



**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

<b>Modern Machine Shop México</b> 75,000	<b>Modern Machine Shop</b> 295,000	<b>AM ADDITIVE MANUFACTURING</b> 125,000	<b>PF PRODUCTS FINISHING</b> 85,000	<b>PT Plastics Technology</b> 160,000
	<b>PRODUCTION MACHINING</b> 55,000	<b>MoldMaking TECHNOLOGY.</b> 65,000	<b>CW CompositesWorld</b> 175,000	<b>PT Plastics Technology MÉXICO</b> 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  
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# 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!



Magazine



Website



E-newsletter



Events



Social Media  
in f y i

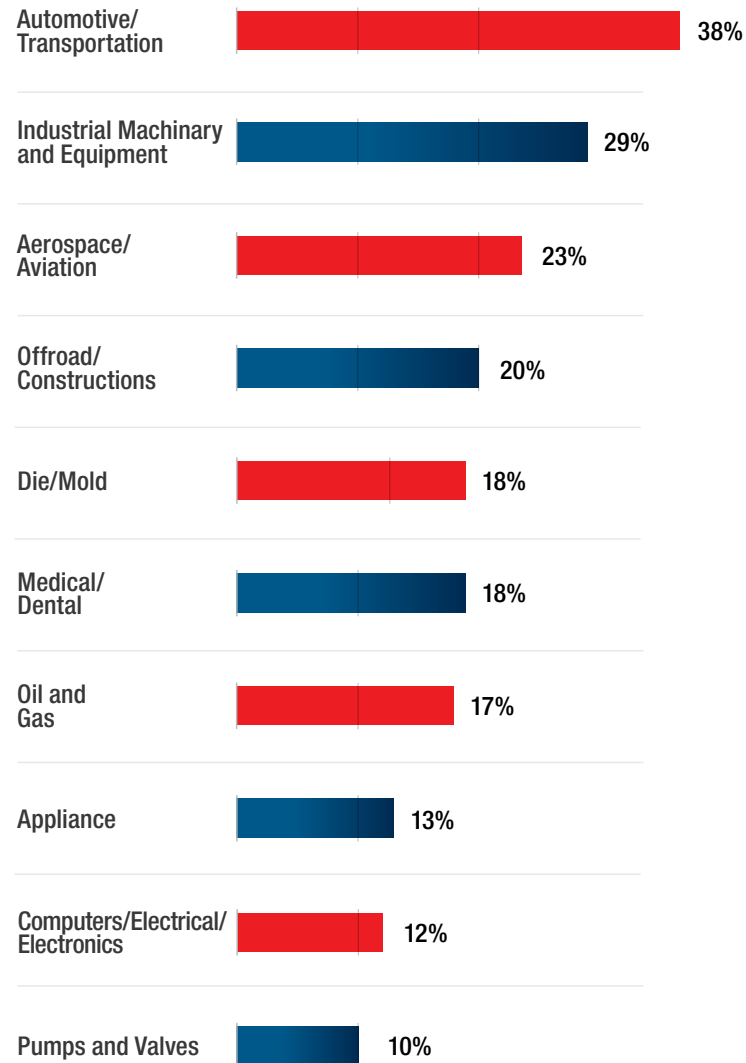


# Meet Our Audience

## Industries that stand out

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

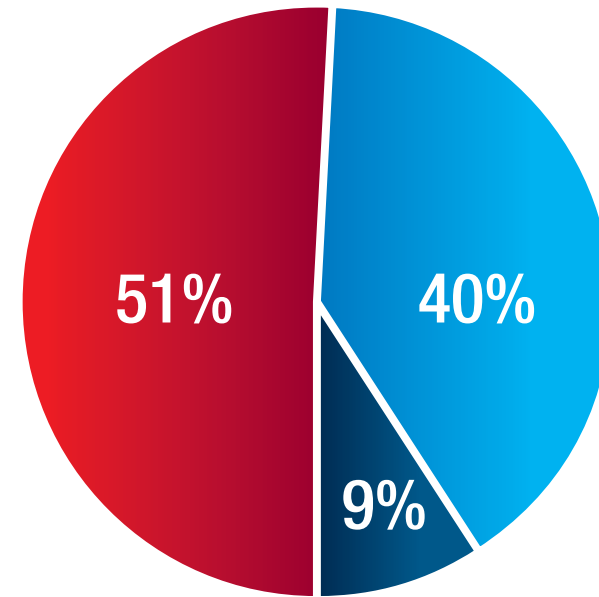
### INDUSTRIES PERFORMED



## 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!

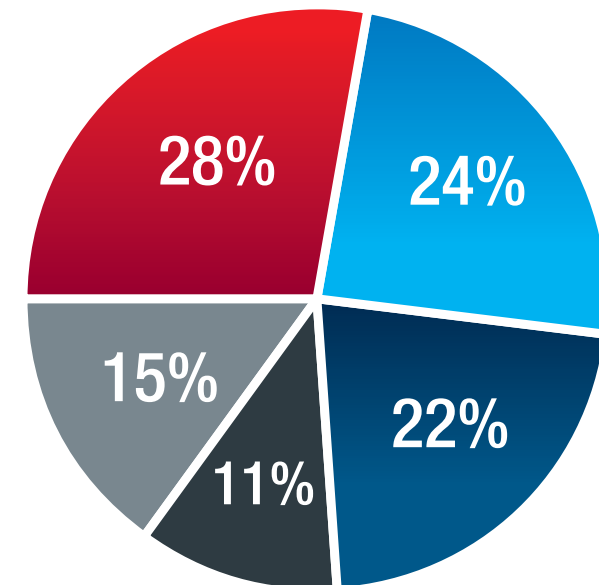
### BUYING AUTHORITY



## 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



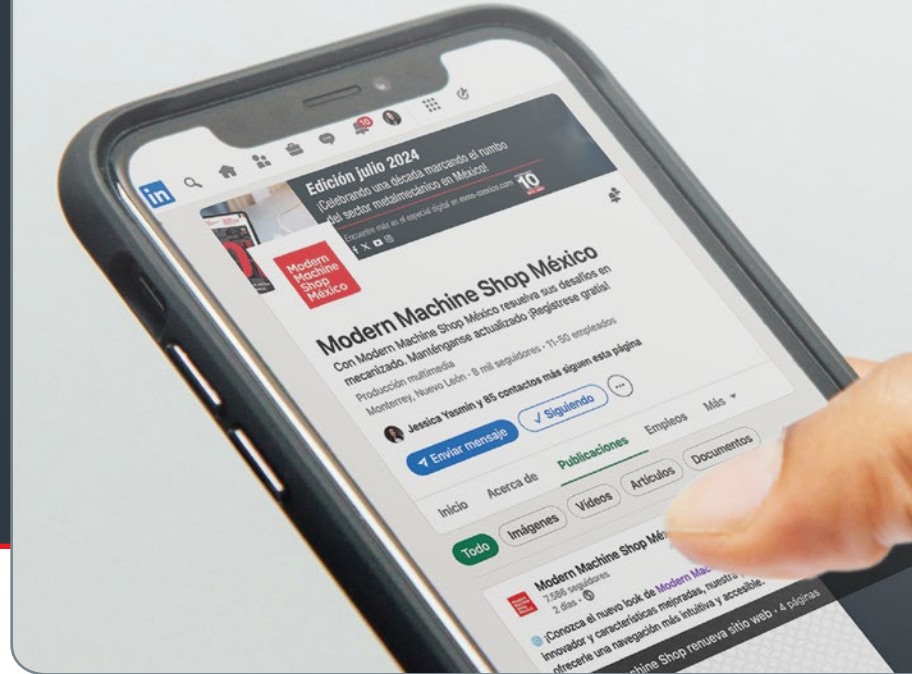
# Our Impact Over The Industry

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



### 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.



MAGAZINE OPPORTUNITIES 8



**ADcentral**  
Ad specifications are available at [gardnerweb.com/adcentral](http://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
