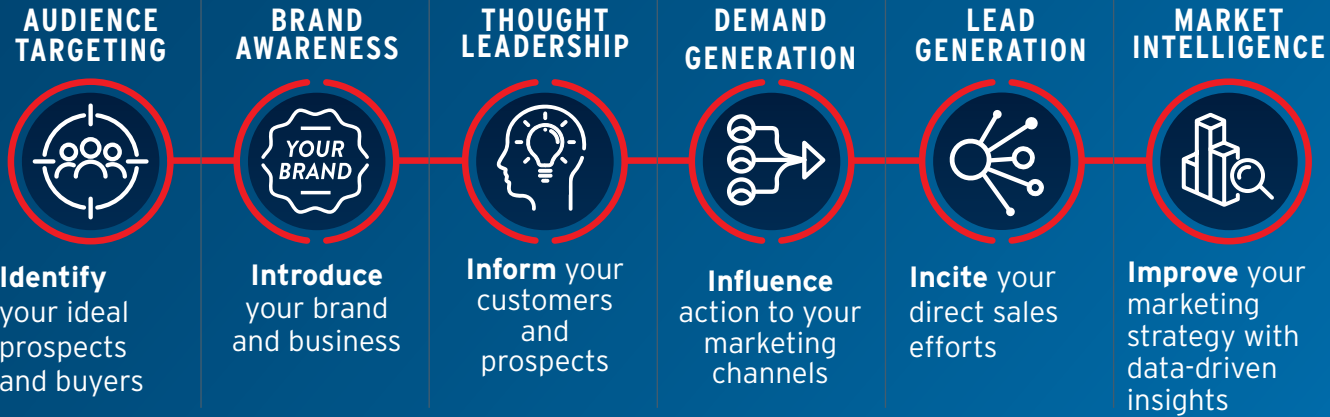






Your Marketing is Our Business

Proven strategies for exceeding your brand and business marketing goals.



From Need To Lead

We surround your sales and marketing objectives with content-supported, insight-informed and audience-driven solutions.

Customer Exclusives

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



Transparent, real-time reporting and analytics



Online showrooms engaged with by in-market buyers



Forecasts, indices and benchmarks for smarter marketing





Marketing Success Starts with Audience

FIRST-PARTY DATA + MULTI-CHANNEL REACH + ALWAYS ON ACCESS = REAL RESULTS

Our audience is qualified, active and constantly engaged by original content that is available 24/7 across all relevant channels creating media and marketing opportunities that are informed and results-driven.



Always On! MoldMaking Technology's Monthly Media and Marketing Channels Reach

MAGAZINE
24,200
Monthly Subscribers

ONLINE
16,500
Visitors/mo.

