


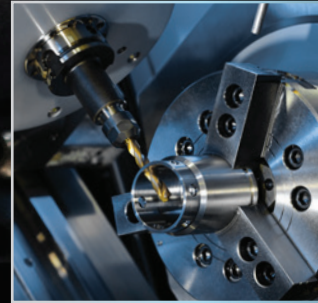
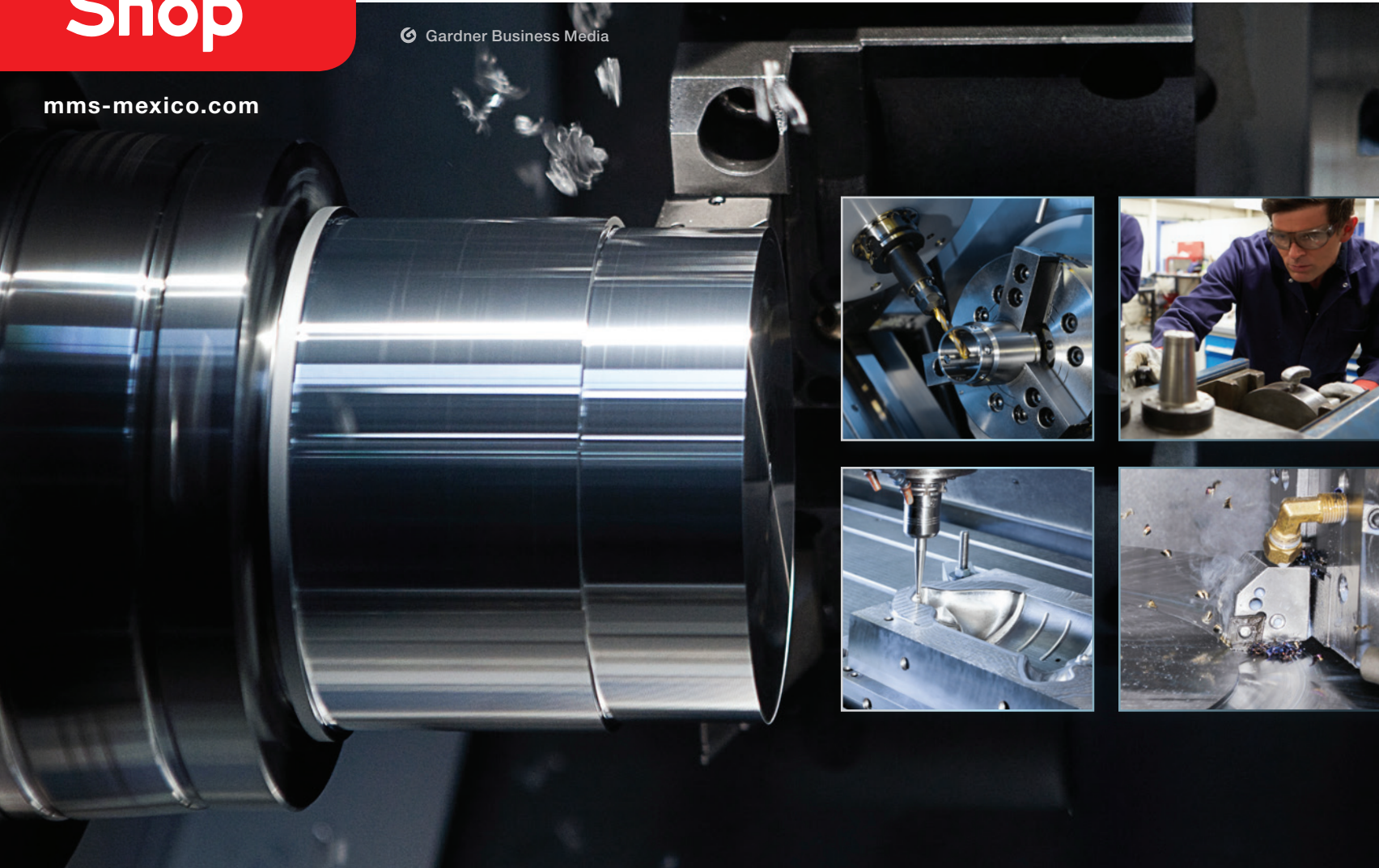
**Modern  
Machine  
Shop**

