

**Modern
Machine
Shop
México**

2025

Media Guide



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION



MARKET
INTELLIGENCE

MARKETING SOLUTIONS FOR REACHING BUYERS



Our Audience is Your Business

Audience intelligence for reaching your ideal customer profiles

Gardner Business Media Total Industrial Reach

2,600,000 Digital Profiles 680,000 Known Profiles

 75,000	 295,000	 125,000	 85,000	 160,000
	 55,000	 65,000	 175,000	 110,000

Unmatched Industrial Reach

Build your brand and your business by targeting customers and prospects across discrete parts manufacturing's most informed and engaged industrial network.



AUDIENCE

Influential buyers actively engaging and requesting content



CONTENT

Unbiased, original content that attracts and informs real buyers



CHANNEL

Integrated, always-on content and advertising environments



TECHNOLOGY

Marketing technology and data analytics that deliver results



RESULTS

Bigger-impact, higher-return on your marketing investment

Modern
Machine
Shop
México

Marketing is our business

Proven strategies for exceeding your brand
and business marketing goals.



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION



MARKET
INTELLIGENCE



THE LEADING MEDIA BRAND FOR REACHING THE MEXICAN METALWORKING PROFESSIONALS AUDIENCE

Explore the multiple solutions that our wide variety of channels offer

425,000+

Users Across All Channels

Our audience grew
10% in the last year!

MEET MMS MÉXICO

4



Magazine



E-newsletter



Social Media
in f y i



Website



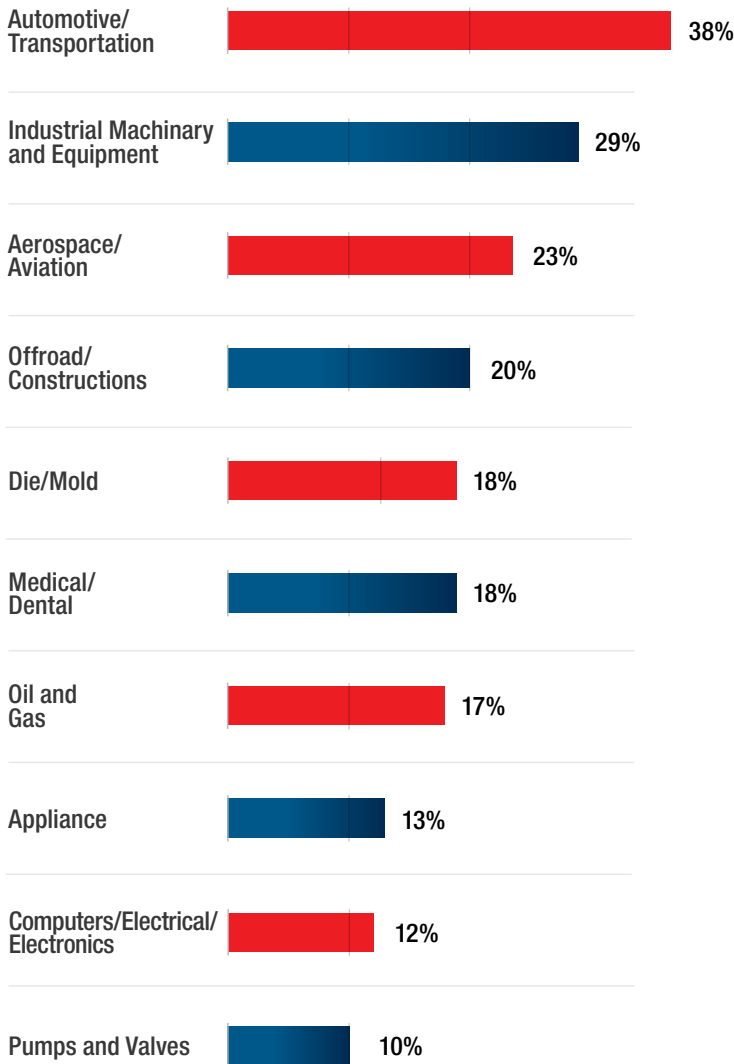
Events

Meet Our Audience

Industries that stand out

From global OEM to one-man production shop, *Modern Machine Shop México* reaches all industries in the metalworking supply chain.

