

ACCESS TO THE MANUFACTURING TECHNOLOGY COMMUNITY

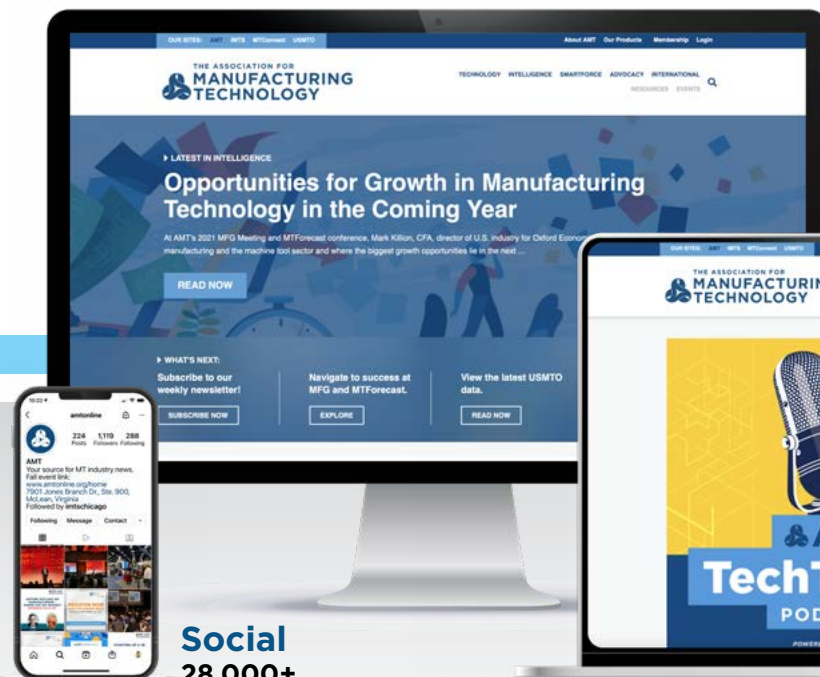
# **AMT** **2022** **MEDIA** **KIT**

Representing the organizations that make, sell, service, and support manufacturing technology and shape the direction of the industry.

## Online

16,500+

AMTonline.org monthly page views



## Social

28,000+

social media followers

## Conferences

600+

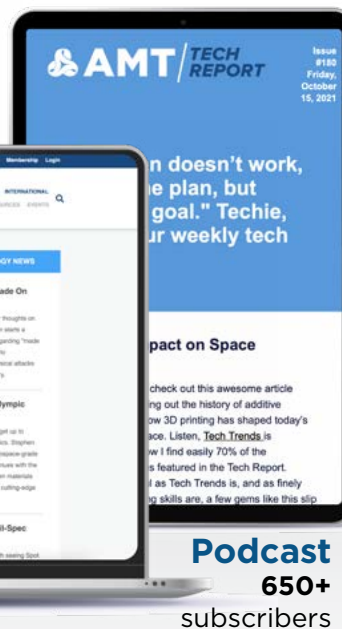
registered attendees



## Email

10,000+

e-newsletter subscribers



## Podcast

650+

subscribers

## Magazine

10,000+

print and digital subscribers



Uniting and providing access to the entire manufacturing technology ecosystem through the largest industry event in the Western Hemisphere.

