

PRODUCTION Machining

productionmachining.com

2024 MEDIA GUIDE

YOUR ACCESS TO THE PRECISION MACHINING
INDUSTRIAL EQUIPMENT AND SERVICES BUYER

IN PARTNERSHIP WITH





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

Production Machining 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, *Production Machining* 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 *Production Machining* 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

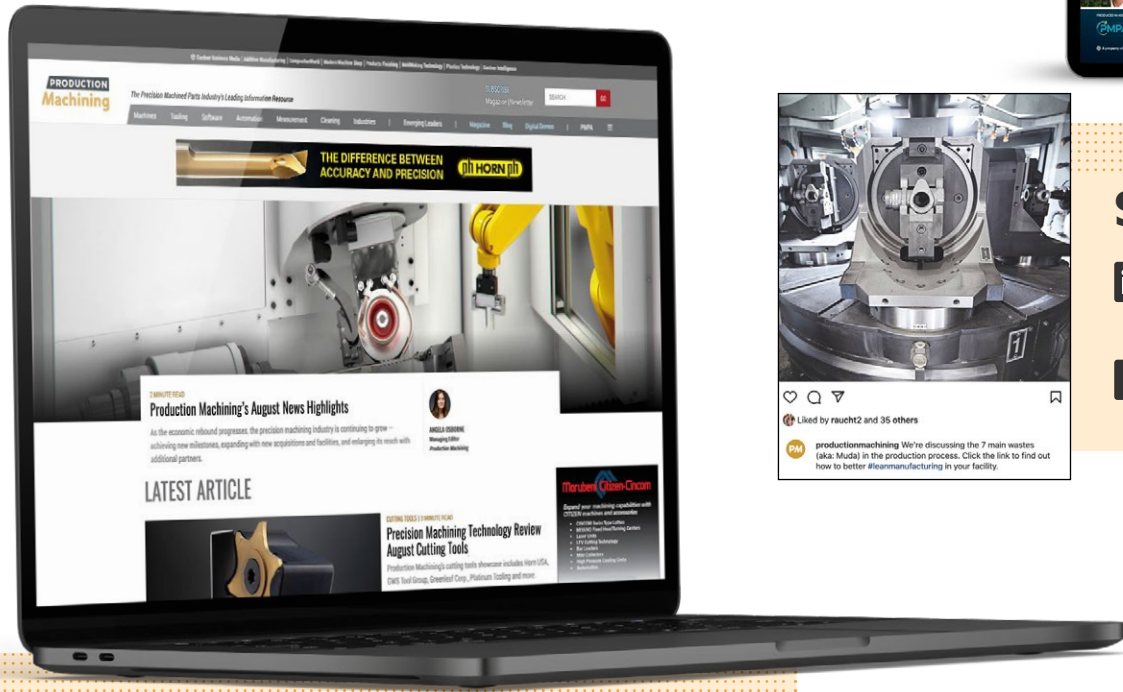
Contact your sales representative to learn more.

An Intense Passion for the Industry

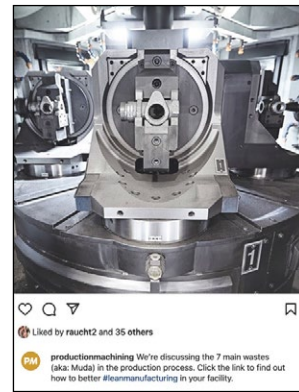
Our professional team of sales, marketing and digital products and services professionals are standing by to help you craft your custom program. On the following pages, learn how *Production Machining* is poised to help you best reach and connect with your prospects and convert them into customers.



No matter how you want to connect with customers and prospects, *Production Machining* provides the best and most active precision machining audience across a full spectrum of advertising and sponsorship options.