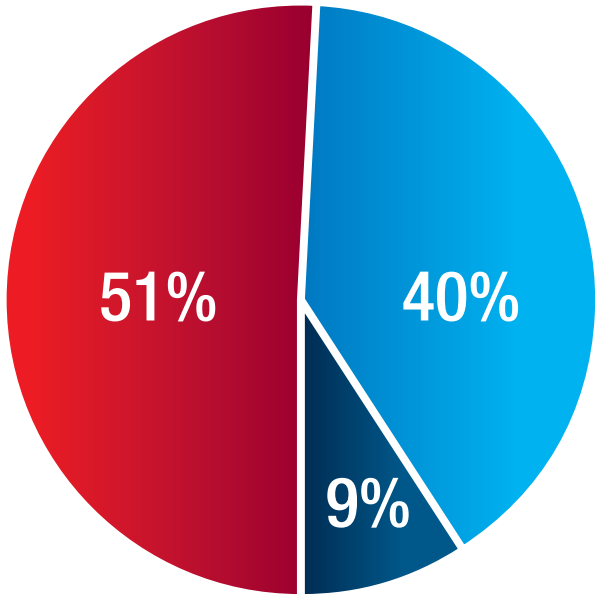
INDUSTRIES PERFORMED



Influencing the entire buying team

Owners, executives, engineers, machinists. Multiple influencers impact the purchase process. Reaching the right people at the right time across the right channels is challenges. We do the work for you!

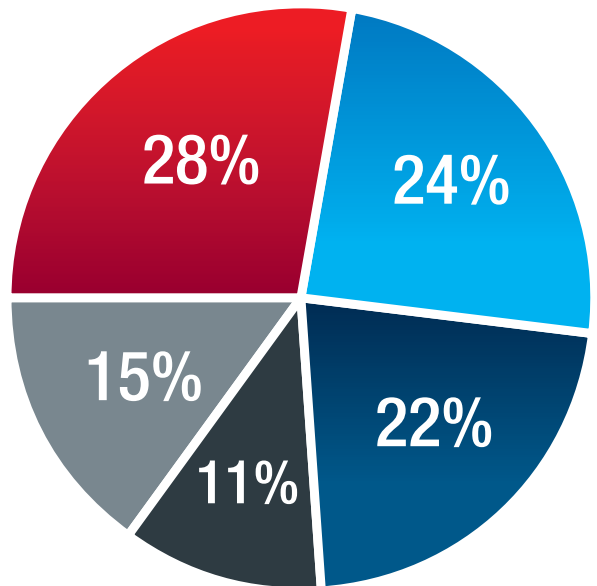
BUYING AUTHORITY



Reaching the hard to reach

We specialize in two areas -reaching the valuable but difficult to reach small to mid-size independent manufacturing enterprise and reaching those with ultimate purchase power.