<b>JAN/FEB</b> December 6, 2024 <b>BONUS</b>	- Turning - Grinding - Mexican Machinery & Equipment Outlook	- Inspection & Measurement - Cutting Tools, Toolholders & Workholding - Systems & Software	<b>Expo Manufactura</b> Feb 11 - 13, 2025 / Monterrey, Mexico
<b>MARCH</b> January 27, 2025	- EDM - CAD/CAM Software - Mexico's Oil Industry Overview	- Turning - Cutting Tools, Toolholders & Workholding - Systems & Software	
<b>APRIL</b> February 25, 2025	- Milling/Machining Centers - Additive Manufacturing - Mexican Consumer Electronics Industry Overview	- Grinding & Finishing - Cutting Tools, Toolholders & Workholding - Systems & Software	<b>AMEX I Mexico Aerospace Show</b> April 23 - 26, 2025 / Mexico City <b>Formnext Chicago</b> April 8 - 10, 2025 / Chicago, USA
<b>MAY</b> March 27, 2025	- Swiss Type Machining - Medical Machining - Overview of the Mexican Medical Industry	- Additive Manufacturing - Cutting Tools, Toolholders & Workholding - Systems & Software	<b>FABTECH Mexico</b> May 8 - 9, 2025 / Monterrey, Mexico
<b>JUNE</b> April 25, 2025	- Five-Axis Machining - Data Driven Manufacturing - Mexican Automotive Industry Overview	- Machining Centers - Cutting Tools, Toolholders & Workholding - Systems & Software	
<b>JULY</b> May 27, 2025	- Automation - Shop Management Software - Mexican Aerospace Industry Overview	- Robots & Automation - Cutting Tools, Toolholders & Workholding - Systems & Software	
