7 webinars
FITMA Attendee



**CEO
Maquinados Contreras SA de CV**
Magazine Subscriber
El Taller Subscriber
12 visits since April 2023
Attended 5 webinars



**Sales Engineer
TriAdvantech Tools SA de CV**
Magazine Subscriber
El Molero Subscriber
14 visits in the last year
Meximold Attendee



**SSV Tooling Engineering
Nissan Mexicana S.A. de C.V.**
Digital Edition Subscriber
El Taller Subscriber
14 site visits in the last year
FITMA Attendee

Testimonials

“Modern Machine Shop Mexico is by far the leading magazine in our market. It is the place to be if you want to be known.”

Fernando Meza, Fernando Meza, CEO of US Technologies

“Always with complete information and very good reports with very interesting images and videos. Always on the lookout for industry news in Mexico.”

Luis Portales, staff application engineer of Machining Solutions Mexico

“For us, subscribing to *Modern Machine Shop México* magazine has helped us to visualize which technologies are applicable to our plant and to be more productive, this has helped us to make our product of higher quality.”

Jorge Olvera, plant manager of ArgerMolds

“I consider it an extremely useful resource because it addresses a wide range of topics related to the manufacturing industry.”

Ruth Olmos López, Industrial Engineer

“Modern Machine Shop México provides me, in addition to knowledge, with cutting-edge and interesting news. For example, about nearshoring.”

Gabriela Aguilera, director of DMSI

BRANDS THAT TRUST MMS MÉXICO TO DELIVER THEIR MESSAGE





INDUSTRY PROFESSIONALS SAY PRINT IS...



INFLUENTIAL

Manufacturing buyers find advertising in industry sources 3 times more influential than advertising in non-industry outlets like Google & Facebook.



MEMORABLE

Print advertising yields a higher level of advertising recall, longer engagement & increased brain activity.



IMPACTFUL

More than 50% of industrial buyers use print magazines throughout their purchase process.



INFORMATIVE

More than 60% of industrial buyers consider magazine advertising informative.

2024 EDITORIAL CALENDAR

	EMPHASIS TOPICS Feature Coverage	SPOTLIGHT TOPICS Special Products Section	BONUS DISTRIBUTION
JANUARY/FEBRUARY Closing Date: 12/6/23 Materials Due: 12/13/23	<ul style="list-style-type: none"> CAD/CAM Software Grinding Mexican Machinery & Equipment Outlook 	<ul style="list-style-type: none"> Inspection & Measurement Cutting Tools, Toolholders & Workholding Systems & Software 	Expo Manufactura Monterrey, Mexico Jan 30,31, Feb 1, 2024
MARCH Closing Date: 1/26/24 Materials Due: 2/2/24	<ul style="list-style-type: none"> Turning EDM Mexico's Oil Industry Overview 	<ul style="list-style-type: none"> Turning Cutting Tools, Toolholders & Workholding Systems & Software 	
APRIL Closing Date: 2/26/24 Materials Due: 3/4/24	<ul style="list-style-type: none"> Milling/Machining Centers Aerospace Machining Mexican Consumer Electronics Industry Overview 	<ul style="list-style-type: none"> Grinding & Finishing Cutting Tools, Toolholders & Workholding Systems & Software 	The 2024 MFG Meeting Florida, USA Apr 24 - 26, 2024
MAY Closing Date: 3/27/24 Materials Due: 4/3/24	<ul style="list-style-type: none"> Inspection & Measurement Medical Machining Overview of the Mexican Medical Industry 	<ul style="list-style-type: none"> Additive Manufacturing Cutting Tools, Toolholders & Workholding Systems & Software 	Amerimold Ohio, USA June 5 - 6, 2024
JUNE Closing Date: 4/26/24 Materials Due: 5/3/24	<ul style="list-style-type: none"> Cutting Tools Shop Management Software Mexican Aerospace Industry Overview 	<ul style="list-style-type: none"> Robots & Automation Cutting Tools, Toolholders & Workholding Systems & Software 	CIAM Mexico City, Mexico Jul 10 - 11, 2024
JULY Closing Date: 5/27/24 Materials Due: 6/3/24	10TH ANNIVERSARY SPECIAL EDITION		
AUGUST Closing Date: 6/26/24 Materials Due: 7/3/24	EVENT PREVIEW: IMTS 2024		IMTS 2024 Chicago, USA September 9-14, 2024
SEPTEMBER Closing Date: 7/26/24 Materials Due: 8/2/24	<ul style="list-style-type: none"> Mold & Die Machining Turn/Mill Machines Meximold Preview 	<ul style="list-style-type: none"> Meximold Products Preview Cutting Tools, Toolholders & Workholding Systems & Software 	Meximold Queretaro, Mexico October 9-10, 2024
OCTOBER Closing Date: 8/27/24 Materials Due: 9/3/24	<ul style="list-style-type: none"> Inspection & Measurement Workholding Mexican Machine Tool Consumer Report 	<ul style="list-style-type: none"> Milling & Machining Centers Cutting Tools, Toolholders & Workholding Systems & Software 	
NOVEMBER Closing Date: 9/26/24 Materials Due: 10/3/24	<ul style="list-style-type: none"> Robots & Automation Cutting Tools Overview of the Mexican Industrial Clusters 	<ul style="list-style-type: none"> EDM Cutting Tools, Toolholders & Workholding Systems & Software 	FOR MORE INFORMATION CLICK HERE
DECEMBER Closing Date: 10/28/24 Materials Due: 11/4/24	2025 BUYER'S GUIDE - CONNECTING MEXICAN INDUSTRIAL EQUIPMENT BUYERS WITH QUALIFIED TECHNOLOGY SUPPLIERS		



