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 tool 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.
READERSHIP

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

<table>
<thead>
<tr>
<th>Print Magazine</th>
<th>4,000</th>
<th>Avg. Qtrly. Print Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,000</td>
<td>Avg. Qtrly. Industry Event Distribution</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Edition</th>
<th>3,000</th>
<th>Avg. Annual Views</th>
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</thead>
<tbody>
<tr>
<td>EBeat</td>
<td>4,000</td>
<td>Avg. Monthly Circulation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>200</th>
<th>Avg. Monthly Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>350</td>
<td>Avg. Monthly Page Views</td>
</tr>
</tbody>
</table>

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.

TARGETED READERSHIP INVOLVED IN

- Plastic injection molds
- Metal injection molds
- Rubber injection molds
- Blow molds
- Sampling/tryouts
- Mold repair
- Wire EDM
- High-speed machining
With print, digital and mobile delivery methods, The American Mold Builder reaches readers wherever they are.

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

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**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**

- EHS SUMMIT
- AMBA EVENTS
- PLASTEC WEST
- AMERIMOLD
- PLASTEC EAST
- NPE
EDITORIAL LINE-UP

2020

ISSUE 1

- AMBA Annual Conference Preview
- Mold Manufacturing in the Age of Industry 4.0
- Training to Retain Talent
- Mold Builders Set Priorities for 2020

Bonus Distribution: AMBA Conference

Articles Due Jan. 20, 2020
Materials Due Feb. 3, 2020
Publication Date Feb. 17, 2020
Online Launch Mar. 2, 2020

ISSUE 2

- Additive Manufacturing for Mold Builders
- Maintaining Culture during Ownership Transitions
- Workplace Violence: Plan Now to React Later
- amerimold Event Preview

Bonus Distribution: amerimold, PLASTEC East, EHS Summit

Articles Due Apr. 20, 2020
Materials Due May 4, 2020
Publication Date May 18, 2020
Online Launch June 1, 2020

ISSUE 3

- Workforce Development Plans that Work
- Successful Implementation of Automation
- Cybersecurity Practices for Manufacturers
- Real Talk About Marketing

Bonus Distribution: MAPP Benchmarking Conference

Articles Due July 20, 2020
Materials Due Aug. 3, 2020
Publication Date Aug. 17, 2020
Online Launch Aug. 31, 2020

ISSUE 4

- Tax Strategies to Implement Now
- New Technology Launches to Watch at NPE2021
- 5 Year Plans: Opportunities for Mold Builders
- Wellness Plans Impact Healthcare Costs

Bonus Distribution: PLASTEC West, NPE 202

Articles Due Oct. 19, 2020
Materials Due Nov. 2, 2020
Publication Date Nov. 16, 2020
Online Launch Nov. 30, 2020

Monthly Exposure Opportunities in AMBA EBeat

The American Mold Builder EBeat is distributed to more than 4,000 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 website contains expanded news stories, fresh content and live links to industry resources.

- Averaging 350 page views per month from 200 unique monthly visitors

Expanded Exposure Opportunities in the The American Mold Builder Digital Edition

- Free links to the advertiser’s website through the digital editions, with 1,000 page views per month
- Promoted via email and social media for additional exposure