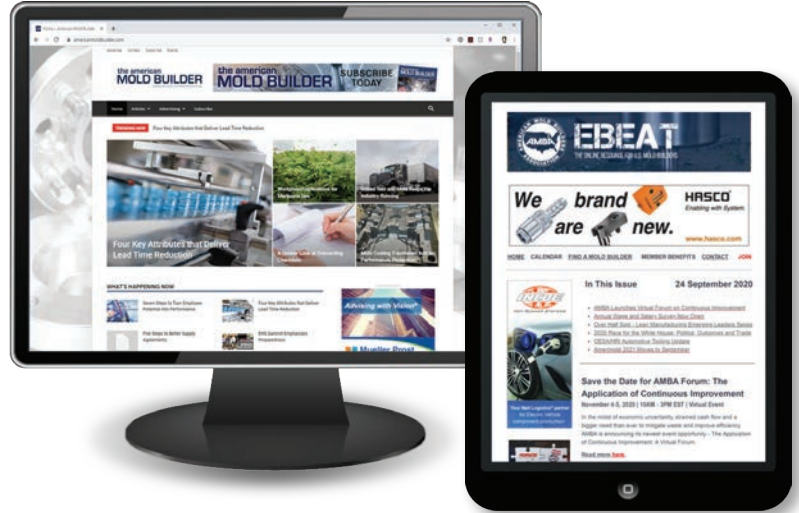




the american MOLD BUILDER

Leading the Future of US Mold Manufacturing

2022 MEDIA KIT



WHAT IS THE AMERICAN MOLD BUILDER?

The American Mold Builder introduces a fresh approach to reporting on the latest market trends, technologies, products/services and AMBA news. The magazine reaches a targeted audience of mold manufacturing companies serving a wide spectrum of industries, including automotive, agriculture, medical, military, electronics and more. Readers include company presidents, owners and upper management staff members – ensuring advertisers reach the decision makers in mold building organizations.

OUR MISSION

Each magazine is packed with information on technology advances, operational challenges, industry benchmarks, management topics and production efficiencies. The goal of each issue is to provide articles that impact operations for mold builders across the United States through print, digital and mobile delivery methods.

WHY US?



5,250
readers
each quarter



2,600
digital edition
page views
each month



3,000
news readers
each month



825
website page
views
each month

The American Mold Builder brings targeted, current content to a mold building audience that is involved with tooling production across a multitude of industries, tool sizes and mold types. With print, digital and mobile distribution methods, the magazine reaches mold shops across the United States.

ADVERTISING EXPOSURE

Print & Digital Magazine

5,250

Avg. Qtrly. Readership

2,600

Avg. Monthly Digital Page Views

EBeat

3,000

Avg. Monthly Circulation

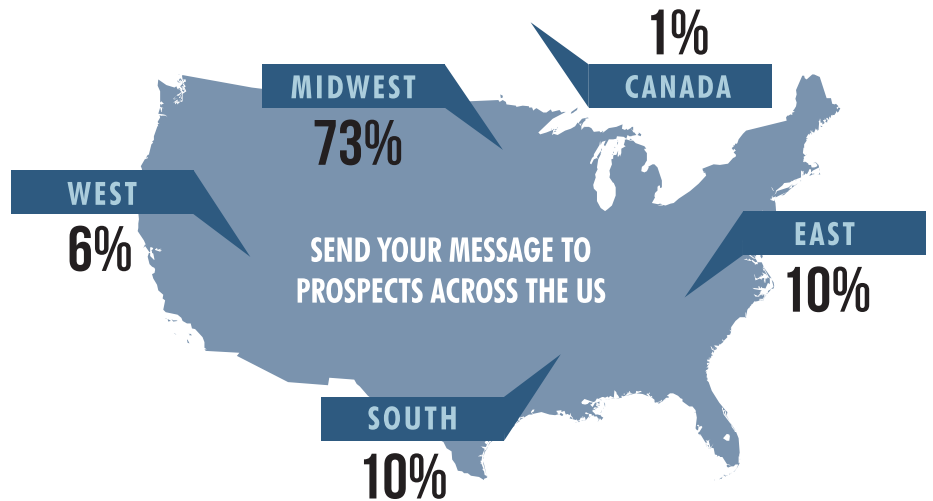
Website

630

Avg. Monthly Unique Visitors

825

Avg. Monthly Page Views



MAGAZINE DISTRIBUTION

The print edition of *The American Mold Builder* magazine is distributed across the United States four times each year, with additional distribution at tradeshow and other industry events. Readers also can access digital copies of the publication for free at www.americanmoldbuilder.com. Additional audience reach is achieved through a monthly newsletter and via *The American Mold Builder* website, which features the latest news and archived stories from years past.

