

AMT 2024 MEDIA KIT



YES, WE DO THAT!



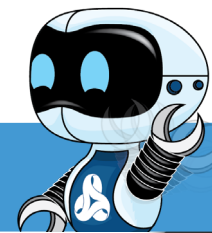
THANKS TO OUR 2023 SPONSORS



JOIN THESE INDUSTRY-LEADING SUPPLIERS AND THOUGHT LEADERS IN SUPPORTING THE MANUFACTURING TECHNOLOGY INDUSTRY

TABLE OF CONTENTS

1	THE MANUFACTURING TECHNOLOGY SUPPLIER COMMUNITY	9	AMT ONLINE AD PACKAGES
2	AMT SUPPLIER AUDIENCE DATA	11	E-NEWSLETTER ADVERTISING
3	THE MANUFACTURING TECHNOLOGY BUYER COMMUNITY	12	PODCAST ADVERTISING
4	IMTS BUYER AUDIENCE DATA	13	WEBINAR SPONSORSHIP
5	MT MAGAZINE EDITORIAL CALENDAR	14	INTEGRATED MEDIA PACKAGES
6	MT MAGAZINE AD PACKAGES	15	THE MFG MEETING
7	NATIVE ADVERTISING	16	MTFORECAST 2024
8	CONTENT TEAM		



THE MANUFACTURING TECHNOLOGY SUPPLIER COMMUNITY

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

Online

16,667+

AMTonline.org monthly page views



Social

34,000+

social media followers

Podcast

4,000+

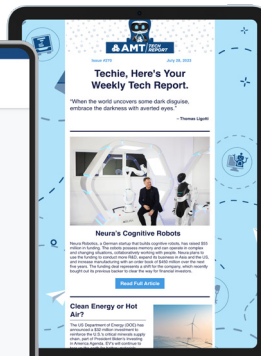
subscribers



Email

10,000+

e-newsletter subscribers



Conferences

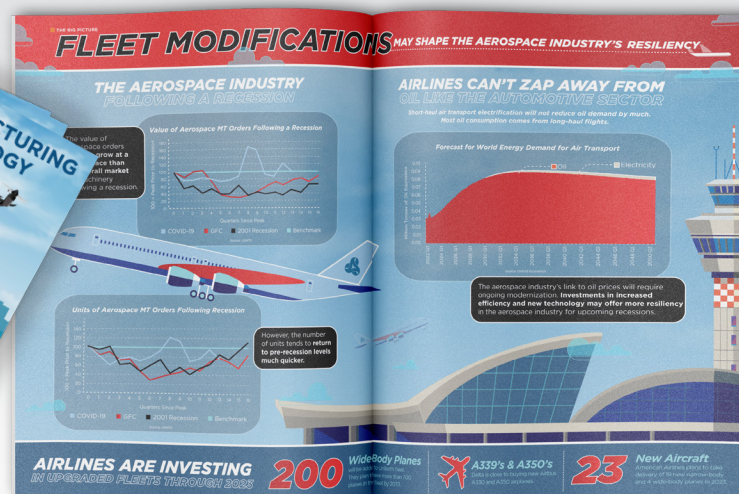
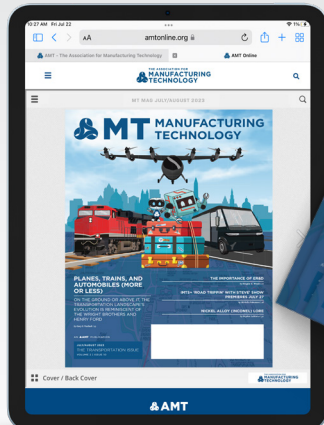
600+

