MACHINE Design.com

BY ENGINEERS FOR ENGINEERS

2013 MEDIA GUIDE

WHERE TECHNOLOGY COMES FIRST

ELECTRONIC DESIGN | MACHINE DESIGN | MICROWAVES & RF | MEDICAL DESIGN | HYDRAULICS & PNEUMATICS
POWER ELECTRONICS TECHNOLOGY | MOBILE DEV & DESIGN | MOTION SYSTEM DESIGN | SOURCE ESB | GLOBAL PURCHASING
ELECTRONIC DESIGN EUROPE | DEFENSE ELECTRONICS | AUTO ELECTRONICS | ENERGY EFFICIENCY & TECHNOLOGY

Penton
Design Engineering & Sourcing Group

FOR ENGINEERS BY ENGINEERS

Engineers are complex professionals who demand precision and excellence in themselves and their work. *Machine Design* knows how to reach them with the in-depth information they are seeking, knows when they are seeking it, and knows their desired format.

Who we are

Machine Design keeps a constant pulse on the design engineering community and continues to bring them the technical information they need, in new and traditional venues - information on how to do their jobs better, faster, and more efficiently. It's why we continue our 83 year history of being the trusted source for engineers in the original equipment market.

In fact, we have the largest coverage of these important buyers and specifiers and provide a total engagement of 368,469 engineers each month.

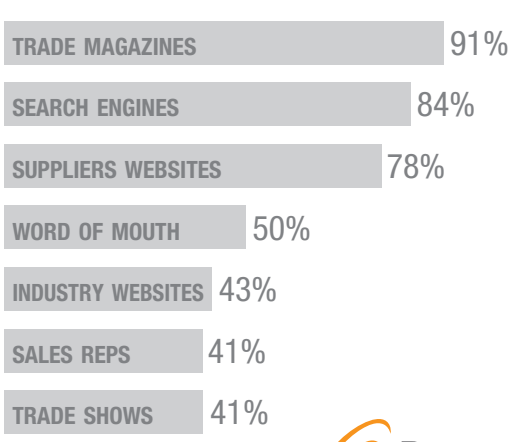
Who we reach

An educated group of professionals who are multi-disciplined, time-starved and knowledge-hungry! They work outside their degreed fields on an average of 3.5 disciplines per project. Their function continues to dominate all aspects of the design process, from product conception to spending allocation.

How we engage with our audience

Design engineers spend an average of 64 minutes looking through and reading the information contained in each issue, then pass the issue along to an average of 3 more people. And this doesn't include the online study time they do daily on our site. They also visit on average FOUR work related web sites a day.

Where do design engineers get their information about suppliers? **Why does this matter? They need to trust you to help solve their problems. They need trusted sources! But how? They turn to us, *Machine Design*.**



PRINT & DIGITAL REACH 134,000
MONTHLY ONLINE REACH 173,000
MONTHLY eNEWSLETTER REACH..... 61,469

DISPLAY RATES

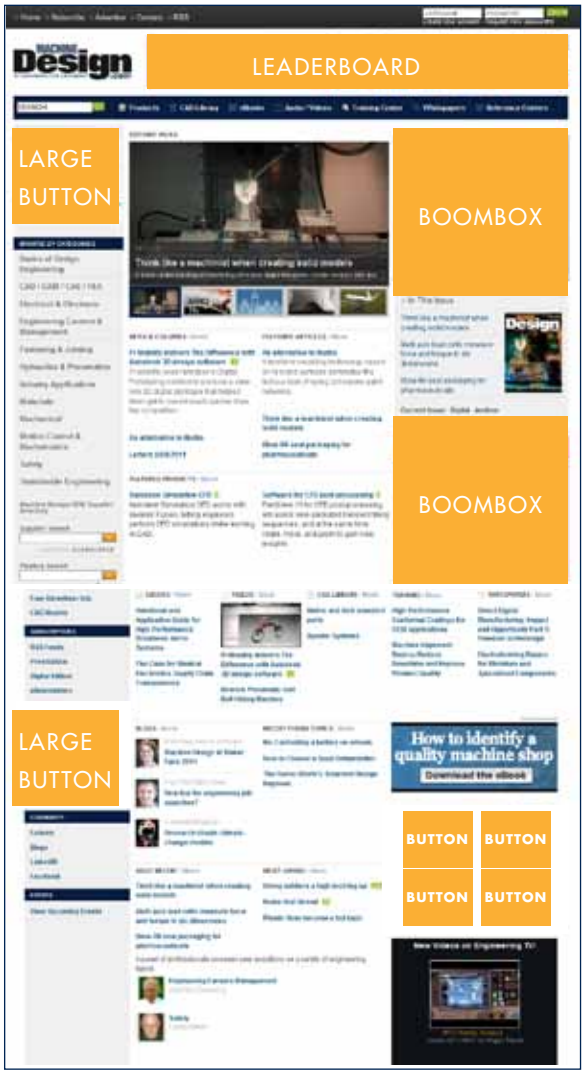
Black & White	1X	12X
Full Page	$10,700	$9,915
2/3 Page	$8,020	$7,430
Island Half	$7,695	$7,025
1/2 Page	$6,110	$5,660
1/3 Page	$4,295	$3,980
1/4 Page	$3,150	$2,990
Data File	$1,410	