MAGAZINE
20,200
MONTHLY SUBSCRIBERS



SOCIAL MEDIA FOLLOWERS

in Production Machining
6,800+

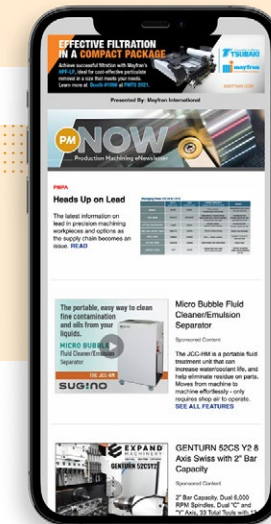
Twitter @PMProdMachining
3,000+

YouTube @ProductionMachining
475+

f @ProductionMachining
2,400+

Instagram @ProductionMachining
2,300+

E-NEWSLETTER: PM NOW
10,500 SUBSCRIBERS



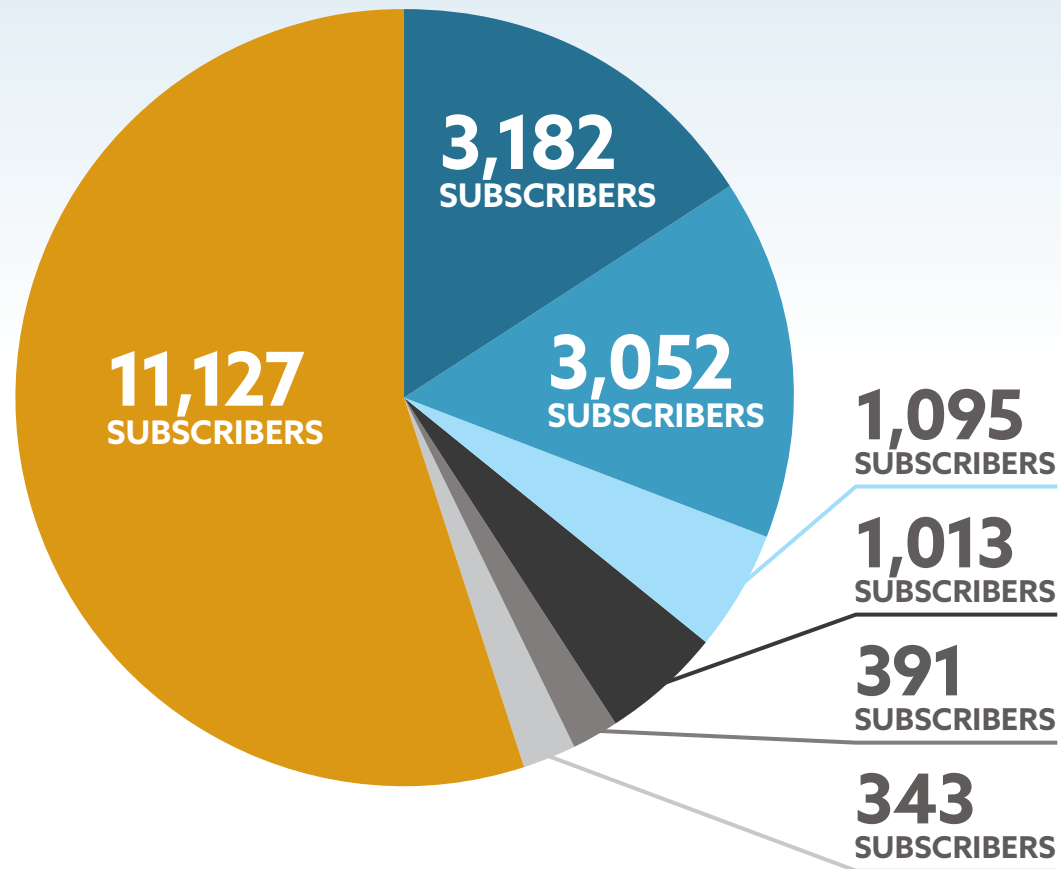
All audience and distribution counts in this media guide reflect *Production Machining* publisher data as of September 1, 2023. These metrics represent counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from GBM GROW and Google Analytics. Learn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

ONLINE
223,600 ANNUAL SITE USERS



PUT YOUR MONEY WHERE YOUR MARKETS ARE.