**MEXICO** 

**Taller Metalmecánico Moderno**

 Gardner Business Media

mms-mexico.com



# **2015 Media Guide**

Integrated Media Solutions Connecting Metalworking Buyers and Sellers



**PRINT**



**ONLINE**



**EMAIL**



**EVENTS**



# Modern Machine Shop

## Our History

*Modern Machine Shop* magazine has been the authoritative voice for machining and metalworking since 1928. Published by family-owned and family-operated Gardner Business Media, *Modern Machine Shop's* success is built on producing integrated media solutions for connecting metalworking buyers and sellers.

To produce the best possible product, *Modern Machine Shop* invests in travelling to industry events, producing market intelligence and working with associations both domestic and abroad. This investment has resulted in *Modern Machine Shop's* voice expanding to other geographic markets. As an integral part of that expansion, we are very excited to introduce *Modern Machine Shop Mexico*. Debuting January 2015, *Taller Metalmecánico Moderno*, will bring *Modern Machine Shop's* quality, applications-based technical content to a qualified list of active, influential Mexican manufacturers.

As part of our investment in serving the evolving Mexican market, we are pleased to introduce *Taller Metalmecánico Moderno*, Publisher, Claude Mas and Editor-in-Chief, Eduardo Tovar. Both Mr. Mas and Mr. Tovar have had significant successes in manufacturing and in international publishing. Their expertise and leadership, *Modern Machine Shop's* successful model and Gardner Business Media's commitment, provide the foundation of a media brand that will benefit buyers and sellers of metalworking products and services in Mexico.



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Modern  
Machine  
Shop

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GARDNER  METALWORKING GROUP

Modern  
Machine  
Shop

PRODUCTION  
Machining

MoldMaking  
TECHNOLOGY®

AUTOMOTIVE DESIGN  
PRODUCTION

TECHSPEX



# INVESTING IN MEXICO

## Machine Tool Consumption

- ▶ Mexico is the 6th largest machine tool consumer in the world. One of only seven countries to invest more than \$2 Billion in machine tools in a single year.

**“With labor costs rising rapidly in China, American manufacturers of all sizes are looking south to Mexico with what economists describe as an eagerness not seen since the early years of the North American Free Trade Agreement in the 1990s.”**

– *New York Times*, May 31, 2014

**MEXICO** continues to evolve as

a manufacturing power. Manufacturers

are committing to retooling and improving facilities and new companies are investing in operations in Mexico.

This activity will positively impact equipment and service spending in Mexico and the United States.

Now is the time to capitalize on this activity by ensuring that your marketing message is not only reaching the right audience, but that it also being presented in a context that engages buyers at a time when they are looking for product and process solutions.

Modern Machine Shop Mexico is the media brand invested in serving the evolving needs of manufacturers and equipment suppliers committed to expanding the Mexican manufacturing marketplace.

### Reasons Mexico is Becoming a Global Power\*

- ▶ Wages – Low-cost, stabilized wages
- ▶ Free Trade – Free trade agreements with 44 countries
- ▶ Energy Costs – Low cost natural gas
- ▶ Industry Clusters - Evolving expertise in key end markets

\*Source: Bloomberg Business Week, June 27, 2013

American Trade with Mexico:  
**\$507 Billion**

Foreign Direct Investment in Mexico:  
**\$35 Billion**

### Major Markets



#### AUTOMOTIVE

- ▶ #2 Exporter of passenger vehicles to the US
- ▶ Honda, Mazda, Nissan, Chrysler, and Volkswagen are investing a total of \$6.58 Billion in Mexican operations



#### AEROSPACE

- ▶ More than 260 aerospace companies, exporting \$4.3 Billion in aircraft parts



#### MEDICAL

- ▶ 5th largest medical products exporter in the world
- ▶ \$8.6 Billion industry expected to grow to \$15 Billion by 2020



# From the Editor

In 1940, Gardner Business Media founder, Don Gardner, published the first edition of *Taller Metalmecánico Moderno (TMM)*, the Spanish version of *Modern Machine Shop*, to disseminate new manufacturing technologies in Mexico.

