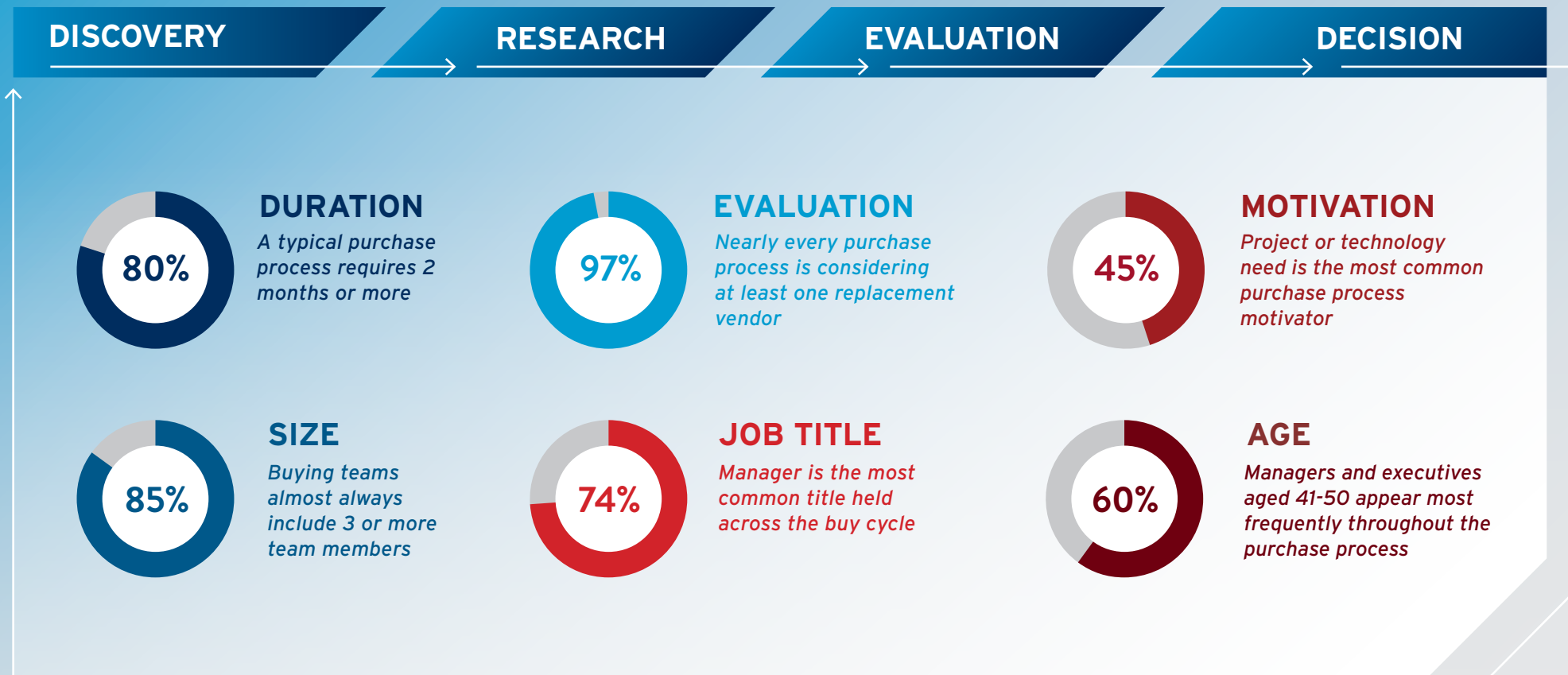


2022 Media Guide

