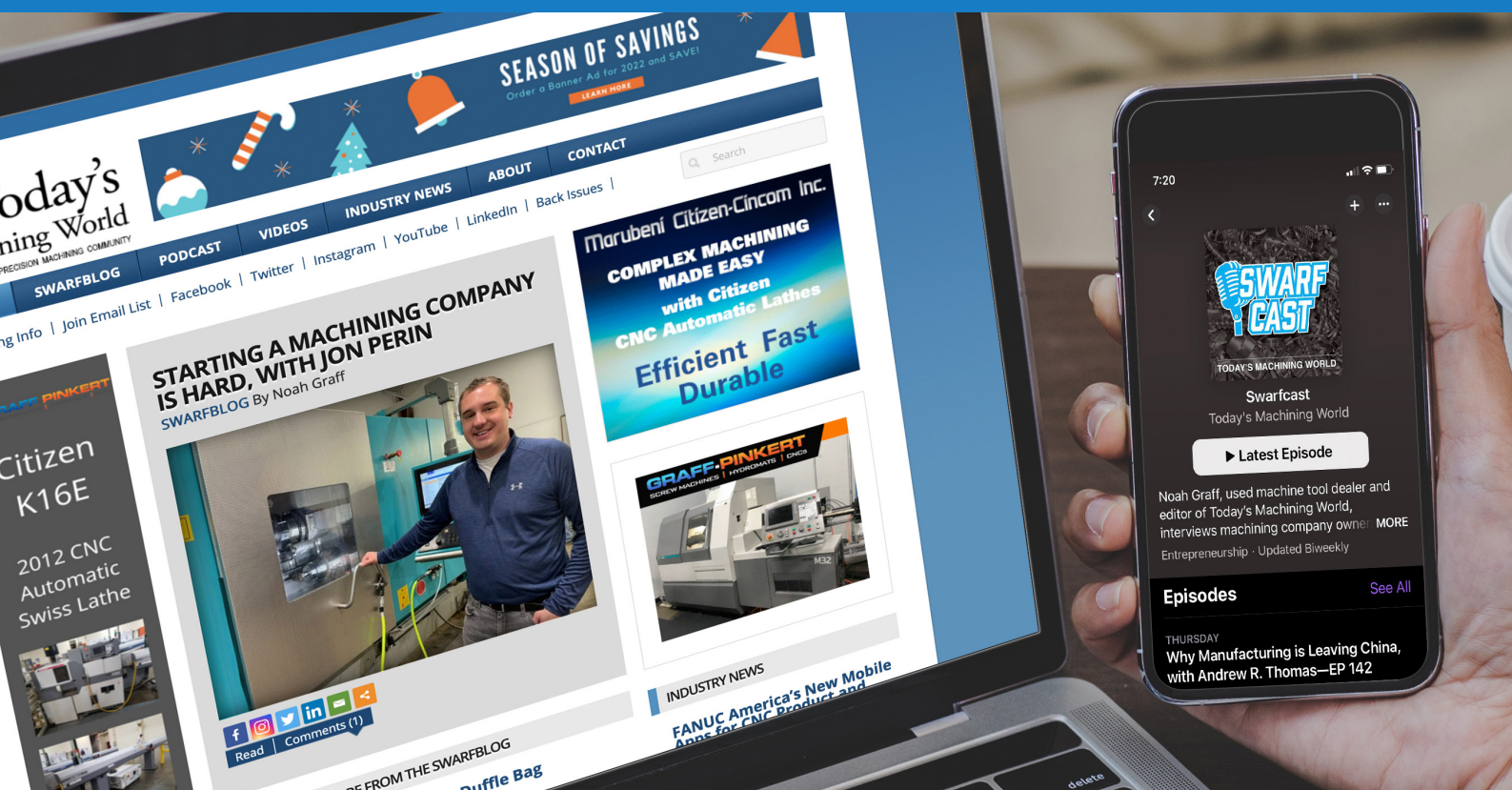


Today's Machining World

www.todaysmachiningworld.com | 708-535-2200



WHY ADVERTISE IN TODAY'S MACHINING WORLD IN 2022

- An audience of over 20 years, people working specifically in the precision machining industry.
- 60% of *TMW* readers polled are owners or executives at machining companies.
- Thought provoking original articles and podcasts produced by writers who work in the precision machining industry. ARTICLES PEOPLE ACTUALLY READ.
- Complimentary promotion on our Industry News page and Social Media brings more customers to your company's website.
- Twice weekly email blasts with original editorial.