JOB FUCTION /TITLE



OUR AUDIENCE

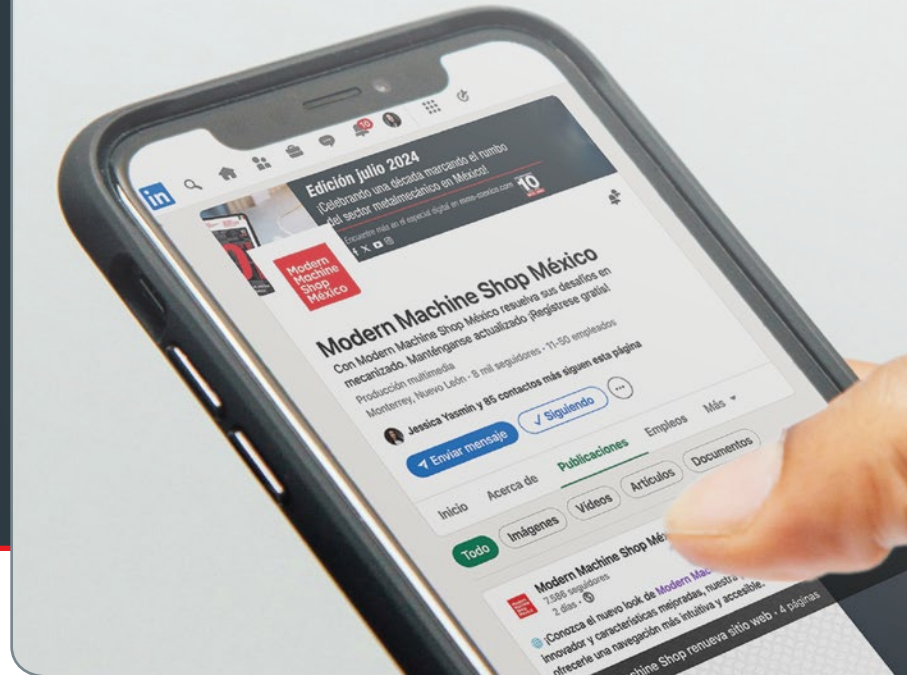
Our Impact Over The Industry

Beyond the pages of our monthly magazine, our audience members engage with content across our multiple media channels.

93% of our audience can positively influence their opinion of a company that advertises in Modern Machine Shop México.



We lead the conversation on social media with content that generates true engagement.



Real-life active profiles

Visteon®

Visteón de México

- Mechanical Technical Manager
- Magazine and Digital Magazine subscriber
- El Taller and El Molero subscriber
- Meximold attendee



Ingeniería en Silo SA de CV

- Project engineer
- Magazine subscriber
- El Taller subscriber
- Attended 3 webinars

Reader Testimonial

"I am very satisfied with the continuous interaction we have had with *Modern Machine Shop México* throughout these 10 years. I consider you a crucial part of our marketing strategy, even if not always visible. Without your work, it would not be possible to bring our products to our customers and distributors in such an effective way."

ARTURO MONROY
DIRECTOR OF ISCAR MÉXICO



Get deeper insights on our audience, content and marketing solutions

Brands that trust *MMS México* to deliver their message



BRANDS THAT TRUST US 7

Testimonials

“It is a great honor to be part of *Modern Machine Shop México*. In ten years, you have managed to open a publication area for products and articles that help us know what is happening in Mexico, which is of great help to the entire industry. It is difficult to find concrete and correct information in Mexico, and it has been a great encouragement to have *Modern Machine Shop México*. Congratulations, and I hope you continue to succeed in Mexico.”

JESÚS CAMARENA
DIRECTOR OF TUNGALOY MÉXICO

“I have been in love with machine tools since I arrived at Tecnológico de Puebla. I think a great contribution of *Modern Machine Shop México* would be the updating of skills of our young talents and the not so young ones. Knowledge is being forgotten and the topic of preparation is an interesting contribution of *Modern Machine Shop México*.”

EDUARDO JASSO
HEAD OF TRAINING AT GÜHRING MEXICANA



MAGAZINE DISPLAY ADVERTISING

Inform buyers with high-impact ads placed in trusted and contextual environments.

Printed Magazine

15,100 + total magazine subscribers

Digital Edition

15,600 subscribers

Exclusive Sponsorship

Exclusive sponsorship of the digital and latest issue landing page.



79% of our subscribers continue to share MMS México's content with 2 or more colleagues.



Adcentral
Ad specifications are available at gardnerweb.com/adcentral

Editorial Calendar

BONUS

Marketing Survey

What does the market think about your brand? Receive feedback and a database of customers who are interested in your solutions.

