

# Your Marketing is Our Business

Proven strategies for exceeding your brand and business marketing goals.

AUDIENCE TARGETING



**Identify**  
your ideal prospects and buyers

BRAND AWARENESS



**Introduce**  
your brand and business

THOUGHT LEADERSHIP



**Inform**  
your customers and prospects

DEMAND GENERATION



**Influence**  
action to your marketing channels

LEAD GENERATION



**Incite**  
your direct sales efforts

MARKET INTELLIGENCE



**Improve**  
your marketing strategy with data-driven insights

## From Need to Lead

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

### Customer Exclusives

Added value made available only to our customers.



Transparent, real-time reporting & analytics



Online showrooms accessed by in-market buyers



Forecasts, indices and benchmarks for smarter marketing





# Marketing success starts with the right 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.



## Production Machining's Monthly Media and Marketing Channels Reach:

MAGAZINE  
**21,300**  
Subscribers



SEARCH  
**12,500** Referrals

EMAIL  
**11,500**  
Opt-In Subscribers



SOCIAL MEDIA  
**75,000** Followers  
in 41,500 | @ 13,000 | f 20,000

ONLINE  
**18,300**  
Visitors

## IN-PERSON EVENT



PRECISION MACHINING  
TECHNOLOGY SHOW



# Meet Our Audience

Going Beyond the Pages of Our Magazine

The sampling below represents real-life audience members who engage with content across all our media channels.



## Eihinger Machine Inc.

Eric L.  
Machinist  
Eihinger Machine Inc.

- Receives Print Edition
- Receives PM Now E-Newsletter
- Attends In-Person Events
- Attends Webinars



Zeke S.  
President  
Share Machine, Inc

- Receives Print Edition

## Plantornics Inc.

Brad Y.  
Principal Engineer  
Plantornics Inc.

- Receives Print and Digital Editions
- Receives PM Now E-Newsletter
- Attends In-Person Events
- Attends Webinars



Michael T.  
President and CEO  
AccuRounds

- Receives Print Edition
- Receives PM Now E-Newsletter
- Attends In-Person Events



Kapil K.  
Director  
Evershine Moulders Ltd

- Receives PM Digital Edition
- Receives PM Now E-Newsletter
- Attends Webinars



Jeffrey H.  
VP Engineering  
Hansen international Inc.

- Receives Print and Digital Editions

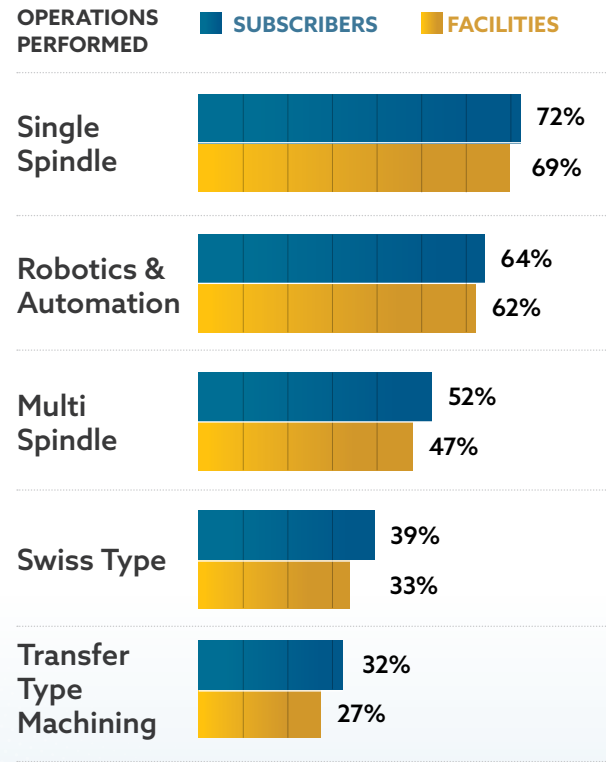


grow  
Scan for deeper insights on our audience.



