

# TECHSPEX

*Sales*  
The Machine Tool ~~Search~~ Engine

## 2025 Marketing Guide

Envelope: Turning

Max. Chuck Dia:

Max. Bar Dia:

Max Turning Length:

Specifications:

# of Main Spindles:

Spindle Direction:

Mill/Drill Function:

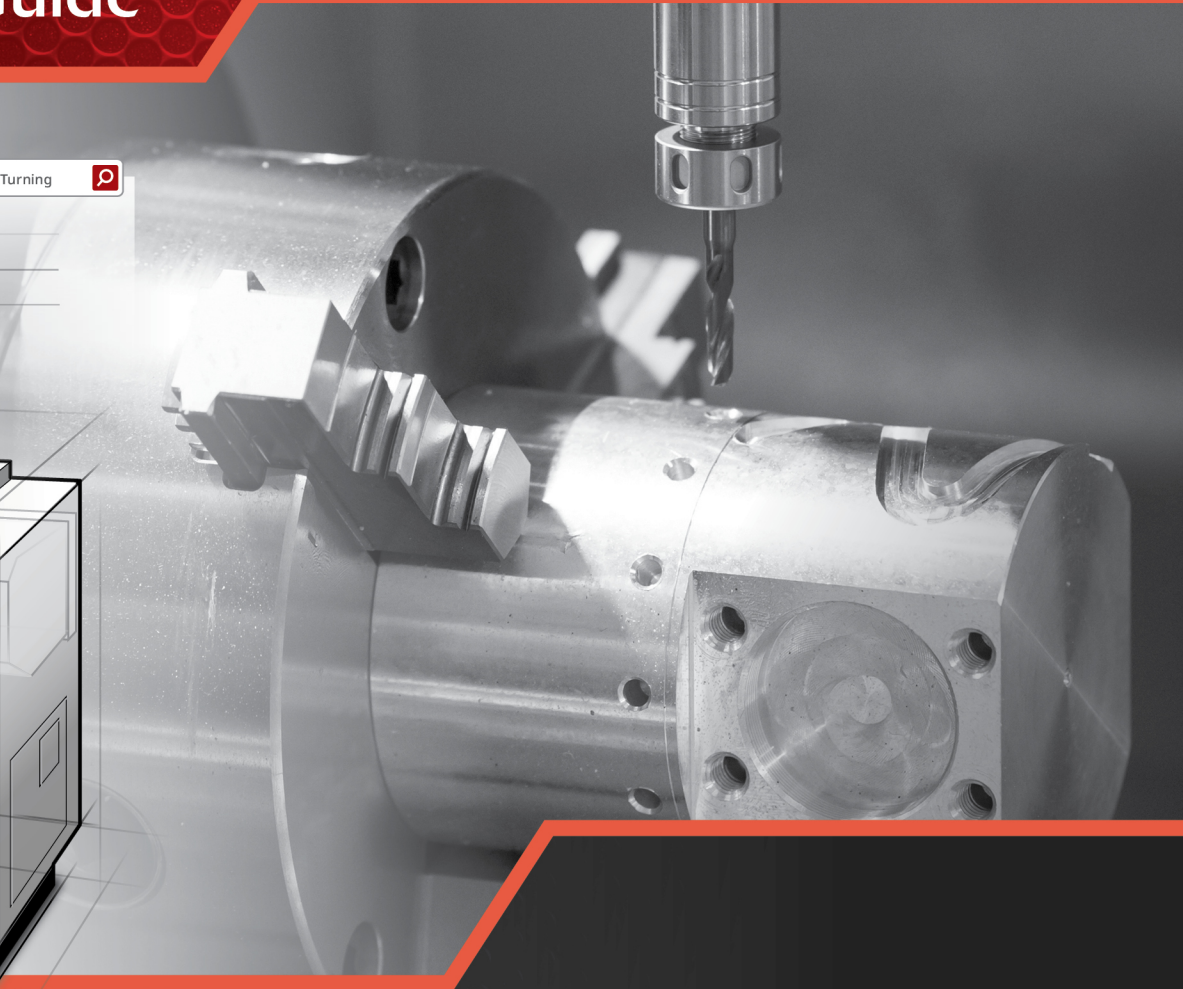
Machine Type: Turning

Bar

Chucker

Universal

Swiss



A Gardner Business Media Metalworking Group Product



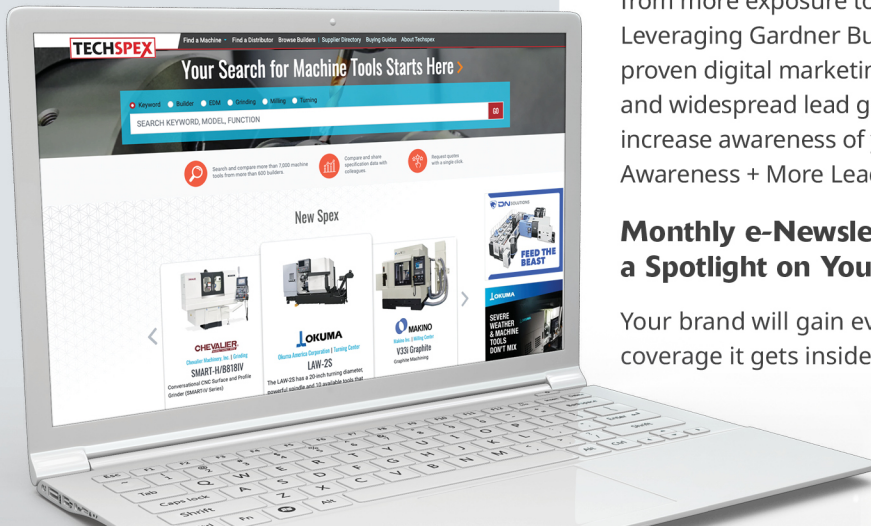
Techspex.com

## What is TechSpex?

TechSpex is the world's largest database of machine tools with detailed specifications for more than 7,000 machines offered by 600+ builders. Designed to help manufacturers easily and quickly specify and compare new machine models, TechSpex provides ideal machine options for every job. Delivering much more than just data, TechSpex connects buyers and sellers of metalworking products and services at the critical early stage of their buying cycle.

**Make sure your company's solutions catch the eye of the buyer before any of your competitors.**

**Advertise with TechSpex.**



## North America's largest searchable database of machine tools and supplies.

TechSpex features a sophisticated and friendly user interface with comprehensive capabilities that make it simple and fast for visitors to find, research and compare specific machines for specific applications. The result? An elevated impact and better return on your advertising investment.

## Three Options For Every Budget and Goal

To fit every budget and marketing agenda, we've simplified TechSpex's advertising options into three tiers for machine builders plus we've developed a powerful package for suppliers. Choose from the **Basic**, **Plus** or **Premium** levels or a **Supplier Showcase** to maximize your reach to educate and inform buyers early in the buying cycle.

## TechSpex Quick Takes

### Marketing Programs that Deliver Qualified Leads

The TechSpex platform allows for high visibility of and plentiful positions for your ad. The value-added marketing components in each tier provides opportunities for profit from more exposure to the total TechSpex audience. Leveraging Gardner Business Media's powerful and proven digital marketing products to create an up-to-date and widespread lead generation program, TechSpex helps increase awareness of your machines and products. More Awareness + More Leads = More Sales!