INDUSTRY	SUBSCRIBERS	FACILITIES
Aerospace/Aviation	14,282	11,624
Appliances	8,406	6,401
Automotive/Transportation	15,440	12,725
Die/Mold	3,302	2,570
Computers/Electrical/Electronics	11,686	9,267
Industrial Machinery & Equipment	15,296	12,570
Medical/Dental	12,324	9,890
Military/Defense	13,302	10,738
Offroad/Construction/Agricultural	13,951	11,334
Oil and Gas	12,282	9,823
Pumps and Valves	10,884	8,603
Renewable Energy (Wind, Solar, etc.)	2,690	2,024
Other	8,618	6,742



- Company Management and Purchasing
- Manufacturing Production
- Manufacturing Engineering
- Product Design/R&D/Quality Control
- Technical Sales and Marketing
- Automation/Systems Engineering
- Other Qualified

➔ **TOTAL SUBSCRIBERS**
20,200

➔ **TOTAL FACILITIES**
16,000

OPERATIONS PERFORMED	SUBSCRIBERS	FACILITIES
Multi-Spindle	8,729	6,492
Robotics & Automation	9,607	7,563
Single-Spindle	12,319	9,802
Swiss-Type	6,458	4,614
Transfer-Type Machining	5,332	3,737
Other	2,873	1,946

NUMBER OF EMPLOYEES	SUBSCRIBERS	FACILITIES
1-49	13,777	11,483
50-249	4,506	3,116
250+	1,923	1,378

MEET OUR READERS

Who REALLY sees your brand's message, and where do they see it? Going beyond the pages of our monthly magazine, the sampling below represents real-life audience members who engage with your products and services through our multiple media channels.



Julian F.
Dir. of Operations

Engagement with *Production Machining*:

- Monthly magazine subscriber
- PM Now e-newsletter subscriber
- Webinar attendee (1)
- Visited ProductionMachining.com 12 times in the past 90 days



Michael M.
Process Engineer

Engagement with *Production Machining*:

- Monthly magazine subscriber
- PM Now e-newsletter subscriber
- Webinar attendee (1)
- Attended PMTS in 2023
- Visited ProductionMachining.com 42 times in the past year



Ryan M.
General Manager

Engagement with *Production Machining*:

- Monthly magazine subscriber
- PM Now e-newsletter subscriber
- Webinar attendee (2)
- Visited ProductionMachining.com 96 times in the past year
- Receives e-prints



Christopher G.
President

Engagement with *Production Machining*:

- Monthly magazine subscriber
- PM Now e-newsletter subscriber
- Webinar attendee (7)
- Attended PMTS in 2023
- Visited ProductionMachining.com 40 times in the past two months



Jerid B.
Owner

Engagement with *Production Machining*:

- **ONLY** receives monthly magazine



Graeme S.
Engineering Manager

Engagement with *Production Machining*:

- Monthly magazine subscriber
- PM Now e-newsletter subscriber
- Webinar attendee (3)
- Visited ProductionMachining.com 46 times in the past year
- Receives e-prints



Mark B.
Process Engineer

Engagement with *Production Machining*:

- Monthly magazine subscriber
- PM Now e-newsletter subscriber
- Webinar attendee (17)
- Visited ProductionMachining.com 29 times in the past year
- Downloaded Content Collection

Interested in learning more about our audience's behaviors?
We have the data! Ask your sales representative for details.

READER TESTIMONIAL

"A must-read for staying informed and motivated."



STEVE VAN ORDEN | *Paramount Machine*



ADVERTISER TESTIMONIALS

"Our relationship with Gardner has spanned many decades, and like the industry, they have had to adapt to the new 'way' of coming to market. From print to digital to customized marketing programs, we have had incredible success as a result of this relationship."



LARRY ROBBINS | *SMW Autoblok Corp.*

"Production Machining offers unique and creative products that are ahead of the curve and gets us the clicks and attention that we are looking for."



MIKE GABRIS | *NSK America Corporation*

EDITORIAL LEADERSHIP

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

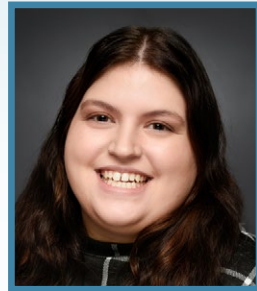
The *Production Machining* editorial team has unprecedented access to job shops, cutting tool manufacturers, machine tool builders, OEMs, service providers and more. *Production Machining* combines that access with decades of experience to provide long-form content that is insightful and impactful.