EMAIL
12,600
Subscribers



SEARCH
14,300 referrals



VIDEO
1,800 subscribers

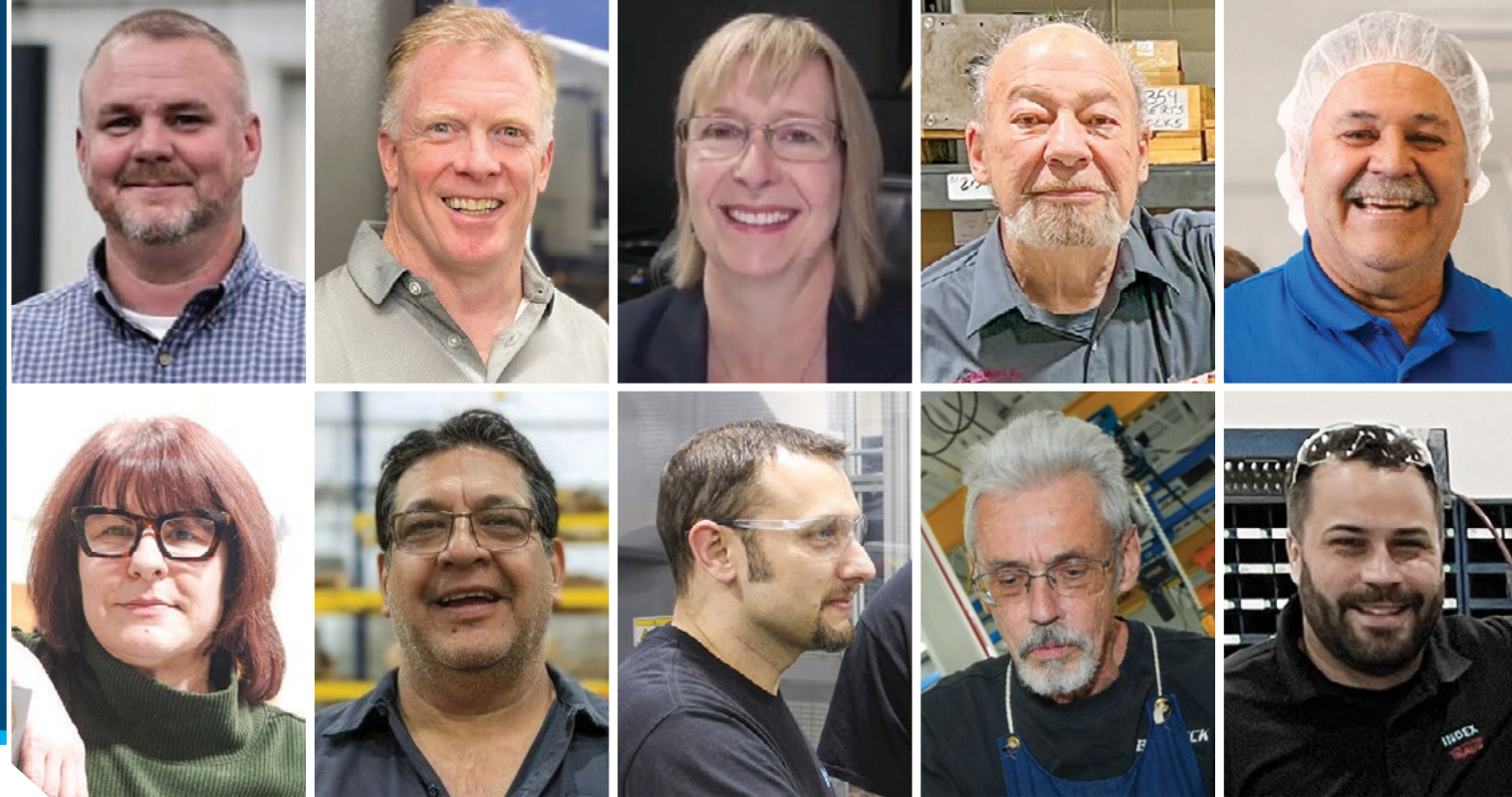


SOCIAL MEDIA
20,000 followers
in 11,000 f 6,100 i 2,900



Meet Our Audience

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



Operations Manager
MSI Mold Builders

- ▶ Receives Print Edition
- ▶ Receives MMT Today E-Newsletter
- ▶ Attends In-Person Events



Senior Chief Engineer
Navistar Inc.

- ▶ Receives Print and Digital Editions
- ▶ Receives MMT Today E-Newsletter
- ▶ Attends In-Person Events
- ▶ Attends Webinars



Molding Engineer
Elly Lilly

- ▶ Receives Digital Edition
- ▶ Receives MMT Today E-Newsletter
- ▶ Attends Webinars
- ▶ Monthly Website Visits



Plant Manager
Dynamic Tool Corp

- ▶ Receives Print Edition



Tooling Engineer
M M Tool and Mold

- ▶ Receives Print and Digital Editions
- ▶ Receives MMT Today E-Newsletter
- ▶ Attends Webinars
- ▶ Attends In-Person Events
- ▶ Monthly Website Visits