registered attendees

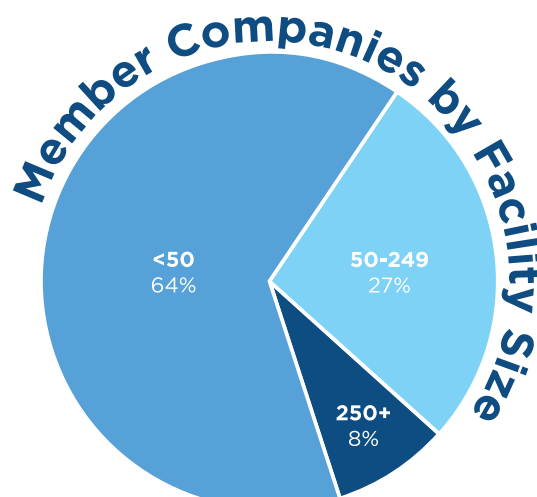
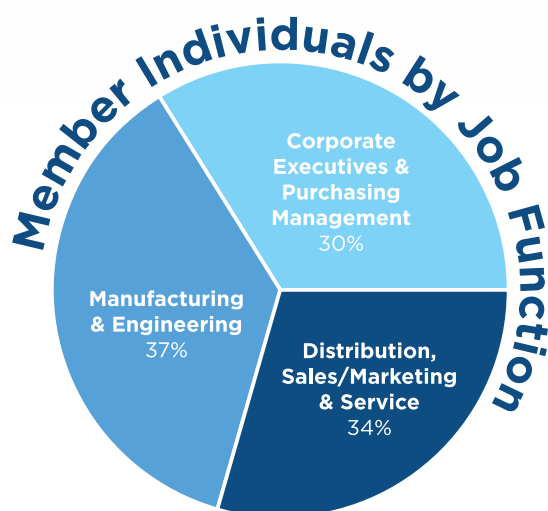
Magazine