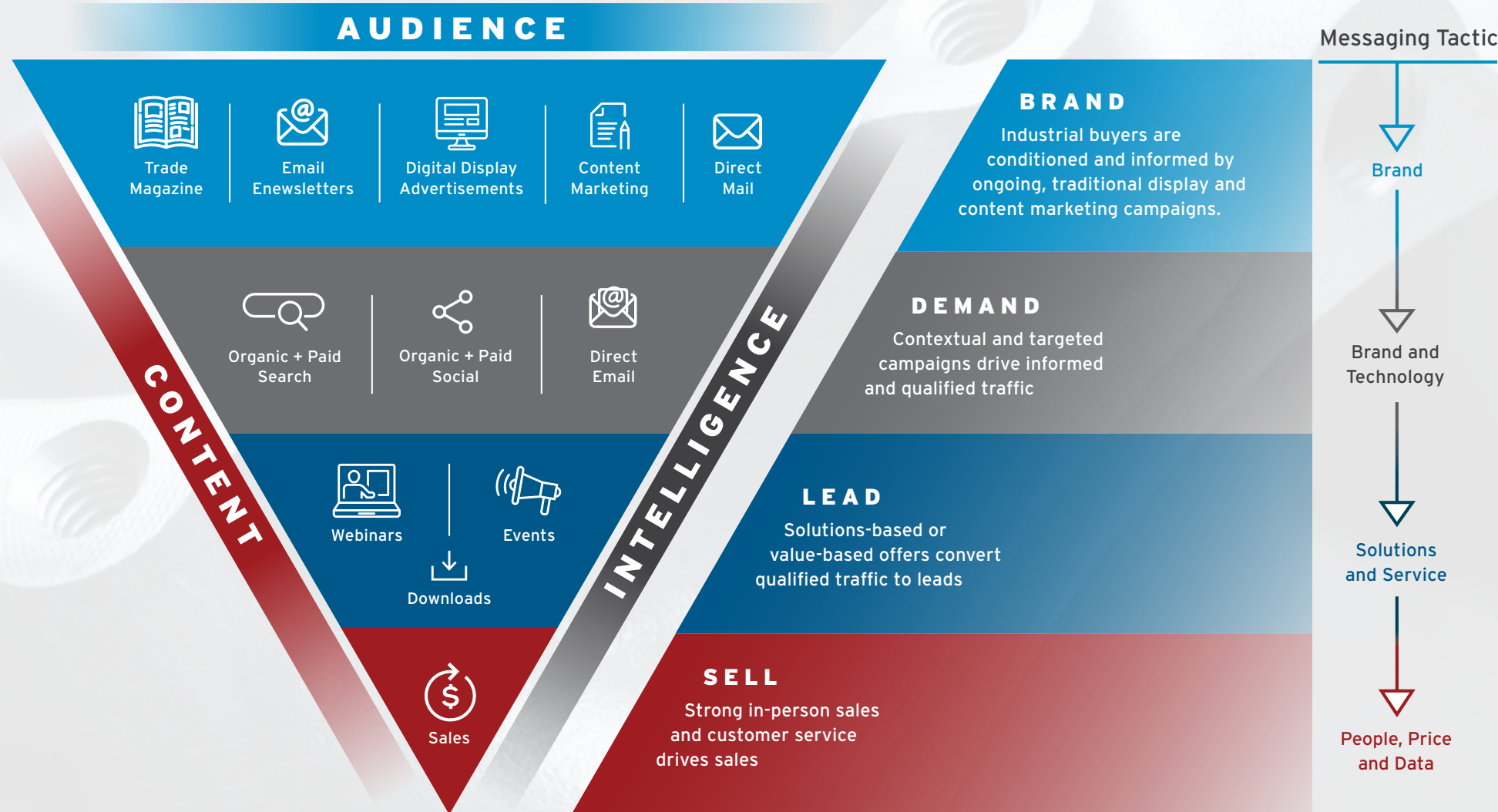
Complete Coverage of the Moldmaking Industry and Community

