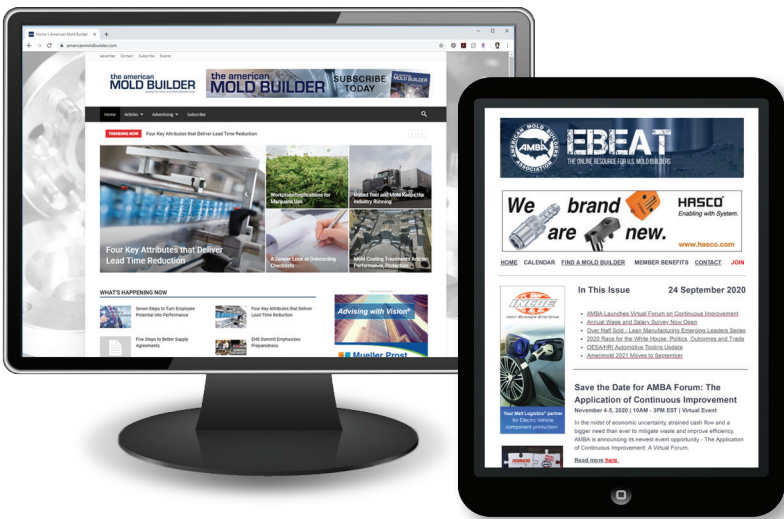


the american MOLD BUILDER

Leading the Future of US Mold Manufacturing

2025 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	4,570 digital edition page views each month	3,000 enews readers each month	1,955 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

4,570

Avg. Monthly Digital Page Views

EBeat

3,000

Avg. Monthly Circulation

Website

530

Avg. Monthly Unique Visitors

1,955

Avg. Monthly Page Views



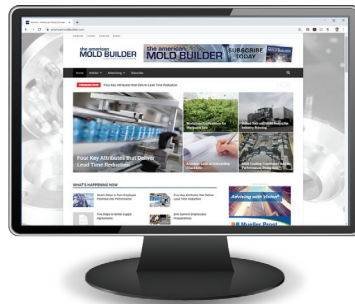
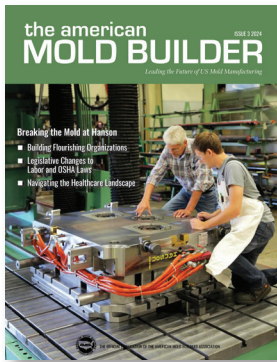
MAGAZINE DISTRIBUTION

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

- Focus: Simulation & Software Services
- Industry Topics: Economic Outlook, Recruitment and Retention
- Technology Focus: CNC Equipment

Bonus Distribution: AMBA Conference, PTXPO

Ad Closing **Feb. 5, 2025**
 Ad Materials Due **Feb. 12, 2025**
 Publication Date **Mar. 7, 2025**
 Online Launch **Mar. 14, 2025**



ISSUE 2

- Focus: Women in Mold Building
- Industry Topics: Supply Chain Pressures, Sales Strategies
- Technology Focus: Mold Polishing

Ad Closing **Apr. 29, 2025**
 Ad Materials Due **May 6, 2025**
 Publication Date **May 30, 2025**
 Online Launch **June 6, 2025**

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 1,955 page views per month from 530 unique monthly visitors – and growing rapidly!

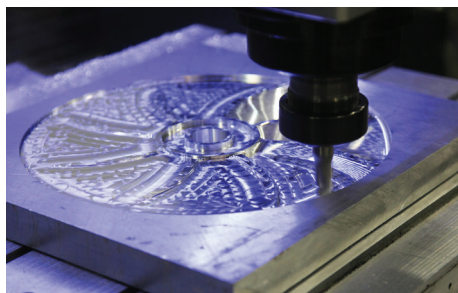


ISSUE 3

- Focus: Automated Production Processes
- Industry Topics: Training, Sustainability in Tool Building
- Technology Focus: Hot Runner Systems

Bonus Distribution: PLASTEC Minneapolis, MAPP Conference

Ad Closing **July 29, 2025**
 Ad Materials Due **Aug. 5, 2025**
 Publication Date **Aug. 29, 2025**
 Online Launch **Sept. 5, 2025**



ISSUE 4

- Focus: Mold Maintenance & Repair
- Industry Topics: Outlook for 2026, Future Business Planning
- Technology Focus: Custom Mold Components

Bonus Distribution: MD&M West, PTXPO 2026

Ad Closing **Oct. 28, 2025**
 Ad Materials Due **Nov. 4, 2025**
 Publication Date **Nov. 25, 2025**
 Online Launch **Dec. 2, 2025**

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

- Free links to the advertiser's website through the digital editions, with 4,570 page views per month
- Promoted via email and social media for additional exposure