

# Machine Design<sup>®</sup>

BRINGING INGENUITY TO ADVANCED  
DESIGN AND MANUFACTURING

2024  
MEDIA KIT



AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING  
SOLUTIONS

CRITICAL COVERAGE

SPECIAL  
OPPORTUNITIES

CONTACTS

 ENDEAVOR  
BUSINESS MEDIA

## Machine Design: Essential Reading for the Multi-Disciplinary Engineer

Machine Design's rich publishing history devoted to timely, useful information for engineers, designers and others who influence design dates back more than 95 years. Today, the original intent to provide a practical service by assisting audiences to capitalize more fully on new opportunities still endures.

What has changed, however, is the context in which the demand for technological solutions unfolds. Autonomous systems and the convergence of the IT/OT world are at the center of mechanical design decisions and have merged business processes, insights and controls into a single uniform environment. Moreover, these trends are pushing the boundaries on emergent topics such as AI, machine learning, nanotechnology and quantum mechanics, and leaving engineering professionals under immense pressure to stay at the forefront.

Entrenched in the evolution of digital manufacturing, Machine Design has the upper hand when it comes to identifying and analyzing technology breakthroughs and engineering applications. We provide multiple touchpoints through which industry can connect with suppliers, discover new direction and activate engineering and technology solutions.

The strength of Machine Design's editorial packaging is that we can be essential in a different way to each reader. Without a doubt, it remains our privilege to build intimate relationships with the audiences we serve.



Editor-in-Chief  
**REHANA BEGG**  
[rbegg@endeavorb2b.com](mailto:rbegg@endeavorb2b.com)

## We Know Modern Manufacturing



# AUDIENCE INSIGHTS

[View our **Audience Engagement Report**]



Machine Design drives mechanical design innovation by providing how-to content and insights on emerging applications to design engineers and managers in OEM, processing and R&D. Engaging this complex design community with solution based content and technical expertise we deliver a qualified audience for your content marketing and media strategies by leveraging our high-quality content and user behavioral insights to target and lead engineers smoothly from discovery, to consideration, to purchase.

## AVERAGE MONTHLY REACH



548,242

▲ 11% increase

Manufacturing Industries	
Machinery	27%
Primary Metal Manufacturing or Fabricated Metal Prod	25%
Electrical Equipment, Appliance & Component	23%
Computer & Electronic Product	19%
Automotive	16%
Aerospace	15%
Machine Tool/Automation	14%
Medical Devices	12%
Material Handling Equipment or Services	11%
OEM Systems Integrator	11%

Top Job Function	
Product or Systems Design Engineer	36%
Engineering Management	27%
Research and Development	13%
Design of Equipment for in-plant use	10%
Testing and Evaluation	5%
Other Design Engineering Function	3%

Top Products or Technologies Our Audience Works with	
Mechanical Components	53.80%
Materials	38.32%
Motion Control	32.39%
Motors	32.02%
Automation	28.84%
3D Printing	26.63%
CAD	26.43%

## COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Machine Design community. Data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua and Omeda.

# AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**] 

▮▮ Providing insights and analysis while delving into the state-of-the-art technologies that are revolutionizing the plant floor, serving the multidisciplinary engineer who stands at the forefront of the digital revolution.

AVERAGE MONTHLY SESSIONS



**164,530**

AVERAGE UNIQUE MONTHLY VISITORS



**129,321**

AVERAGE MONTHLY PAGE VIEWS



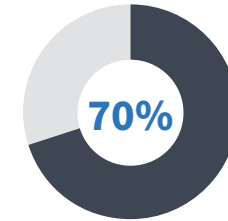
**259,364**

COMBINED SOCIAL REACH

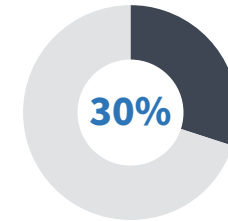


**62,502**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MACHINE DESIGN  
MAGAZINE SUBSCRIBERS



**75,000**

AVERAGE MONTHLY NEW SITE REGISTRATIONS



**200**

## WHAT DO WE COVER?

In a rapidly evolving industry, engineers need highly technical and relevant content on the topics and trends that impact their jobs.

## HOW DO WE COVER IT?

From articles, eBooks, and research, to videos, graphics, and social media, Machine Design covers the industry leveraging every essential platform.

## WHY IS IT IMPORTANT?

When we match the right content, at the right time, to the right audience, we ensure the most optimized and engaging information engineers have to read to stay on top of the industry.