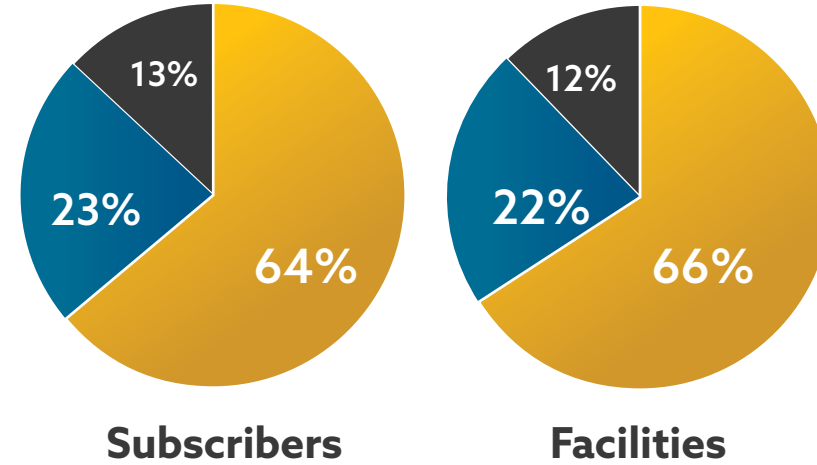
## Operations that perform

From global OEMs to one-man production shops, *Production Machining* reaches the entire metalworking supply chain.



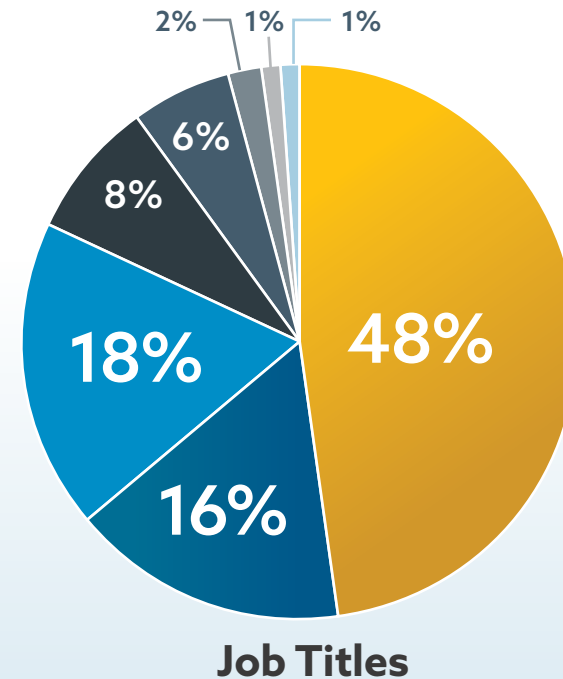
## Reaching the hard to reach

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



## 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 Titles



# Put Your Money Where Your Markets Are

Production Machining has deep insights and wide reach into machining and metalworking's largest and most valuable industries.

 <p><b>Automotive &amp; Transportation</b></p> <p>16,700 SUBSCRIBERS    12,600 FACILITIES</p>	 <p><b>Industrial Machinery &amp; Equipment</b></p> <p>16,600 SUBSCRIBERS    12,400 FACILITIES</p>	 <p><b>Aerospace &amp; Aviation</b></p> <p>15,600 SUBSCRIBERS    11,600 FACILITIES</p>	 <p><b>Offroad, Construction &amp; Agricultural</b></p> <p>14,700 SUBSCRIBERS    10,900 FACILITIES</p>	 <p><b>Military &amp; Defense</b></p> <p>14,400 SUBSCRIBERS    10,600 FACILITIES</p>
 <p><b>Medical &amp; Dental</b></p> <p>13,500 SUBSCRIBERS    9,900 FACILITIES</p>	 <p><b>Oil &amp; Gas</b></p> <p>13,100 SUBSCRIBERS    9,500 FACILITIES</p>	 <p><b>Computers, Electrical &amp; Electronics</b></p> <p>12,600 SUBSCRIBERS    9,100 FACILITIES</p>	 <p><b>Pumps &amp; Valves</b></p> <p>11,500 SUBSCRIBERS    8,300 FACILITIES</p>	 <p><b>Appliances</b></p> <p>9,100 SUBSCRIBERS    6,300 FACILITIES</p>
 <p><b>Die/Mold</b></p> <p>5,100 SUBSCRIBERS    3,700 FACILITIES</p>	 <p><b>Renewable Energy</b> (Wind Energy, Solar, etc.)</p> <p>4,100 SUBSCRIBERS    2,900 FACILITIES</p>	 <p><b>Job Shops</b></p> <p>1,100 SUBSCRIBERS    900 FACILITIES</p>	<p>All audience and distribution data reflect <i>Production Machining's</i> publisher's data as of July 1, 2024. These are 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 at <a href="http://gardnerweb.com/audiencepromise">gardnerweb.com/audiencepromise</a></p>	

Here are just a few of the companies consuming our original process and technology content on a daily basis.