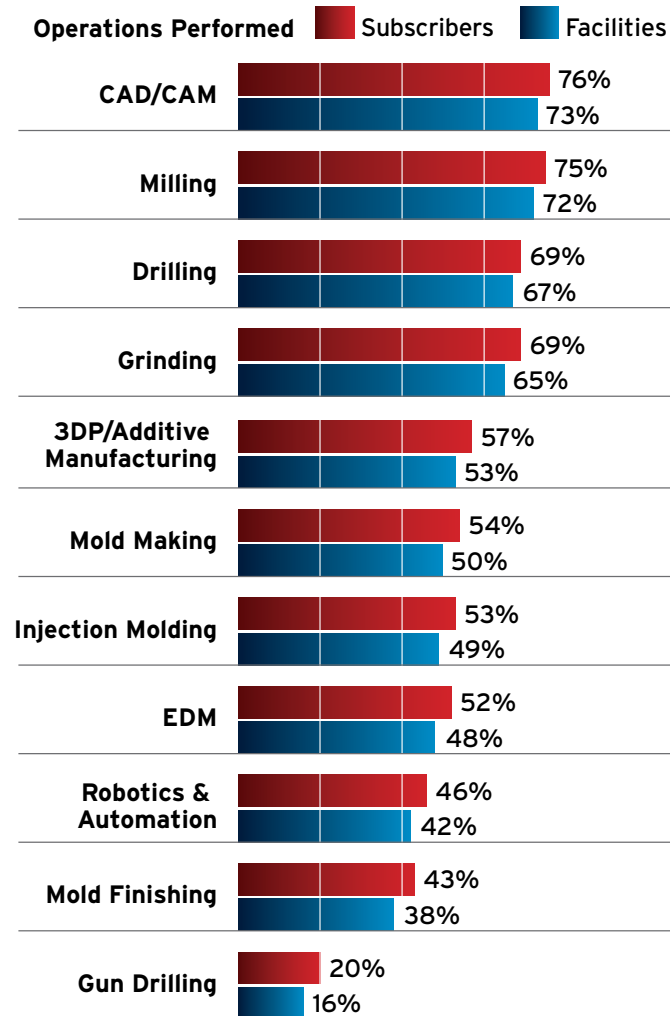
Polymer Process Engineer
Corning, Inc.

- ▶ Receives Digital Edition
- ▶ Receives MMT Today E-Newsletter
- ▶ Attends Webinars
- ▶ Attends In-Person Events



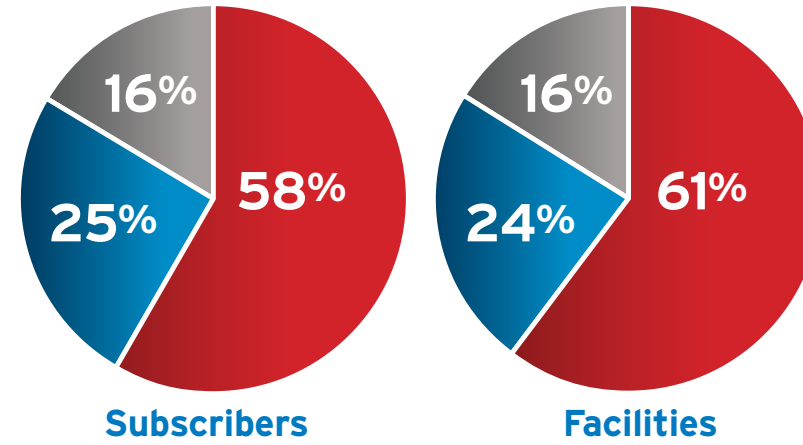
Operations that Perform

MoldMaking Technology reaches the entire mold manufacturing market from global OEMs, molders, and mold makers.



Reaching the Hard to Reach

We specialize in reaching two groups - the valuable but difficult to reach small to mid-sized independent manufacturing enterprises and the decision makers with the ultimate purchasing power.

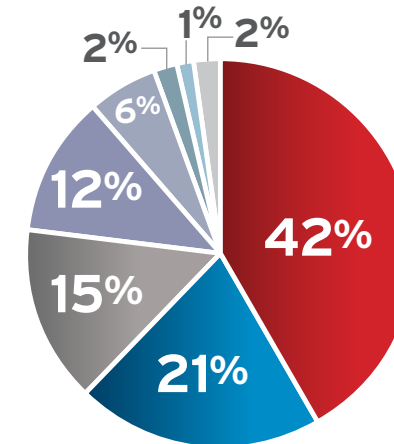


FACILITY SIZE



Influencing the Entire Buying Team

Multiple influencers in an organization impact the purchasing process. Reaching the right people at the right time across the right channels is challenging; we do the work for you!