DEREK KORN
Editor-in-Chief
dkorn@productionmachining.com



CHRIS PASION
Managing Editor
cpasion@productionmachining.com



JENN CAMEL
Digital Editor
jcammel@productionmachining.com

ADVERTISING PRODUCTION EXPERTISE

A professional team with decades of combined experience and knowledge in all the intricacies of bringing your ad materials to life.



BILL CALDWELL
Director, Advertising and Promotion
bill@gardnerweb.com



CHRIS LARKINS
Advertising Manager
clarkins@productionmachining.com



TELL US YOUR STORY

Our team gladly considers your press releases, case studies and other content for inclusion in our media channels. Follow the submission guidelines (short.productionmachining.com/ContentSubmission) for instructions and details!

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

MONTH AD CLOSE DATE	EMPHASIS TOPICS	ADDITIONAL COVERAGE	BONUS DISTRIBUTION
JANUARY DECEMBER 1, 2023	<ul style="list-style-type: none"> Grinding and Surface Finishing Medical 	Parts Cleaning Supplement	
FEBRUARY JANUARY 2, 2024	<ul style="list-style-type: none"> Micromachining Cutting Tools 		<ul style="list-style-type: none"> • PMPA Management Update Conference
MARCH FEBRUARY 1, 2024	➔ <ul style="list-style-type: none"> Aerospace Measurement and Inspection 		
APRIL MARCH 1, 2024	<ul style="list-style-type: none"> Data-Driven Manufacturing CNC/Machine Controls 	Parts Cleaning Supplement	<ul style="list-style-type: none"> • The MFG Meeting • PMPA National Technical Conference
MAY APRIL 1, 2024	<ul style="list-style-type: none"> Swiss-Types Multitask Machining 		<ul style="list-style-type: none"> • Amerimold
JUNE MAY 1, 2024	<ul style="list-style-type: none"> CAD/CAM 3D Printing 		
JULY JUNE 3, 2024	➔ <ul style="list-style-type: none"> Machining Technology Rotary Transfer Machines 	Parts Cleaning Supplement	
AUGUST JULY 1, 2024	<ul style="list-style-type: none"> • IMTS 2024 Preview 		
SEPTEMBER AUGUST 1, 2024	<ul style="list-style-type: none"> Turning Technology Multi-Spindle Machines 		<ul style="list-style-type: none"> • IMTS 2024 • PMPA Annual Meeting
OCTOBER SEPTEMBER 2, 2024	<ul style="list-style-type: none"> Robots and Automation Workholding 		<ul style="list-style-type: none"> • MTForecast
NOVEMBER OCTOBER 1, 2024	<ul style="list-style-type: none"> Shop Management Software Cutting Tools 	Parts Cleaning Supplement	
DECEMBER NOVEMBER 1, 2024	<ul style="list-style-type: none"> 2024 Industry Outlook Metalworking Fluids 		



We are a proud partner with the Precision Machined Products Association (pmpa.org). You'll find industry insights and updates inside every issue!

➔ ReactAd: Real Feedback From Real Readers

As a complimentary and value-added benefit of advertising in *Production Machining's* March issue and/or July issue, you'll receive an easy-to-read report, prepared by third-party firm Signet Research, Inc., including a detailed analysis of how *Production Machining'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.

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

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



DISPLAY ADVERTISING

By placing an ad in a respected magazine like *Production Machining*, 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 20,200 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

Usually, you pay a lot for cutting edge technology NOT THIS TIME

TRAK Production Machines
Featuring the all new **SINUMERIK ONE CNC** by Siemens

Introducing TRAK G250

Gear Grinding for EV Applications

Usually, the Y and Z axes "generate" a "virtual" tangential axis through simultaneous movements. Therefore, the point of contact between the grinding wheel and workpiece is approximately 100 mm closer to the pivot point of the swiveling axis, which is beneficial for the swiveling behavior during the grinding process. The wheel point of contact varies, smoothing the gear form for better meshing and higher bearing ratios. The result is visible in the surface structure of the finished component, as "ghost frequencies" in the micron range vanish almost entirely. Additionally, gear form profile deviation is very low, as measured by the force field approximation (FFA) value.

