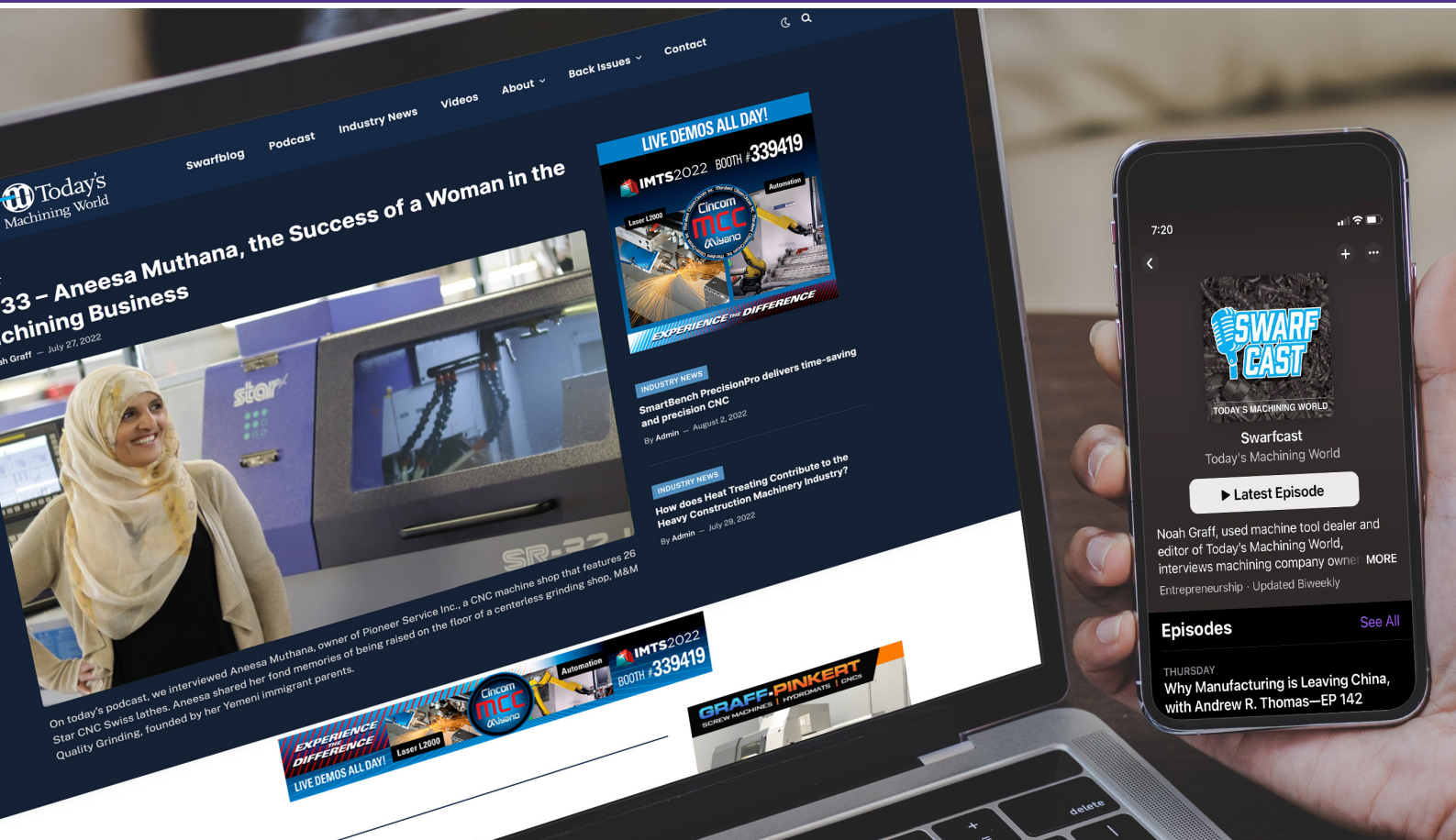


Today's Machining World

www.todaysmachiningworld.com | 708-535-2200



WHY ADVERTISE IN TODAY'S MACHINING WORLD

- 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

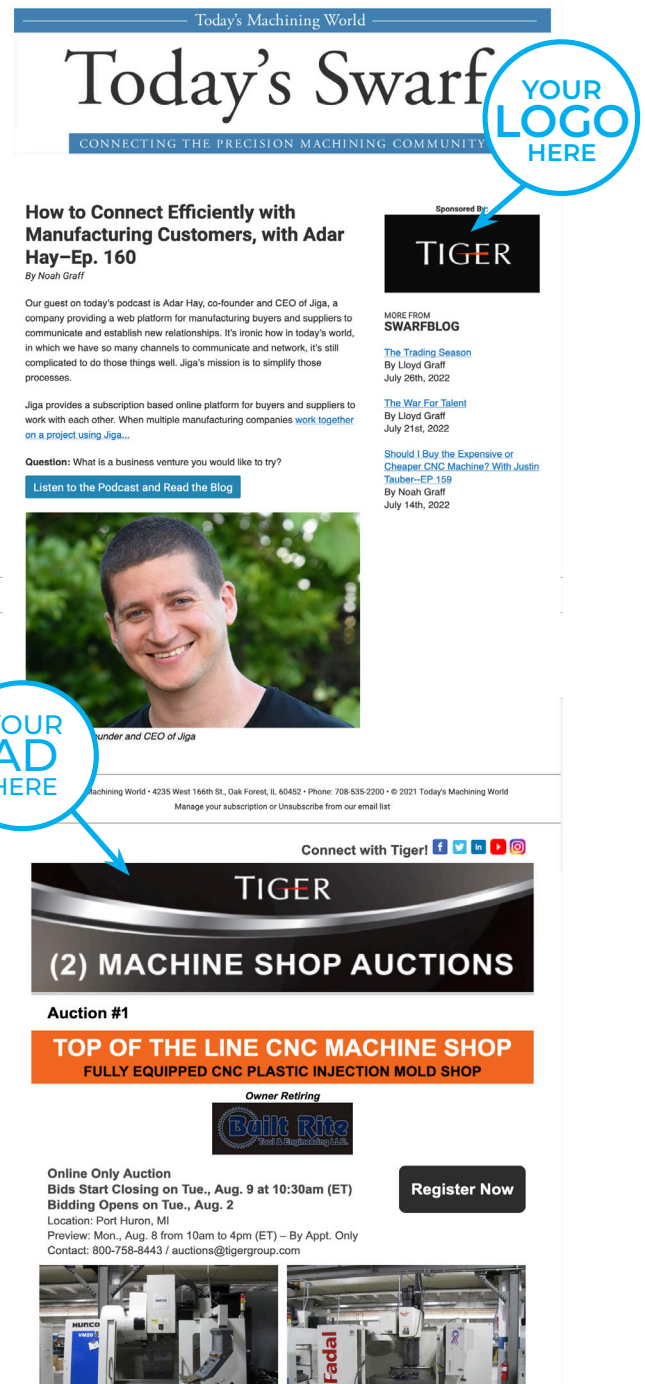
PROMOTE NEW PRODUCTS, AUCTIONS AND EVENTS

Email 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 40,000+ 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



The screenshot shows an email newsletter from 'Today's Machining World' with the tagline 'CONNECTING THE PRECISION MACHINING COMMUNITY'. A callout bubble points to a placeholder for 'YOUR LOGO HERE' in the top right. The main content includes a podcast episode titled 'How to Connect Efficiently with Manufacturing Customers, with Adar Hay-Ep. 160' by Noah Graff, featuring a photo of Adar Hay. Another callout bubble points to a placeholder for 'YOUR AD HERE' next to the photo. Below the podcast is a section for 'TIGER (2) MACHINE SHOP AUCTIONS' with details for 'Auction #1: TOP OF THE LINE CNC MACHINE SHOP' by Built Rite, including dates, location, and a 'Register Now' button. At the bottom are two photos of CNC machines.