<b>AUGUST</b> June 26, 2025 <b>BONUS</b>	- Multitasking machining - Aerospace machining - EMO Hannover Preview	EVENT PREVIEW: EMO Hannover	
<b>SEPTEMBER</b> July 28, 2025	- Mold & Die Machining - Additive Manufacturing - Meximold Preview	MEXIMOLD PRODUCTS PREVIEW	<b>EMO</b> September 22-26 2025 / Hannover, Germany
<b>OCTOBER</b> August 27, 2025	- Inspection & Measurement - Workholding - Overview of the Mexican Mold and Die Industry	- Laser & Waterjet - Cutting Tools, Toolholders & Workholding - Systems & Software	<b>Meximold</b> October 22 - 23, 2025 / Queretaro, Mexico
<b>NOVEMBER</b> September 26, 2025	- Holemaking - Cutting Tools - Overview of the Mexican Industrial Clusters	- EDM - Cutting Tools, Toolholders & Workholding - Systems & Software	
<b>DECEMBER</b> October 28, 2025	2026 BUYER'S GUIDE - CONNECTING MEXICAN INDUSTRIAL EQUIPMENT BUYERS WITH QUALIFIED TECHNOLOGY SUPPLIERS		<b>For more information click here</b>

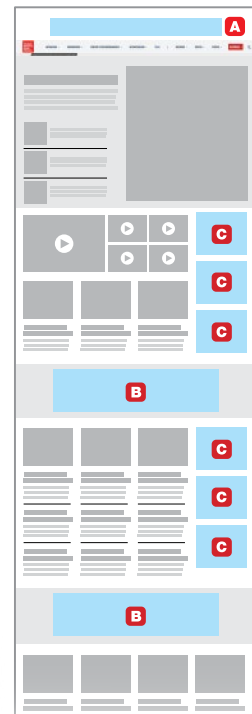




## MMS-MEXICO.COM DISPLAY ADVERTISING

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

**50,100 +**  
Average Montly Users



WEBSITE AD FORMATS

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



**Adcentral**

Ad specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



## E-NEWSLETTERS DISPLAY ADVERTISING

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

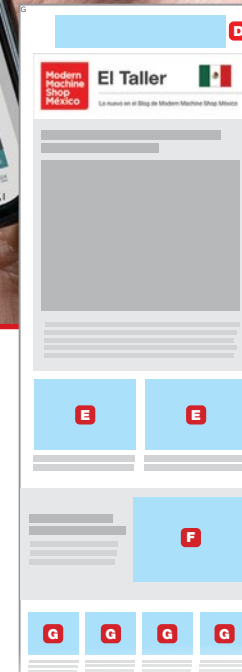
**El Taller**  
**16,600 +**  
subscribers