Today, 74 years later, *Taller Metalmecánico Moderno* returns with an emphasis on bringing Gardner Business Media's editorial and technical expertise to Mexican manufacturers. Along with my 18 years of experience as an editor in the Mexican metalworking industry, *TMM* offers a reliable product to keep the Mexican metalworking sector informed of new trends in manufacturing via a first-rate publication.

Mexico is currently the largest market in Latin America, and is growing further through investments in the automotive, aerospace and general manufacturing industry; making Mexican companies and industrialists eager for information about new technologies and equipment to improve and remain internationally competitive.

We invite you to work with us to grow your business and share your technologies in the growing Mexican industry with *Taller Metalmecánico Moderno*.



**EDITOR-IN-CHIEF**

**Eduardo Tovar**

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**Modern  
Machine  
Shop**

**MEXICO**



**Taller Metalmecánico Moderno**

**2015 EDITORIAL CALENDAR**

Issue	Industry Outlook	Topics for Feature Coverage	Better Production
<b>JANUARY / FEBRUARY</b> Closing Date: 12/19/14 Materials Due: 1/2/15	<b>Automotive</b>	<ul style="list-style-type: none"> <li>Milling / Machining Centers</li> <li>Assembly</li> </ul>	Machining Centers
<b>MARCH</b> Closing Date: 1/26/15 Materials Due: 2/2/15	<b>Aerospace</b>	<ul style="list-style-type: none"> <li>Grinding</li> <li>Titanium Machining</li> </ul>	Measurement & Inspection
<b>APRIL</b> Closing Date: 2/23/15 Materials Due: 3/2/15	<b>Medical</b>	<ul style="list-style-type: none"> <li>Cutting Tools</li> <li>Turning</li> </ul>	Automation
<b>MAY</b> Closing Date: 3/24/15 Materials Due: 3/31/15	<b>Consumer Electronics</b>	<ul style="list-style-type: none"> <li>Aerospace Machining</li> <li>Micromachining</li> </ul> <p>SPECIAL COVERAGE:  <ul style="list-style-type: none"> <li>World Machine-Tool Output &amp; Consumption Report"</li> </ul> </p>	Cutting Tools
<b>JUNE / JULY</b> Closing Date: 4/24/15 Materials Due: 5/1/15	<b>Mold &amp; Die</b>	<ul style="list-style-type: none"> <li>Workholding</li> <li>Medical Machining</li> </ul>	Grinding
<b>AUGUST</b> Closing Date: 6/23/15 Materials Due: 6/30/15	<b>Automotive</b>	<ul style="list-style-type: none"> <li>CAD/CAM Software</li> <li>Die / Mold Machining</li> </ul>	Welding / Fabrication
<b>SEPTEMBER</b> Closing Date: 7/24/15 Materials Due: 7/31/15	<b>Manufacturing Clusters</b>	<ul style="list-style-type: none"> <li>Swiss Type Machining</li> <li>Hole Making</li> </ul>	Measurement & Inspection
<b>OCTOBER</b> Closing Date: 8/24/15 Materials Due: 8/31/15	<b>Aerospace</b>	<ul style="list-style-type: none"> <li>Robotic Machining</li> <li>Oil Field Machining</li> </ul>	Turning
<b>NOVEMBER / DECEMBER</b> Closing Date: 9/22/15 Materials Due: 9/29/15			<b>2015 Buyer's Guide</b>