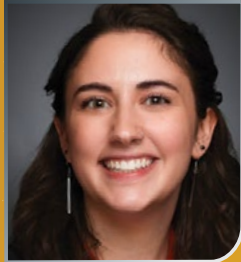
## PM Editorial and Advertising Team



**Derek Korn**  
Editor-in-Chief  
dkorn@productionmachining.com



**Chris Pasion**  
Managing Editor  
cpasion@productionmachining.com



**Cara Ready**  
Digital Content Marketer  
cready@productionmachining.com



**Bill Caldwell**  
Director, Advertising and Production  
billc@gardnerweb.com



**Austin Grogan**  
Video Production Mgr.  
agrogan@gardnerweb.com



**Alfredo Peters**  
Video Production  
apeters@gardnerweb.com



## Content that Connects

### Editorial Excellence for Trustworthy Information

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

### 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.

Source: Industrial Buying Influence Report 2024



# Original and trusted content that continually informs the precision machining industry.

2025 MATERIALS DUE	FEATURED CONTENT	BONUS DISTRIBUTION
JAN 12/02/24	Bar Feeder Technology   Workholding   <b>Additional Coverage:</b> Parts Cleaning	MFG Meeting, PMPA Mgt. Update
FEB 01/03/25	Medical Manufacturing   Micromachining	
MARCH 02/03/25	<b>2025 PMTS Preview Issue</b>   <b>2025 Parts Cleaning Conference</b>	PMTS, PTXPO, PMPA Natl. Tech Conf.
APRIL 03/03/25	CNC Milling Technology   Rotary Transfer Machines   <b>Additional Coverage:</b> Parts Cleaning	PMTS, Automate, Eastec
MAY† 04/01/25	CAD/CAM Software   Tooling Accessories for Turning	
JUNE 05/01/25	<b>Special Issue:</b> Swiss-Type Machining	
JULY 06/02/25	Data-Driven Manufacturing in High-Volume Operations   Machining Challenging Materials   <b>Additional Coverage:</b> Parts Cleaning	TASC
AUG 07/01/25	Cutting Tools   Measurement & Inspection   <b>Additional Coverage:</b> Parts Cleaning	SPS Atlanta, EMO
SEPT 08/01/25	Turn-Mill Technology   Multi-Spindle Machines	MT Forecast, Southtec, Westec, PMPA Annual Meeting
OCT† 09/01/25	Robots & Automation   Artificial Intelligence for Manufacturing	Top Shops Conf.
NOV 10/01/25	Shop Management Software   CNC/Machine Controls   <b>Additional Coverage:</b> Parts Cleaning	
DEC 11/03/25	Grinding & Surface Finishing   Metalworking Fluids	

2025 editorial calendar is subject to change at publisher's discretion. † ReactAd Issue



# Industrial Buyers Do Business with Brands They Know and Trust

Build your brand's reputation and reach buyers with high-impact display advertising delivered in known, trusted, contextual environments to active, influential buyers.



**MAGAZINE  
DISPLAY ADVERTISING**  
Magazine (physical / digital)

## 99% Qualified, Direct Request Subscribers

### Display Advertising Sizes

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

### Premium Cover Positions

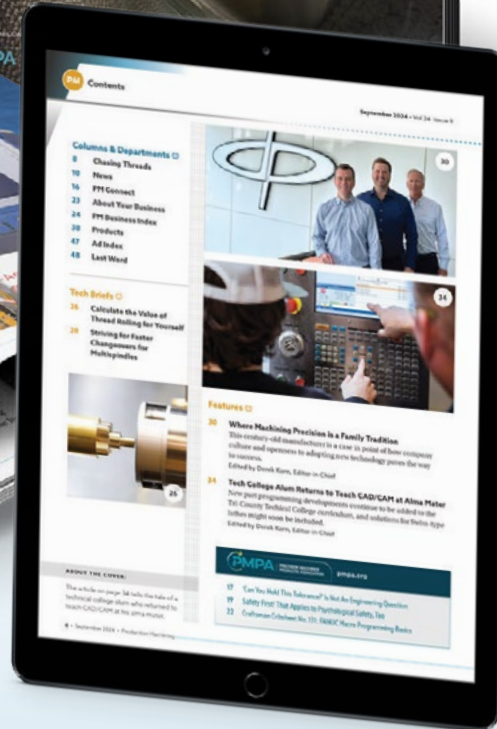
- Front Inside Cover
- Back Inside Cover
- Back Outside Cover