10,000+ print subscribers

50,000+ digital subscribers

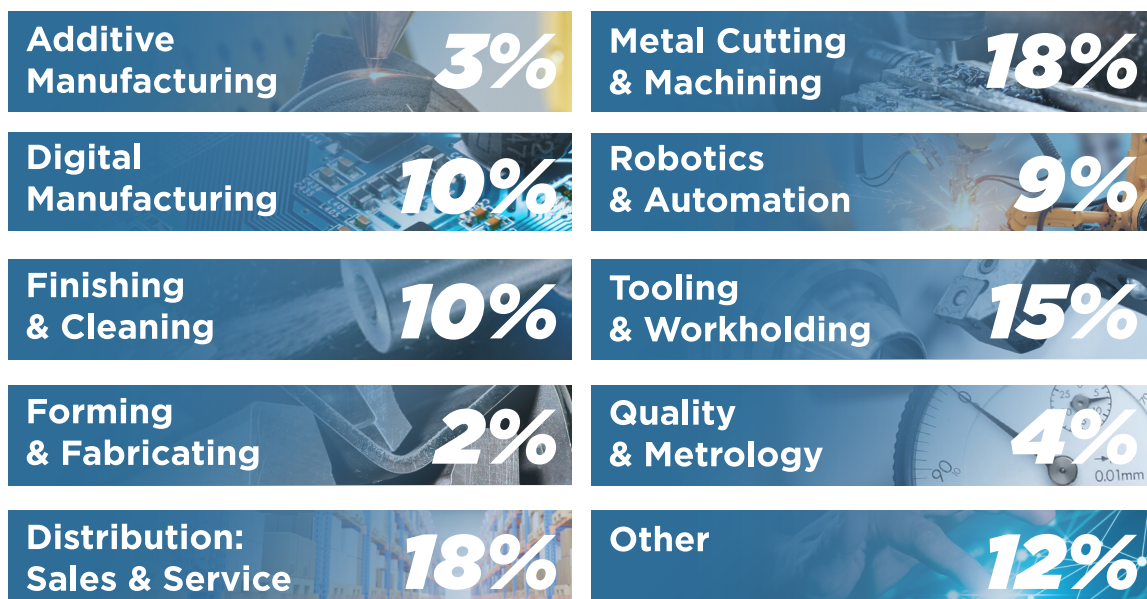


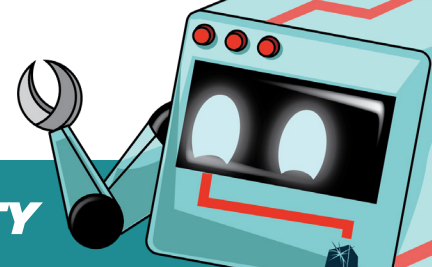
AMT SUPPLIER AUDIENCE DATA



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

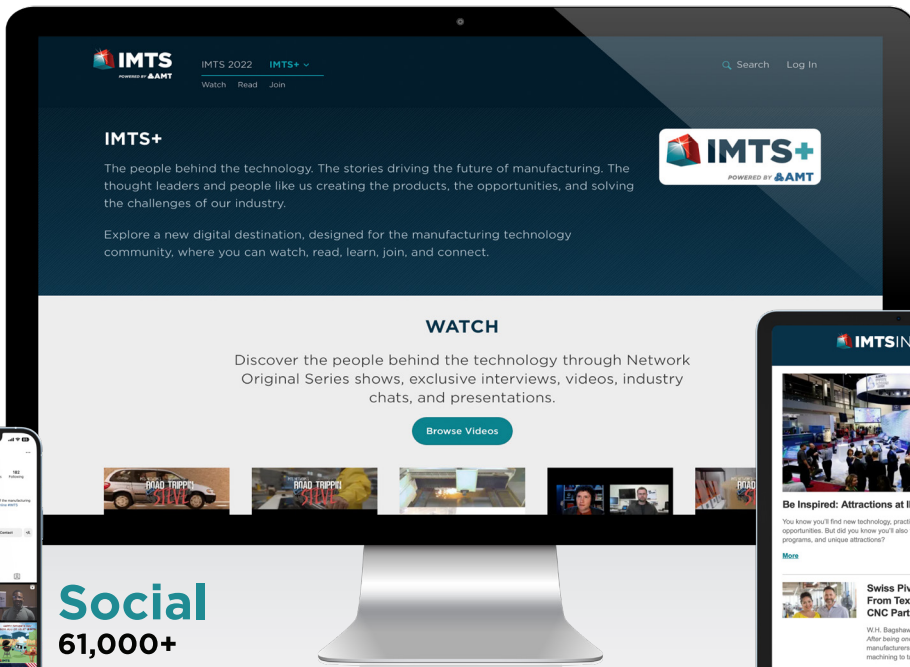
MEMBER COMPANIES BY TECHNOLOGY





THE MANUFACTURING TECHNOLOGY BUYER COMMUNITY

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



Online
213,996
IMTS.com monthly page views

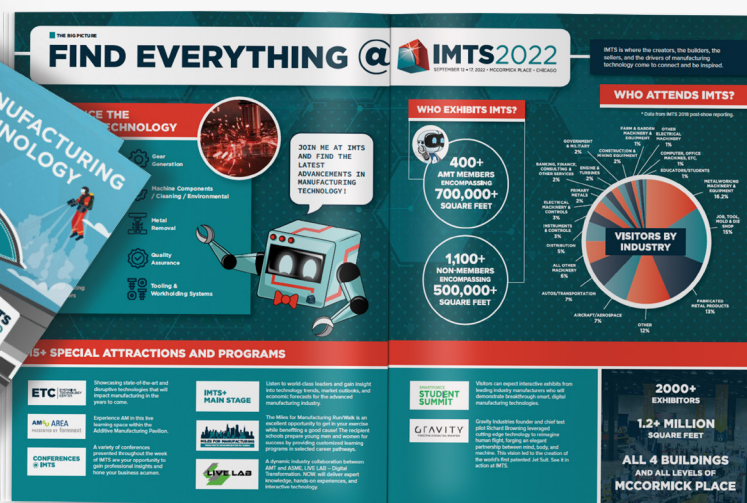
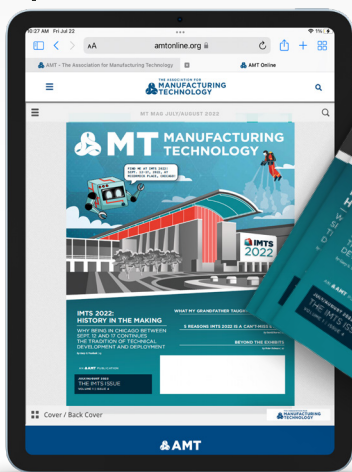
Trade Show
86,000+
total registrants
for IMTS 2022