***AdAppeal Survey**

FIND OUT WHAT OUR AUDIENCE HAS TO SAY ABOUT YOUR AD!

For more information please contact your *MMS México* representative.

PERFORMANCE DIGITAL SOLUTIONS

USE OUR TARGETED DIGITAL MEDIA SOLUTIONS TO DELIVER YOUR MESSAGE

Modern Machine Shop México's knowledge of the industry's audience and our Performance Digital Programs are at your service to bring your products and services to market.



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:

- Pre-roll advertising campaign on YouTube targeting *Modern Machine Shop México* channel subscribers and website visitors.
- Monthly activity report including number of impressions, views and clicks.



E-Prints

When you want to send a direct email message to a targeted selection of *Modern Machine Shop México's* qualified readers, ePrints are the answer.

You receive:

- Custom ePrint delivered to your demographically selected audience.
- Audience selection by 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 Campaigns

Significantly increase your web traffic through this multi-channel demand generation program designed to drive a targeted audience to your website.

You receive:

- Custom ePrint delivered to your demographically selected audience.
- Sponsored content advertisements in *Modern Machine Shop México* e-newsletters.
- Targeted paid social media promotion.

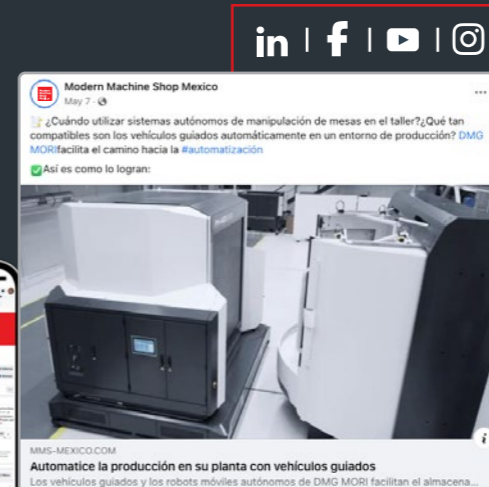
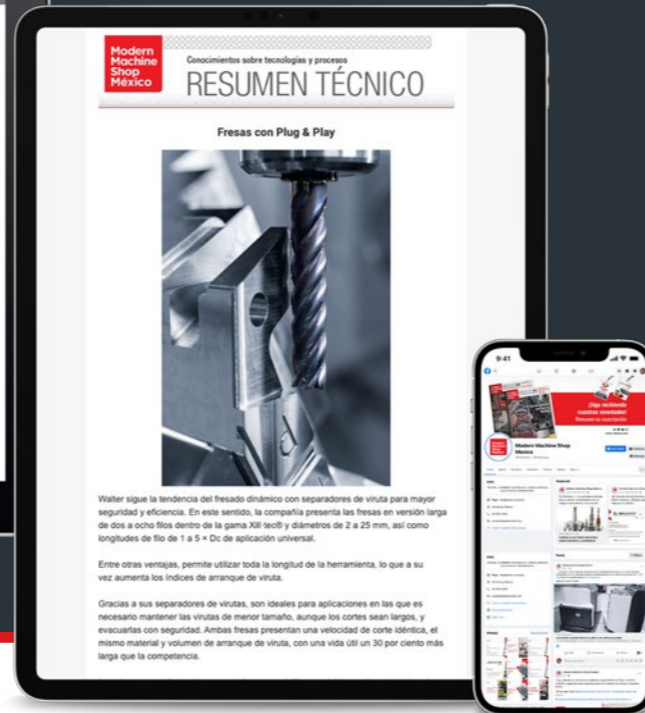


Gated Content Programs

Feature your solution-based content on *MMS-Mexico.com* and fill your sales pipeline with qualified leads who show interest in your products and solutions.

You receive:

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



CONTENT MARKETING PROGRAMS

RELY ON HIGH-QUALITY EDITORIAL CONTENT CRAFTED TO ENGAGE WITH THE AUDIENCE; YOUR MESSAGE, PRESENTED BY MODERN MACHINE SHOP MÉXICO

POSITION YOUR BRAND AS AN AUTHORITY



Brand Awareness



Lead Generation



Thought Leadership



Native Advertising

Submit your own story or work with *MMS México's* editorial team to educate and engage the metalworking industry audience.