## Online

106,000+

IMTS.com monthly page views



## Social

48,000+

social media followers

## New in 2022!

IMTS+

## Email

109,800+

e-newsletter subscribers



## Trade Show

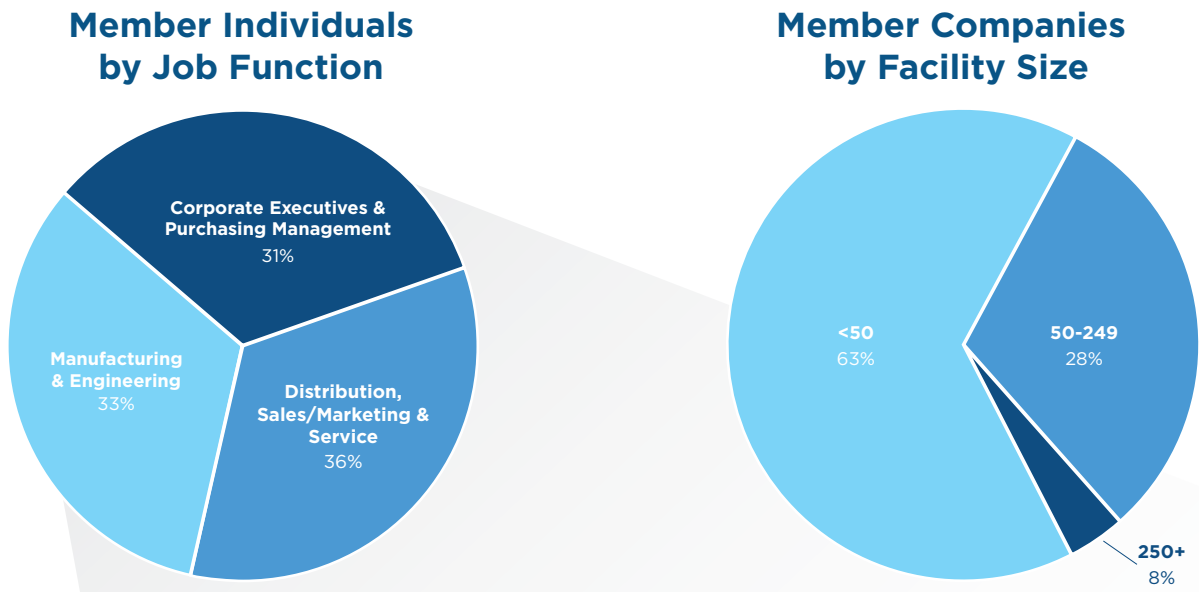
115,000+

registrants

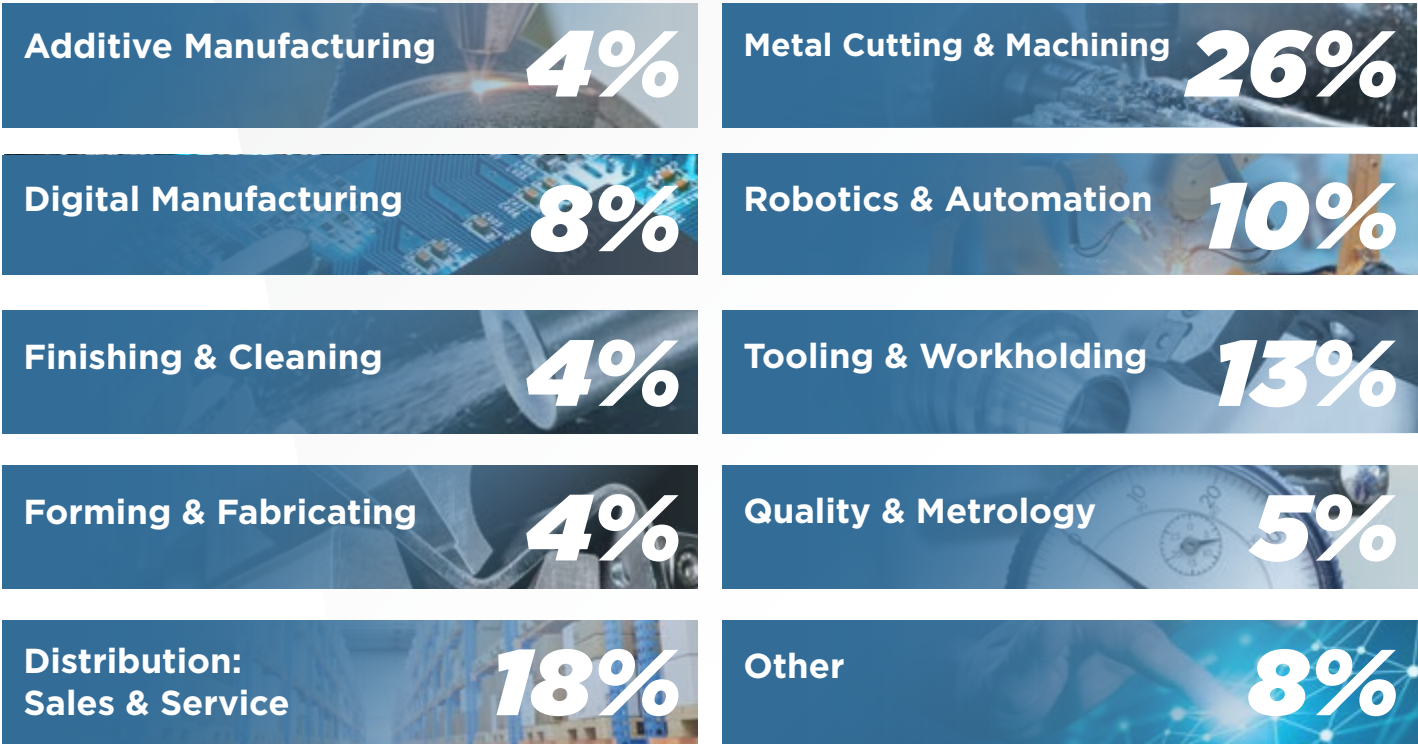


# AMT MEMBER DATA

600+ TOTAL MEMBER COMPANIES  
1,100+ TOTAL MEMBER FACILITIES

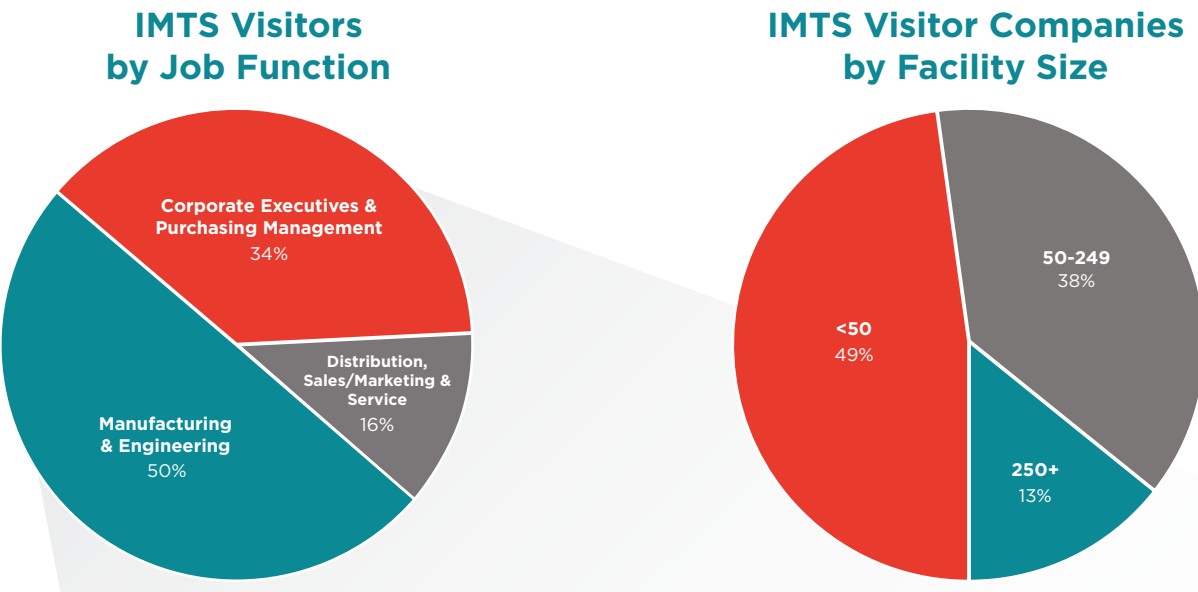


## MEMBER COMPANIES BY TECHNOLOGY



# IMTS END MARKET DATA

115,000+ TOTAL REGISTRANTS  
30,000+ TOTAL REGISTRANT FACILITIES



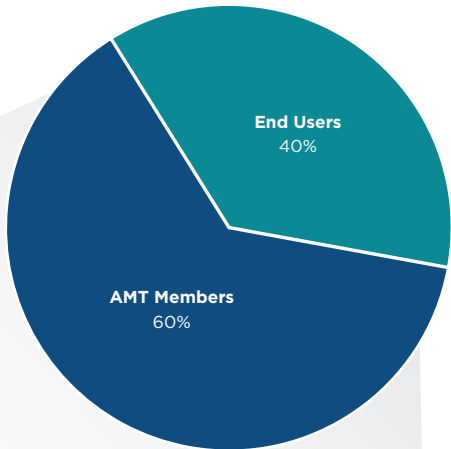
## IMTS VISITORS BY INDUSTRY



# MT MAGAZINE EDITORIAL CALENDAR

The magazine amplifies the voice of the MT community through thought leadership, industry interviews, tech speak, economic forecasting, and profiles of the global event, IMTS.