Email
107,000+
e-newsletter subscribers

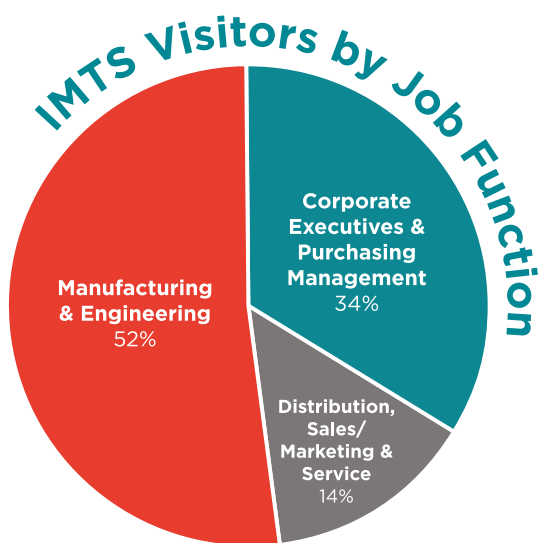
Social
61,000+
social media followers



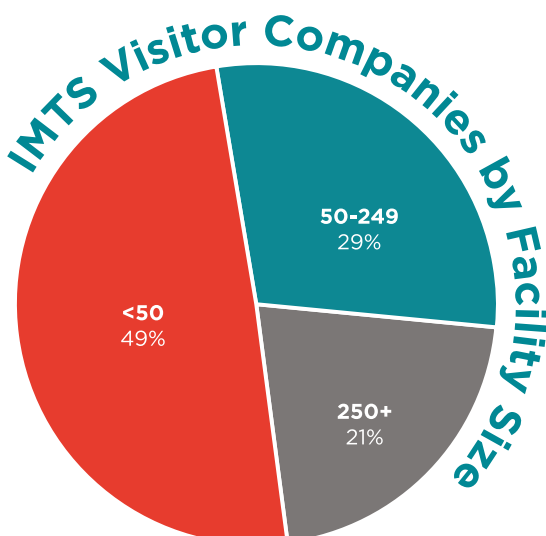
Magazine Special IMTS Issue



IMTS BUYER AUDIENCE DATA



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



IMTS VISITORS BY INDUSTRY

Aerospace / Space	8%	Infrastructure / Construction / Agriculture	1%
Automotive / Transportation	7%	Job Shops / Contract Manufacturers	19%
Defense / Military / Government	2%	Machinery & Equipment	22%
Electrical / Computer / Electronics	3%	Medical / Dental	3%
Energy / Oil / Mining	2%	Other	32%

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	FEATURE TOPIC	BONUS DISTRIBUTION
JAN/FEB 1st Week Feb.	The Digital Manufacturing Issue	
MAR/APR 1st Week Apr.	The Additive Manufacturing Issue	MFG 2024
MAY/JUN 1st Week Jun.	The Automation & Robotics Issue	
JULY/AUG 1st Week Aug.	The IMTS Issue	IMTS 2024
SEPT/OCT 1st Week Oct.	The Space Issue	MTForecast 2024
NOV/DEC 1st Week Dec.	The 2025 Industry Outlook Issue	

MT Magazine serves the entire manufacturing technology community, bringing together buyers and sellers.

TOTAL MAGAZINE CIRCULATION	
PRINT 10,000+ Subscribers	
AMT Member Audience: 60% - 6,000 monthly subscribers	
IMTS Attendee Audience: 40% - 4,000 *rotating monthly	
DIGITAL 55,000+ Subscribers	
AMT Members: 6,000+ subscribers	
IMTS Exhibitors: 2,000+ subscribers	
IMTS Attendees: 50,000+ subscribers	



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

- 6 ads available per edition

OFFERING	AMT MEMBER RATE	NON-MEMBER RATE
Full Page / 4 Color: IFC / IBC (premium + \$1,000) 2 Available	\$4,000 Per Edition	\$5,250 Per Edition
Full Page / 4 Color: ROP 4 Available	\$3,000 Per Edition	\$4,000 Per Edition



Included

- Full-page ad in print and digital edition
- Banner ad in the digital edition e-mail
- Exclusive advertising on the digital edition's landing page on AMT Online

NATIVE ADVERTISING

Access the AMT audience of major OEMs, builders, and distributors from across the United States to share your brand story.

