

2017

# AMERICAN MACHINIST

Industry Overview

ADVERTISING

LEAD GENERATION & NURTURING

CONTENT

RESEARCH

EVENTS

**Penton** Manufacturing  
and Supply Chain

[manufacturing.penton.com](http://manufacturing.penton.com)

# 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\*

# 107,000

## 42k

DESKTOP VISITORS



## 14k

MOBILE VISITORS



## 16k

ENEWSLETTER



## 35k

SOCIAL



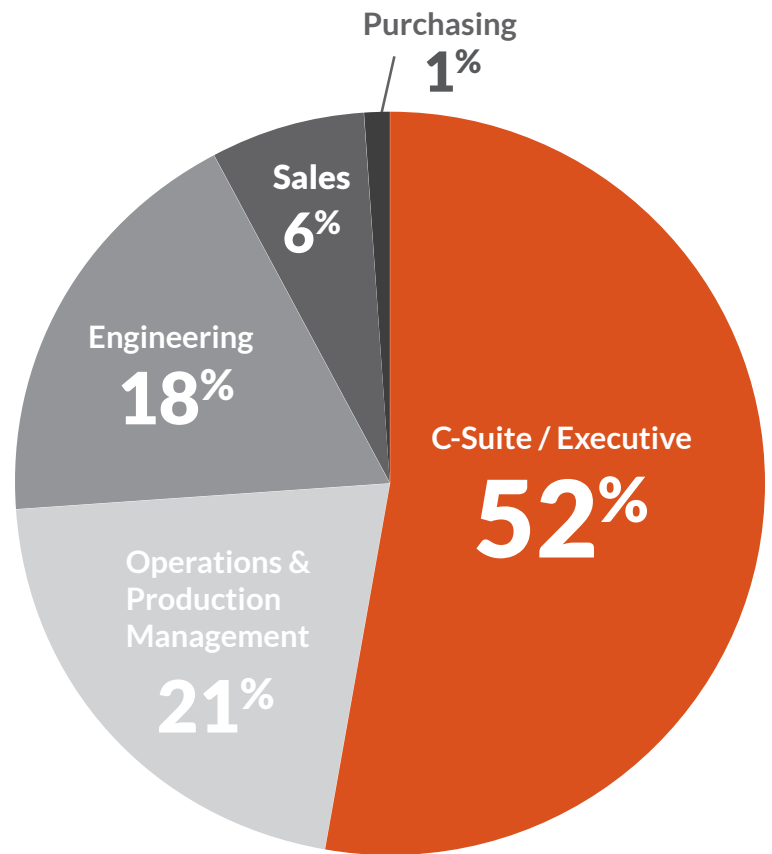
\*Monthly Audience includes desktop & mobile visitors, eNewsletter recipients, and social networking followers, as noted is publisher's own data for the 6 month period January through June 2016.

# 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	101,330
Desktop Page Views	42,000
Mobile Page Views	14,000
Visits	57,000
Unique Visitors	47,300
PPV	2.14
Time on Site	6.89

**Editorial Topics Covered Monthly**

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

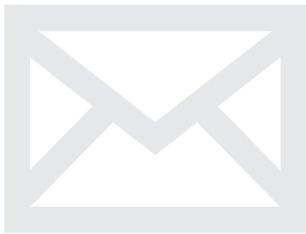
**Top Read Articles**

- Cutting Tool Applications Series
- Cool Tips for Cutting Titanium
- 10 Best Machine Shops
- Is the most popular CAD/CAM package the best
- Tips on ultrasonic cleaning
- Simplicity in ERP and Manufacturing
- Formula taps into drill sizes
- The 10 commandments of dry highspeed machining
- Calculating Metal Removal Rates
- SurfaceFinish Conversion Tips
- Covering A Few MachinePainting Tips

**Top Searched Keywords**

- Cutting Tool Materials
- Machining Titanium
- CAM Packages
- How To Machine Titanium
- How To Run A Successful Machine Shop
- Thread Calculator
- Speeds and Feeds Calculator
- IoT
- Top Machine Shops
- Machinist Tools
- Tool Life Calculation

## eNewsletters



**AM Weekly Update**

Frequency: Weekly  
 Subscribers: 16,300  
 Open Rate: 30%  
 CTR: 4.2%



**3D Printing 360**

Frequency: Twice Monthly  
 Subscribers: 19,700  
 Open Rate: 44%  
 CTR: 8.24%



**Quick Manufacturing News**

Frequency: Weekly  
 Subscribers: 155,000  
 Open Rate: 34%  
 CTR: 10.5%

# 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
- Branded Channels
- Mobile Advertising



## CONTENT

- Webinars
- Custom Whitepapers
- Custom Infographics
- Custom eNewsletter
- Custom eBook
- Search Press Pro



## 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

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and Supply Chain