### Special Positions

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

### Digital Edition Sponsorship

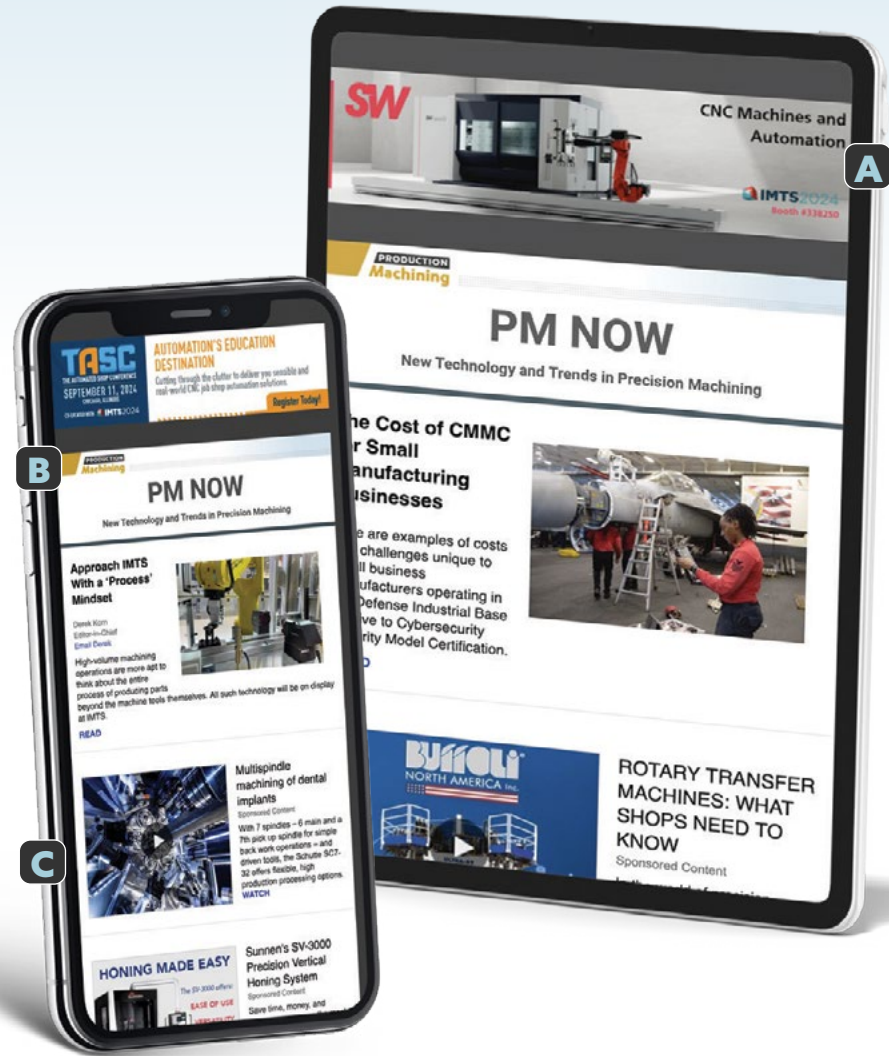
Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.



Details and additional ad specifications are available at

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)





## E-NEWSLETTER DISPLAY ADVERTISING

# 11,400+

ACTIVE, OPT-IN SUBSCRIBERS

### PM Now

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.

#### AD FORMATS:

- A** Leaderboard 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 - 8 per edition