*"Today's Machining World has an excellent database with quality leads. We've worked with several companies before, but **we always notice an increase in registrations immediately following a TMW eblast.**"*

Maribel Owen,
Premier Asset Recovery Group

Unlike other machining industry B2B publications, *Today's Machining World's* main writers, Lloyd and Noah Graff, work in the machining industry every day, selling used machine tools for their own business, Graff-Pinkert. Our audience—your buyers—get insights they can't find elsewhere, which keeps them coming back to us.



For more than 20 years, *Today's Machining World* has created a community in the machining industry by exploring it from a more human perspective.



We write about business trends and emerging technology, as you might expect. But sometimes we delve into politics, social issues, and current events. We're different, which is why our audience loves us.



"Lloyd Graff's blog brings us hope. He shows the humanity in our community. He tells us how we are so much more than just button pushers."

Mark Klecka, Concentric Partners, Citizen Distributor

EMAIL MARKETING

PROMOTE NEW PRODUCTS, AUCTIONS AND EVENTS

Emails blasts include your company's logo as a sponsor and generous ad space below our original editorial. The original editorial dramatically increases email open rates.

Email blasts are sent twice weekly to our list of 50,000+ contacts, averaging an 8% open rate. Advertisers often receive hundreds of clicks to their website from one email blast.

*"We use TMW to market our auctions because it is always pertinent for the people in the industry. **It pulls the kind of people we need to reach** because the content in the blog and podcast is always unique and different than anything else."*

Robert Levy, Levy and Associates LLC

Today's Machining World

Today's Swarf

CONNECTING THE PRECISION MACHINING COMMUNITY

Tornos DECO Swiss Meister, Achim Bauer
By Noah Graff

On today's podcast I spoke to Achim Bauer, one of the most knowledgeable people I know about Tornos DECO CNC Swiss machines. His company, Bauer & Licht Industrietechnik OHG, in Pforzheim, Germany, is one of the only companies in the world that specializes specifically in rebuilding Tornos DECOs. Recently, I had the privilege to pick his brain about the nuances of the powerful sliding headstock machine that's no longer manufactured yet still has a vast group of loyal users worldwide.

Achim worked at Tornos in Germany from '90s until 2011 when he and his partner started their own company, Bauer & Licht. Sometimes Bauer & Licht buys used Tornos DECO machines to rebuild and resell, but Achim says his preferred business model is...

Question: Which other machine tools do you prefer the older versions of compared to the current ones?

[Read the Blog and Listen to the Podcast](#)



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MORE FROM SWARFBLOG
[Always a Player](#)
By Lloyd Graff
November 17th, 2021


[109 Years of a Machine Shop](#)
By Noah Graff
November 12th, 2021

[My Close Call](#)
By Lloyd Graff
November 10th, 2021

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Late-Model Machine Tools

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Back-End Semi - Test & Measurement - Vehicles - Support

		
AUCTION OPENS	DAY 1 CLOSES	DAY 2 CLOSES
November 29	December 1	December 2
8:00 AM (PST)	10:00 AM (PST)	10:00 AM (PST)

[Preview Available By Appointment Only Click For Details](#)

*"I use Today's Machining World whenever I have late model CNC equipment. **It is my 'go to' place to advertise that kind of sale.**"*

Glenn Winternitz, Winternitz LLC



PODCASTS

TOTAL DOWNLOADS: OVER 70,000 / FREQUENCY: WEEKLY / EPISODES: 140+
(AS OF DEC. 2021)

SWARFCAST PODCAST

Swarfcast, our weekly podcast, covers eclectic topics relevant to our audience in the machining world. The podcast started in 2018 and has over 140 episodes, featuring over 135 different guests to date.

Guests have included owners of machining companies, CEOs of OEM suppliers, authors, and other fascinating cool people.

Every Swarfcast episode is downloaded by hundreds of listeners working in the precision machining industry.

TOPIC EXAMPLES

- Automating Machine Shops
- Lean Six Sigma
- Increasing Shop Productivity
- Swiss Machining
- Finding New Work
- Negotiation Strategy
- Reshoring
- Hiring Quality Employees

ADVANTAGES OF ADVERTISING ON PODCASTS

- Content is available anywhere, anytime
- Unique audience from *TMW* website
- Ads continue to be played after contract has ended
- They are addictive!