### Monthly e-Newsletter that Shines a Spotlight on Your Brand

Your brand will gain even more attention from the coverage it gets inside *What's New on TechSpex* -

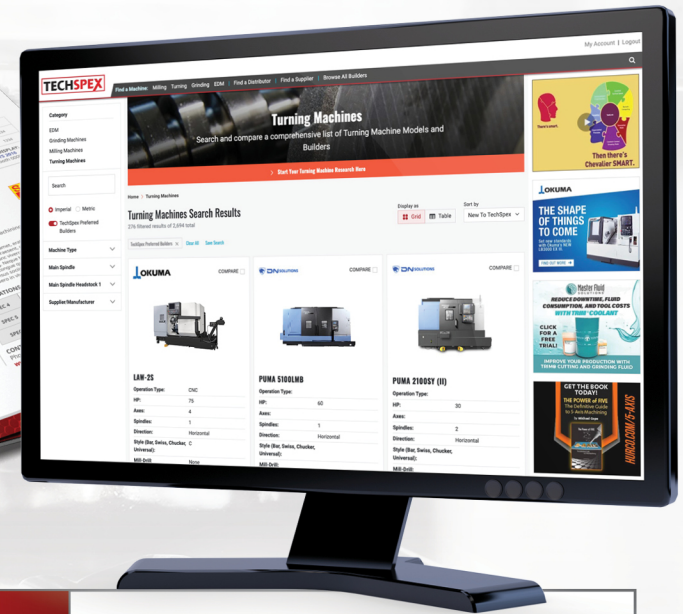
our digital snapshot of all the new and noteworthy technology being introduced to the market via TechSpex. We send this informative and illustrative e-newsletter to every registered user's inbox each month. Premium advertisers receive free display ads while new advertisers are highlighted as featured listings. Ad hoc advertising options are also available for Basic, Plus and Supplier Showcase level advertisers.

### Quarterly Supplement that Provides Long-Lasting Marketing Exposure

Including expert insights on machine tool purchasing, machine tool features, specifications and product listings, the *Machine/Shop* supplement is the ultimate specifying and purchasing guide distributed four times a year to more than 30,000 decision makers from job shops across the country.

# The TechSpex Advantage

Partnering with TechSpex provides the profitable results savvy sales and marketing teams aim for.



The TechSpex Platform's High Traffic Activity = Powerful Exposure for **YOUR Brand**

**245,000**  
ANNUAL PAGE VIEWS

**670**  
AVERAGE DAILY VIEWS

(Data collected May - September 2024)

**Quality Sales Leads**

**25+**  
AVERAGE MONTHLY LEADS

Use your weekly Registered Qualified Buyer Lead Report (RQB) to fill your sales funnel with prospects who are currently and actively analyzing new machining products and services.

**Maximum Brand Exposure**

**20,400+**  
AVERAGE MONTHLY PAGE VIEWS

Reach buyers in the crucial early stages of their research and stay top of mind throughout their entire buying journey. Your TechSpex presence will influence what products go into their pool of options and the extra exposure is likely to point them in your direction.

**A Unique Competitive Edge**

**11,200+**  
MONTHLY E-NEWSLETTER SUBSCRIBERS

Become one of the most remembered brands by a highly motivated audience of buyers in this one-of-its-kind e-newsletter. *What's New on TechSpex* spotlights new machines on the market and TechSpex, displays trends from our preferred builders and presents valuable tool research insights.

# Registered Qualified *Buyers*



## Premium Prospects Primed for Purchase

As a TechSpex advertiser, you'll receive a consolidated report of the week's new machining leads who are actively researching tools, products and services for a current or future project. This Registered Qualified Buyer Lead Report (RQB) provides vital demographics to help you identify and follow up with your best customer prospects right when they're most interested and engaged.

### You'll Receive:

- > Contact Name
- > Business Title
- > Company Name
- > Mailing Address
- > Email Address
- > NAICS Code
- > Facility Size
- > End Markets Served
- > Operations Performed
- > TechSpex Registration Date
- > Last Access to TechSpex Date



## The TechSpex Universe

Our total population of TechSpex users grows every day and always features qualified buyers in **roles** you want to tap into, in **organizations** you want to sell to, in **end markets** you want to dominate.