MOLDMAKING TECHNOLOGY PUTS YOU INSIDE THE INDUSTRIAL BUYING CYCLE AS YOUR MEDIA AND MARKETING PARTNER



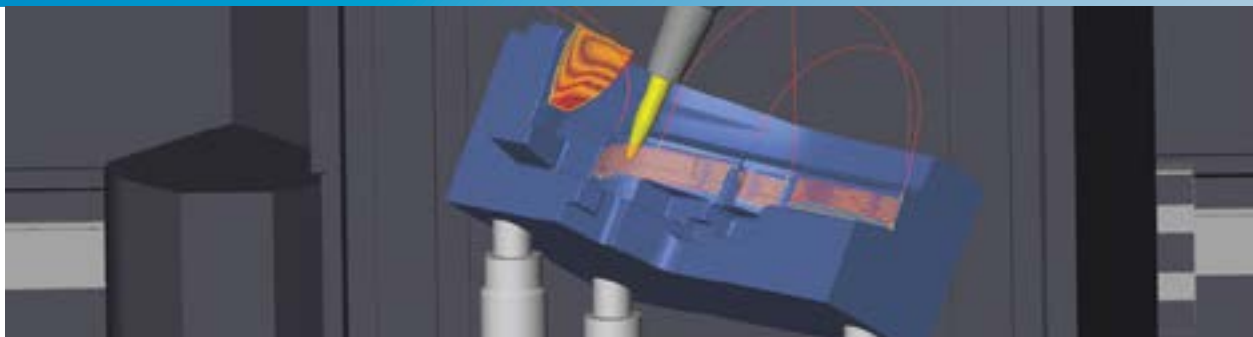
The composition of the industrial buying team mandates a marketing strategy that is integrated across channels, content based and solution focused.

Industry research shows awareness and perception of your brand are the biggest influencers during the buying cycle.



Industrial buyers continuously search, research and evaluate products and processes. *MoldMaking Technology's* media solutions are engineered to keep your brand top-of-mind.

>> LEARN HOW INDUSTRIAL BUYERS BUY.
Ask your sales rep for the complete industrial buyer influence report.



Understanding The Big Picture

Anyone who works in the industry knows this fact - moldmaking is **essential**. What some may not know is that the moldmaking market is **massive** - totaling \$10.5 billion in total market size according to a 2020 Gardner Intelligence Media Survey.

Moldmaking is unlike any other process in manufacturing. A moldmaker must consider:

- Part Design
- Cavity Design
- Material Selection
- Machining
- Programming
- Assembly
- Testing
- Sampling

While a typical job can focus on a singular part or process, moldmakers have to understand the **big picture**.

Total Market Size:

\$10.5 Billion*

*2020 Gardner Intelligence Media Survey



Partnering with *MMT* offers an integrated approach to building your brand in a crowded niche market, ensuring that no matter what media your targets are consuming, they're seeing your company in our content.

At *MoldMaking Technology*, our goal is to communicate your brand's big picture. Like the moldmakers we profile and cover, we strive to be experts in every facet of media:

- print advertising
- digital products
- industry events

This Media Guide will walk you through the products that *MMT* will offer in 2022. Together, we can tell your story and ensure the industry sees your brand's big picture.



The PREMIER Product Reaching The Moldmaking Market

MMT will make sure your brand is seen by our community at large.

83,600+
Monthly MMT Users
Across All Media

MAGAZINE
20,000+
subscribers*



ONLINE
MoldMakingTechnology.com
33,200+
monthly users**



EMAIL
E-Newsletter
13,600+
subscribers**



SOCIAL
16,800+
followers**



* Per June 2021 BPA Report - Due to COVID-19 constraints counts may differ slightly with BPA Statement. ** Per publisher count based on data from Jun 1 '20 - May 1 '21