"The podcasts have been a great addition. Several recent guests were key customers of mine, telling their unique stories up close and personal." - Kevin Meehan, Edge Technologies

WEB STATS

WEBSITE STATS

Yearly Page Views: 170,000

Monthly Page Views: 14,200

Average Time on Page: 6:05

EMAIL BLASTS

Email List: 50,000 Contacts,

Email Blast Open Rate: 8%

Average Clicks Per Open: 17.7%

PODCAST

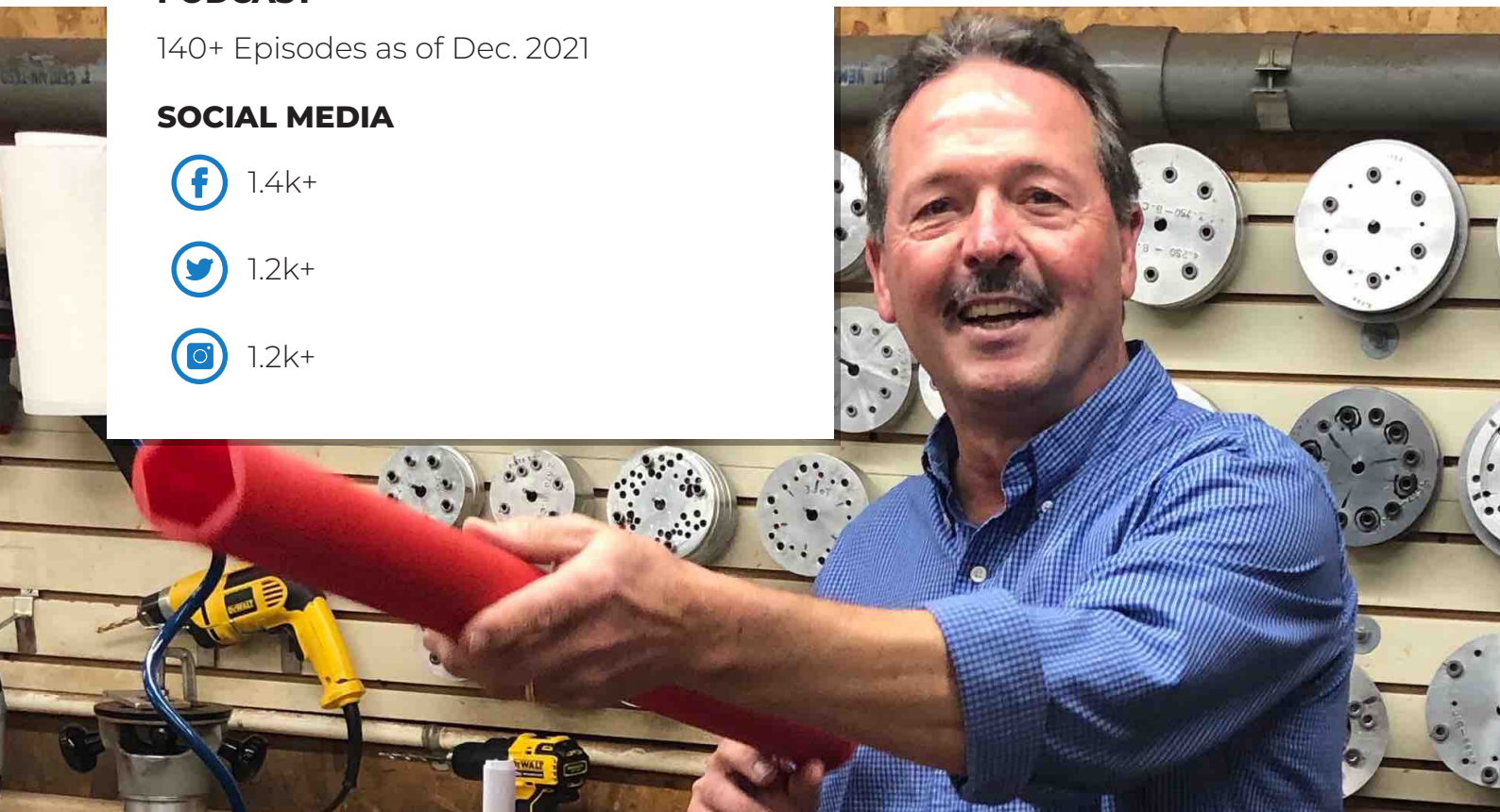
140+ Episodes as of Dec. 2021

SOCIAL MEDIA

 1.4k+

 1.2k+

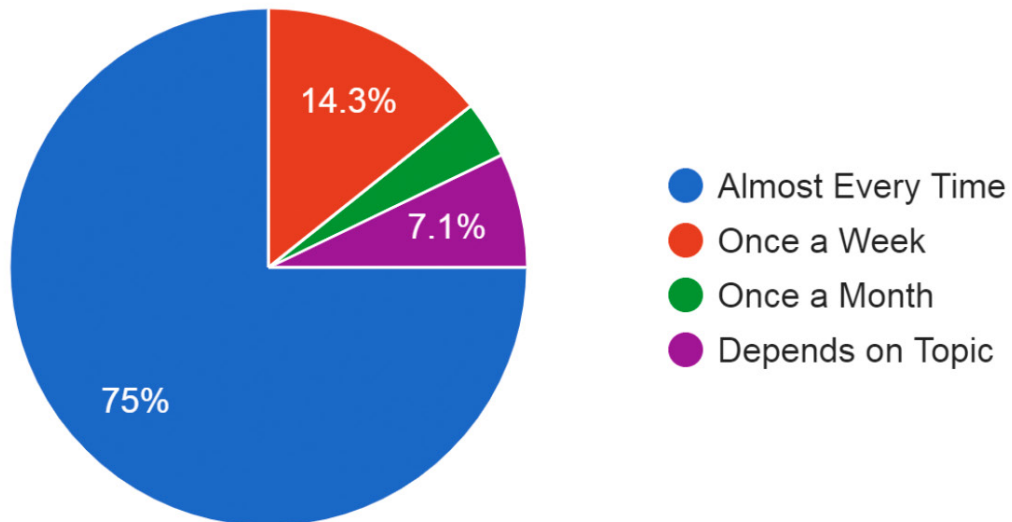
 1.2k+



Today's Machining World has always been different, **exploring more cutting edge topics than you might get** from any other precision machining or manufacturing related content". - Scott Livingston, HORST Engineering

READER DATA

HOW OFTEN DO YOU OPEN THE TODAY'S MACHINING WORLD EMAILS?



HOW OFTEN DO YOU VISIT THE TODAY'S MACHINING WORLD WEBSITE?

**People visit
the website
once a week
or more**

47%



**People visit
the website at
least once a
month**

60%

ADVERTISING OPTIONS

All options include complimentary promotion of your product on our social media channels as well as coverage on our Industry News page, which brings your product even more attention.

EMAIL ADVERTISING

Promote new products, auctions, and events. Display your company's logo as the sponsor, with generous ad space below our original content. *TMW* email blasts are sent twice weekly, all featuring original articles.

- **Email Blast** - \$995

WEBSITE BANNERS

Spotlight your business, product, or event on our website. Price per month.

- **Top banner (730x90)** - \$995 (12 month commitment)
- **Right corner banner (300x250)** - \$995 (12 month commitment)
- **Left skyscraper banner (160x600)** - \$995 (12 month commitment)
- **Top side banner (250x200)** - \$650
- **Side banner (250x150)** - \$350

Contact us to discuss shorter commitments.

PODCAST SPONSORSHIP

Your company's promotional 30-50 second message will be featured once during the show.

- **Podcast spot** - \$100/per episode (3 month commitment)
- **Affiliate marketing spots** - To be negotiated

ADVERTISING PACKAGE SPECIALS

All packages include social media promotion and featured content in our Industry News column when appropriate.