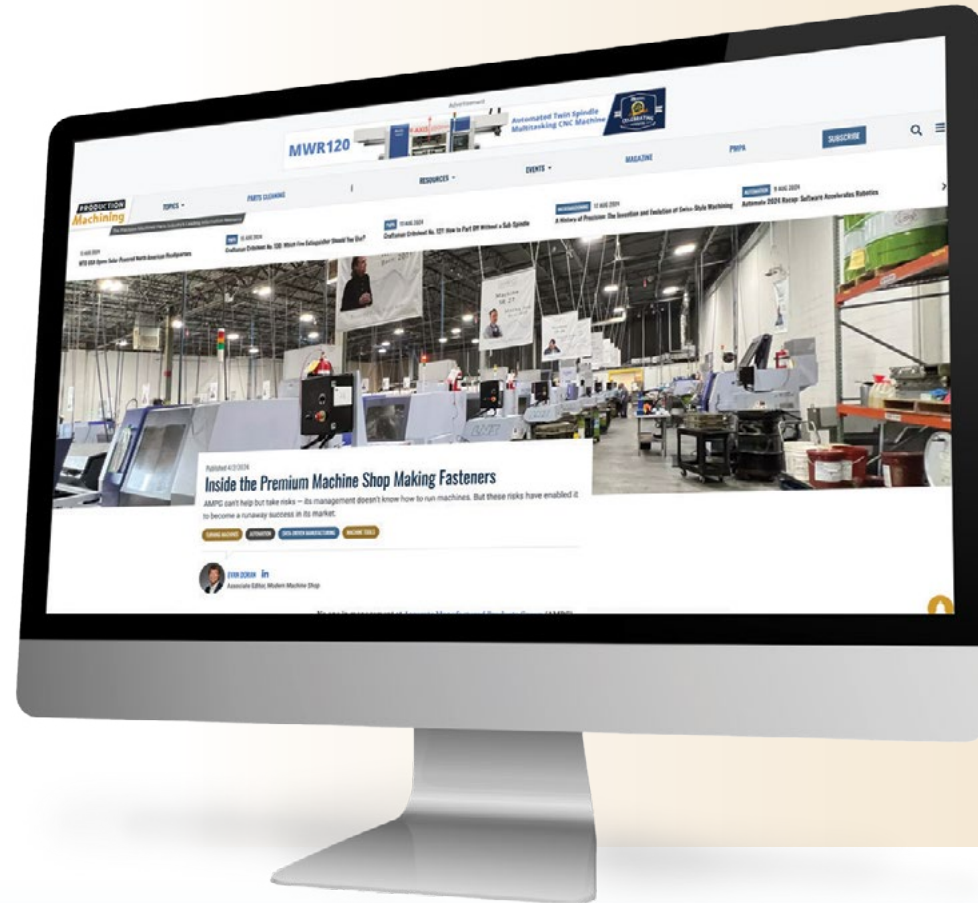
Details and additional ad specifications are available at

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



**PRODUCTIONMACHINING.COM**  
**DISPLAY ADVERTISING**

**18,200+**  
**monthly visitors**



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

**LOCATIONS:**

- Home Page
- ProductionMachining.com Only Topics
- Metalworking Network Topics

**PRODUCTIONMACHINING.COM ONLY TOPICS:**

- Swiss-Type Screw Machines
- Bar Feeders
- Rotary Transfer Machines
- Multi-Spindle Screw Machines

**METALWORKING NETWORK TOPICS:**

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

**FORMATS:**

- A** Super Leaderboard  
970 x 90 px - 12 per month
- B** Billboard  
970 x 250 px - 12 per month
- C** Medium Rectangle  
300 x 250 px - 12 per month



Details and additional ad specifications are available at

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



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



### Advertising = Sales!

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

Source: Industrial Buying Influence Report 2024



## DIGITAL DISPLAY ADVERTISING

### OFFSITE DISPLAY RETARGETING

Amplify your brand by retargeting to ProductionMachining.com visitors.

#### YOU RECEIVE:

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

### OFFSITE VIDEO RETARGETING

Expand your marketing message by retargeting to *Production Machining* video viewers and YouTube subscribers.

#### YOU RECEIVE:

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



Details and additional ad specifications are available at

[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



# Industrial Buyers Are Solutions Networkers.

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

## 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.



### 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 *Production Machining's* technical voice, and delivered across *Production Machining'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.



## 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 website



## SOLUTIONS SHOWCASE VIDEO

We'll visit your facility, showroom or tradeshow booth for a 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 t easer and B-roll footage
- Integrated digital marketing program including email, social media and 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

### CHOOSE YOUR 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 technology 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
- Materials
- 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

**75%** 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 *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
- 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 *Production Machining* 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 of 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.



### WEBINARS

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:

- Promotion in magazine, website and direct email
- 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:

- Co-branded landing page on [productionmachining.com](http://productionmachining.com)
- Digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country



# Content + Context Create Environments That Convert



### 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

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.