Emag SJ says its G 250 machine offers another alternative suitable for components up to module 7 with an outside diameter of 250 mm. Axle drive gears, gear wheels or shafts with a maximum length of 550 mm can be produced using generating grinding or profile grinding processes. The machine is equipped with two table spindles to minimize idle time during the manufacturing process.

"Additionally, the flexibility of the machine was very important to us," Mohani explains. "For example, the G 250 can also be equipped with very small grinding wheels and worms." In addition, the G 250 HS variant has a high-speed, 20,000-rpm grinding head. It is small grinding worms to need.

Other advantages of this concept include:

- Generating grinding and profile grinding are performed on the same main grinding spindle, so the machine does not suffer from heat development (like when auxiliary spindles are used for profile grinding). Additionally, the machine can be retooled for the alternative procedure within a matter of minutes.
- Generating grinding can also be used for machining workpieces with interfering contours by using generating worms with a root diameter up to 60 mm. This results in very short grinding times. All other components can be finished with a smaller profile grinding wheel.
- Grinding takes place in the loading position, in parallel with the main machining operation.

For large components used in trucks or in general gear manufacturing, the G 400 is available for generating grinding. It is equipped with a tool table for components with a maximum diameter of 400 mm and a shaft length of up to 700 mm. The machine can also be loaded from above, because its loading has an over-the-curtain door. www.emag.com

SCF Scientific Cutting Tools
We're Celebrating 60 Years!

Thread Mills, Forks & Quills, Single Points, Bore Mills, Broaches

As an actual partner! Call for the technical assistance during business hours
1,800-558-9495 1,800-381-2244
Learn more at www.scf-usa.com
Scan QR Code for 60 Days Free Trial Info!

MOST POPULAR SIZES

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



PREMIUM DISPLAY ADVERTISING

Stand out in front of your prospects and buyers (and competition) with a highly visual specialty presentation.

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 ProductionMachining.com's Latest Issue landing page



All Production Machining media product pricing is included as a separate insert.

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



WEBSITE DISPLAY ADVERTISING: PRODUCTIONMACHINING.COM

The most trusted and visited website for content about precision machining technologies, products and processes.

➔ **223,600**
ANNUAL USERS

➔ **439,000**
ANNUAL PAGE VIEWS

➔ **18,600**
AVERAGE UNIQUE
MONTHLY USERS

➔ **36,500**
AVERAGE MONTHLY
PAGE VIEWS

PRODUCTIONMACHINING.COM DISPLAY OPTIONS

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

LOCATION	AVAILABILITY
Home Page	12 per month
ProductionMachining.com Only Topics	12 per month
Metalworking Network Topics	12 per month

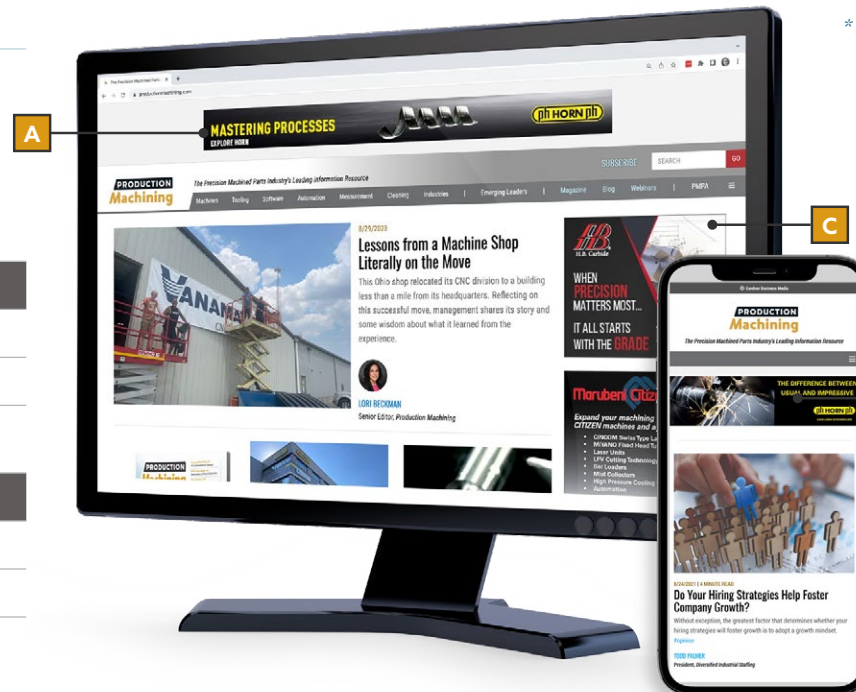
DISPLAY AD FORMAT	AD SIZE
Super Leaderboard Ad (A)	970 x 90 px
Billboard Ad (B)	970 x 250 px
Medium Rectangle Ad (C)	300 x 250 px