Included

- Can include combination of article and/or video content
- AMT Online home page, category page, and in-site placements
- Placements in AMT NOW and Tech Report newsletters
- Targeted social media advertising



AMT MEMBER RATES	NON-MEMBER RATES
\$4,000 / Month	\$5,000 / Month
ARTICLE DEVELOPMENT FEE	
\$1,000 / Month	

CONTENT TEAM



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

AMT EDITORIAL STAFF



Director - Content
Mary Cecile Neville
mcneville@AMTonline.org



Managing Editor
Kathy Webster
kwebster@AMTonline.org



Contributing Editor
Christy Brudin
christy.brudin@gmail.com



Contributing Editor,
Insight Marketing LLC
Chuck Schroeder
chuck@imipr.com



Contributing Editor, Gardner Business Media
Gary Vasilash
vasilash@gmail.com



Videographer
Michael Mark
mmark@AMTonline.org

AMT INDUSTRY EXPERTS



Chief Technology Officer
Tim Shinbara
tshinbara@AMTonline.org



Vice President, Data Strategies
Ian Stringer
istring@AMTonline.org



Vice President, Advocacy
Amber Thomas
athomas@AMTonline.org



Vice President, Global Services
Ed Christopher
echristopher@AMTonline.org



Senior Director, Technology
Benjamin Moses
bmoses@AMTonline.org



Technology Analyst
Stephen LaMarca
slamarca@AMTonline.org



Principal Economist
Chris Chidzik
cchidzik@AMTonline.org



Vice President, Global Robotics
Andra Key
akeay@AMTonline.org



General Manager, San Francisco Tech Center
Ryan Kelly
rkelly@AMTonline.org



Director, Emerging Technology & Investments
Dayton Horvath
dhorvath@AMTonline.org



Director, Community Engagement
Catherine Ross
cross@AMTonline.org

YOU CAN CONTRIBUTE...

AMT provides your company with a direct means to submit content. Contact us today at content@AMTonline.org.

AMT ONLINE 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. Located at AMTonline.org.

Elite Ad Package

- Exclusive - 2 available / month

DISPLAY BANNERS	POSITIONS	PRICING
Home + Zones + Articles Pages	Homepage (Top) A — Medium Rectangle B — Billboard	\$2,000 Per Month <i>AMT Member Rate</i>
	Zone Pages (Top) A — Medium Rectangle B — Billboard	\$2,750 Per Month <i>Non-Member Rate</i>
	Article Pages A — Medium Rectangle (Top) B — Billboard (Bottom)	

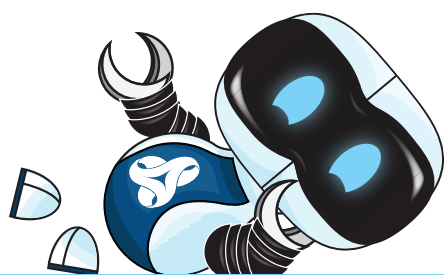
*All ads rotate positions or placements per page load