Today's Machining World

Today's Swarf

CONNECTING THE PRECISION MACHINING COMMUNITY

YOUR LOGO HERE

How to Connect Efficiently with Manufacturing Customers, with Adar Hay-Ep. 160

By Noah Graff

Our guest on today's podcast is Adar Hay, co-founder and CEO of Jiga, a company providing a web platform for manufacturing buyers and suppliers to communicate and establish new relationships. It's ironic how in today's world, in which we have so many channels to communicate and network, it's still complicated to do those things well. Jiga's mission is to simplify those processes.

Jiga provides a subscription based online platform for buyers and suppliers to work with each other. When multiple manufacturing companies **work together on a project using Jiga...**


Question: What is a business venture you would like to try?

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

YOUR AD HERE

Under and CEO of Jiga

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Connect with Tiger! 


TIGER

(2) MACHINE SHOP AUCTIONS

Auction #1



TOP OF THE LINE CNC MACHINE SHOP
FULLY EQUIPPED CNC PLASTIC INJECTION MOLD SHOP

Owner Retiring



Online Only Auction
Bids Start Closing on Tue., Aug. 9 at 10:30am (ET)
Bidding Opens on Tue., Aug. 2
Location: Port Huron, MI
Preview: Mon., Aug. 8 from 10am to 4pm (ET) -- By Appt. Only
Contact: 800-758-8443 / auctions@tigergroup.com

Register Now

*"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



DOWNLOADS: OVER 100,000 / FREQUENCY: BI-WEEKLY / EPISODES: 165+
(AS OF SEPT. 2022)

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 165 episodes, featuring over 155 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: 173,000

Monthly Page Views: 14,400

EMAIL BLASTS

Email List: 40,000 Contacts,

Email Blast Open Rate: 8%

Average Clicks Per Open: 17.7%

PODCAST

165+ Episodes as of Sept. 2022

SOCIAL MEDIA



1.2k+



1.2k+



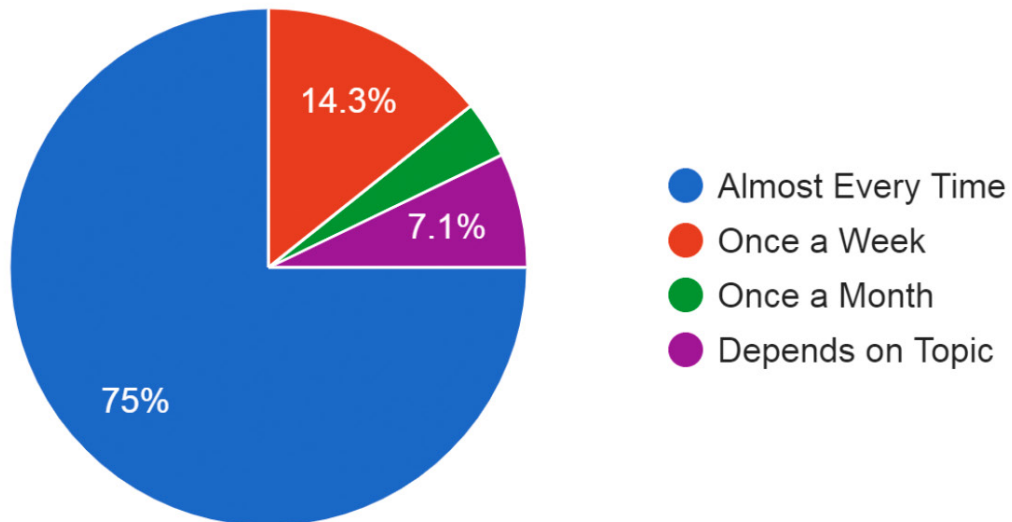
1.3k+



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** - \$1,195

WEBSITE BANNERS

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

- **Right corner banner Swarfblog or homepage (300x300)**
\$1200 (12 month commitment)
- **Top side banner (300x300)** - \$700
- **Side banner (300x300)** - \$500
- **Right corner (300x300)** - \$1,200
- **Banner under featured story (970x250)** - \$995 (12 month commitment)

Contact us to discuss shorter commitments.

PODCAST SPONSORSHIP

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

- **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 a bundle of 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.