BANNER AD PLACEMENTS

PRODUCTIONMACHINING.COM	PRODUCTIONMACHINING.COM ONLY TOPICS
Blog	Swiss-Type Screw Machines
Home Page	Rotary Transfer Machines
Latest Issue	Bar Feeders
Parts Cleaning	Multi-Spindle Screw Machines
Suppliers Directory	

METALWORKING NETWORK TOPICS*	
Cutting Tools	Aerospace
EDM	Medical
Automation	Machining Centers
Automotive	Turning Machines
Inspection & Measurement	Workholding
CAD/CAM Software	Shop Management Software
CNC & Machine Controls	Grinding

* Ads placed in the ProductionMachining.com Metalworking Topics also appear on MMSonline.com and MoldmakingTechnology.com, where applicable.



ProductionMachining.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.



OFFSITE DISPLAY RETARGETING

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

You receive:

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

All *Production Machining* media product pricing is included as a separate insert.



PM NOW E-NEWSLETTER DISPLAY ADVERTISING

With content curated by *Production Machining* editors, PM Now is the premier twice weekly e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

➔ **10,500**
PM NOW
SUBSCRIBERS



DISPLAY AD FORMAT	AVAILABILITY	AD SIZE
Leaderboard Ad (A)	2 per month	600 x 160 px
Video Ad (B)	2 per month	300 x 250 px
Technology Solutions Ad (C)	8 per month	300 x 250 px

Details and additional specifications are available at gardnerweb.com/adcentral.

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, *Production Machining* 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.

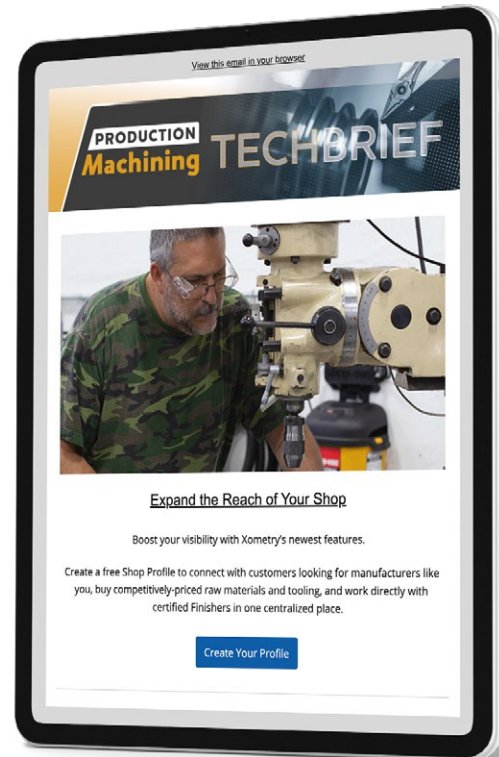


E-PRINTS

When you want to send a direct email message to a targeted selection of *Production Machining'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 *Production Machining* 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



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!

YOU RECEIVE:	LIVE PACKAGE	ON-DEMAND PACKAGE
Magazine Promotion Your event is published in our special <i>Production Machining</i> upcoming webinars section.	X	
Email Promotion We email <i>Production Machining</i> subscribers exclusive invitations to your webinar.	X	X
E-newsletter Promotion Your event is pre-promoted in the PM Now e-newsletter.	X	
Online Hosting Archive Your webinar will remain on ProductionMachining.com for six months after initial airing.	X	X
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.	X	X
Tech Support We supply a dedicated Webinar technician and the technology to host your event and provide support before, during and after your webinar.	X	X
Expert Moderator All live webinars are moderated by at least one <i>Production Machining</i> editor.	X	





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 *Production Machining's* 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 ProductionMachining.com.