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Top Moldmaking Markets



**AUTOMOTIVE/
TRANSPORTATION**
Subscribers: 15,016
Facilities: 9,853



**CONSUMER
PRODUCTS**
Subscribers: 13,381
Facilities: 8,464



MEDICAL/DENTAL
Subscribers: 12,946
Facilities: 8,279



**COMPUTERS/
ELECTRONICS**
Subscribers: 11,716
Facilities: 7,292



PACKAGING
Subscribers: 8,450
Facilities: 4,877

Operations	Subscribers*	Facilities**
CAD/CAM	14,761	9,548
Milling	13,945	8,880
Tool Maintenance & Repair	14,081	8,909
Grinding	13,509	8,478
Moldmaking	12,991	8,111
Drilling	13,010	8,149
Injection Molding	11,821	7,201
Mold Finishing	11,399	6,794
Additive Manufacturing	11,865	7,377
EDM	10,849	6,406
Gun Drilling	5,667	2,760
Additive Manufacturing for Prototyping	8,400	4,859

Job Titles and Functions*	Total Count	Percentage
Company Management / Corporate Executive / Purchasing	9,992	49.9%
Manufacturing / Production Engineering	7,592	37.9%
Design, Quality, R&D	1,548	7.7%
Other	907	4.5%

Plant Size	Subscribers*	Facilities**
1 to 49	12,865	9,884
50 to 249	5,192	2,989
250+	2,296	1,359

* Per June 2021 BPA Report - Due to COVID-19 constraints counts may differ slightly with BPA Statement. ** Per June 2021 Publisher Count

Who Is Our Audience?

The *MMT* community are leaders, builders and designers from the biggest end markets in the world.

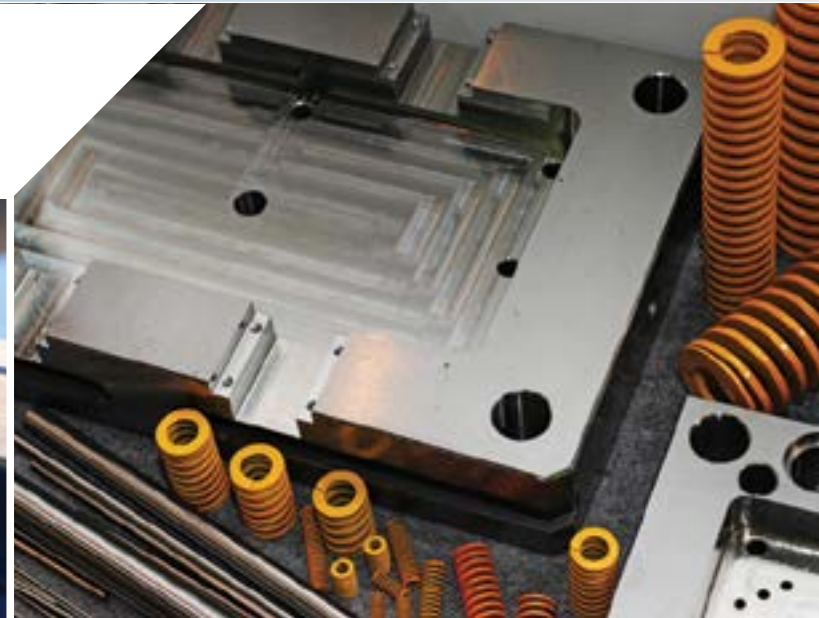
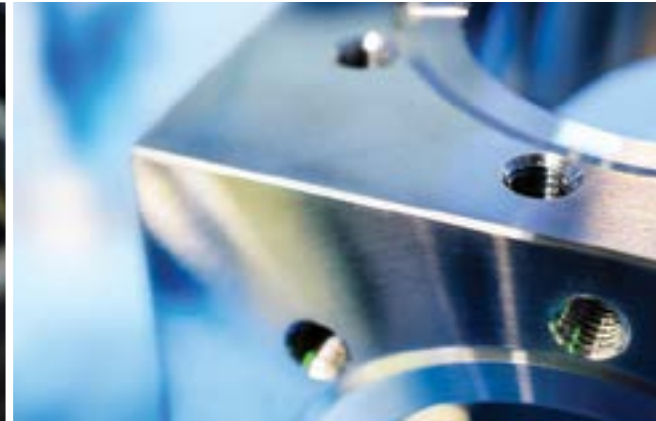
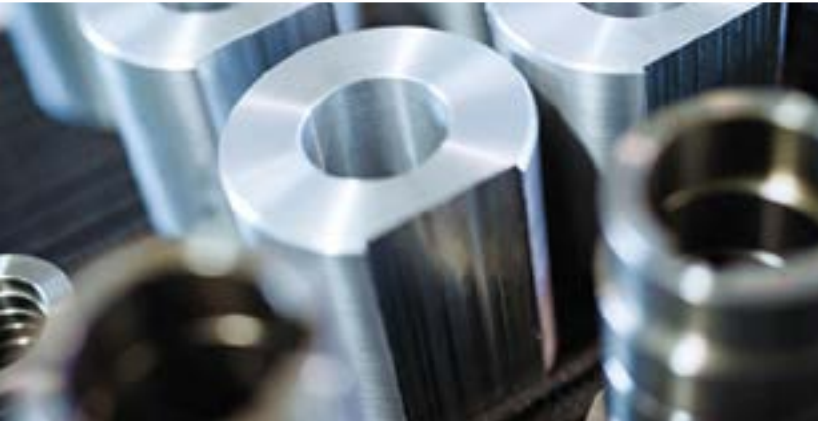
MMT Magazine