Job Function/Title





Put Your Money Where Your Markets Are

MoldMaking Technology has deep insights and wide reach into the largest and most valuable markets.



Automotive & Transportation

18,400 76%
SUBSCRIBERS | 12,800 74%
FACILITIES



Offroad, Construction & Agricultural

14,600 60%
SUBSCRIBERS | 9,900 57%
FACILITIES



Medical/Dental

15,600 65%
SUBSCRIBERS | 10,700 61%
FACILITIES



Packaging

7,800 32%
SUBSCRIBERS | 4,900 28%
FACILITIES



Appliance

10,700 44%
SUBSCRIBERS | 7,000 40%
FACILITIES



Military/Defense

14,400 60%
SUBSCRIBERS | 9,900 57%
FACILITIES



Computers, Electrical & Electronics

14,200 59%
SUBSCRIBERS | 9,600 55%
FACILITIES



Consumer Products

14,100 58%
SUBSCRIBERS | 9,400 54%
FACILITIES





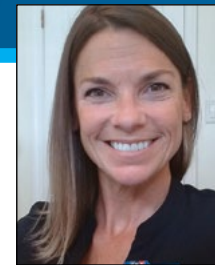
Content that Connects!



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



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50/50 Vision




Whether researching a potential purchase or searching for 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.

Source: *Industrial Buying Influence Report 2024*



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.

FOR ADVERTISING INFORMATION
 Dale Jackman, Brand Vice President
 DJackman@gardnerweb.com

TECHNOLOGY FOCUS	MONTH	Closing Date	MONTHLY COVERAGE	SPECIAL TOPICS AND BONUS DISTRIBUTION
 <p>ENGINEER Design and Manufacturing Software Data Management Software</p>	JANUARY	12/2/24	Trends in Mold Manufacturing - ENGINEER	MD&M West/ Plastec West/ MFG Meeting
	FEBRUARY*	1/2/25	Trends in Mold Manufacturing - BUILD	
	MARCH	2/3/25	Trends in Mold Manufacturing - MAINTAIN	PTXPO/FORMNEXT
 <p>BUILD 3D Printing Mold Materials Hot Runners Mold Components Machining EDM Cutting Tools Automation</p>	APRIL	3/3/25	Trends in Mold Manufacturing - ENGINEER	AMBA CONFERENCE/ EASTEC
	MAY	4/1/25	Trends in Mold Manufacturing - BUILD	
	JUNE	5/1/25	Trends in Mold Manufacturing - MAINTAIN	
	JULY	6/2/25	2025 Technology Review and Sourcing Guide* - ENGINEER, BUILD & MAINTAIN	TASC
	AUGUST	7/1/25	Trends in Mold Manufacturing - ENGINEER	
 <p>MAINTAIN Inspection and Measurement Surface Treatment Repair</p>	SEPTEMBER	8/1/25	Trends in Mold Manufacturing - BUILD	MT FORECAST/ WESTEC/ K-SHOW
	OCTOBER*	9/1/25	Trends in Mold Manufacturing - MAINTAIN	
	NOVEMBER	10/1/25	Trends in Mold Manufacturing - ENGINEER	
	DECEMBER	11/3/25	Trends in Mold Manufacturing - BUILD	

***REACTAD 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.

*Full-page advertisers get a templated full-page profile.
 NOTE: All editorial calendar items are subject to change.

Industrial Buyers Do Business with Brands They Know and Trust

Build your brand's reputation with highly visual display advertising delivered in known, trusted, contextual environments to active, influential buyers.



BRAND AWARENESS SOLUTIONS



Magazine Display Advertising

24,200 Subscribers

Large format display ads delivered to qualified industry decision makers.

Display Ads

- › Spread
- › Full Page
- › 1/2 Island
- › 1/2 Page
- › 1/3 Page
- › 1/4 Page

Cover Positions

- › Front Inside Spread
- › Back Inside Cover
- › Back Outside Cover

Special Positions

Special magazine positions include inserts, ride-along supplements and unique cover wraps.

Digital Edition Sponsorship

Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.

Advertising = Sales!

68% of industrial buyers are more likely to do business with a vendor/supplier that is actively advertising their products or services.