ONLY JAN/FEB & AUGUST ISSUES



MONTH Ad Closing Date	EMPHASIS TOPICS Feature coverage	SPOTLIGHT TOPICS Special product sections	2025 BONUS DISTRIBUTION
JAN/FEB December 6, 2024 BONUS	<ul style="list-style-type: none">- Turning- Grinding- Mexican Machinery & Equipment Outlook	<ul style="list-style-type: none">- Inspection & Measurement- Cutting Tools, Toolholders & Workholding- Systems & Software	Expo Manufactura Feb 11 - 13, 2025 / Monterrey, Mexico
MARCH January 27, 2025	<ul style="list-style-type: none">- EDM- CAD/CAM Software- Mexico's Oil Industry Overview	<ul style="list-style-type: none">- Turning- Cutting Tools, Toolholders & Workholding- Systems & Software	
APRIL February 25, 2025	<ul style="list-style-type: none">- Milling/Machining Centers- Additive Manufacturing- Mexican Consumer Electronics Industry Overview	<ul style="list-style-type: none">- Grinding & Finishing- Cutting Tools, Toolholders & Workholding- Systems & Software	AMEX I Mexico Aerospace Show April 23 - 26 , 2025 / Mexico City Formnext Chicago April 8 - 10 , 2025 / Chicago, USA
MAY March 27, 2025	<ul style="list-style-type: none">- Swiss Type Machining- Medical Machining- Overview of the Mexican Medical Industry	<ul style="list-style-type: none">- Additive Manufacturing- Cutting Tools, Toolholders & Workholding- Systems & Software	FABTECH Mexico May 8 - 9, 2025 / Monterrey, Mexico
JUNE April 25, 2025	<ul style="list-style-type: none">- Five-Axis Machining- Data Driven Manufacturing- Mexican Automotive Industry Overview	<ul style="list-style-type: none">- Machining Centers- Cutting Tools, Toolholders & Workholding- Systems & Software	
JULY May 27, 2025	<ul style="list-style-type: none">- Automation- Shop Management Software- Mexican Aerospace Industry Overview	<ul style="list-style-type: none">- Robots & Automation- Cutting Tools, Toolholders & Workholding- Systems & Software	
AUGUST June 26, 2025 BONUS	<ul style="list-style-type: none">- Multitasking machining- Aerospace machining- EMO Hannover Preview	EVENT PREVIEW: EMO Hannover	
SEPTEMBER July 28, 2025	<ul style="list-style-type: none">- Mold & Die Machining- Additive Manufacturing- Meximold Preview	MEXIMOLD PRODUCTS PREVIEW	EMO September 22-26 2025 / Hannover, Germany
OCTOBER August 27, 2025	<ul style="list-style-type: none">- Inspection & Measurement- Workholding- Overview of the Mexican Mold and Die Industry	<ul style="list-style-type: none">- Laser & Waterjet- Cutting Tools, Toolholders & Workholding- Systems & Software	Meximold October 22 - 23, 2025 / Queretaro, Mexico
NOVEMBER September 26, 2025	<ul style="list-style-type: none">- Holmaking- Cutting Tools- Overview of the Mexican Industrial Clusters	<ul style="list-style-type: none">- EDM- Cutting Tools, Toolholders & Workholding- Systems & Software	
DECEMBER October 28, 2025	2026 BUYER'S GUIDE - CONNECTING MEXICAN INDUSTRIAL EQUIPMENT BUYERS WITH QUALIFIED TECHNOLOGY SUPPLIERS		For more information click here



MMS-MEXICO.COM DISPLAY ADVERTISING

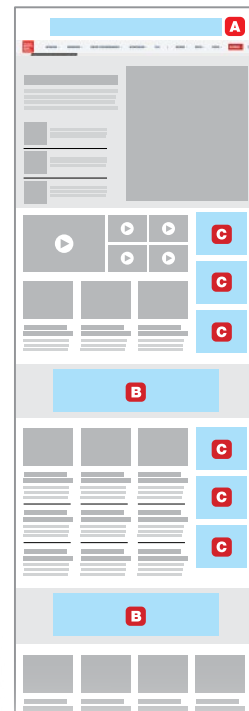
Reinforce your brand's leadership by
being present among the audience most
used media channels.