20,000+
total subscribers*

14,200+
total facilities**



With 12 issues, including a Technology Review and Sourcing Guide in July, *MoldMaking Technology* offers complete and current coverage of the entire mold manufacturing community and market.



The Four Pillars of *MoldMaking Technology* Coverage

1. ENGINEER - Designing and engineering a quality mold involves employing technologies and strategies to de-risk a product launch, including CAD, part and mold simulation, CAM, data management and troubleshooting during tool validation.

2. BUILD - A variety of processes are used to build a mold, such as machining steel or aluminum, EDM, automation and 3D printing, as well as incorporating proper mold materials, mold components, cutter selection, electrode manufacturing and hot runner systems.

3. MAINTAIN - To keep a mold running it needs to be properly maintained and repaired. Essential processes include inspection and measurement, surface treatment, cleaning, mold tryout, welding and retrofitting.

4. MANAGE - First and foremost a mold shop is a business, which requires proper workforce development, sales and marketing, global initiatives, banking and finance, regulatory compliance, Industry 4.0, cybersecurity, plant layout and industry involvement.

Major End Markets & Subscribers

Automotive/Transportation



Consumer Products/Packaging



Medical



Electronics/Computers



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.

MONTH	Closing Date	TECHNOLOGY FOCUS	BONUS DISTRIBUTION
JANUARY	12/1/21	Mold Components/Hot Runners, Cutting Tools, Inspection & Measurement, 3D Printed Tooling	FITMA
FEBRUARY*	1/3/22	Mold Materials, Maintenance, Repair & Surface Treatment, Machining/EDM/Automation, Software	
SPECIAL FEATURE:		MOLDMAKING PAVILION @ PTXPO EXHIBITOR PRODUCT SHOWCASE	
MARCH	2/1/22	Hot Runners/Mold Components, Software, 3D Printed Tooling, Cutting Tools	PTXPO
SPECIAL FEATURE:		MOLDMAKING PAVILION @ PTXPO EXHIBITOR PRODUCT SHOWCASE	
APRIL	3/1/22	EDM/Machining/Automation, Inspection & Measurement, Surface Treatment, Maintenance & Repair	The MFG Meeting • ANTEC 2022
MAY	4/1/22	3D Printed Tooling, Cutting Tools, Mold Components/Hot Runners, Mold Materials	AMBA Conference
JUNE*	5/2/22	Software, Maintenance, Repair & Surface Treatment, Automation/EDM/Machining	
JULY	6/1/22	2022 Technology Review and Sourcing Guide	<i>*Full-page advertisers get a templated full-page profile.</i>
AUGUST	7/1/22	Machining/EDM/Automation, Mold Materials, Inspection & Measurement	IMTS
SPECIAL FEATURE:		IMTS EXHIBITOR PRODUCT SHOWCASE	
SEPTEMBER	8/1/22	Cutting Tools, Hot Runners/Mold Components, Software	IMTS
SPECIAL FEATURE:		IMTS EXHIBITOR PRODUCT SHOWCASE	
OCTOBER*	9/1/22	Surface Treatment, Maintenance & Repair, 3D Printed Tooling, Mold Materials	Molding 2022 • The K Show • MTForecast
SPECIAL FEATURE:		NEW! MMT TOP SHOPS REPORT - EXCLUSIVE BENCHMARKING SURVEY	
NOVEMBER	10/3/22	Inspection & Measurement, Cutting Tools, Mold Components/Hot Runners	
DECEMBER	11/1/22	Automation/EDM/Machining, Software, Maintenance, Repair & Surface Treatment	