EMAIL BLAST PACKAGE

- Purchase 3 email blasts and receive one complementary email blast and side banner for one month

BANNER AD SPECIAL

- With large banner (12 month commitment) get 1 complimentary email blast and 1 complimentary podcast spot

NEED DESIGN HELP?

We can provide design services for very reasonable prices including:
HTML Eblast Design, Banner Advertisements, Animated Banner Advertisements.

FOR MORE INFORMATION ON ADVERTISING, CONTACT RIDGELY DUNN

Phone: 708-535-2200

Email: ridgely@todaysmachiningworld.com

*"Thank you for your work on the magazine/blog. [It] is something interesting beyond the technical data and machining articles that I read in other magazines. **Most of us are multi-dimensional and your magazine is too.**"*

Bill Badura, Badurco Inc.

STAFF



LLOYD GRAFF

Owner/Writer

Lloyd Graff is a writer and business person who owns *Today's Machining World* and Graff-Pinkert & Company. He feels grateful every day to be able to pursue both passions. His curiosity and relentless search for knowledge and insight fuels both pursuits. The network developed over decades putting together machinery deals provides the raw material and resources to make his blog unique and provocative in the field of business writing.



NOAH GRAFF

Editor / Writer / Podcast Host

In 2005, Noah Graff started at *Today's Machining World*, where he has been an editor, writer and most recently podcaster. He has been selling used machine tools (Treasure hunting) for Graff-Pinkert since 2011. In his spare time he is working on a personal project, a podcast/blog/book about a year in which he met one new person every day. Favorite food - pizza. Favorite film - *Ferris Bueller's Day Off*.



RIDGLEY DUNN

Managing Editor

Ridgely joined the *Today's Machining World* team as Social Media Coordinator in early 2018. In 2019, she accepted the additional responsibilities of Managing Editor. Her background includes creating engaging messages for a wide variety of business clientele, from luxury realtors to crime scene cleanup companies. When she isn't sharing stories or networking with clients, she is either traveling or organizing animal rescue in rural Indiana.