Premium Ad Package

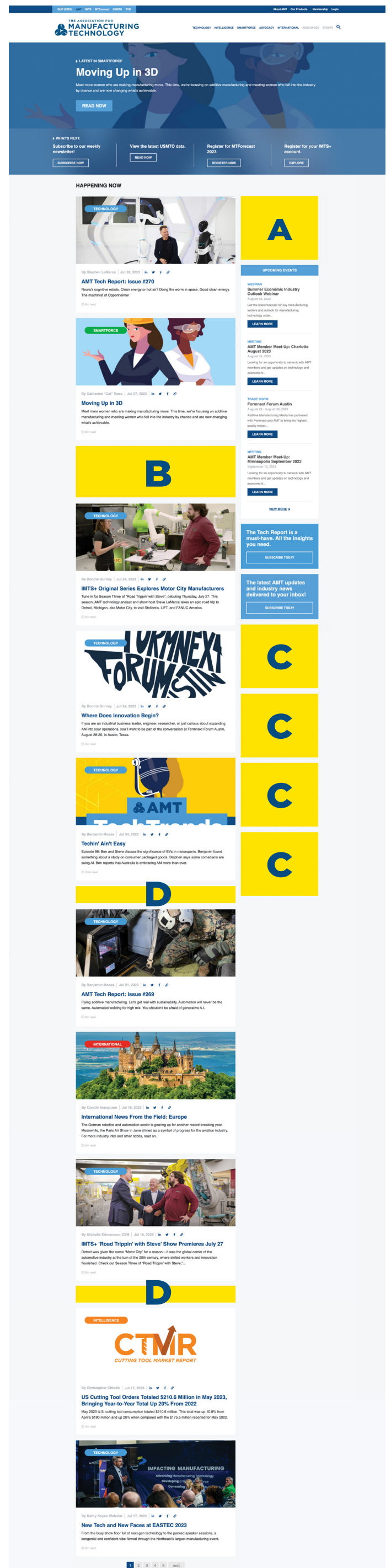
- Exclusive - 4 available / month

DISPLAY BANNERS	POSITIONS	PRICING
Home + Articles Pages	Homepage (Bottom) C — Medium Rectangle D — Long Rectangle	\$1,500 Per Month <i>AMT Member Rate</i>
	Article Pages C — Medium Rectangle (Bottom)	\$2,000 Per Month <i>Non-Member Rate</i>

*All ads rotate positions or placements per page load



WEBSITE AD FORMATS & SIZES	
A — Medium Rectangle (Top)	300 x 250 px JPG/PNG
B — Billboard (Top)	970 x 250 px JPG/PNG
C — Medium Rectangle (Bottom)	300 x 250 px JPG/PNG
D — Long Rectangle (Bottom)	970 x 90 px JPG/PNG



E-NEWSLETTER ADVERTISING



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 biweekly gateway to manufacturing.

Distribution

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

Included

- Exclusive billboard banner placement
- 6 available per month

Stats

- Open Rate: 23.8%
- Click Rate: 8.8%

MONTHLY DISPLAY AD	AMT MEMBER RATE	NON-MEMBER RATE
	\$2,000	\$2,750



AMT TECH REPORT

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

Distribution

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

Included

- Exclusive billboard banner placement
- 12 available per month

Stats

- Open Rate: 26.4%
- Click Rate: 7.7%

MONTHLY DISPLAY AD	AMT MEMBER RATE	NON-MEMBER RATE
	\$2,000	\$2,750

PODCAST ADVERTISING

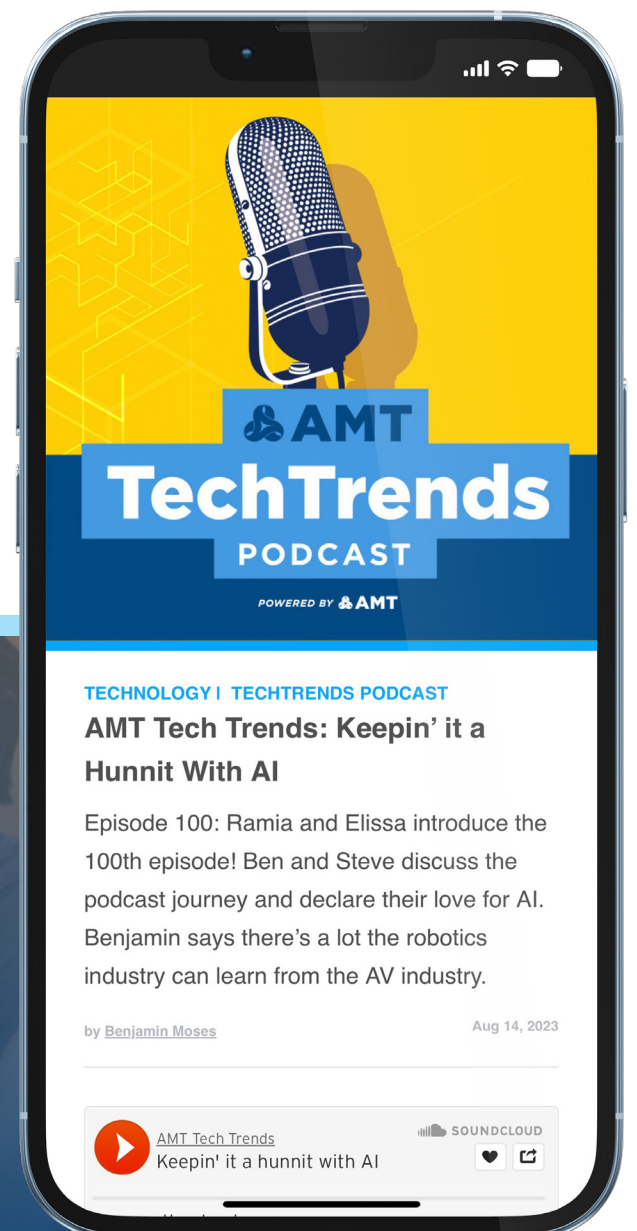


TECH TRENDS PODCAST - ADVERTISING

Included

- "Brought to you by" opening bumper + halfway + closing bumper
- **E-Newsletter** - Podcast promotion within AMT NOW e-newsletter
- **Online** - Premier positioning on the AMT Online website

