

The background image shows a complex industrial manufacturing environment. Two robotic arms are visible: one is orange and red, positioned on the left, and the other is white, positioned on the right. They are working on a large, intricate metal casting, likely an engine block, which is mounted on a blue machine. The scene is lit with bright blue light, creating a high-tech, futuristic atmosphere. The robotic arms are equipped with various sensors and tools, indicating advanced manufacturing capabilities.

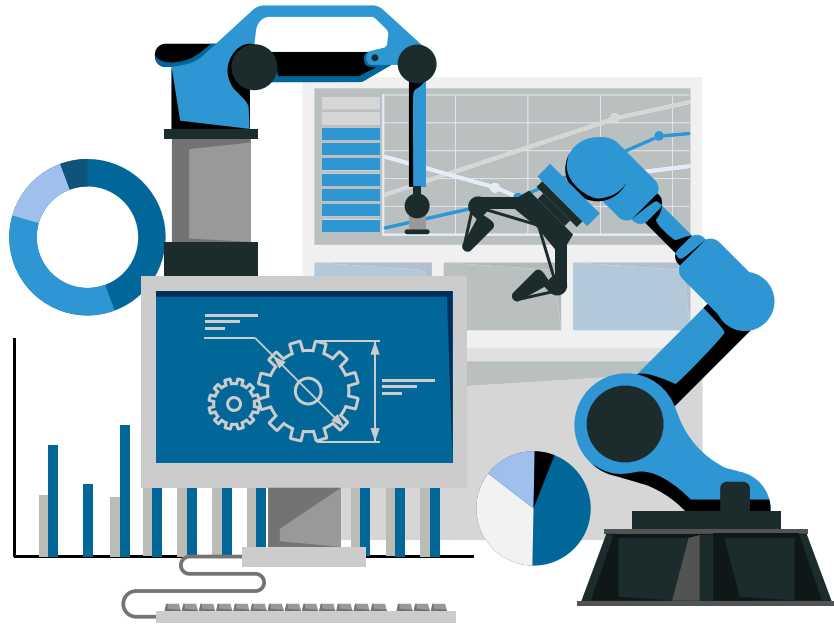
MachineDesign®

MARKETING PLANNER 2025

Bringing Ingenuity To Advanced Design And Manufacturing

AT A GLANCE

MachineDesign.



As a trusted and respected resource for design engineers, Machine Design distills the cutting-edge landscape of advanced manufacturing through the eyes of multidisciplinary engineers – providing authoritative technical overviews, information on both legacy and new fundamentals of mechanical design, and updates on how emerging technologies impact value creation.

By focusing on key technology enablers that are revolutionizing the work of design engineers, Machine Design presents marketers with the opportunity to showcase their industrial automation solutions to a highly engaged and influential audience, demonstrating how these solutions address evolving challenges in mechanical design and contribute to the seamless integration of business processes, data-driven insights, and advanced controls in modern manufacturing environments.

GENERATE DEMAND & HIGH-QUALITY LEADS

Leverage **Machine Design's** engaged audience, comprehensive coverage and multi-channel opportunities to generate demand and **high-quality leads** from design engineers, R&D professionals, and engineering management.



MACHINEDESIGN.COM

150K Monthly Page Views

Premium Machine Design Content

[+VISIT WEBSITE](#)



SOCIAL

59K Followers

Join the Conversation on:

[Facebook](#), [LinkedIn](#),
[YouTube](#) and [X](#)



Topic Takeovers

Associate your brand with topics that have been selected by our subject matter experts as trending and high growth.

[+VIEW TOPICS](#)



WISE

Increasing awareness and representation of underserved groups within the engineering community.

[+LEARN MORE](#)



NEWSLETTERS

227K Subscribers

Portfolio of newsletters covering Production, Machine Design, CAD, Robotics and Automation topics.

[+VIEW NEWSLETTERS](#)



WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization

[+VIEW TOPICS](#)



eHANDBOOK

Long form content that dives deep into technical applications and demonstrates how technology addresses engineers most pressing challenges.

[+VIEW TOPICS](#)



VIEW FULL AUDIENCE PROFILE

[+ Click to Learn More](#)

FOCUSED CONTENT

MachineDesign.

Covering the key technology enablers that are bringing significant changes to the way design engineers work in the fields of design and mechanical engineering.