ISSUE	AMT EMPHASIS TOPIC FEATURE COVERAGE	IMTS SPOTLIGHT TOPICS SPECIAL FOCUS SECTION	BONUS DISTRIBUTION
JAN/FEB 1st Week Feb.	The Supply Chain Issue	IMTS 2022 & Supply Chain Resources at IMTS IMTS+: Manufacturing Explorers	
MAR/APR 1st Week Apr.	The Technology Issue	IMTS 2022 Emerging Technology Center & Pavilions IMTS+: Road Trippin' with Steve	MFG Meeting
MAY/JUN 1st Week Jun.	The Sales & Distribution Issue	IMTS 2022 Focus on Job Shops IMTS+: Smart(er) Shop	
JULY/AUG 1st Week Aug.	The IMTS Issue	IMTS 2022 Pre-Show Coverage IMTS+: Tech Peek	IMTS
SEPT/OCT 1st Week Oct.	The Smartforce Issue	IMTS 2022 Post-Show Coverage IMTS+: Profiles in Manufacturing	MTForecast
NOV/DEC 1st Week Dec.	The Industry Outlook Issue	IMTS 2024 A Look Ahead IMTS+: Future View	



TOTAL MAGAZINE CIRCULATION - 10,000 monthly subscribers	
AMT Members: 60% - 6,000 Monthly Subscribers	End Users: 40% - 4,000 *rotating monthly

# CONTENT TEAM

AMT's leaders have been shaped by industry and collectively possess over a century of expertise and experience through their work in public and private sectors in the United States and around the world.

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## YOU CAN CONTRIBUTE...

AMT provides your company with a direct means to submit content. Contact us today at [content@AMTonline.org](mailto:content@AMTonline.org).

MT MAGAZINE AD PACKAGES

Flexible advertising packages offer you consistent and dependable access to our entire audience. With multiple venues and products to choose from, you can choose how to focus your message.



(6) Print + Digital Editions Per Year

PRINT ADS

- Not available à la carte
- Exclusive – 6 available

Full Page / 4 Color: IFC / IBC (premium + \$1,000)	\$4,000 Per Edition / Members Only
Full Page / 4 Color: ROP	\$3,000 Per Edition / Members Only

DIGITAL EDITION SPONSORSHIP

Included

- Full-page ad on the opening page of digital edition
- Exclusive leaderboard in the digital edition e-mail
- Exclusive advertising on the AMTOnline.org digital edition landing page