Adcentral

Ad specifications are available at gardnerweb.com/adcentral



E-newsletter Display Advertising

12,600+ active, opt-in subscribers

Multi-format graphic and text advertisements presented to an active, opt-in list of email subscribers

MMT Today

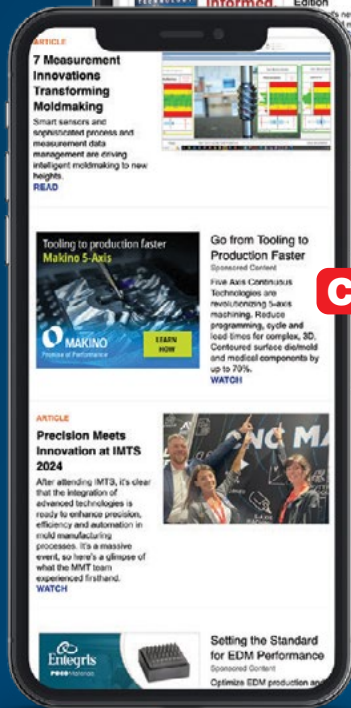
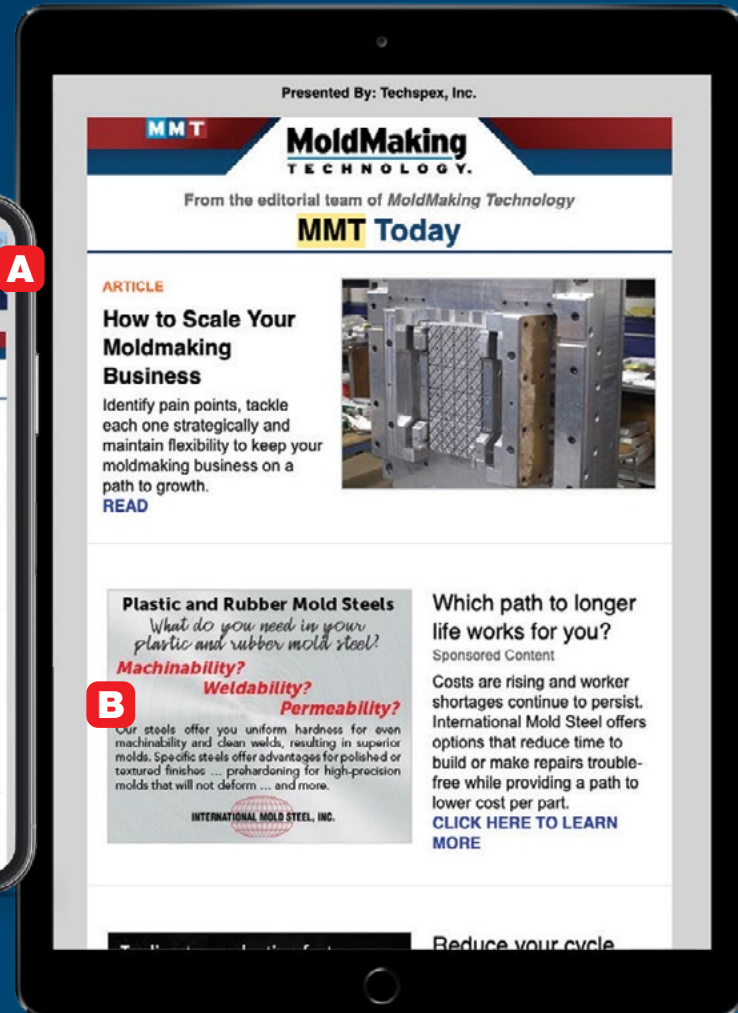
With content curated by *MoldMaking Technology* editors, MMT Today is the premier e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

AD FORMATS:

- A** Leaderboard Display Ad
600 x 160 px - 1 per edition
- B** Featured Product Ad
300 x 250 px - 2 per edition
- C** Product Ad
300 x 250 px - 4 per edition



Adcentral
Ad specifications are available at gardnerweb.com/adcentral



The Case for Content Marketing

76% of manufacturing professionals are moderately to a lot more likely to do business with a company actively creating and sharing content. Create (or commission) compelling content and share that content across the channels where buyers are most likely to look.