Color	Per Page	Per Spread
Standard/Process	$1,390	$2,200
Matched Color	$2,745	$4,390
3&4 Color Process	$2,745	$4,390
5 Color	$4,760	$7,600
Bleed	No Charge	No Charge

ONLINE OPPORTUNITIES

83% of our readers say, seeing a supplier's ad in a trade magazine makes them more familiar/comfortable and therefore more inclined to click on a supplier's listing in a search engine.

- Leaderboards
- Boomboxes
- Welcome Ads
- Buttons
- ePostcards
- Product Spotlight
- eNewsletters
- Webinars
- Basics Of Design
- eBooks
- White Paper Program
- Design FAQs
- Single Sponsor eNewsletters
- Engineering TV



eNEWSLETTERS

Newsletter	Frequency	Circulation
MD Tech Insider	3x/month	40,000
Motion Monitor	2x/month	29,800
CAD/CAM	2x/month	30,700
Energy Efficency & Technology	monthly	22,000
Fluid Power Monthly	monthly	22,700
Materials	monthly	21,500
Mechanical	monthly	32,000
Fastening & Joining	monthly	20,600
Motors	monthly	14,700
MD Product Spotlight	monthly	56,400
Mechatronics	6x/year	11,200
Electrical/Electronic	6x/year	20,800
Sensor Sense	6x/year	28,900
Packaging	4x/year	13,900

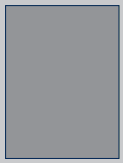
MACHINE Design.com
BY ENGINEERS FOR ENGINEERS