**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?



Prospect



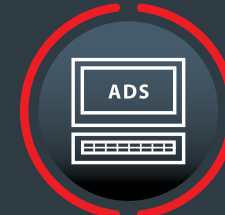
Visits  
MMS-Mexico.com



Prospect  
is Tracked



Prospect Leaves  
MMS-Mexico.com



Your Ads  
Follow the Prospect



## GATED CONTENT MARKETING

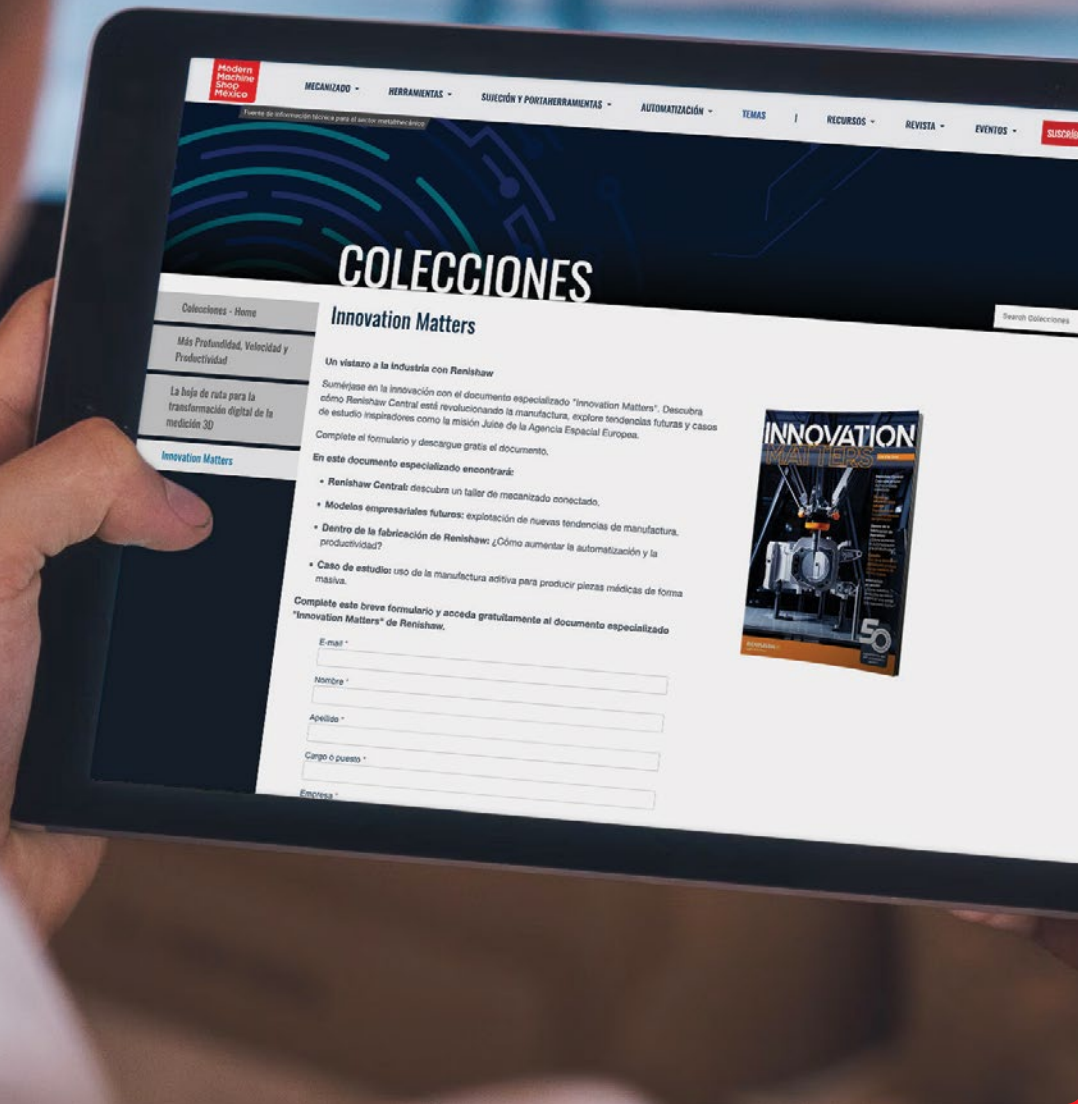
Promote your e-book, whitepaper, case studies, and more to our audience for registration-based download.

### You Receive:

- Landing page on [mms-mexico.com](http://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

6<sup>th</sup> 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.



For more information click here



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

“ 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. ”

Booth packages starting as  
low as \$373 USD/m<sup>2</sup>



# 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.



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Editorial Director



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Senior Digital Editor



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Assistant Digital Editor



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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**



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BUSINESS MEDIA MEXICO



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