

2018

# AMERICAN MACHINIST<sup>®</sup>

Industry Overview

ADVERTISING

LEAD GENERATION & NURTURING

CONTENT

RESEARCH

EVENTS

# American Machinist Is The Essential Source Of Product News, Technology Trends & Best Practices To The Metalworking Industry

**We Focus On Providing Information To Executive, Operations & Plant Management, OEMs, Contract Manufacturers, & Machine Shop Owners**

American Machinist's editorial content is written specifically to inform and meet the needs of metalworking professionals in executive management with purchasing influence. Our audience works in a variety of industries including aerospace, industrial machinery, machine tools, and automotive.

## **TOP 4** Reasons Why People Read

- 1** See how others are implementing new technologies & tools.
- 2** Learn best practices from world-class companies.
- 3** Read profiles of top machine shops.
- 4** Get information on new products and services.

## **American Machinist Helps You:**

- Think big by sharing your content and brand messaging with the top American Machinist leaders in the country.
- Build successful research and content marketing campaigns that drive insight and lead generation.
- Successfully launch new products and build brand awareness with the help of our team of marketing, sales and research professionals.
- Do more with less. We will help you find innovative and creative ways to market your products and solutions to our targeted audience in a way that makes sense for your business and your budget.

## Reach American Machinist Decision Makers With Your Message

AMERICAN MACHINIST TOTAL MONTHLY AUDIENCE\*

# 111,502

## 39k

DESKTOP VISITORS



## 18k

MOBILE VISITORS



## 16k

ENEWSLETTER



## 38k

SOCIAL



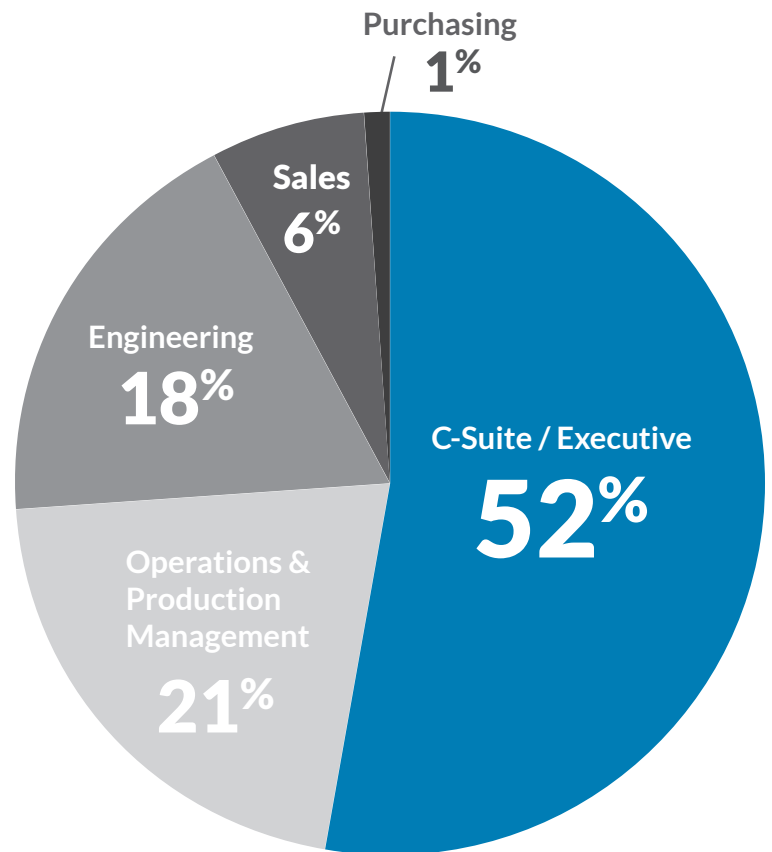
\*Monthly Audience includes desktop & mobile visitors, eNewsletter recipients, and social networking followers, as noted is publisher's own data for the 6 month period January through June 2017.

# Our Audience

## Readers By Industry

Industry	
Machinery Mfg.	22.4%
Transportation Equipment Mfg.	20.5%
Fabricated Metal	14.4%
Other	9.7%
Electric Equipment App	8.3%
Primary Metal Mfg.	8.1%
Medical Equipment	5.1%
Oil and Gas Extraction	3.9%
Miscellaneous Mfg.	1.6%
Food Bvg Tobacco	1.5%
Petroleum, Coal, Chemical Product Mfg.	1.0%
Computer / Electronic Product Mfg.	0.8%
Plastics / Rubber Products Mfg.	0.8%
Paper Mfg.	0.7%
Furniture / Fixtures	0.4%
Textile Mills	0.3%
Lumber / Wood	0.3%

## Reader Job Functions



## Companies That Read



# AmericanMachinist.com

AmericanMachinist.com	Monthly
Total Page Views	93,000
Desktop Page Views	39,000
Mobile Page Views	18,000
Visits	56,000
Unique Visitors	47,000
PPV	2.00
Time on Site	6.5

**Editorial Topics Covered Monthly**

- Machining / Cutting
- Cutting Tools
- Automation
- Enterprise Software
- QC & Inspection
- Shop Operations
- CAD / CAM Software



- Top Read Articles**
- Cool Tips for Cutting Titanium
  - Formula Taps Into Drill Sizes
  - 10 Best Machine Shops
  - Tips on Ultrasonic Cleaning
  - Trends Shaping the Return of Manufacturing to the United States
  - The 10 Commandments of Dry High-Speed Machining
  - Is the Most Popular CAD/CAM Package the Best?
  - Covering a Few Machine-Painting Tips
  - Measuring New Equipment Return an Investment ROI
  - A Deeper Look at Precision Tool-Holders

**Top Searched Keywords**

CNC  
Drilling Grinding  
MSCI Steel Inventory  
Lathe Kadia 3D Engine EDM  
Benchmark Milling

## eNewsletters



**AM Weekly Update**

Frequency: Weekly  
Subscribers: 16,100  
Open Rate: 23%  
CTR: 4.17%



**3D Printing 360**

Frequency: Twice Monthly  
Subscribers: 21,500  
Open Rate: 33%  
CTR: 7.01%



**Quick Manufacturing News**

Frequency: Weekly  
Subscribers: 31,600  
Open Rate: 25%  
CTR: 7.14%

# AMERICAN MACHINIST

For more information, please visit [manufacturing.penton.com/americanmachinist](http://manufacturing.penton.com/americanmachinist)

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## ADVERTISING

- Website Advertising
- Email Advertising
- Audience Extension



## CONTENT

- Webinars
- Custom Whitepapers
- Custom Infographics
- Custom eNewsletter
- Custom eBook
- FAQs



## LEAD GENERATION & NURTURING

- eBooks
- Pop Quiz
- Webinars
- Whitepapers
- Lead Lifecycling
- Event Lead Engagement Program



## RESEARCH

- Strategic Insights Study
- Custom Research
- Online Focus Groups
- Ongoing eListening



## EVENTS

- Event Lead Engagement Program
- Manufacturing & Technology Conference & Expo
- Safety Leadership Conference