Issue	Close Date	Special Issues	Technology Coverage	Industry Focus	Product Spotlight
Jan 17	Dec 20		Materials Tech Guide CAD, Electrical/Electronic	Medical	Enclosures, Cables, Connectors
Feb 14	Jan 17		Motion Control Tech Guide Mechanical, Fluid Power	Motion Instrumentation	Mechanical Drives, Slides, Gears
Mar 7	Feb 7	Future Technology	Machine Design editors pick the top ten inventions likely to make future technology a reality and how today's cutting-edge advances will shape society in the coming decades.		
Mar 21	Feb 21	Automotive & Transportation	Our transportation special issue will highlight breakthroughs in transportation technologies such as fuel systems, energy harvesting suspension components, engine controllers, axial flux electric motors, plug-in hybrids, cylinder deactivation, LED-based lighting.		
April 11	Mar 14		Motors Tech Guide Fastening & Joining Fluid Power	Energy	Cylinders, Pumps, Compressors
May 9	April 11		Fluid Power Tech Guide CAD, Materials	Indy 500	Bearings & Mechanical Components
May 23	April 25	Motion Control	Designers of contouring or profiling applications are often faced with the stark prospect of building custom equipment from scratch. This special issue provides the building blocks to rapidly assemble a servo and stepper based motion system to suit the task exactly.		
June 13	May 16		Embedded Tech Guide Mechanical, CAD	Semiconductor	Adhesives & Fasteners
July 18	June 20		Mechanical Tech Guide Electrical/Electronic Fluid Power	Aerospace	Actuators, Controls, Drives
Aug 15	July 18		Sensing & Control Tech Guide, CAD, Fluid Power CAD, Materials	Off Highway	Fluid Power Cylinders & Valves
Sept 5	Aug 8		Fastening & Joining Tech Guide, Fluid Power Electrical/Electronic	Packaging	Motors, Clutches, Brakes
Sept 19	Aug 22	Robotics & Automation	This issue covers how advanced robots can be mobile and able to operate in unstructured, or uncertain, environments. Such capabilities may usher in intelligent automation that could lead to increased levels of autonomy and flexibility.		
Oct 10	Sept 12		Electrical/Electronic Tech Guide, CAD, Fastening & Joining	Salary Survey	Fasteners, Adhesives, Sensors
Nov 7	Oct 10	How To	This how-to manual for engineers ranges from brief directions that aid in performing technical tasks to full-length in-depth explanations that assist and inspire designers with new methods and attitudes toward product development work.		
Nov 21	Oct 24	Motion Control	This special issue discusses advanced feedback techniques aimed at eliminating chronic motion problems such as backlash, as well as ways of improving flow and efficiency.		
Dec 12	Nov 14		Mechanical Tech Guide Materials, CAD	Transportation	Engineered Materials Coating, Lubricants
Dec 26	Nov 27	OEM Engineering Handbook & Directory	Basics of Engineering/Product Locator/Literature Links		

2013 EDITORIAL Calendar

Motion	Electrical/Electronic	Materials	Mechanical	CAD, Mfg& OEM Services	Fluid Power	Fastening & Joining	Show Coverage	Issue
	●	●		●	●		Pacific Design Show	Jan 17
●	●		●	●	●			Feb 14
●	●	●	●	●	●	●	Hannover Fair	Mar 7
●	●	●	●	●	●	●		Mar 21
●	●	●			●	●		April 11
		●	●	●	●			May 9
●	●	●	●	●	●	●	Atlantic Design	May 23
	●		●	●		●		June 13
●	●		●		●			July 18
●	●	●		●	●			Aug 15
●	●		●		●	●	Midwest Design	Sept 5
●	●	●	●	●	●	●	Pack Expo	Sept 19
	●		●	●		●	Assembly Show	Oct 10
●	●	●	●	●	●	●		Nov 7
●								Nov 21
	●	●	●	●				Dec 12
●	●	●	●	●	●	●		Dec 26

AIM READERSHIP ISSUES: JANUARY 17, APRIL 11, JULY 18, NOVEMBER 7



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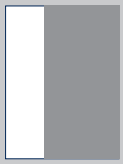
Bleed: 7.875 x 10.75



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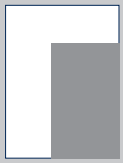
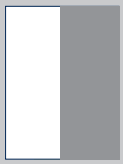
Bleed: 5.125 x 10.75



Island Half
Dimensions: 4.5 x 7.375
Bleed: 5.125 x 8.0

1/2 Page Horizontal
Dimensions: 6.875 x 4.625
Bleed: 7.875 x 5.375



1/2 Page Vertical
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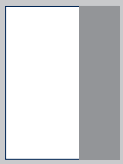
Bleed: 3.875 x 10.75



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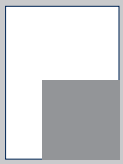

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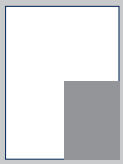