You receive:

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

All *Production Machining* media product pricing is included as a separate insert.

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 *Production Machining* technical readers have come 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 [ProductionMachining.com](https://www.productionmachining.com), 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 *Production Machining* 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



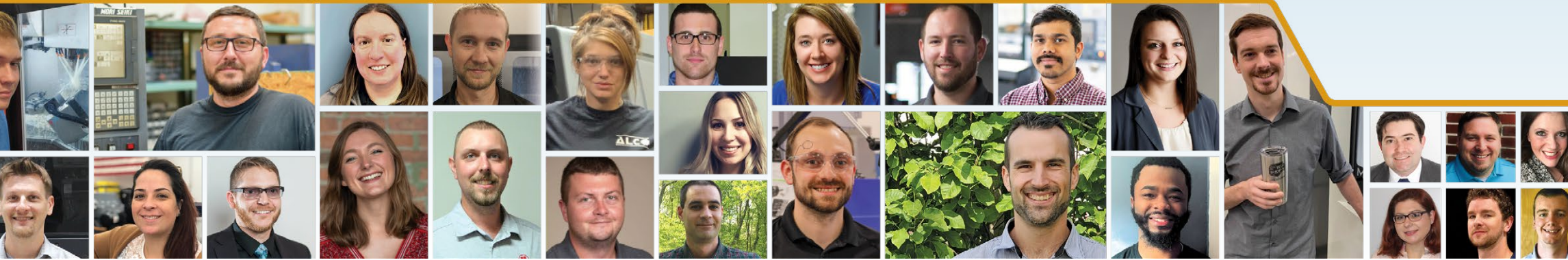
NEW FOR 2024! CONTENT BOOST

Bring new life to existing *Production Machining* 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 pageviews and engagements

All *Production Machining* media product pricing is included as a separate insert.



Beyond the magazine, *Production Machining'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.



EMERGING LEADERS

Celebrating the talented leaders under the age of 40 in the precision machined parts industry, the annual *Production Machining* award recognizes shop pros who exemplify innovation, creativity and enthusiasm.

Contact your sales representative to discuss this exclusive brand exposure sponsorship opportunity.

Interested in additional custom sponsorships? We want to know! The *Production Machining* team is at-the-ready to help you develop a bespoke sponsorship program.





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

IMTS 2024

September 9-14, 2024
McCormick Place | Chicago, IL

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

Presented By: **AMT**

TASC @ IMTS 2024

September 2024
McCormick Place | Chicago, IL

The Automated Shop Conference returns for its sophomore showing during IMTS 2024. Focused on introducing small and medium-sized machining operations to new product technologies, process innovations and business strategies, TASC helps job shops implement lights-out machining and automated production with confidence.



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		\$7,090
1/2 Island		\$5,670
1/2 Page		\$5,015
1/3 Page		\$4,645
1/4 Page		\$3,690
PREMIUM COVER POSITIONS		
Front Inside Cover	Back Inside Cover	Back Outside Cover
\$8,315	\$8,030	\$8,505
PREMIUM DISPLAY ADVERTISING		
Custom Insert	CONTACT US FOR PRICING	
Polybag Ride-Along		
Gate Fold Cover		
Cover Tip		
DIGITAL EDITION SPONSORSHIP		
\$2,700 per month		

➔ CONTENT MARKETING PROGRAMS	
Native Advertising*	\$8,600 per month <i>(sold in 3 consecutive month increments)</i>
Sponsored Microsite	\$5,235 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>