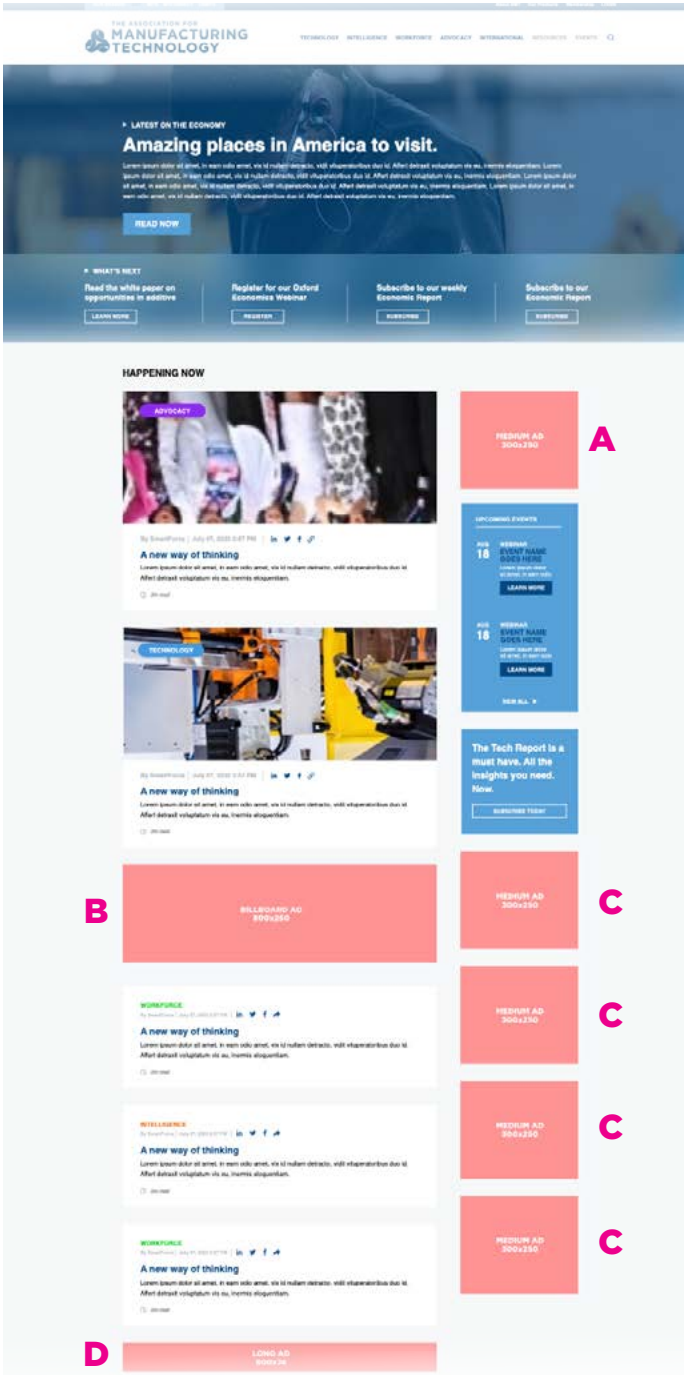
Specs

Not available à la carte  
Exclusive – 6 available

Digital Edition Sponsorship	\$2,000 Buy-Up Per Edition / Members Only
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AMTONLINE.ORG AD PACKAGES

Our audience relies on us to keep them up to date on industry news, digital manufacturing, economics, global market penetration, workforce development, advocacy, webinars, events, and more.



AD FORMATS & SIZES

A – Med Rectangle (Top)	300 x 250 px JPG/PNG
B – Billboard (Top)	970 x 250 px JPG/PNG
C – Med Rectangle (Bottom)	300 x 250 px JPG/PNG
D – Long Rectangle (Bottom)	970 x 90 px JPG/PNG

Elite Ad Package

- Not available à la carte
- Exclusive – 2 available

DISPLAY BANNERS	POSITIONS	RATES
Home + Zones + Articles pages	Homepage (Top) A – Med Rectangle B – Billboard  Zone Pages (Top) A – Med Rectangle B – Billboard  Article Pages A – Med Rectangle (Top) B – Billboard (Bottom)	\$2,000 Per Month Members Only

\*All ads rotate positions or placements per page load

Premium Ad Package

- Not available à la carte
- Exclusive – 4 available

DISPLAY BANNERS	POSITIONS	RATES
Home + Articles Pages	Homepage (Bottom) C – Med Rectangle D – Long Rectangle  Article Pages C – Med Rectangle (Bottom)	\$1,500 Per Month Members Only

\*All ads rotate positions or placements per page load

À La Carte Ad Package

- À la carte (only)
- Limited – 6 available

DISPLAY BANNERS	POSITIONS	RATES
Zone Pages Only • Technology • Intelligence • Workforce • Advocacy • International	Homepage (Bottom): C – Med Rectangle D – Long Rectangle	\$1,000 Per Month Members Only  \$1,500 Per Month Non-Members

\*All ads rotate positions or placements per page load

# NEWSLETTER SPONSORSHIP

Curated by our industry experts, we showcase the stories and developments affecting the manufacturing technology community.

## AMT NOW

Breaking news, original content, curated stories, and updates from around the world. Our subscribers' inbox is your bi-weekly gateway to manufacturing.

### Distribution

Delivered **2x monthly** to **10,000** individuals

### Included

Exclusive billboard banner placement

### Specs

- AMT members only
- Not available à la carte
- Exclusive – 6 available

## AMT TECH REPORT

All manufacturing tech. All the time. This weekly e-newsletter is arranged by “Road Trippin’ with Steve” host Stephen LaMarca and a fun must-read for the techie in you.