### 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

[View our [Audience Engagement Report](#)]

## Qualified Circulation By Issue

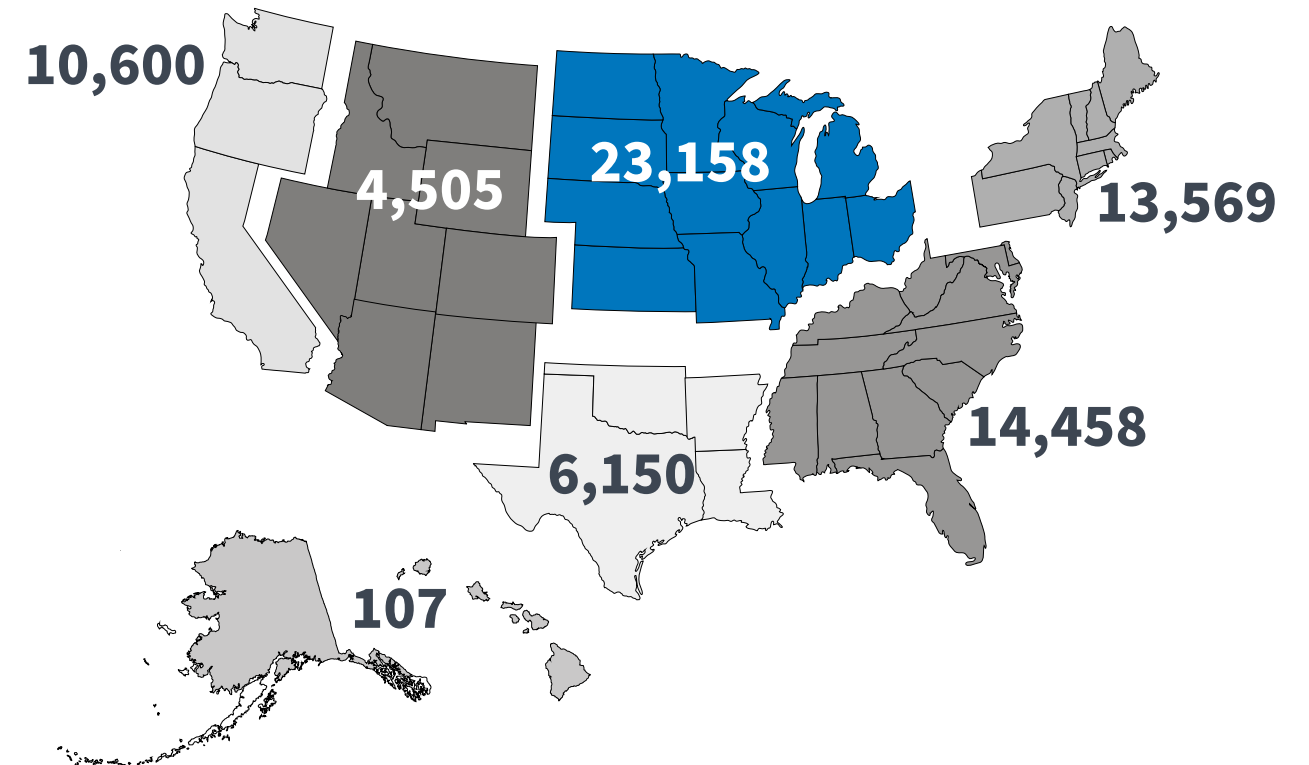
in the last 6 months

2023 issues	Print	Digital	Total Qualified
January/February	32,266	42,740	75,006
March/April	33,292	41,708	75,000
May/June	33,832	41,174	75,006
<b>Average Qualified Circulation for 6-Month Period</b>	<b>33,130</b>	<b>41,874</b>	<b>75,004</b>

	Total Qualified Non-Paid Print	Both	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Subscribers
Average Qualified Circulation	33,127	3	41,874	75,004	75,004

## Subscribers by Region

U.S. region breakout of magazine subscribers



# MAGAZINE ADVERTISING SPECS

[ View our [MAGAZINE ARCHIVE](#) ] 

DIMENSIONS (inches)	Non Bleed	Trim (please extend bleed .125" beyond trim size, all edges)
Full Page	7 x 10	7.5 x 10.5
Spread	14.5 x 10	15 x 10.5
2/3 Pg Vertical	4.5 x 9.75	
1/2 Pg Island	4.5 x 7.25	
1/2 Pg Vertical	3.375 x 9.75	3.75 x 10.5
1/2 Pg Horizontal	7 x 4.625	7.5 x 5.25
1/3 Pg Square	4.5 x 4.625	
1/3 Pg Vertical	2.3125 x 9.75	
1/4 Pg	3.375 x 4.625	

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR

## Creative Specifications

- File type: PDFx1a (300 dpi or less, yet greater than 151dpi)
- Convert all spot colors to CMYK
- If using Roboto font, please convert to outlines
- Ads with bleed – extend bleed 0.125 inches beyond the trim; include printer's marks, all edges
- All live matter not intended to bleed should be kept 0.25 inch from trim. Spread ads should allow a total of 0.1875 inch safety in gutter.