TARGETED READERSHIP INVOLVED IN

- Plastic injection molds
- Die cast dies
- Metal injection molds
- Mold repair
- Rubber injection molds
- Wire EDM
- Blow molds
- High-speed machining

With print, digital and mobile delivery methods,
The American Mold Builder reaches readers wherever they are.



website contains the latest news with links to stories and access to the digital edition

TARGETED DISTRIBUTION THAT REACHES THE DECISION MAKERS IN THE TOOL AND MOLD BUILDING INDUSTRIES



accessible anywhere on mobile devices



digital edition features live links to websites for more in-depth information




AUDIENCE REACH OPPORTUNITIES

 Print ads with digital exposure, too

 Website advertising with exposure to every visitor

 EBeat advertising for monthly exposure

 Advertising enhancement opportunities in the digital edition



Digital editions enhance the print magazine with interactive **video** and **clickable links**. The digital edition is hosted on *The American Mold Builder* website and

promoted through email and social media - giving advertisers **extended exposure**.

ADDITIONAL EXPOSURE AT TRADESHOWS AND INDUSTRY EVENTS





ISSUE 1

- AMBA Conference Preview
- Supply Chain: How We Got Here and Where We're Going
- The ISO Certification Process - AMBA Conf topic
- Communicating with Customers When Timelines Change

Bonus Distribution: Injection Molding Expo, PTXPO, EHS Summit, AMBA Conference, PLASTEC West

Ad Closing **Jan. 20, 2022**
 Materials Due **Feb. 2, 2022**
 Publication Date **Feb. 22, 2022**
 Online Launch **Mar. 1, 2022**



ISSUE 2

- Onboarding New Employees with a Focus on Retention
- Managing Healthcare Costs with a Captive Program
- Tagging, Storing and Repairing Onsite Tooling
- Renegotiating Terms and Conditions in Contracts

Bonus Distribution: PLASTEC East

Ad Closing **Apr. 20, 2022**
 Materials Due **May 2, 2022**
 Publication Date **May 23, 2022**
 Online Launch **June 1, 2022**

Monthly Exposure Opportunities in AMBA EBeat

The American Mold Builder EBeat is distributed to more than 3,000 mold building and die cast building professionals throughout the US on a monthly basis, providing

- Increased circulation
- Up-to-date industry news
- Market reports
- Product launches and technology trends
- Association news and events

Daily Exposure Opportunities on *The American Mold Builder* Website

The American Mold Builder website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The site contains expanded news stories, fresh content and live links to industry resources.

- Averaging 825 page views per month from 630 unique monthly visitors - and growing rapidly!



ISSUE 3

- Inventory Tracking and Management Strategies
- Three Issues Impacting Human Resources Personnel
- Optimizing CNC Equipment Productivity
- Software Implementation for Efficiency and Savings

Bonus Distribution: MAPP Conference

Ad Closing **July 19, 2022**
 Materials Due **Aug. 1, 2022**
 Publication Date **Aug. 22, 2022**
 Online Launch **Aug. 30, 2022**



ISSUE 4

- Workforce Development Begins in Local Schools
- Employee Benefits: Necessary Incentives vs. Rising Costs
- Sales Tactics: Best Practices in New Account Prospecting
- Tool Building Opportunities in 2023

Bonus Distribution: PLASTEC West 2023

Ad Closing **Oct. 18, 2022**
 Materials Due **Oct. 31, 2022**
 Publication Date **Nov. 21, 2022**
 Online Launch **Nov. 29, 2022**

Expanded Exposure Opportunities in the *The American Mold Builder* Digital Edition

- Free links to the advertiser's website through the digital editions, with 2,600 page views per month
- Promoted via email and social media for additional exposure