AUTOMATION & IIOT

Software and Analytics, Connected Manufacturing Plants, Data and Sensors, Predictive Analytics, Wireless Devices



3D PRINTING & CAD

Rapid Prototyping, Generative Design, Design-to-Market, Production, Design Software, Simulation



MOTION SYSTEMS

Motion Control, Motors and Drives, Test and Measurement Systems, Machine, Manufacturing, and Metals, Aerospace and Automotive



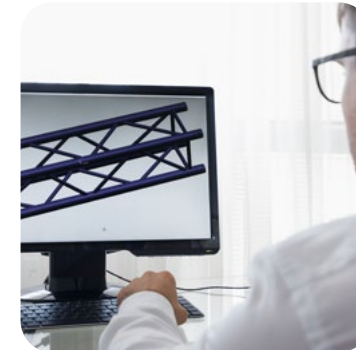
ROBOTICS

Design, Construction, and Component Integration, Industrial Robots, Cobots, AMRs, AGVs, Manipulators and Effectors, Sensing and Perception, Mobility



MARKET INSIGHTS

Salary and Career Survey, Continuing Education, Engineering Governmental Policy, Industry Trends, Workers in Science and Engineering



ENGINEERING FUNDAMENTALS

How the digital transformation of the industry is impacting mechanical component design

DIGITAL EDITORIAL CALENDAR

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TECH TOPICS	Gears, Motors, Bearings, Spindles, Brakes	Automation, IIoT, Software	Robots, Cobots, AMRs, AGVs	Additive Manufacturing, Rapid Prototyping, Generative Design	Emergent Tech Trends, Industry 5.0	Lifecycle Management, Software	Bearings, Fasteners, Seals	Springs, Clutches, Couplings	Sensors, Motors, Controllers, Drives	3D CAD, Electric Motors, Servo-mechanisms
FOCUS	Fundamentals of Mechanical Component Design	CAD/CAM/CAE		Global Themes in Design					Aerospace & Defense	
WEBINARS		Medical Design	Automation & Robotics	Aerospace & Defense	Additive Manufacturing		Components Roundtable			
+ TAKEOVERS			Automation & Robotics		CAD/CAM/CAE		Components Roundup	Motion Systems		
+ EHANDBOOKS	Ag Tech	Robotics		3D Printing, Additive & Materials		Aerospace & Defense		Motion Control		Fastening & Joining
EVENTS COVERAGE		Hannover Messe	Automate				FabTech	Pack Expo		
SPECIAL FEATURE							EDGE Award Winners Announcement		Salary & Career Survey Report	2026 Forecasts

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



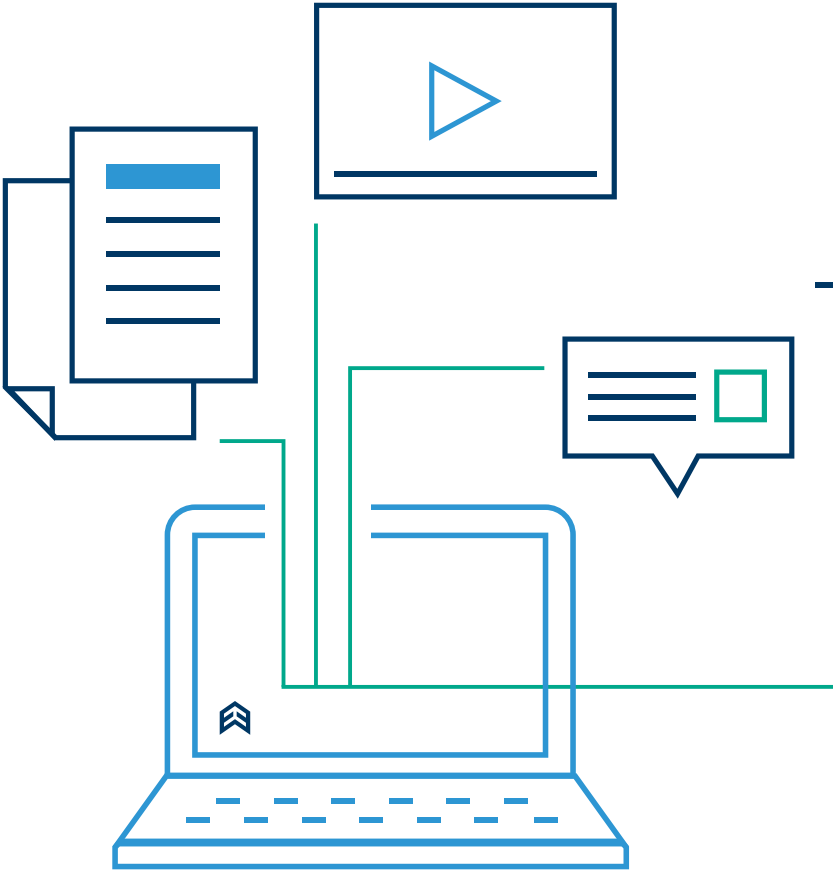
Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