MoldMakingTechnology.com Display Advertising

16,500+ monthly users

Advertisements displayed on our websites to engaged content consumers visiting the site to look for manufacturing products and processes.

MoldMakingTechnology.com Topics

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

MetalWorking Network Topics

Where applicable, ads also appear on the Gardner Business Media network of metalworking sites.

- Cutting Tools
- Machining Centers
- CNC & Machine Controls
- Automation
- Workholding
- Turning Machines
- CAD-CAM Software
- Aerospace
- Automotive
- Medical
- Shop Management Software
- Inspection & Measurement
- Grinding Equipment
- EDM
- Data-Driven Mfg.



Moldmakingtechnology.com Ad Packages:

- MMT Premium Display Ad Package ROS (Run of site)
- Metalworking Network Premium Display Ad Package

AD FORMATS

- A** Super Leaderboard - 970 x 90 px
- B** Billboard - 970 x 250 px
- C** Medium Rectangle - 300 x 250 px



ADcentral

Ad specifications are available at gardnerweb.com/adcentral



Top of Funnel Imperative

47% of buyers are most likely to initiate a purchase due to a specific project or customer need. Sound, solutions-based, top-of-funnel messaging is an industrial marketing imperative to assure that prospective buyers already know your company name and competitive advantage.



Digital Display Advertising

Extend the impact and visibility of your brand by remarketing to engaged site visitors, video viewers and channel subscribers as they continue their browsing experience.

Offsite Display Retargeting

Amplify your brand by retargeting to MoldMakingTechnology.com visitors.

YOU RECEIVE:

- ▶ Extended reach to the *MoldMaking Technology* audience through web display advertising
- ▶ Monthly activity report including number of impressions and clicks

Offsite Video Retargeting

Expand your marketing message by retargeting to *MoldMaking Technology* video viewers and YouTube subscribers.

YOU RECEIVE:

- ▶ Pre-roll advertising campaign on YouTube and Google's Video Network targeting *MoldMaking Technology* channel subscribers and website visitors
- ▶ Monthly activity report including number of impressions, views and clicks



ADcentral

Ad specifications are available at
gardnerweb.com/adcentral



Industrial Buyers are Solutions Networkers

Work with us to share engaging, informative thought leadership content with your ideal customers.



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 GBM brand sites
- ▶ Dynamic digital marketing program including organic and paid social media
- ▶ Custom call to action embedded within the article



Sponsored Content Marketing

Deliver your story and solution through a feature style content marketing article, published in MoldMaking Technology's technical voice, and delivered across MoldMaking Technology's channels.

YOU RECEIVE:

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



Custom Microsites

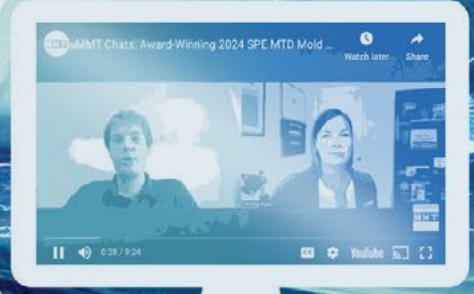
Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

YOU RECEIVE:

- ▶ Multi-channel digital promotion program to drive readers to your co-branded microsite
- ▶ Demand and lead generation opportunities embedded throughout your microsite
- ▶ Quarterly performance report including impressions, engagement and an audience profile



Video Content Marketing



Good video should be quality content amplified by multi-channel marketing. That's our approach. We have a best-in-class team who will craft, tell and share your story in a way that solves and sells.



Scan to learn more about video content marketing solutions.

Content Converts!

81%

of industrial buyers indicated they're more likely to do business with a vendor/supplier that is actively creating and sharing new product and process content.



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 press release as sponsored content on a GBM brand website
- ▶ Featured content placement
- ▶ Integrated digital marketing program including email, social media and web



Solutions Showcase Video

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



Success Stories Video

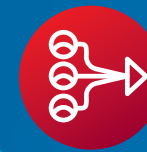
Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.