You receive:

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



Content Boost

Bring new life to existing *Modern Machine México's* story, we'll deploy a campaign to drive readers.

You receive:

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



WEBINARS

PRESENT YOURSELF AS A LEADER ON A TOPIC AND CONNECT WITH PROSPECTS ENGAGED WITH IT. COLLECT LEADS BEFORE AND AFTER THE WEBINAR

200
Qualified Leads on Average
*Based on topic, leads may vary

LEADS! LEADS! LEADS!

With your investment in an *MMS México* Webinar you receive:

Marketing Assistance

- Webinar hosting and technical support.
- Live webinar moderated by an *MMS México* editor.

Multi-platform Promotion Campaign

 E-prints	 E-newsletter Display Advertising
 Magazine Advertising	 Social Media

Target Other Spanish Speaking Countries

Top Attending Countries Outside Mexico:

- | | |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
|  1) Ecuador |  4) Peru |
|  2) Colombia |  5) Chile |
|  3) Argentina |  6) Venezuela |

Contact your *MMS México* representative for assistance.

DIGITAL DISPLAY ADVERTISING

FEATURE YOUR MESSAGE ON THE MMS MÉXICO HOMEPAGE OR IN SPECIFIC TECHNOLOGY ZONES NEXT TO CONTEXTUALLY RELATED ARTICLES

Package Options	Ad Formats	Locations
Home Premium (Limit: 12)	<ul style="list-style-type: none"> A 1 Super Leaderboard B 1 Billboard C 1 Medium Rectangle 	<ul style="list-style-type: none"> • Home Page • Run of Site
Zone Premium (Limit: 4 per zone)	<ul style="list-style-type: none"> A 1 Super Leaderboard B 1 Billboard C 1 Medium Rectangle 	<ul style="list-style-type: none"> • One Zone (Your choice)
Zone Basic (Limit: 8 per zone)	<ul style="list-style-type: none"> C 1 Medium Rectangle 	<ul style="list-style-type: none"> • One Zone (Your choice)

RECOMMENDED TO ADD WITH BANNERS



Offsite Display Retargeting Opportunity

Amplify your Brand and marketing message by reaching MMS-Mexico.com visitors after they navigate away from the site and continue their browsing experience.