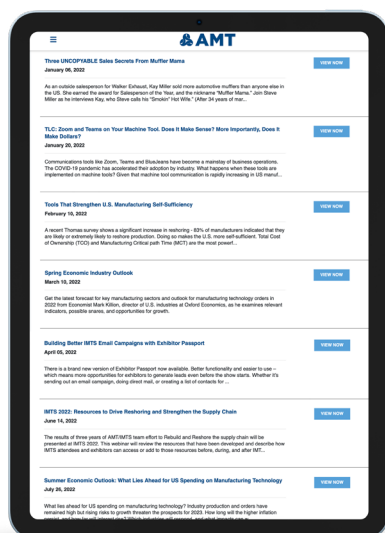
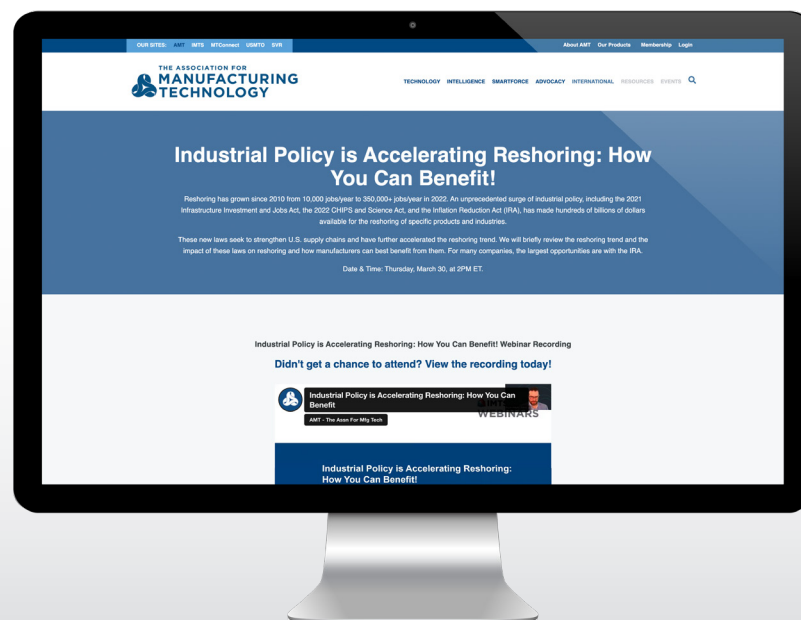
PODCAST SPONSORSHIPS	AMT MEMBER RATES	NON-MEMBER RATES
Monthly Sponsorship	\$750 Per Edition	\$1,000 Per Edition
Annual Sponsorship	\$7,500 Per Year	\$10,000 Per Year



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 key segments of the IMTS & AMT audiences 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's MT community database
- E-Newsletter - Webinar promotion within AMT NOW e-newsletter
- Online - Premier positioning on the AMT Online website
- Print - Event promotion within MT magazine
- Moderated - Webinar moderated by an AMT subject matter expert

WEBINAR PACKAGE	AMT MEMBER RATES	NON-MEMBER RATES
		\$5,000
	\$2,500*	\$3,500*

*MT United Benefit - Half-priced if bundled with Gardner-brand webinar package

INTEGRATED MEDIA PACKAGES

ADVERTISING PACKAGES

PACKAGES	PLATINUM	ELITE
Access	Members Only	Members Only
Investment	\$50,000	\$65,000
Availability	Exclusive - 4 Available	Exclusive - 2 Available
Print + Digital Edition MT Magazine	Full-Page Print Ad: 1 Per Edition (6x) Position: Run of Print (ROP) Digital Edition Sponsorship: 1 Per Edition 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 Per Edition Total Value: \$26,000
Online AMT Online Website	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 • AMT NOW (Biweekly) • Tech Report (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
Native Advertising	One thought leadership style or interview article to be featured on AMT Online, AMT NOW, Tech Report, and MT Magazine Total Value: \$4,000	One thought leadership style or interview article to be featured on AMT Online, AMT NOW, Tech Report, and MT Magazine
Bonus Webinar	Webinar Package: 1 Included — FREE Total Value: \$5,000	Webinar Package: 1 Included — FREE Total Value: \$5,000



THE MFG MEETING

The Manufacturing For Growth (MFG) Meeting brings together senior-level executives, up-and-coming leaders, visionaries, and experts to connect and create community while gaining insights from renowned industry speakers.