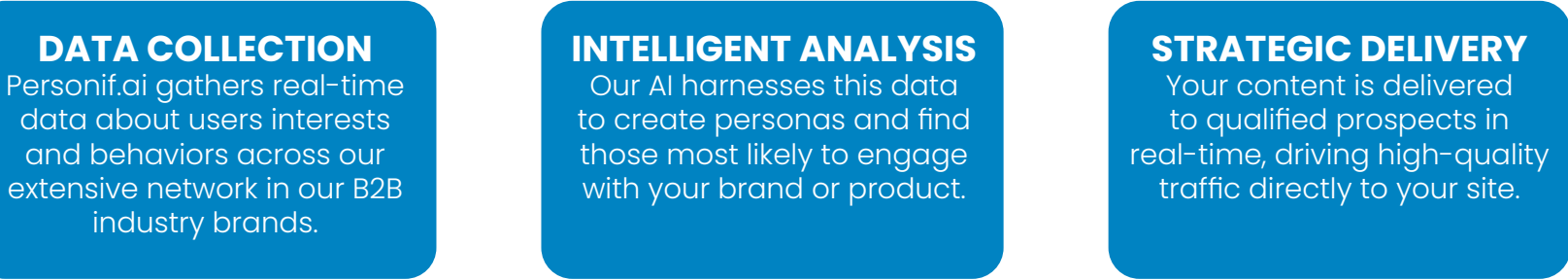
AI-POWERED MARKETING



**DELIVERING PERSONALIZED
EXPERIENCES**

Leverage the power of artificial intelligence to drive highly qualified prospects from **our extensive network of audiences to your website**. Personif.ai enhances your brand awareness, audience engagement, marketing conversions, and return on investment.

UNDERSTANDING HOW PERSONIF.AI WORKS.



+ Personalization and targeting capabilities.

+ Actionable insights for optimization and decision-making.

Data privacy compliant. Data integration into most CRM platforms.

ADVERTISING & PROMOTIONS

WEBSITE ADVERTISING

AD TYPE

Super Leaderboard

Billboard

Rectangle

Expanding Rectangle

Half Page

Expanding Half page

Welcome ad

In-Banner Video

In-Article Video

In-Article Premium

In-Article Flex

Billboard Flex

Digital Ad Material Contact

webtraffic@endeavorb2b.com

Materials Due: Seven business days prior to publication.

 **DIGITAL BANNER AD SPECS**

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Machine Design content. [+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Machine Design reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

NEWSLETTERS

MACHINE DESIGN TODAY

For manufacturing and design engineers covering basics of design engineering, product information, as well as educational learning, community resources, and more.
[Monday – Thursday](#)

Subscribers **51,353**
Average Total Open Rate **35.80%**

MACHINE DESIGN IN MOTION

New trends in motion control technology, components, and applications.
[Wednesdays](#)

Subscribers **20,127**
Average Total Open Rate **32.38%**

MEDICAL DESIGN

The latest cutting-edge technology and product developments focused on medical devices and design.
[Bimonthly, 1st and 3rd Thursdays](#)

Subscribers **20,238**
Average Total Open Rate **38.09%**

MACHINE DESIGN PRODUCT SPOTLIGHT

Features a wide range of products and services.
[4th Monday of each month; Thursdays](#)

Subscribers **25,955**
Average Total Open Rate **32.33%**

ROBOTICS & AUTOMATION

For engineers delivering how-to techniques and the latest emerging technologies on robotics and automation driving today's manufacturing production.
[Tuesdays](#)

Subscribers **26,327**
Average Total Open Rate **31.91%**

FUTURE TECH

Machine Design takes a look at the impact of emerging technology on manufacturing design and operations, spotlighting the cutting-edge innovations that will impact our industry and future.
[Monthly, 2nd Tuesday](#)

Subscribers **32,409**
Average Total Open Rate **44.30%**

3D PRINTING & CAD

To aid engineers working with 3D printing, SLA, SLS, CAD, AI, and more to develop advanced design for manufacturing processes.
[Monthly, 4th Tuesday of each month](#)

Subscribers **23,340**
Average Total Open Rate **34.17%**

Market Focused Insight with **MARKET MOVES** NEWSLETTERS

MANUFACTURING

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more.

[Twice Monthly on Saturdays](#)

ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

[Twice Monthly on Fridays](#)

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

[+ VIEW NEWSLETTERS](#)

All newsletter rates are net per issue

* Audience Engagement Report 2024

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 Design & Engineering

ENDEAVOR BUSINESS MEDIA

ENGINEERING, DESIGN, AND PROCUREMENT FOR EMERGING TECHNOLOGY

Media brands, data intelligence, and tools for delivering design inspiration, technical solutions, and part data tools to the entire engineering and buying community, including engineering and operations management, system integrators, R&D and test engineers, and procurement and supply chain professionals.

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POWER&MOTION

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Military•Aerospace
Electronics

CONTROL

AutomationWorld

3D  exchange

SUPPLY•CHAIN
connect

partsdirect

ENDEAVOR ADVANTAGE



90+ media brands and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