*** ReactAD 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.

Advertising in *MMT* connects your brand to content that is relevant to your audience.

Investing in messaging with a trusted source like *MoldMaking Technology* ensures that your message is consumed by your ideal audience - the decision makers and builders that comprise *MMT's* engaged community.



PRINT DISPLAY AD SIZES

FULL PAGE
1/2 PAGE ISLAND
1/2 PAGE
1/3 PAGE
1/4 PAGE

COVER RATES

COVER 2 (INSIDE FRONT)
COVER 3 (INSIDE BACK)
COVER 4 (BACK)

PRINT AD DELIVERY

1. Upload to Becky Taggart: files.gardnerweb.com
2. OR Email files to: btaggart@gardnerweb.com

Ad specifications here: Gardnerweb.com/adcentral

Agency Commission
15% commission is allowed on display advertisements if materials are furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.



MoldMaking Technology is more than a magazine. We believe in meeting our readers where they are, so we've developed an online home for the moldmaking community. From web exclusive features to videos showcasing the people and parts shaping the industry to social media interactions, we've developed a digital home for moldmaking professionals to learn and enjoy industry-focused content.

MoldMakingTechnology.com
Monthly Users*

33,200+

MoldMakingTechnology.com
Monthly Page Views*

73,900+

Web Exclusives:
Digital Only Stories



	6,007
	5,670
	2,626
	2,204
	885



* Per June 2021 Publisher Count

MoldMaking Technology Zone Pages

MOLDMAKING TECHNOLOGY ZONES:

- Blog
- Business Strategies
- Supplier Directory
- Hot Runners
- Latest Issue
- Mold Components
- Mold Maintenance and Repair
- Mold Materials
- Surface Treatment

METALWORKING NETWORK ZONES:

- Additive Manufacturing
- Automation
- CAD-CAM Software
- Cutting Tools
- EDM
- ERP Software
- Inspection & Measurement
- Milling



ADVERTISING PACKAGES
HOME PAGE BANNER
MMT ZONE PAGE BANNER
METALWORKING ZONE PAGE BANNER

AD FORMATS	AD SIZES
A Super Leaderboard	970 x 90 px JPG/PNG
B Medium Rectangle	300 x 250 px JPG/PNG
C Billboard	970 x 250 px JPG/PNG

Metalworking Network distribution includes: mmsonline.com, moldmakingtechnology.com and productionmachining.com

MoldMakingTechnology.com ad packages include positions **A, B, & C** on rotation per page load

Purchase one (1) Medium Rectangle Ad (B) and receive one (1) Super Leaderboard Ad (A) and one (1) Billboard (C) in the rotation of leaderboard ads.

Detailed ad specs and examples are available here Gardnerweb.com/adcentral

LOOKING FOR FREQUENCY RATES?



GARDNER PREMIER DISCOUNT OPPORTUNITY

Gardner offers a discount structure based on total investment across all of our media brands. See page 19 for details.



Want to amplify your digital ads?
See page 16 to learn about Retargeting.