400+
INDIVIDUAL REGISTRANTS

50,000+
PROMOTIONAL REACH*

*Achieved through online/print ads, email outreach, social media (paid and organic), on-site guide and on-site brand placement, and a mobile app.

AUDIENCE PROFILE	
OEMS	Distributors
C-Level Executives	Manufacturing Technology Leaders



ITEM	COST	REGISTRATIONS INCLUDED
Gold Sponsorship <i>(Limited to 3 non-competing companies)</i>	\$25,000	4
ITEM SPONSORSHIPS		
Hosted Wi-Fi	\$12,500	2
Branded Hotel Room Key Cards	\$9,500	1
Welcome Bag	\$10,000	2
Room Drop Gift From Sponsor <i>(Cost of sponsor item not included)</i>	\$5,000	1
Keynote Sponsorships	\$10,000	1
Common Area Banner	TBD	1
FOOD & BEVERAGE EVENTS		
Evening Welcome Reception	\$15,000	2
Day 1 Breakfast & AM Break	\$7,500	1
Day 1 Lunch	\$7,500	1
Day 1 Evening Reception	\$25,000	4
Day 2 Breakfast & AM Break	\$7,500	1
Day 2 Cocktail Reception	\$10,000	2
Day 2 Dinner & Dance	\$15,000	2
GUEST PROGRAM	\$5,000	1
EXHIBITOR SPONSORSHIP (BOOTH)	\$3,500	1
GOLF OUTING		
Lunch Served Prior to Outing	\$5,000	2 golfers
Hoster On-Course Refreshments <i>(Cart)</i>	\$5,000	2 golfers
Branded Golf Balls	\$5,000	2 golfers
On-Course Contest <i>(Long drive, etc.)</i>	\$1,500	0

MTFORECAST 2024

MTForecast delivers economic forecasts and expert insights that drive strategic investment in our industry. This is a must-attend event every year for key decision-makers from across the entire MT ecosystem.

200+
INDIVIDUAL REGISTRANTS

50,000+
PROMOTIONAL REACH*

*Achieved through online/print ads, email outreach, social media (paid and organic), on-site guide and on-site brand placement, and a mobile app.

AUDIENCE PROFILE	
Data Analysts	C-Level Executives
Sales & Marketing	Manufacturing Technology Leaders

ITEM	COST	REGISTRATIONS INCLUDED
Forecasting Sponsor <i>(Limited to 2 non-competing companies)</i>	\$15,000	2
ITEM SPONSORSHIPS		
Hosted Wi-Fi	\$10,000	1
Branded Hotel Room Key Cards	\$8,500	1
Keynote Sponsorships	\$7,500	1
Room Drop Gift From Sponsor <i>(Cost of sponsor item not included)</i>	\$5,000	1
Breakout Session Track Sponsorship	\$4,000	1
FOOD & BEVERAGE EVENTS		
Wednesday Factory Tours <i>(Transportation sponsor)</i>	\$2,500	1
Common Area Banner Locations <i>(Detailed grid available separately)</i>	TBD	TBD
Evening Welcome Reception	\$10,000	2
Day 1 Breakfast & AM Break	\$7,000	1
Day 1 Lunch	\$7,500	1
Day 1 PM Break	\$3,000	1
Day 1 Evening Reception	\$12,000	2
Day 2 Breakfast & AM Break	\$7,000	1
EXHIBITOR SPONSORSHIP BOOTH	\$3,000	1





MTUNITED



Bill Herman
Vice President,
Sales and Membership
301-996-9910
bherman@AMTonline.org



Ryan Delahanty
Executive Vice President,
Sales
630-345-3465
rdelahanty@gardnerweb.com