You receive:

- Extended reach to be *Modern Machine Shop México* audience through web display advertising.
- Monthly activity report including number of impressions and clicks.





E-NEWSLETTER “EL TALLER”

KEEP YOUR BRAND NEXT TO THE FRESHEST MODERN MACHINE SHOP MÉXICO CONTENT

18,200
Subscribers

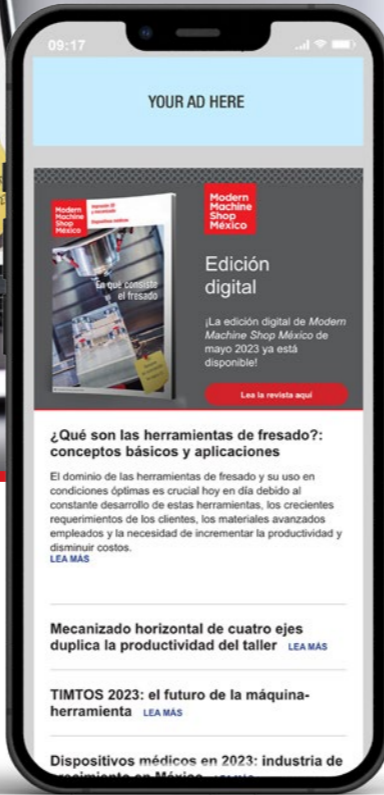
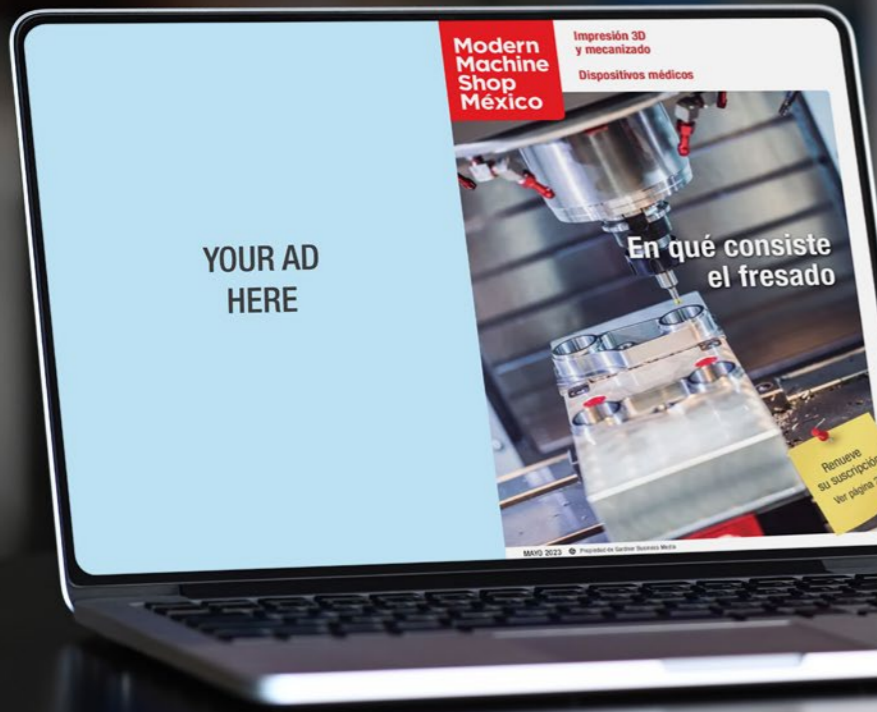
“El Taller” is a weekly e-mail recap created by the *MMS México* editorial team, making it the premier resource for finding the latest news, technologies and case studies in the industry.