13,600+
SUBSCRIBERS*
* Per June 2021 Publisher Count



Email is Evolving.

Contact your *MoldMaking Technology* sales rep. to learn how we are reframing the connections with our active opt-in email audience.

Reach the Moldmaking Community directly in their inbox with MMT Today.

MMT Today is a targeted biweekly e-newsletter sent to focused, qualified mold manufacturing professionals across North America. Every Tuesday and Thursday, MMT Today reaches thousands of engaged community members, giving you the opportunity to meet this audience where they are:

In Their Shops • On The Road • On Their Phones

Placing an ad in MMT Today will also earn your company ad placement on the MMT Blog page, giving you additional value for your brand.

LEADERBOARD BANNER AD (static image)

1 Size: 600 x 160 pixels @ 144 dpi
File Type: JPG/PNG

2

VIDEO AD
Title: (Bold) 50 Characters Max. (Sponsored Content)
Body: Your message and content will be placed here. Maximum of 200 characters.
CTA: (BOLD) 30 characters max.
URL Link:

3

BANNER-PLUS AD
Size: 120 x 100 pixels @ 144 dpi
File Type: JPG/PNG
Body Copy/Call to Action: 45 characters

Demonstrate Your Brand's Expertise And Secure Quality Leads

Just like any active community, moldmakers are constantly looking for solutions and improvements from leaders and experts in the field. By partnering with MMT on a webinar, you will establish your brand as a thought leader in a crowded field of competitors, securing the leads you need to actively build your client base.



Since 2019, we've increased the number of webinars produced for advertisers by over 100 percent. We are experts in webinar production, and we'd love to help you grow your business.

With your investment in a *MoldMaking Technology* webinar, you'll receive:

EXPERT MODERATOR

An MMT staff member and industry veteran to guide you and your attendees through your presentation.

EDITORIAL SUPPORT

Event promotion in *MMT* magazine.

PRINT

Templated print promotion in *MoldMaking Technology* for your webinar.

E-MAIL

Email invitations sent to MMT's opt-in audience promoting your webinar.

LEAD GENERATION

Custom lead report and access to all live and archived webinar registrants.

ONLINE

An archive of the webinar session on MoldMakingTechnology.com for 6 months.

Attendance is limited to 1,000. Topic and schedule subject to publisher approval.

Integrate Your Brand's Story Into Our Expert Content

Content marketing is the same quality, expert *MMT* content that our audience expects from us, targeted to the precise audience you want to reach. Pairing your brand with *MMT*'s consistently current and well-crafted content positions you as a leader in the moldmaking community.

NATIVE ADVERTISING

Our team will collaborate with your company to create a highly-targeted piece of digital content to display natively on our website. A member of our team will edit your content to bring it in line with our standards, or, for an additional fee, we will create the content on your behalf. Options include text, images, video, links to product information and registration for downloadable assets such as whitepapers.

KNOWLEDGE CENTERS

A Knowledge Center is a co-branded, category-specific microsite featuring non-commercial applications and technical-based content. We support these Knowledge Centers with promotion within our e-newsletters and print products, giving your brand the opportunity to position itself as a thought leader among the moldmaking community.



Customize Your Campaign Using the Power of *MMT's* Community.



Retargeting

This is an opportunity to reinforce your brand and your message by engaging with *MMT's* online visitors as they move to other sites. Retargeting makes sure your brand stays on the minds of the targets most important to your company by driving traffic to your site, announcing a special offer, or introducing a new product or service.



EPrints

EPrints allow you to distribute your custom content directly to the inboxes of *MoldMaking Technology* readers and subscribers. Formatted like an *MMT* editorial piece, an EPrint gives your brand authority and top-notch presentation, immediately establishing you as a brand leader to *MMT's* valuable subscriber base.



Content Collections

Content Collections allow you to generate leads from professionals who are active in your field of work. *MMT* will curate a collection of our expert content centered on your particular focus in the industry. By gatekeeping this content, your company will collect leads from the most active, engaged users within your industry focus.