### Distribution

Delivered **weekly** to **10,000** individuals

### Included

Exclusive billboard banner placement

### Specs

- AMT members only
- Not available à la carte
- Exclusive – 6 available

E-Newsletter Sponsorship	\$2,000
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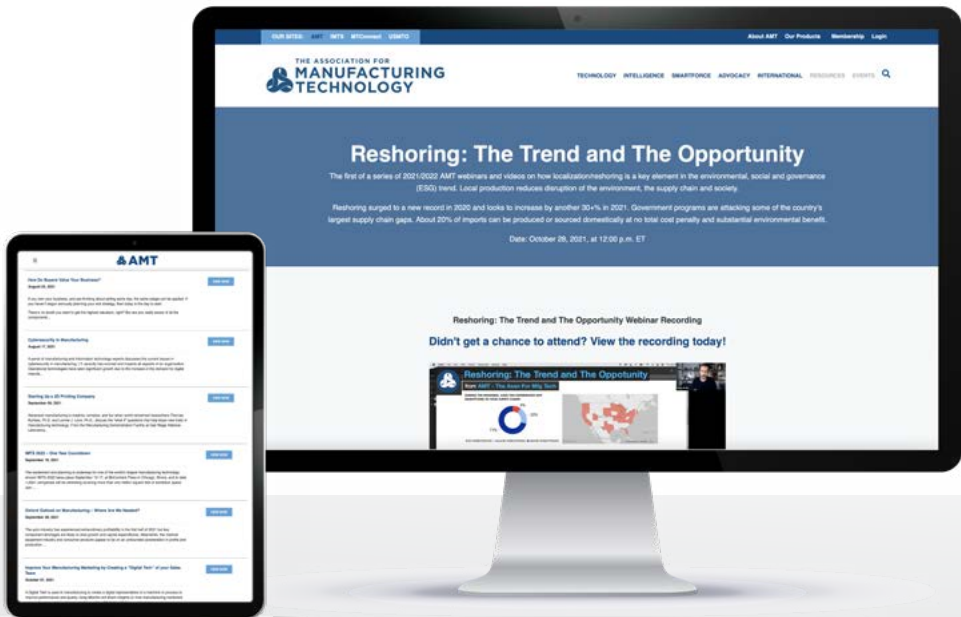


# WEBINAR SPONSORSHIP

## AMT WEBINARS – LIVE & ON-DEMAND

Sponsoring AMT webinars positions your company as a **thought leader to the MT community**, secures leads, and supports work and research that grows industry.

Connect with your target audience and provide them with the timely, relevant content they're looking for.



### Included

- Lead Generation – Customized lead report including all live & registered attendees
- Email – Customized email invitations to AMT & MT community database
- E-Newsletter – Webinar promotion within AMT Now e-newsletter
- Online – Premier positioning on AMTOnline.org website
- Print – Event promotion within MT magazine
- Moderated – Webinar moderated by an AMT subject-matter expert

WEBINAR PACKAGE	\$5,000 AMT MEMBER RATE	\$7,000 NON-MEMBER RATE
MT United Benefit – Half-priced if bundled with Gardner-brand webinar package.	\$2,500 Member Rate	\$3,500 Non-Member Rate

PODCAST SPONSORSHIP

TECH TRENDS PODCAST – SPONSORSHIP

Included

- “Brought to you by” opening bumper + halfway + closing bumper
- **E-Newsletter** – Podcast promotion within AMT Now e-newsletter
- **Online** – Premier positioning on AMTOnline.org website

	AMT MEMBER RATES	NON-MEMBER RATES
Podcast Monthly Sponsorship	\$1,500 Per Edition	\$2,000 Per Edition
Podcast Annual Sponsorship	\$15,000 Per Year	\$20,000 Per Year



INTEGRATED MEDIA PACKAGES

INTEGRATED MEDIA BRANDING  
SPONSORSHIP PACKAGES

PACKAGES	PLATINUM	ELITE
Access	Members Only	Members Only
Investment	\$50,000	\$65,000
Availability	Exclusive – 4 Available	Exclusive – 2 Available
Print + Digital Edition <b>MT Magazine</b>	Full-Page Print Ad: 1 Per Edition (6x) Position: Run of Print (ROP) Digital Edition Sponsorship: 1 Edition (1x) Total Value: \$20,000	Full-Page Print Ad: 1 Per Edition (6x) Position: Inside Back Cover (IBC) / Inside Front Cover (IFC) Digital Edition Sponsorship: 1 Edition (1x) Total Value: \$26,000
Online <b>AMTOnline.org</b>	Display Banner Ads: Monthly (12x) Home + Article Pages Position: C + D Total Value: \$18,000	Display Banner Ads: Monthly (12x) Home + Zone + Article Pages Position: A + B Total Value: \$24,000
E-Newsletters • <b>AMT Now</b> (Bi-Monthly) • <b>Tech Report</b> (Weekly)	Display Banner Ads: 1 Per Month (12x) Edition: Tech Report Total Value: \$18,000	Display Banner Ads: 1 Per Month (12x) Edition: AMT Now Total Value: \$24,000
Bonus Webinar	Webinar Package: 1 Included — FREE Total Value: \$5,000	Webinar Package: 1 Included — FREE Total Value: \$5,000