# 18,000+ SUBSCRIBERS



PRINT

ONLINE

EMAIL

EVENTS

Modern Equipment Review	Special Product Sections		Bonus Distribution
TECMA Preview	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	• <b>Expomanufactura</b> Monterrey, Mexico / Feb 3-5, 2015
Robots / Automation Assembly	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	• <b>TECMA</b> Mexico City, Mexico / Mar 3-6, 2015
Turning	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	• <b>ExpoINA Mexico</b> Mexico City / April 15-17, 2015
Forming & Fabricating	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	• <b>Fabtech Mexico</b> Monterrey, Mexico / May 5-7, 2015
EDM	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	
EMO Preview	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	
Grinding	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	• <b>EMO</b> Milan, Italy / Oct 5-10, 2015
Machine Centers	Cutting Tools, Toolholders & Workholding Equipment	CAD/CAM Shop Management & Manufacturing Software	

Connecting Mexican Industrial Equipment Buyers with Qualified Technology Suppliers

The biggest impact for building your brand.

**PRINT AD REQUIREMENTS**

**HOW TO SUBMIT FILES**

Please provide the following:

For ads already designed in Spanish:

- Press Quality PDF File (Add .125 inch bleed for full page ads)

For ads requiring Spanish translation:

- Adobe InDesign file(s)
- PDF for position only
- IDML file
- All fonts used
- All linked Images
- Word document with text for translation

1. **Upload to:** files.gardnerweb.com

Upload recipient: Bill Caldwell

2. **Email file to:** billc@gardnerweb.com

(5MB max)

3. **Ship CD/proofs to:**

Advertising Department  
Modern Machine Shop

6915 Valley Ave.  
Cincinnati, OH 45244

**FOR ADDITIONAL AD INFO**



ADVERTISING  
MANAGER

Bill Caldwell

PH 800-950-8020

513-527-8800

billc@gardnerweb.com

**PRINT ADS (ALL RATES 4-COLOR) (US Dollars)**

SPACE	1X – 5X	6X – 9X
FULL PAGE	\$5,000	\$4,300
2/3 PAGE	\$4,500	\$3,850
JUNIOR (ISLAND)	\$4,200	\$3,550
1/2 PAGE	\$3,600	\$2,950
1/3 PAGE	\$3,000	\$2,350
1/4 PAGE	\$2,600	\$1,950
1/8 PAGE	\$2,200	\$1,550
SPREAD	\$8,500	\$7,000

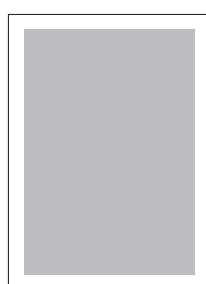
**COVER RATES (US Dollars)**

BACK	\$6,000
INSIDE FRONT	\$5,750
INSIDE BACK	\$5,500

**MARKET PLACE (ALL RATES B&W) (US Dollars)**

SPACE	1X – 5X	6X – 9X
1/2 PAGE	\$1,100	\$775
1/4 PAGE	\$650	\$400
1/8 PAGE	\$375	\$250

**PRINT SPECS**

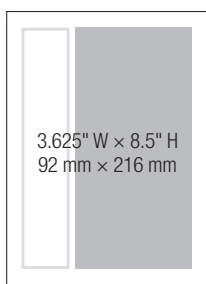


Full Size w/Bleed  
7.125" W × 9.875" H  
181 mm × 251 mm

Final Trim  
6.625" W × 9.375" H  
168 mm × 238 mm

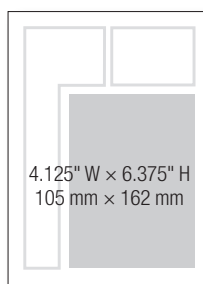
Max Live Area  
5.875" W × 8.875" H  
149 mm × 225 mm

Full Page



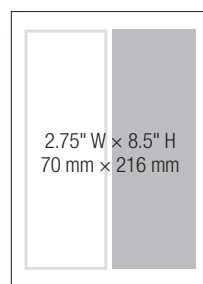
3.625" W × 8.5" H  
92 mm × 216 mm

Two-Third  
Page



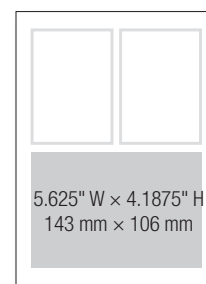
4.125" W × 6.375" H  
105 mm × 162 mm

Junior  
(Island)