## Top TechSpex Users

CNC Programmer  
Manufacturing Engineer  
Plant Engineer  
Senior Process Engineer

Plant Manager  
R&D Machinist  
Industrial Engineer  
Process Engineer

Senior Program Manager  
Owner/CEO/President  
VP Operations  
Job Planner



# End Markets & Organizations

 <b>AEROSPACE</b>	 <b>AUTOMOTIVE</b>	 <b>MEDICAL</b>	 <b>JOB SHOPS</b>	 <b>ENERGY</b>	 <b>DEFENSE</b>
					
					
					
					
					

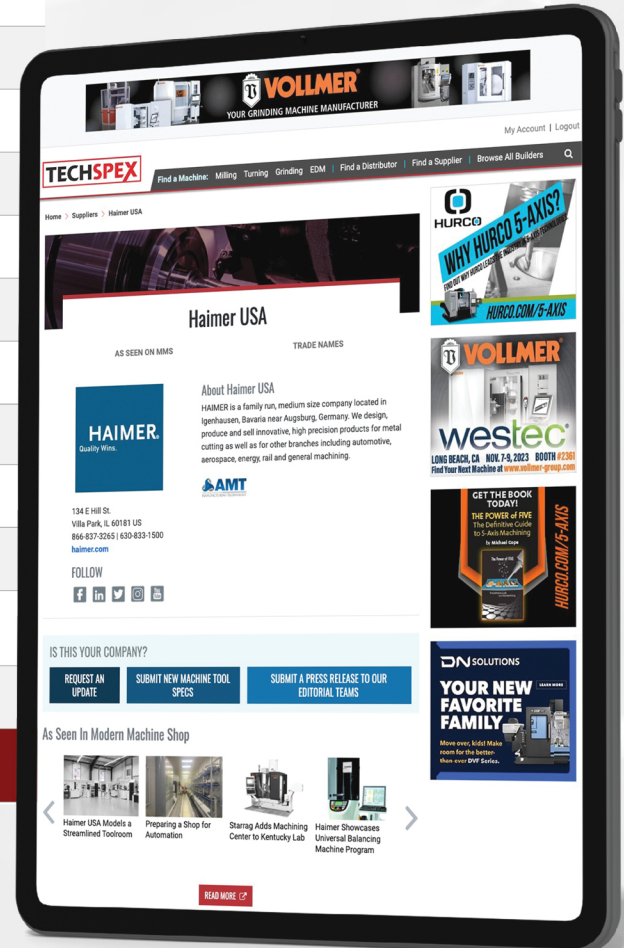
NOTE: The roles, markets and organizations shown here are just a small sampling of actual past and present TechSpex audience members. Ask your sales representative for the most current example list of registered users.

# 2025 TechSpex Advertising Programs



## Choose the Right Plan for You

	BUILDERS			SUPPLIERS
	BASIC	PLUS	PREMIUM	SUPPLIER SHOWCASES
Weekly Registered Qualified Buyer Lead Report (RQB)	■	■	■	■
Run Of Site Digital Display Ad Package	■	■	■	■
Featured New Machine Placement on Homepage	■	■	■	
Showroom Upgrade with Machine Demo Video	■	■	■	
Preferred Builder Status		■	■	
Concierge Listing Service		15 Machines	Unlimited	
Organic Social Media Promotion on MMS Channels		■	■	
Onsite Personalization		■	■	■
Retargeting Package		■	■	■
TechSpex Quarterly Supplement Listings*		4	8	2
TechSpex Monthly E-newsletter Preferred Builder Package			■	
E-prints (One each quarter/1,000 names max)			■	
	<b>GARDNER LIST PRICE (monthly)</b>	<b>\$3,000</b>	<b>\$5,000</b>	<b>\$7,500</b>
				<b>\$4,500</b>



\* The TechSpex Machine/Shop supplements will distribute in February, May, August, and November in 2025.

All programs require a three-month minimum commitment.