## 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.

## TECHSPEX

### TechSpex is the Machine Tool Sales Engine

TechSpex attracts active, in-market machine tool buyers to a database of machine tool builders, distributors, makes, models and specifications.

Reach this intent audience through one of three TechSpex marketing programs.

- Basic Package
- Plus Package
- Premium Package



Learn More at [TechSpex.com](https://www.techspex.com)



# 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



**MFG. 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.



### Customer Exclusive!



**ReactAD Studies - Real Feedback From Real Readers**

Receive an easy-to-read report, prepared by third-party firm Signet Research, Inc., that includes a detailed analysis of how *Production Machining's* audience members perceive your marketing messaging and creative. Ask us how!

Discover data-driven marketing and manufacturing insights at



[GardnerIntelligence.com](https://GardnerIntelligence.com)





### IN-PERSON INFLUENCE

PMTS is the premier selling event for precision turned parts equipment technology products and services. Connecting more than 6,500 manufacturing professionals with more than 350 exhibiting companies displaying the latest machining, tooling, materials, software, metrology and more, PMTS 2025 is the one-stop, can't miss event for your business.



[PMTS.com](https://PMTS.com)

#### IN PARTNERSHIP WITH:



#### PRESENTED BY:





# 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 PROMOTION

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



**If you have a marketing need, we can help.**

**Talk with your PM sales rep.**

# PRODUCTION Machining

## Our Clients are Giants

Below are the industry leading suppliers building their brand and business with Production Machining.

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



## BRAND AWARENESS

### MAGAZINE DISPLAY ADVERTISING

AD SIZES	COVER POSITIONS	
1/4 Page	Front Inside Spread	\$3,690 / \$11,215
1/3 Page	Back Inside	\$4,645 / \$8,030
1/2 Page	Back Outside	\$5,015 / \$8,505
1/2 Island		\$5,670
Full Page		\$7,090

**DIGITAL EDITION SPONSORSHIP \$2,700/mo.**

### SPECIAL MAGAZINE POSITIONS

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

### E-NEWSLETTER DISPLAY ADVERTISING

**PM NOW** (Delivers two times weekly)

<b>Leaderboard</b> (1 per edition)	<b>\$2,215/mo.</b>
<b>Featured Product Ad</b> (2 per edition)	<b>\$1,800/mo.</b>
<b>Product Ad</b> (8 per edition)	<b>\$1,400/mo.</b>

### DIGITAL DISPLAY ADVERTISING

#### PRODUCTION MACHINING.COM

<b>Home Page</b> (12 available)	<b>\$1,414/mo.</b>
<b>Metalworking Network Topic</b> (12 available)	<b>\$2,530/mo.</b>
<b>Offsite Display Retargeting</b>	<b>\$4,190/mo.</b>
<b>Offsite Video Retargeting</b>	<b>\$4,190/mo.</b>



## 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 Production Machining'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.

### TECHSPEX LEAD GEN PACKAGES

The machine tool sales engine attracts active, in-market machine tool buyers to a database of machine tool builders, distributors, makes, models and specifications.  
**Contact your rep for TechSpex pricing.**



## 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 Modern Machine Shop sales professional to build a marketing strategy that delivers the best return on your marketing goals and your marketing spend.

### FOR MORE INFORMATION

**Bryce Ellis**  
Brand Vice President  
bellis@gardnerweb.com  
513-527-8970



IN PARTNERSHIP WITH



PRODUCTION MACHINING  
IS PART OF THE GARDNER  
METALWORKING MEDIA GROUP



mmsonline.com



moldmakingtechnology.com



techspx.com

IN PARTNERSHIP WITH



**Bryce Ellis**  
Brand Vice President  
bellis@gardnerweb.com  
513-527-8970



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

ADDITIONAL MANUFACTURING INDUSTRIES PROUDLY  
SERVED BY GARDNER BUSINESS MEDIA INCLUDE:

ADVANCED MATERIALS MEDIA

**Rick Brandt**  
Brand Vice President  
rbrandt@gardnerweb.com  
513-766-5864



COMPOSITESWORLD MEDIA

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



PRODUCTS FINISHING AND VALVE MEDIA GROUP

**Todd Luciano**  
Brand Vice President  
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  
cmas@gardnerweb.com  
513-338-2186



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 SALES REPRESENTATIVES

**Rachel Wauligman**  
Account Manager  
rwaugman@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

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

**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

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

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

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