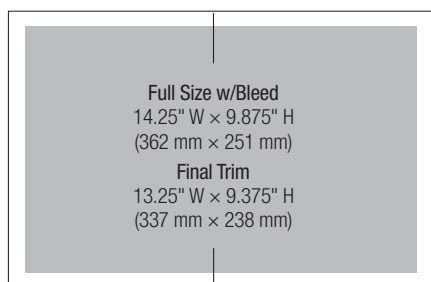
2.75" W × 8.5" H  
70 mm × 216 mm

Half Page  
(Vertical)



5.625" W × 4.1875" H  
143 mm × 106 mm

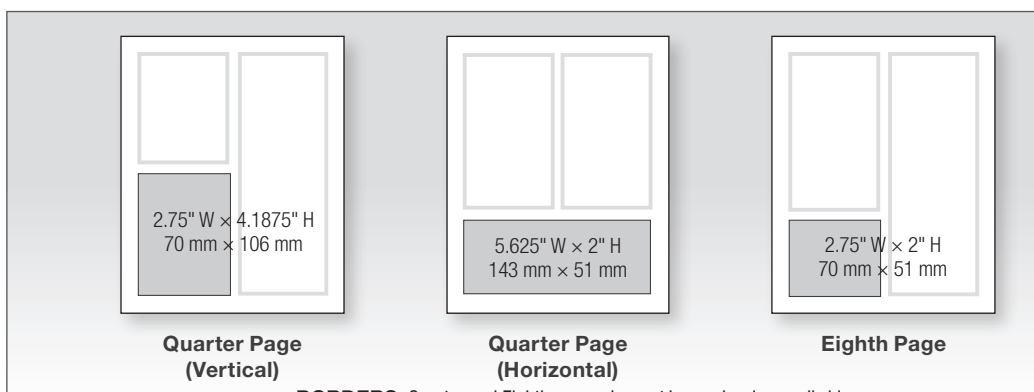
Half Page  
(Horizontal)



Full Size w/Bleed  
14.25" W × 9.875" H  
(362 mm × 251 mm)

Final Trim  
13.25" W × 9.375" H  
(337 mm × 238 mm)

Two-Page Spread



2.75" W × 4.1875" H  
70 mm × 106 mm

Quarter Page  
(Vertical)

5.625" W × 2" H  
143 mm × 51 mm

Quarter Page  
(Horizontal)

2.75" W × 2" H  
70 mm × 51 mm

Eighth Page

**BORDERS:** Quarter and Eighth page ads must have a border on all sides.

ZONE ADVERTISING LOCATIONS

AVAILABLE ZONES

- Home Page
- Machining
- Turning
- Grinding
- Cutting Tools
- Workholding
- Software