# Advertising Program Highlights

Preferred Builder Status

Featured New Machine Placement



**A** My Account | Logout

Find a Machine: Milling Turning Grinding EDM Find a Distributor Find a Supplier Browse All Builders

Your Search for Machine Tools Starts Here

Keyword Builder EDM Grinding Milling Turning

SEARCH KEYWORD, MODEL, FUNCTION

SEARCH 7,000+ Machine Tools COMPARE 450+ Builders DISCOVER 600+ Distributors SHARE 325,548+ Critical DataPoints

New Spex

DCM 2760F  
Chevalier Machinery, Inc. | Grinding  
SMART-H/B8181V  
Conversational CNC Surface and Profile Grinder (SMART-V Series)

CS 860  
Vollmer of America Corp. | Grinding  
Fully automated sharpening with maximum flexibility.

The Best of the Best Search TechSpex.

NORTHROP GRUMMAN GO BEYOND gm TOYOTA

MACHINING CENTERS TURNING MACHINES

GRINDING MACHINES ELECTRICAL DISCHARGE MACHINES

BUYING GUIDES

**B**

**C**

## MONTHLY WHAT'S NEW ON TECHSPEX E-NEWSLETTER PREFERRED BUILDER PACKAGE

You'll receive:

- D** Company logo in the Preferred Partners area that links to your TechSpex company listing.
- E** Machine display summary in the Preferred Builders area that links to your TechSpex machine listing.

## DIGITAL DISPLAY AD PACKAGE

Run of site on TechSpex  
File: JPG/PNG @ 144 dpi

AD FORMAT	AD SIZE	
Super Leaderboard	970 × 90 px	<b>A</b>
Medium Rectangle	300 × 250 px	<b>B</b>
Billboard	970 × 250 px	<b>C</b>

What's New on TECHSPEX

FIND YOUR NEXT MACHINE BROWSE BUILDERS FIND A DISTRIBUTOR

Zillow for Machine Tools?

The ability to see spec-by-spec comparisons between machine tools made TechSpex.com immediately popular. Now, the machine tool search engine boasts a fresh new look and 5 must-see upgrades.

by Brent Donaldson, Editor-in-Chief Modern Machine Shop

One of the most valuable tools for navigating the housing market is the ability to bookmark houses during online research and cross-reference important specifications and features (e.g., no fireplace, no deal). Buying a house is one of the most significant — and expensive — decisions most people make in their lifetimes. But for manufacturers and shop owners, the purchase of a new machine tool is just as significant, often as costly, and every bit as stressful.

CLICK TO CHECK OUT MACHINES FROM OUR PREFERRED PARTNERS

MAKINO HURCO VOLLMER OKUMA CHEVALIER

GENOS M560-V  
Spindle Direction: Vertical  
Rapid Rate: 1,417  
Number of Axes: 3

Spinner Werkzeugmaschinenfabrik GmbH  
Microturn L  
Operation Type: CNC  
HP: 1575  
Direction: Horizontal

READ MORE

Trending FROM OUR TECHSPEX PREFERRED BUILDERS

VOLLMER OKUMA HURCO

CHP 1300 PUMA D100LAB DCX3226i  
Operation Type: CNC Operation Type: HP Operation Type: Vertical  
Max Grinding Direction: HP Direction: Horizontal Spindle Direction: Vertical  
HP: 316 Max Grinding Direction: HP Direction: Horizontal Number of Axes: 3

OKUMA MAKINO CHEVALIER

LAW 25 V331 Graphite SMART-H/B8181V  
Operation Type: CNC Operation Type: Vertical Operation Type: CNC  
HP: 75.00 Rapid Rate: 787 Max Grinding Direction: Vertical Max Grinding Direction: Vertical  
Direction: Horizontal Number of Axes: 3 HP: 4,000

# Ready to Begin? >

Let's discuss your needs.  
Reach out to your sales expert today!

# TECHSPEX

## GARDNER METALWORKING GROUP

Modern Machine Shop

mmsonline.com

PRODUCTION MACHINING

productionmachining.com

MoldMaking TECHNOLOGY®

moldmakingtechnology.com

TECHSPEX

techspex.com

IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



Media that move manufacturing



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CompositesWorld

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