## EMAIL PRINT ADVERTISING SUBMISSIONS TO:

Deanna O'Byrne  
[dobyrne@endeavorb2b.com](mailto:dobyrne@endeavorb2b.com)

### Cancellations:

Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

### Multi-Page and Inserts:

Contact Account Manager for Rates and Specifications

### Gross Rates Apply:

Gross rates based on number of insertions within a 12-month period.

### Printing Method:

Web Offset

### Publication Trim Size:

7.5 x 10.5 inches

### Binding Method:

Saddle-stitched

## PRINT DUE DATES/SHOW COVERAGE

### JANUARY/FEBRUARY

**AD CLOSE:** 01/03/24

**MATERIAL DUE:** 01/11/24

**Show Distribution:** Hannover Messe

### MARCH/APRIL

**AD CLOSE:** 03/07/24

**MATERIAL DUE:** 03/15/24

**Show Distribution:** Automate

### MAY/JUNE

**AD CLOSE:** 05/01/24

**MATERIAL DUE:** 05/09/24

### JULY/AUGUST

**AD CLOSE:** 07/02/24

**MATERIAL DUE:** 07/12/24

**Show Distribution:** IMTS

### SEPTEMBER/OCTOBER

**AD CLOSE:** 09/05/24

**MATERIAL DUE:** 09/13/24

**Show Distribution:** Pack Expo

### NOVEMBER/DECEMBER

**AD CLOSE:** 10/29/24

**MATERIAL DUE:** 11/06/24

### INNOVATORS IN MACHINE DESIGN

**AD CLOSE:** 11/27/24

**MATERIAL DUE:** 12/09/24

**Show Distribution:** MD&M West, Pack Expo, Automate

# DIGITAL ADS

## Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

### Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet, and mobile.

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



**Materials Due:** Seven business days prior to publication.

**Send Creative To:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Visit Our Website:** [machinedesign.com](http://machinedesign.com)

[View our **DIGITAL BANNER AD SPEC**] 



# NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



**Materials due:** Seven business days prior to publication. | **Send creative to:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

## 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**

### Stats

Subscribers..... 60,150

## Machine Design in Motion

New trends in motion control technology, components, and applications.

**Wednesdays**

### Stats

Subscribers..... 22,477

## Medical Design

The latest cutting-edge technology and product developments focused on medical devices and design.

**Bimonthly, 1st and 3rd Thursdays**

### Stats

Subscribers..... 21,499

## Robotics & Automation

For engineers delivering how-to techniques and the latest emerging technologies on robotics and automation driving today's manufacturing production.

**Tuesdays**

### Stats

Subscribers..... 25,963

## 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**

### Stats

Subscribers..... 25,547

## Machine Design Product Spotlight

Features a wide range of products and services.

**4th Monday of each month; Thursdays**

### Stats

Subscribers..... 29,534

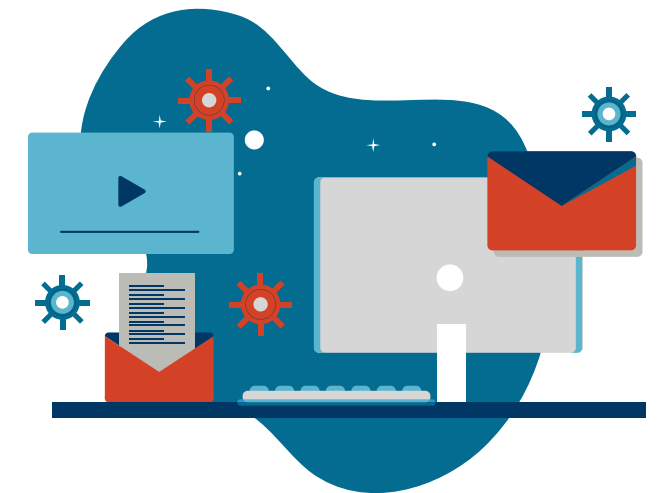
## Future Tech

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**

### Stats

Subscribers..... 42,732



\* Audience Engagement Report 2023

# MARKET COVERAGE NEWSLETTERS

Click to view  
SAMPLE  
MARKET MOVES  
NEWSLETTERS



OFFERING LARGER AUDIENCES AND  
BROADER PERSPECTIVES FOCUSED  
ON GROWING MARKETS.

## FEATURED NEWSLETTER

### MARKET MOVES SUPPLY CHAIN

**Circulation:** **25,000** **Deploys:**  
**Twice Monthly on Thursdays**

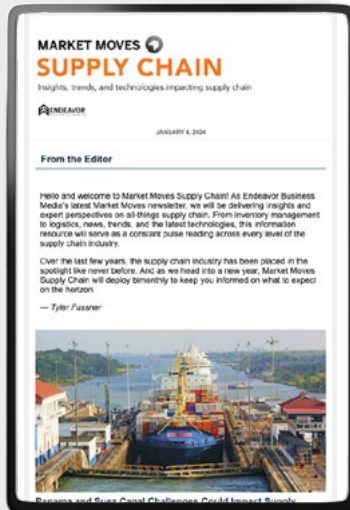
Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry.