Placing an ad in “El Taller” gives your company the opportunity to market your brand to an active audience who read our content once a week (sent every Friday).

Ad Options	Inventory
C Leaderboard	1 available (per e-newsletter)
E Video ad	2 available (per e-newsletter)
F Banner +Plus	16 available (per e-newsletter)

BONUS

When buying 1 full month of any type of banner (C,E,F):
Get a FREE Medium Rectangle Banner in MMS-Mexico.com Blog Zone.
(23,600 + ad impressions per month).



MMS MÉXICO EXCLUSIVE DIGITAL EDITION SPONSORSHIP

CARRY YOUR BRAND ONLINE WITH MODERN MACHINE SHOP MÉXICO

12,100

Digital issue page views per month on average

Digital editions are promoted through email and social media and featured on MMS-Mexico.com. Archived editions remain available on the site indefinitely.

Digital Edition Sponsorship Includes:

- Full page ad on the opening tab.
- Exclusive leaderboard in the digital edition email.
- Advertising on the MMS-Mexico.com latest issue landing page.

Availability: 1 per issue

E-PRINT

TARGET MODERN MACHINE SHOP MÉXICO'S DATABASE OF OPT-IN BUYERS

22%
Open rate

ePrints Include:





MEXIMOLD 2024 5TH EDITION

Meximold is the only show in Mexico entirely dedicated to the mold, tooling and molding industry.

Four Pavilions

- Moldmaking
- Mold Manufacturing
- Mold Maintenance
- Injection Molding

Meximold by the Numbers

- 130** exhibitors
- 70%** of visitors have a relevant role in the purchasing process of their company.
- 4,000** visitors
- 817** CEOs among Meximold visitors.
- 30** specialized conferences
- 1,200** purchasing managers among Meximold visitors.

Testimonial

“This became our third participation in Meximold and we see, more and more, the interest of the industry in the manufacture of molds in Mexico and they are betting on the national product since we are at the level of many other countries”.

Aaron Fernández, product engineer of the Interconsult Group.

**2023 EDITION:
SOLD OUT**

Contact your *MMS México* representative for assistance.

[FOR MORE INFORMATION ABOUT THE EVENT CLICK HERE](#)

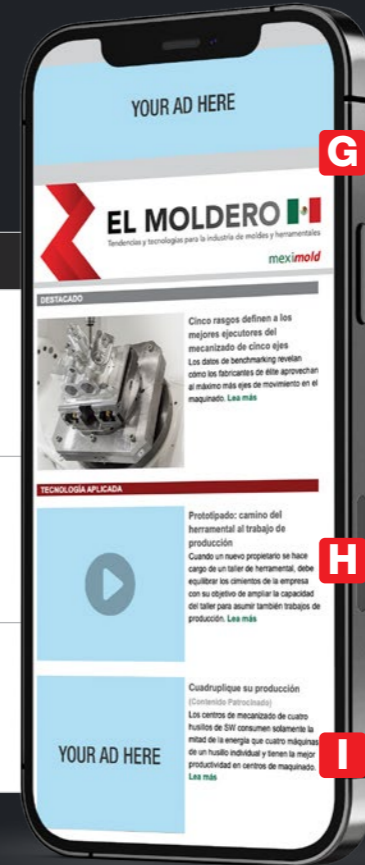
E-NEWSLETTER “EL MOLDERO”

“El Moldero” is the premier monthly e-newsletter with content curated by the *MMS México* and *PT México* editors for the latest insights and innovations in one of the fastest growing markets in Mexico: tool & die.

Connect your brand and stories with 13,500 subscribers!