YOU RECEIVE:

- ▶ 3-5 minute video filmed at your facility
- ▶ 30-second social media teaser and B-roll footage

CHOICE OF DISTRIBUTION:

Sponsored content story written and published by a GBM editor featuring your video OR Host the video on your own landing page and leverage GBM's audience to drive viewers



Demand That Delivers

Drive active, influential prospects across all relevant channels to your website with high quantity, high quality demand generation solutions.

Tech That Targets

Our investment in marketing technologies empowers you to target your ideal customer profile. Following is a list of just some of our targeting criteria.

- ▶ Company Name
- ▶ Company Location
- ▶ Content Affinity
- ▶ Content Downloads
- ▶ Industry
- ▶ IP Organization/ Location
- ▶ Job Function
- ▶ Material
- ▶ NAICS
- ▶ Operation Performed
- ▶ Plant Size
- ▶ Subscription Type(s)
- ▶ Supplier Engagement
- ▶ Pages Viewed
- ▶ Events Registered (In-person / Online)





Turnkey Digital Marketing Solutions

Our team of digital marketing and content creation experts make dynamic digital campaigns easy for you to execute by handling the creative, deployment and analytics.

Multi-Channel Marketing

76%

Three quarters of industrial buyers use four or more resources to get purchase and process information.

- ▶ Search
- ▶ Industry Websites
- ▶ Industry Events
- ▶ Industry Magazines



E-Prints

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
- ▶ Performance report including data about total delivered, open rate and click-through rate



Direct Traffic

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

YOU RECEIVE:

- ▶ Custom e-print delivered to your demographically selected audience
- ▶ Sponsored content advertisements in MoldMaking Technology e-newsletters
- ▶ Targeted paid promotion in social media channels



Custom Demand Gen

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



A Leader in Lead Gen

Three Benefits of Achieving Your Lead Gen Goals with GBM

1

LARGER THAN A LIST

Your lead generation program includes a marketing campaign that puts your brand and message in front a qualified audience of active industry professionals.

2

DEMOGRAPHICS THAT DELIVER

Utilizing our first-party audience database and reaching across our network, our lead generation campaigns target your ideal customers and prospects.

3

CONTEXT THAT CONVERTS

Much more than a landing page, we build contextual consent-based conversion environments that encourage registration and download.

Content + Context Create Environments that Convert

Marketing For Market Share

90% of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier - there is always opportunity to steal market share and to protect existing customers - make sure your brand and your marketing messaging is present to avoid losing share and customers.



Webinar (live/on-demand/ virtual events)

Showcase your experts and expertise in a live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign, and archived for post-presentation access.

YOU RECEIVE:

- ▶ Integrated marketing program including magazine, website, direct email and website
- ▶ Online hosting and archiving
- ▶ Lead and activity report
- ▶ Technical support
- ▶ Expert moderator



Gated Content Marketing

Turn your E-Books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

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



Lead Nurture

Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.



Custom Lead Generation Solutions

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.



Revealing Manufacturing

90+ years of industrial market research experience applied to help you make the best sales and marketing strategy decisions.



CUSTOM RESEARCH

Market trends, brand perception, competitive intelligence



INDUSTRY ANALYTICS

Industry performance indices, production data, market indicators



REPORTS

Benchmarking, capital equipment spending trends, forecasts

Return on Intelligence (ROI) When and how to use market research?

- 1** Identify growth areas and market trends via economic forecasts
- 2** Evaluate your brand and marketing efforts through benchmarking studies
- 3** Optimize your marketing strategy by better understanding buyer behavior
- 4** Establish thought leadership through research-based content marketing





Join Us at North America's Premier Molding and Moldmaking Event

March 18-20, 2025

Donald E. Stephens Convention Center
Rosemont, IL

PRESENTED BY:



PTXPO.com



Learn more at
plasticstechnologyexpo.com



BRAND EXTENSIONS



MMT CHATS



MMT Chats

MMT Chats - Hosted by Editorial Director Christina Fuges - is a conversational video series that aims to unite moldmaking professionals to discuss and explore manufacturing, tooling, moldmaking methods and much more. With new content constantly arising, aligning your brand along side this trusted outlet allows ways to excite and engage the mold manufacturing community.





Content Studio, Creative and Turnkey Marketing Services

Gardner Business Media's custom marketing solutions group combines nearly 100 years of covering the manufacturing market.

