

## WHY ADVERTISE IN TODAY'S MACHINING WORLD

- A targeted audience built over 25 years, comprised of professionals in the Precision Machining Industry.
- 70% 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 25 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

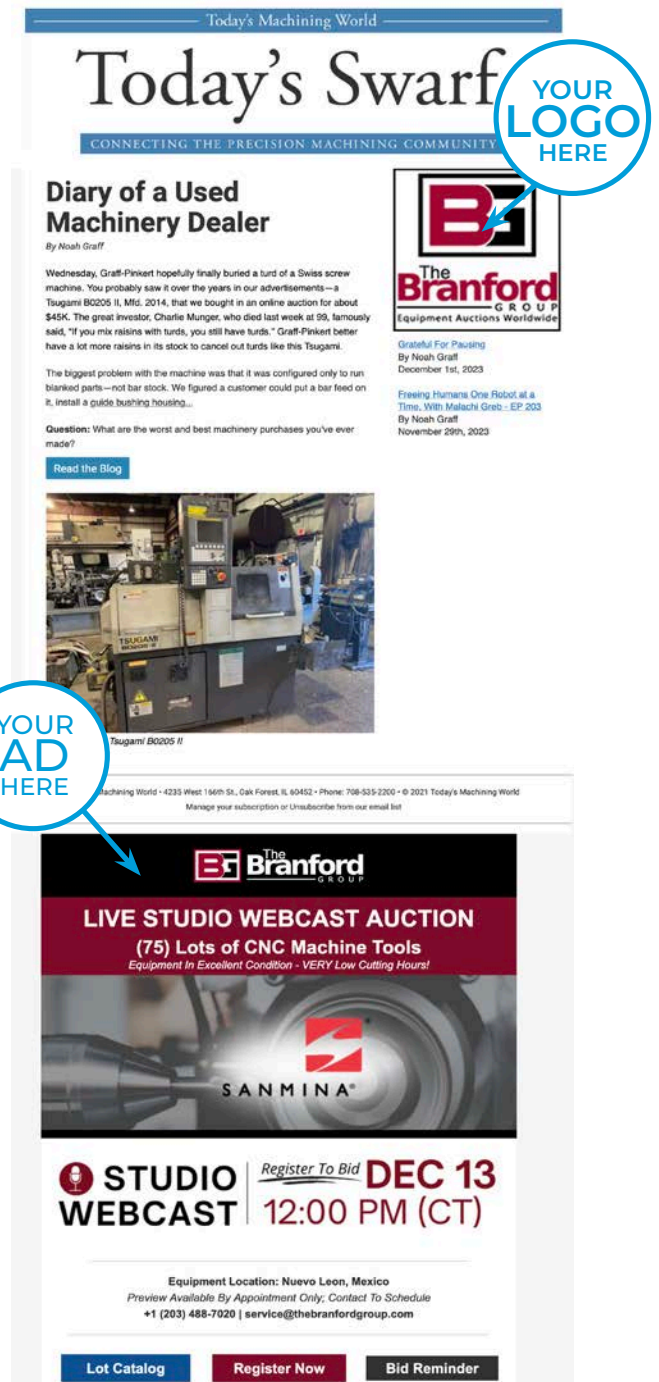
## PROMOTE NEW PRODUCTS, AUCTIONS AND EVENTS

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 35,000+ contacts, averaging an 28% 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 from 'Today's Machining World' with the subject 'Today's Swarf'. The email content includes a blog post titled 'Diary of a Used Machinery Dealer' by Noah Graff, which discusses a Tsugami B020S II machine. A callout bubble points to the top right of the email with the text 'YOUR LOGO HERE'. Below the blog post is a photo of the machine. Another callout bubble points to an advertisement for 'The Branford Group' featuring a 'LIVE STUDIO WEBCAST AUCTION' of '(75) Lots of CNC Machine Tools' on December 13th at 12:00 PM (CT). The advertisement includes the Sanmina logo and contact information for the auction. At the bottom of the email are buttons for 'Lot Catalog', 'Register Now', and 'Bid Reminder'.

*"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 201,000 / FREQUENCY: BI-WEEKLY / EPISODES: 261+**

### 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 261 episodes, featuring over 210 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
- M&A of Machining Businesses

### 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

# AUDIENCE & REACH

## EMAIL BLASTS

- 35,000 Industry Subscribers
- ~10,000 Opens Per Email
- 28% Average Open Rate
- 19% Average Clicks Per Open

## WEBSITE STATS

- ~16,000 Monthly Page Views
- 107,000 Users

## PODCAST

- 200,000+ Downloads since 2018
- 260+ Episodes

## SOCIAL MEDIA

- Facebook: 1,400+ followers
- LinkedIn: 3,500+ followers
- Instagram: 1,400+ followers



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

## TMW READERS RUN THE FOLLOWING MACHINES

ANSWER CHOICES	RESPONSES	
CNC Lathes	57.37%	183
CNC Screw Machines	32.29%	103
CNC Swiss	37.93%	121
Transfer Machines	29.78%	95
Cam Screw Machines	33.23%	106
CNC Milling	55.49%	177
3D Printing	33.23%	106
Wire EDM	34.80%	111

**48% of Readers  
Open and Read  
Every eBlast**

**48%**



**70% of Readers  
are Owners or  
Management**

**70%**

# ADVERTISING OPTIONS

## 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.

- **Top Right Corner Swarfblog Page or Main Page** - \$1,200
- **Right Side Ads Under First Ad on Main Page** - \$1,000
- **Long Banner Under Featured Story on Main Page** - \$1,200
- **Right Side Banner on Main Page next to More Swarfblog** - \$700

## BACKLINKS & SPONSORED POSTS

Backlinks/Sponsored Posts - Sponsored Posts appear on our Industry News column with a permanent link and backlinks. They also appear for a short time on the front page of our website. A minimum commitment of 2 posts per month for 6 months is required. Cost: \$150/per post.

## PODCAST SPONSORSHIP

Podcast sponsorships are also available.

- **Podcast Sponsorship (4 Episodes)** - \$1,000

*Purchase of an advertising package also includes complementary posting of your ad on our social media channels at our discretion.*

# 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 1 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](mailto: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.**"*

# 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 podcaster. He has been selling used machine tools (treasure hunting) for his family company, Graff-Pinkert, since 2011. Lately, he concerns himself most with being a semi-new dad, creating serendipity daily, and being mindful.

Favorite food - Pizza. Favorite film - Ferris Bueller's Day Off.



## **RIDGELY DUNN**

### **Managing Editor**

Ridgely joined the *Today's Machining World* team in 2018 as the social media coordinator. In 2019, she accepted the role of Managing Editor. She also maintains a healthy freelance social media marketing business. When not networking with clients, she enjoys true crime podcasts, spending time with her rescue cats, and exploring Northern California wine country.