# EVENT SPONSORSHIP

AMT events offer attendees insight from expert speakers, networking opportunities with industry leaders, and solutions for their businesses.



- **Registrants:** 400+
- **Audience Profile:** The leaders of the manufacturing technology industry. OEMs, distributors, primarily C-level executives.
- **Promotion Reach:** 50,000+
  - o Online ads
  - o Print
  - o Email outreach
  - o Social – Paid and organic
  - o On-site guide and on-site brand placement
  - o App
  - o Media ads



- **Registrants:** 200+
- **Audience Profile:** Data analysts, C-level executives.
- **Promotion Reach:** 50,000+
  - o Online ads
  - o Print
  - o Email outreach
  - o Social – Paid and organic
  - o On-site guide and on-site brand placement
  - o App



- **Registrants:** 115,000+
- **Audience Profile:**
  - o Job function: Corporate management, manufacturing/production, sales and marketing design/R&D, purchasing.
  - o Industry: Manufacturing technology ecosystem. Buyers and suppliers of manufacturing technology.
- **Promotion Reach:** 6,000,000+

Visit [IMTS.com/promote](https://www.imts.com/promote) to learn about advertising with IMTS.

# EVENT SPONSORSHIP

ITEM	THE MFG MEETING	MTFORECAST	REGISTRATIONS INCLUDED
<b>Gold Sponsorship (MFG) Forecasting Sponsor (MTForecast)</b>	\$25,000	\$15,000	MFG: 4 MTForecast: 2
<b>ITEM SPONSORSHIPS</b>			
Hosted Wi-Fi	\$12,500	\$10,000	1
Branded Hotel Room Key Cards	\$9,500	\$8,500	1
Welcome Bag	\$10,000	\$7,500	MFG: 2 MTForecast: 1
Room Drop Gift From Sponsor (Cost of sponsor item not included)	\$6,500	\$5,000	1
Breakout Conference Sponsorship	N/A	\$4,000	1
Poolside Cabana Happy Hour Rental (Restrictions apply)	\$2,500 Per Day	N/A	0
<b>FOOD &amp; BEVERAGE EVENTS</b>			
Evening Welcome Reception	\$15,000	\$10,000	2
Day 1 Breakfast & AM Break	\$7,500	\$7,000	1
Day 1 Lunch	\$8,000	\$7,500	1
Day 1 PM Break	\$3,500	\$3,000	1
Day 1 Evening Reception	\$25,000	\$12,000	MFG: 4 MTForecast: 2
Day 2 Breakfast & AM Break	\$7,500	1	1
Day 2 Lunch	\$8,000	N/A	1
Day 2 PM Break	\$3,500	N/A	1
Day 2 Evening Reception	\$15,000	N/A	2
Day 3 Breakfast & AM Break	\$7,500	N/A	1
<b>SPOUSE PROGRAM</b>	\$5,000	N/A	1
<b>EXHIBITOR SPONSORSHIP (BOOTH)</b>	\$3,500	\$3,000	1
<b>MILES 4 MANUFACTURING 5K (M4M)</b>			
Diamond Sponsor (Limit 2)	\$3,000	N/A	4 runner registrations
Water Bottle Sponsor (Limit 1)	\$2,500	N/A	3 runner registrations
Race Sponsor (Limit 12)	\$750	N/A	1 runner registration
<b>GOLF OUTING</b>			
Lunch Served Prior to Outing	\$5,000	N/A	1 golf registration
Hosted On-Course Refreshments (Cart)	\$5,000	N/A	1 golf registration
Branded Golf Balls	\$5,000	N/A	1 golf registration
On-Course Specialty F&B Station	\$2,000	N/A	0
On-Course Contest (Long Drive, etc.)	\$1,500	N/A	0

THE ASSOCIATION FOR  
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TECHNOLOGY**



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