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.

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.
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.

**READERSHIP**

**TARGETED READERSHIP INVOLVED IN**
- Plastic injection molds
- Metal injection molds
- Rubber injection molds
- Blow molds
- Die cast dies
- Mold repair
- Wire EDM
- High-speed machining

**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 tradeshows 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 enewsletter and via The American Mold Builder website, which features the latest news and archived stories from years past.
With print, digital and mobile delivery methods, The American Mold Builder reaches readers wherever they are.

**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**.

**Website** contains the latest news with links to stories and access to the digital edition.

**Digital edition** features live links to websites for more in-depth information.

**Website** advertising with exposure to every visitor

**EBeat advertising** for monthly exposure

**Advertising enhancement opportunities in the digital edition**

**ADDITIONAL EXPOSURE AT TRADESHOWS AND INDUSTRY EVENTS**

- PTXPO
- AMBA EVENTS
- PLASTEC WEST
- AMERIMOLD
- PLASTEC EAST
- MAPP CONFERENCE
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!

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

**EDITORIAL LINE-UP**

**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

**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