ONLINE AD PACKAGES

**A**

**-PLUS-**

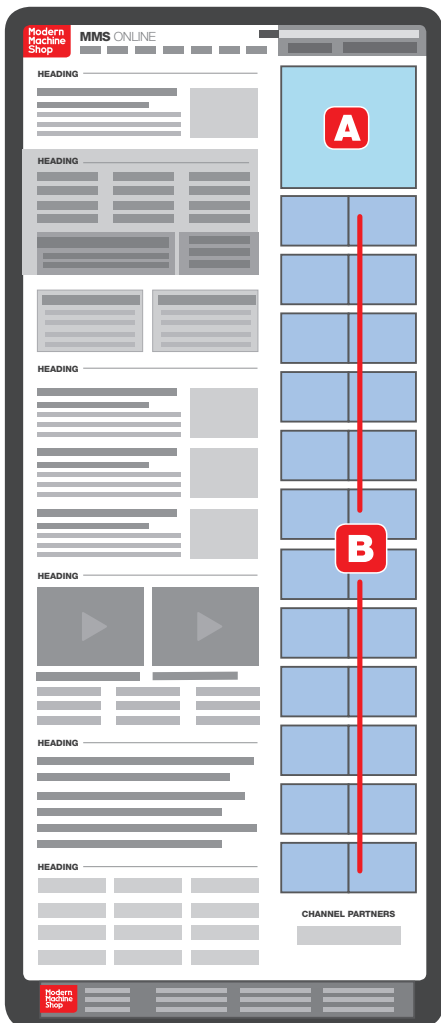
**B**

**MMS MEXICO RICH MEDIA AD**  
(CHOOSE 1)  
**Flash Ad or Video Ad**  
A single ad rotates into position on page refresh

**MMS MEXICO HYBRID AD**  
(CHOOSE 1)  
**Live Text Hybrid Ad or Branded Hybrid Ad**  
A single ad rotates into position on page refresh

MMS MEXICO ONLINE ADVERTISING RATES (US DOLLARS)			
MMS-MEXICO.COM	ADVERTISING PACKAGE	1X-6X	7X-12X
Home Page	<b>A + B</b>	N/A	\$700
Zone Page	<b>A + B</b>	\$550	\$450
<b>COMBINATION RATE</b>			
Home + Zone	<b>A + B</b>	N/A	\$1,000
Zone + Zone	<b>A + B</b>	N/A	\$650

ONLINE AD SPECS



**A FLASH AD\***  
300 x 250 pixels; 40K  
Animated SWF/FLA file  
15 sec. max.  
25 frames/sec.  
**LOCATION:**  
Home and Zone Pages

\*Single ad rotation on page refresh

**Flash Ads Specs**

File Size: 40k  
Loops: 2 max  
Pixel Dimension: 300 X 250  
Frame Rate: max 25 FPS  
Runtime Length: 15.0 sec. max  
File Format: Please submit both the source .FLA file and .SWF file  
Audio: Audio is initiated by the user. Auto-play audio is not permitted in our flash ads. Please build your file with an OFF/ON sound button.

**A VIDEO AD**  
640 x 360 pxl  
SWF/FLA file  
29.97 frames/sec.  
30 sec. - 4 minutes  
**LOCATION:**  
Home and Zone Pages

Our videos do not play in place. Advertisers need to create a static pre-launch ad. This pre-launch ad is a 300 x 250 pixel placeholder. GBM will add the grey "PLAY" button at center and a static video controller on the bottom.

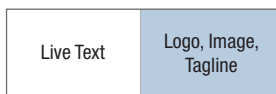
**Video Static Pre-Launch Ad Specs**

Pixel Dimension: 300 X 250 pixels  
Files Size: 40K  
File Formats: PNG, JPG or GIF

**Video Specifications At A Glance**

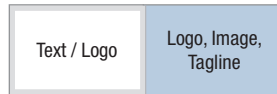
Frame Size: 640x360 (16:9)  
File Format: .wmv .avi .mov .mpeg2 .mpeg4.  
Length: 30 seconds to 45 minutes  
Frame rate: 29.97 - preserve native frame rate  
Bitrate: >3Mbps Max File Size: 50 MB  
Hosting: Video ads will be hosted by GBM  
URL Linking: By default, video ads link to your showroom within our website. If you would prefer to link to another URL, please provide your advertising manager with your desired active link.

**B LIVE TEXT HYBRID AD**



**LEFT:** Live Text to be entered by the MMS Advertising Mgr. - 120 characters max  
**RIGHT:** Logo/Image/Tagline  
150 x 100 pixels  
10K; GIF/JPG (static)

**B BRANDED HYBRID AD**



**LEFT:** 150 x 100 pixels text or logo graphic on white background  
10K; GIF/JPG (static)  
**RIGHT:** Logo/Image/Tagline  
150 x 100 pixels  
10K; GIF/JPG (static)

**Finished Size:**  
300 x 100 pixels;  
72 dpi, 20K Max



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