➔ DIGITAL DISPLAY ADVERTISING		
WEBSITE DISPLAY ADVERTISING: ProductionMachining.com		
AD PLACEMENT	AVAILABILITY/MONTH	INVESTMENT/MONTH
Home Page	12	\$1,415
Metalworking Network Topics	12	\$2,410
ProductionMachining.com Only Topics	12	\$945
Blog Topic	12	\$1,700
OFFSITE DISPLAY RETARGETING		OFFSITE VIDEO RETARGETING
\$4,190 per month		\$4,190 per month
E-NEWSLETTER DISPLAY ADVERTISING: PM Now (2X Weekly = 8X Monthly)		
Leaderboard Ad		\$2,215
Video Ad		\$1,700
Technology Solutions Ad		\$1,225

➔ 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

➔ SPECIAL PROGRAM SPONSORSHIPS	
Emerging Leaders	CONTACT US FOR PRICING
Custom Programs	



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
bellis@gardnerweb.com
513-527-8970

Additional details and ad specifications are available at Gardnerweb.com/adcentral.





IN PARTNERSHIP WITH



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MMSonline.com



IN PARTNERSHIP WITH



Bryce Ellis
V.P. Metalworking Media
bellis@gardnerweb.com
513-527-8970

NATIONAL SALES REPRESENTATIVES

Joe Campise
Regional Vice President
jcampise@gardnerweb.com
630-345-3466

John Campos
Regional Vice President
jcampos@gardnerweb.com
630-345-3467

Anthony Pavlik
Regional Vice President
apavlik@gardnerweb.com
917-838-8734

REGIONAL SALES REPRESENTATIVES

ILLINOIS/MIDWEST
Ben Barnes
Regional Manager
bbarnes@gardnerweb.com
630-345-3468

OHIO/SOUTHEAST
Maalik Bomar
Regional Manager
mbomar@gardnerweb.com
513-527-8857

NEW YORK/NORTHEAST
Rachel Wallis
Regional Manager
rwallis@gardnerweb.com
330-268-2249

CALIFORNIA/WEST
Brian Wertheimer
Regional Manager
brianw@gardnerweb.com
513-403-2956

INSIDE EVENT SALES REPRESENTATIVES

Rachel Freking
Account Manager
rfreking@gardnerweb.com
513-527-8897

Bob Huff
Account Manager
bhuff@gardnerweb.com
513-527-8858

Matthew Skiba
Account Manager
mskiba@gardnerweb.com
513-527-8877

INTERNATIONAL OFFICES/SALES REPRESENTATIVES

SPAIN/PORTUGAL
Conchi Aranguren
Neben (Spain)
conchi@nebenconsulting.es
+34-600-424223

CHINA
Erica Cheng
Gedy Ltd.
erica@gedyinc.com
+86-185-1531-1075

JAPAN/KOREA
Bryce Ellis
Gardner Business Media (USA)
bellis@gardnerweb.com
+1 513-527-8970

TAIWAN
May Hsiao
J&M Media (Taiwan)
may@jandm.com.tw
+866-4 2296-5959

EUROPE
Simone Mas
Gardner Business Media (EUR)
smas@gardnerweb.com
+1 856 580-1414

ITALY
Roberto Puccetti
Globe Trotter SAS
roberto.puccetti@grotter.it
+39 320 7447807

ADDITIONAL MANUFACTURING INDUSTRIES PROUDLY SERVED BY GARDNER BUSINESS MEDIA INCLUDE:

ADVANCED MATERIALS MEDIA

Rick Brandt
V.P. Advanced Manufacturing Media
rbrandt@gardnerweb.com
513-766-5864



COMPOSITESWORLD MEDIA

Jeff Sloan
V.P. CompositesWorld Media
jsloan@gardnerweb.com
719-242-3330



PRODUCTS FINISHING AND VALVE MEDIA GROUP

Todd Luciano
V.P. Products Finishing
and Valve Media
tluciano@gardnerweb.com
513-527-8809



MOLDMAKING TECHNOLOGY MEDIA

Dale Jackman
Brand Vice President
djackman@gardnerweb.com
630-360-5306



PLASTICS TECHNOLOGY MEDIA

Jeff Sloan
Brand Vice President
jsloan@gardnerweb.com
719-242-3330



MEXICO MEDIA GROUP

Claude Mas
Executive Director of
International Business
cmass@gardnerweb.com
513-338-2186



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