1/4 Page Vertical
Dimensions: 3.25 x 4.625

	DESCRIPTION	BENEFITS
Basics Of	Created by our editorial team in PDF format, these handy 4-6 page guides feature technical information that is the foundation of a given design and/ or manufacturing discipline. This "ever-green" material can be saved and downloaded by the engineer for future reference. *RATE: $8,000 net*	• Lead generation product • Includes registration page users must fill out in order to download • Requires little time investment from sponsor
Design FAQ	This popular product gives our technical editors the opportunity to answer the technical questions most frequently asked by engineers in a particular application area. Created in PDF format, these handy, two-page guides are highly sought after in the design community because of their quick-read format and efficient presentation. *RATE: $7,000 net*	• Sponsor can include up to two qualifying questions on registration page • Sponsor can position themselves along relevant and targeted content • Lead generation product
Welcome Ads	Welcome ads are pre-site, full-screen ads that intrigue the visitor and can't be ignored. Welcome ads tend to generate high response rates and are exclusive positions- only one advertiser per week. *RATE:$3,100 net per week*	• Full screen ads that intrigue the visitor and can't be ignored
Supercharged White Paper	Up to three* white papers, customized registration form (up to two qualifying questions) posted on machinedesign.com White Paper Library for 12 months. Three newsletter text ads (based on open inventory) and one direct email announce your white paper. (*All white papers are featured in one eblast if using more than one whitepaper). *RATE: $6,000 net*	• Receives full contact lead reports upon request
Product Spotlight	Each month, our subscribers receive instant product and service information in the Product Spotlight. Sold on a first-come, first-serve basis, the Product Spotlight offers a convenient and successful way to promote your products to this important audience. **RATE:** *$2,500 net per issue*	• Includes headline, 80 words or less, product image no larger than 125 pixels wide and a URL link
Online	Machinedesign.com is a premier online resource for the multi-disciplined design engineer. Includes valuable article content, basics of design engineering content, product information, as well as educational learning through webinars, video and white papers. **LEADERBOARD:** *$4,700 net/month* **BOOMBOX 1:** *$5,100 net/month* **BOOMBOX 2:** *$4,200 net/month* **LARGE BUTTON 1:** *$2,400 net/month* **LARGE BUTTON 2:** *$2,000 net/month* **BUTTON:** *$1,000 net/month*	• Excellent choice for both branding and for direct response • Great exposure throughout the *Machine Design* website

DESCRIPTION

BENEFITS

ePostcards

Machine Design offers its advertisers the perfect way to reach targeted prospects via email. Direct email is a quick and straightforward way to promote your message to today's design engineers. This personalized, single-sponsored message is sent to a list of subscribers.

RATE: *$5,000 net per blast*

- ePostcards are a quick and direct vehicle to target today's design engineers

Digital Edition

The *Machine Design* community is a group of multi-disciplined design engineering professionals looking to further their understanding of technological innovations and gain more in-depth knowledge and education needed to succeed. Digital ads allow subscribers to link directly and instantly to your website. They're ideal for delivering buyers right where you want them.

INTRO PAGE: *$700 net/issue* | WEB VIEWER BANNER AD: *$500 net/issue*
VIDEO/MULTIMEDIA: *$500 net/issue* | BLOW-IN AD: *$500 net/issue*
BELLY BAND: *$500 net/issue*

- Offers a variety of cost-effective, high-exposure advertising options each month
- Digital editions are book marked and referred to around the clock throughout the year.

eBooks

eBooks are a powerful tool to engage and educate customers and prospective customers. Typically written by an industry leader and sponsored by one company, content strategy is driven by the sponsor. eBooks are promoted via email blast, eNewsletter ads, and ads on the machinedesign.com website.

RATE: *Contact your MD representative for pricing*

- eBooks require registration, and all registration data is provided to the sponsor

Webinars

Webinars are a turnkey, cost effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers. Our state-of-the-art webinars provide dynamic multimedia platforms to launch new products, educate engineers about expanded product capabilities, or reinforce a company's industry expertise. *Machine Design* handles all of webinar logistics and guides you through the process step by step, from audience development and registration through production and archiving.

RATE: *Contact your MD representative for pricing*

- Webinars include promotions, registration/lead tracking, tech support, optional exit survey, and 12 months of archiving, along with an editor to moderate the event

2013 WEBINAR SCHEDULE

January	February	March	April	May	June
January 10 January 17 January 26	February 7 February 14 February 21	March 7 March 14 March 21	April 4 April 11 April 18	May 9 May 16 May 23	June 6 June 13 June 20
July	**August**	**September**	**October**	**November**	**December**
July 11 July 18 July 25	August 8 August 15 August 22	September 12 September 19 September 26	October 10 October 17 October 24	November 7 November 14 November 21	December 5 December 12 December 19

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