50,100 +
Average Montly Users



Adcentral

Ad specifications are available at
gardnerweb.com/adcentral



WEBSITE AD FORMATS

- A** Super Leaderboard
- B** Billboard
- C** Medium Rectangle



E-NEWSLETTERS DISPLAY ADVERTISING

Weekly and monthly e-newsletters with
original content that get you closer to
your buyers

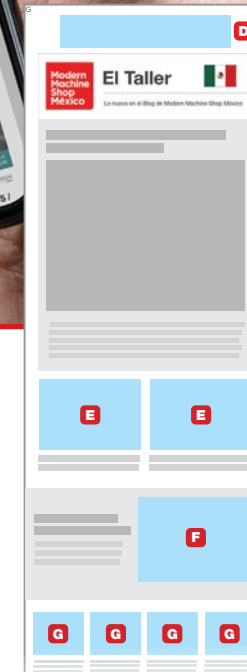
El Taller
16,600 +
subscribers

28% open rate

El Moldero
11,700 +
subscribers

28% open rate

For more information
[click here](#)



EMAIL AD FORMATS

- D** Leaderboard Ad
- E** Video Ad
- F** Technology Solutions Ad
- G** Banner Plus



OFFSITE DISPLAY REMARKETING

Amplify your brand and marketing message by reaching **mms-mexico.com** visitors as they navigate away from the site and continue their browsing experience.

You Receive:

- Banner ad campaign targeting *MMS México* website's visitors.
- Monthly activity report including number of impressions and clicks.



OFFSITE VIDEO REMARKETING

Extend your brand reach to the *MMS México* audience with increasingly popular video content.

You Receive:

- A video campaign on *Modern Machine Shop México*'s Youtube channel subscribers and Google's video network.
- A monthly activity report including number of impressions and views.

Benefits of Remarketing Campaign:

- Place your message in front of qualified professionals.
- Target your ideal customers and prospects.
- Build trust with potential leads.

How does it work?





GATED CONTENT MARKETING

Promote your e-book, whitepaper, case studies, and more to our audience for registration-based download.

You Receive:

- Landing page on mms-mexico.com that hosts your content.
- Promotion campaign in *MMS México* website.
- Special mentions in *MMS México* weekly newsletter “El Taller”.
- Contact information of customers who are interested in your solutions.

Your Benefits Will Be:

- Place your message in front of qualified professionals.
- Target your ideal customers and prospects.
- Build trust with potential customers.





WEBINARS

Showcase your expertise in a live broadcast seminar to an audience interested in your solutions.

You Receive:

- Promotion on *MMS México* channels.
(full page print ad, e-print, website and social media campaign).
- Lead activity report.
- Technical support.

Your Benefits Will Be:

- Build loyalty among the audience as a topic expert.
- Brand exposure to the Metalworking industry leaders.
- Continue to gather qualified leads after your webinar.



Target Other Spanish
Speaking Countries

Contact your sales rep for more information.



200+
Average leads
per event

*Based on topic, leads
may vary



See how your presentations
continue to **collect leads**
after the event.



DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

Average of **560,000+** monthly impressions to qualified profiles.

You Receive:

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

Your Benefits Will Be:

- Amplify the impact and visibility of your marketing message.
- Engage with a solution-seeking audience.
- Reinforce your leadership in the industry.

DEMAND GENERATIONS SOLUTIONS



Select your audience based on industry, geography, facility size, job title and/or operations performed.



E-PRINTS

Place your brand in a direct email to a targeted selection of *Modern Machine Shop México's* qualified readers.

You Receive:

- Customizable content tailored to match your marketing message.
- The option to personalize your selection of audience of *Modern Machine Shop México's* subscribers.
- Performance report including total delivered, open rate and clickthrough rate.

Your Benefits Will Be:

- Increase the industry's trust in your brand.
- Lead the conversation on your topic of expertise.
- Raise awareness of your company to a demographically selected audience.



SPONSORED CONTENT MARKETING

Deliver your brand's story and your product technology's solution through a feature style article.

You Receive:

- Feature-style content marketing editorial placement.
- Integrated digital marketing program including email, search, social and web.
- Monthly performance report including page views and engagements.



CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

You Receive:

- Featured content placement on related articles across *MMS México* website.
- Dynamic digital marketing program including organic and paid social media.
- Custom call to action embedded within the article.



Your Benefits Will Be:

- Place your brand as a topic expert among the industry.
- Enhance the audience's perception and comprehension of your solutions.
- Build trust among active solution-seeking professionals.

76% of manufacturing professionals are moderately to a lot more likely to do business with a company actively creating and sharing content.

NEW!