Direct Traffic Marketing

DTM pieces are demand generation campaigns that use a variety of digital platforms to directly drive traffic to your website or desired location. These types of campaigns are an effective means of lead generation by driving visitors to gated content. DTM campaigns can include digital ads positioned across multiple platforms, targeted Custom Tech Briefs, sponsored content advertisements in email newsletters and highly targeted social media campaigns.

Feature Your Brand In This Highlight Of The Top Technology In Moldmaking.

MMT's 2022 Technology Review and Sourcing Guide offers readers the opportunity to review the latest and greatest technology and service offerings from the biggest names in the industry. This one-stop shop for emerging trends is the ideal way to feature your brand's most exciting new developments to over 20,000 MMT subscribers.

It's easy to get started on your **FREE** full-page Company Profile:

Reserve your full-page ad space with your MMT sales representative.

Send us your company logo (.eps or .tiff file).

Create 1, 2 or 3 product profiles each with one image.

Provide us with the URL that you would like to feature in the screenshot of your website, along with a 30-word description.

AD CLOSE DATE: June 1, 2022



20,000+
SUBSCRIBERS*

* Per June 2021 BPA Report - Due to COVID-19 constraints counts may differ slightly with BPA Statements.

Get Your Brand Noticed At These Premier Industry Events!

Moldmaking Pavilion @ PTXPO

March 29-31 | Rosemont, IL

Addressing a need in the plastics market for a premier North American focused event, *Moldmaking Technology's* sister publication, *Plastics Technology*, is launching the PTXPO. A key featured and promoted attraction at the event will be the Moldmaking Pavilion. If you sell products and services used to engineer, build and maintain injection molds, a booth at the PTXPO in the Moldmaking Pavilion is a targeted way to connect to the buyers of your products and services.

Advertise in February and March issues of *MMT* to ensure your brand is on our pages at PTXPO!

plasticstechnologyexpo.com



IMTS2022

September 12-17 | Chicago, IL

The king of all manufacturing events is back! IMTS 2022 is poised to showcase the transformative technologies that are enabling the manufacturing industry to reach new levels of productivity and profitability. Thousands of exhibitors will offer attendees the opportunity to gain valuable insights and ideas about the latest trends and technologies available to the metalworking industry.

Advertise in August and September issues of *MMT* to ensure your brand is on our pages at IMTS!

IMTS.com



EXPANDED FOR 2022 – Maximize Your Impact with Gardner’s Premier Discount Opportunity

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner’s brands will count toward a significant program discount.

We value you and want to reward your investment in the valuable media we produce.

How to Determine Your Discount

1 CREATE YOUR 2022 PLAN

Target and plan your desired integrated media reach for 2022, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.

2 APPLY THE PREMIER DISCOUNT OPPORTUNITY

Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.

3 ENJOY VALUE ADD

As a bonus for your investment, every advertiser who spends \$10,000 on Gardner’s products receives an expanded Supplier Showroom in the brand where they have the highest spend.



GARDNER PREMIER DISCOUNT OPPORTUNITY

\$5,000 - \$9,999	– 5% OFF entire program
\$10,000 - \$24,999	– 10% OFF entire program
\$25,000 - \$39,999	– 15% OFF entire program
\$40,000 - \$64,999	– 20% OFF entire program
\$65,000 - \$99,999	– 25% OFF entire program
\$100,000 - \$149,999	– 30% OFF entire program

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.

MoldMakingTechnology.com

MoldMaking
TECHNOLOGY®

PRODUCTION
Machining

Modern
Machine
Shop

USA & MEXICO

AM ADDITIVE
MANUFACTURING

PT Plastics
Technology
USA & MEXICO

PF PRODUCTS
FINISHING
USA & MEXICO

CW
CompositesWorld

Contact your *Moldmaking Technology* media consultant for more information.

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2022

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