We have best-in-class marketing technologies, a care and understanding of what the market responds to and a belief that our audience is your business, and your marketing is our business.



MARKETING STRATEGY + SERVICES

From need to lead, we offer full-service, full-stack marketing services.



CONTENT DEVELOPMENT

We have the industry's most experienced and most versed content team to help you craft articles, interviews, white papers, e-books, positioning pieces and more.



VIDEO PRODUCTION

For full-service scripting, shooting and editing needs, our video team understands video and understands the video content needs of today's manufacturing professional.



DESIGN & CREATIVE

We provide design and production services for company brochures, digital and print advertisements, email campaigns plus web and social media graphics



EVENTS PROMOTIONS

Have an event to promote or position? We have expertise to help you find success.



If you have a marketing need, we can help.

Talk with your MMT sales rep.

MoldMaking TECHNOLOGY®

ENGINEER / BUILD / MAINTAIN

Our Clients are Giants

Below are the industry leading suppliers building their brand and business with *MoldMaking Technology*.



ALL RATES ARE GARDNER LIST PRICE. Rates effective January 1, 2025.



BRAND AWARENESS

MAGAZINE DISPLAY ADVERTISING

AD SIZES

1/4 Page	\$ 3,450
1/3 Page	\$ 4,540
1/2 Page	\$ 5,200
1/2 Island	\$ 5,680
Full Page	\$ 7,160

COVER POSITIONS

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

DIGITAL EDT. SPONSORSHIP \$2,430/mo.

SPECIAL MAGAZINE POSITIONS

Inserts, ride-along supplements and unique cover wraps.
Please call for specific pricing.

E-NEWSLETTER DISPLAY ADVERTISING

MMT TODAY (Ad delivers four times per month)

Leaderboard (1 per edition)	\$2,350/mo.
Featured Product Ad (2 per edition)	\$2,100/mo.
Product Ad (4 per edition)	\$1,900/mo.

DIGITAL DISPLAY ADVERTISING

MOLDMAKINGTECHNOLOGY.COM

Metalworking Network Topic Premium Display Ad Pkg. (12 positions available)	\$2,410/mo.
MMT Premium Display Ad Pkg. (12 positions available)	\$1,510/mo.
Offsite Display Retargeting	\$3,999/mo.
Offsite Video Retargeting	\$3,999/mo.

2025 Technology Review & Sourcing Guide

1 Page / 4-color	\$7,160
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(Full page + Full page Templated Profile)



THOUGHT LEADERSHIP

SPONSORED CONTENT MARKETING

\$8,600/mo. (Sold in 3 consecutive month increments)
Deliver your story through a feature style content marketing article, published in MoldMaking Technology's voice and delivered across our channels.

CONTENT BOOST

\$5,000/mo.
Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

CUSTOM MICROSITES

\$5,235/mo. (Sold in 12 consecutive month increments)
Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

SPOTLIGHT VIDEO

\$7,500/mo
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.

SOLUTIONS SHOWCASE VIDEO

\$10,000/mo.
We'll visit your facility, showroom or tradeshow booth for a product demonstration that emphasizes your unique value to the end user.

SUCCESS STORIES VIDEO

\$10,000/mo.
Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.



LEAD GENERATION

WEBINARS

\$10,500 (live or on-demand) NET
Showcase your experts and expertise in our live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

GATED CONTENT MARKETING

\$10,500/mo. NET
Turn your E-books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

LEAD NURTURE

\$7,500/mo. NET
Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.

CUSTOM LEAD GEN

\$15,000/mo. NET
Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.



DEMAND GENERATION

E-PRINTS

\$1.50/name NET (Minimum 2,500 names)

DIRECT TRAFFIC

\$7,500/mo. NET
Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

CUSTOM DEMAND GEN

\$15,000/mo. NET
Define and target a custom audience segment across our entire industrial network using digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



GARDNER PREMIER DISCOUNT PROGRAM

To ensure your marketing achieves both your brand and budget objectives, we offer the Gardner Premier Discount Program. Contact your MoldMaking Technology sales professional to build a marketing strategy that delivers the best return on your marketing goals and your marketing spend.

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Brand Vice President
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