Video Content Marketing



SPOTLIGHT VIDEO

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube channel.

You Receive:

- 30- to 60-second video press release in horizontal and vertical formats.
- Video published alongside your product release as sponsored content on a GBM brand website.
- Featured content placement.
- Integrated digital marketing program including email, social media and web.



SOLUTION SHOWCASE

We'll visit your facility, showroom or tradeshow booth for an up-close product demonstration that emphasizes your unique value to the end user.

You Receive:

- 3-5 minute video hosted as sponsored content on a GBM brand YouTube channel and website.
- 30-second social media teaser and B-roll footage.
- Integrated digital marketing program including email, social media, website.



VIDEO AMPLIFICATION

Already have a video? Boost your story to a personalized targeted audience, using a multiplatform campaign to position your solutions.

You Receive:

- Offsite video remarketing.
- Social media paid campaigns.
- Placement of video in website personalization.

Your Benefits Will Be:

- Monthly activity report including impressions and views.
- Build trust to influence buying decisions.
- Boost your social media engagement and traffic.

meximold 2025

6th Edition

Querétaro Centro de Congresos
October 22 - 23, 2025

The only show in Mexico entirely dedicated
to the mold, tooling and die industry.



4 pavillions

130+ SOLD OUT exhibitor
floor plan.



4,000 Visitors

+800 CEOs among attendees.



Conference rooms

2 tracks.



B2B Meetings

Vendors and buyers meeting
area.



VIP Cocktail

Meximold's networking party.



CHRISTOPH PISCHEL
Head Business Development
Manager Asia & Americas,
Hasco Hasenclever GmbH

“

The focus of this fair is fantastic because it is clearly focused
on the mold manufacturing industry. Through our participation
in the three editions of the event, the quality of the visitors has
been really good and for that reason it has become a
strategic and important exhibition for us.

”



[For more information click here](#)

Booth packages starting as
low as \$373 USD/m²

MEXIMOLD 2025

17

Content that Connects!

Our editorial team creates original content that connects to the needs and interests of the Metalworking audience. They do that by visiting real-world shops, digging into data and analytics and attending in-person events across the world.



EDUARDO TOVAR
Editorial Director



ÁNGELA CASTRO
Senior Digital Editor



ANA MARÍA PINZÓN
Assistant Digital Editor



MAURICIO PINEDA
Associate Editor

50/50 Vision

Whether researching a potential purchase or searching for product process technology information – industrial manufacturers report very clear balance in the amount of online and offline research – on average, half their research is done online and half the research is completed offline.



Modern
Machine
Shop
México



CONTACT US TODAY!

WOR Business Center
Av. Miguel Hidalgo y Costilla #330
Offices 5th floor, Col. Centro
Zip Code 64000
Monterrey, Nuevo León, Mexico.
gardnerweb.com



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



EDITORIAL DIRECTOR
Eduardo Tovar
etovar@gardnerweb.com

MEXICO SALES REPRESENTATIVES



ASSOCIATE DIRECTOR
Guillermo Fernández
gfernandez@gardnerweb.com
+1-305-308-7006



REGIONAL SALES MANAGER
Ricardo Pérez Vertti
rperezvertti@gardnerweb.com
+52-442-875-5235



REGIONAL SALES MANAGER
Mónica Treviño
mtrevino@gardnerweb.com
+52-811-488-5920

US SALES REPRESENTATIVES



**REGIONAL VICE
PRESIDENT**
Anthony Pavlik
apavlik@gardnerweb.com
917-838-8734



**REGIONAL VICE
PRESIDENT**
Joe Campise
jcampise@gardnerweb.com
630-345-3466



**REGIONAL VICE
PRESIDENT**
John Campos
jcampos@gardnerweb.com
630-345-3467

INTERNATIONAL SALES REPRESENTATIVES



EUROPE
Simone Mas
European Manager
smas@gardnerweb.com
+33-749-645-567



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



SPAIN/PORTUGAL
Guillermo Fernández
gfernandez@gardnerweb.com
+1-305-308-7006



TAIWAN
May Hsiao
J&M Media (Taiwan)
may.jm168@gmail.com
+86-642-296-5959



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