Ad Opportunities

- G** **Leaderboard**
1 available (per e-newsletter)
- H** **Video Ad**
2 available (per e-newsletter)
- I** **Technology Solutions Ad**
9 available (per e-newsletter)



Digital programs that include El Moldero ad opportunities:



WEBINARS



NATIVE ADVERTISING



DIRECT TRAFFIC

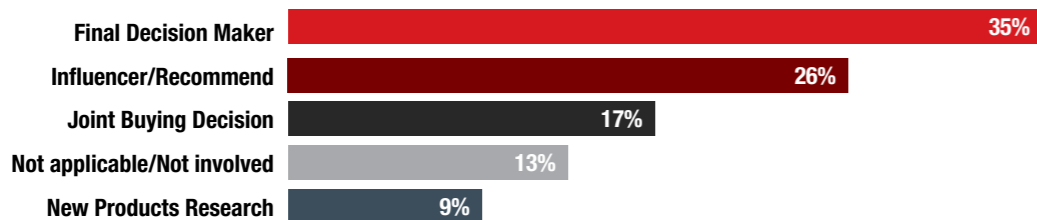
[FOR MORE INFORMATION CLICK HERE](#)



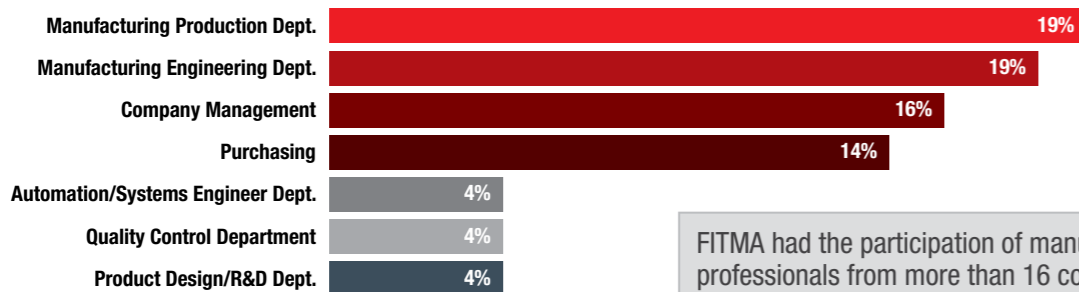
FITMA 3RD EDITION

FITMA will showcase the latest technology and machinery from the international industrial market for Mexico and Latin America, connecting leading manufacturers, OEMs and suppliers of machinery, equipment, and services of the metalworking sector in a 3-day, high-quality event full of great networking experiences.

Purchasing Role



Job Title



FITMA had the participation of manufacturing professionals from more than 16 countries and 30 states out of the 32 of Mexico.

Testimonials

“Many visitors and potential clients have come to our stand, and we see this in a very positive way since we have fulfilled our goal as participants of FITMA.”

Marcos Rosenzvaig, Regional Sales Manager, Vargus

“We are very happy with this new edition of FITMA. The truth is that it is very professionally organized. We are very pleased to participate with you again.”

Luciano Diorio, CEO of Hi-Tec Group

“We feel that FITMA is a very important event at a national level that allows the attraction of new technologies for the aerospace, automotive, and metalworking industries in general. It is a great field of opportunity for technologies or for new companies.”

Sergio Balderrama, Greenleaf’s manager for Mexico and Latin America

Know what attendees and fellow exhibitors say about FITMA 2023:





TELL YOUR STORY IN MODERN MACHINE SHOP MÉXICO



MAGAZINE ADVERTISING



WEBSITE DISPLAY ADVERTISING



OFFSITE DISPLAY RETARGETING



OFFSITE VIDEO ADVERTISING



E-PRINTS



WEBINARS



DIRECT TRAFFIC



GATED CONTENT MARKETING



NATIVE ADVERTISING



LEAD GENERATION

INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.

Modern Machine Shop México



**EXECUTIVE DIRECTOR OF
INTERNATIONAL BUSINESS**
Claude Mas
cmas@gardnerweb.com



EDITORIAL DIRECTOR
Eduardo Tovar
etovar@gardnerweb.com

MEXICO SALES REPRESENTATIVES



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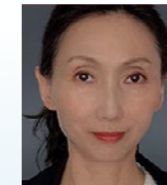
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