**TARGET AUDIENCE:** C-Suite, VP, Managers for supply chain, purchasing, warehousing, and logistics.

#### SPONSORSHIP OPPORTUNITIES:

Sponsored Content in 2 Positions - \$2,500 each

[ **View Last Issue** ] 



### MARKET MOVES CYBERSECURITY

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [ **View Last Issue** ]

**50,000**  
Twice Monthly on Wednesdays

### MARKET MOVES ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [ **View Last Issue** ]

**28,800**  
Twice Monthly on Fridays

### MARKET MOVES ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [ **View Last Issue** ]

**26,500**  
Twice Monthly on Fridays

### MARKET MOVES INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [ **View Last Issue** ]

**21,000**  
Twice Monthly on Fridays

### MARKET MOVES 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. [ **View Last Issue** ]

**20,000**  
Twice Monthly on Saturdays

### MARKET MOVES STRATEGY

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [ **View Last Issue** ]

**28,000**  
Twice Monthly on Thursdays

# Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



## Overview of Our Solutions

### Advertising

Target the right audiences in the right channels.

### Research & Intelligence

Make data-driven decisions with our expert intel.


### Content Development

Drive engagement with high quality content.

### Video & Podcasts

Solutions that bring your brand to life.

### Lead Generation

Lead generation programs built for your goals. 

### Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Click to  
**LEARN  
MORE**



# Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

## Research & Intelligence



**DELIVERING ALL  
THE KEY INGREDIENTS**



60+ Years of  
Research Experience



150 In-House Subject  
Matter Experts



Engaged B2B  
Audience Database

### Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

### Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

### New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

### Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

### Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📡

### State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📡

### Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

### In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.

📡 — Lead Generation

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## Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

### Short-Form Content

#### Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic or guide them toward a purchase decision. 📌

#### Problem/Solutions

Help design engineers work faster and smarter by providing solutions to some of their most common problems. Showcase your knowledge and understanding of the challenges they face and be perceived as a trusted source for important intel. 📌

#### Design FAQs

Answer common questions about a particular topic, issue, or trend and convey your industry expertise. Our proven format creates high-quality content while requiring minimal deliverables from your product team. 📌

#### Difference Between

Connect with target audiences in a language they understand, digging deep into the differences between new technologies and applications and how to best leverage them for successful outcomes. 📌

### WHY SHORT-FORM?

Quick and Digestible  
Increased Engagement  
Shareability  
Cost-Efficient  
Mobile-Friendly



### Long-Form Content

#### EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📌

#### White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision-making process. 📌

#### Basics of Design

Shine a spotlight on technical information that is the foundation of the fundamentals of design engineering while educating prospects and generating qualified leads. Typically evergreen content, these assets are frequently being saved for future reference. 📌

#### Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📌

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**LEARN  
MORE**

## Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

### Visual Storytelling

#### StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

#### StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

#### Infographics

Data visualization, increased shareability, improved content marketing, and effective storytelling, infographics should be a part of your content marketing strategy.

#### Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[ [MORE VIDEO](#) ] 

### WHY VISUAL STORYTELLING?

#### RETENTION

Marketers that use visual storytelling techniques increase the likelihood of their message being remembered and understood.

#### ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

#### INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

#### SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

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MORE**



## Unique & Sponsored Content Solutions **For Impact**


Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.




### WHY SHORT-FORM?

Quick and Digestible  
Increased Engagement  
Shareability  
Cost-Efficient  
Mobile-Friendly


### **Design Elements**

Inspire design creativity with this program that includes hosting and exclusive promotion of one educational asset for lead generation and up to three pieces of content for traffic driving initiatives to your website. 


### **Recommended For You**

Deliver a relevant experience to design engineers and drive traffic to up to four pieces of content hosted on your site. Rely on our first-party data and behavioral insights to target an audience based on your criteria. 

### **Engineering Resources**

Provide engineers easy access to up to three educational based resources hosted on our site and promoted for engagement and lead driving. These emails can be cosponsored or exclusive. 

### **Design & Discover**

Drive the solutions your experts can provide to advance designs through promotion of your own webinars and events to our database of engineers. 

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**LEARN  
MORE**



## Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

### Video

#### **Event Video**

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

#### **Explainer Video**

Guide decision-making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

#### **QuickChat**

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging short-take video interview format.

#### **Product Video**

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

#### **Video Promotion**

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

#### **Custom Production**

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

### Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.



### THE POWER OF VIDEO IS UNDENIABLE.

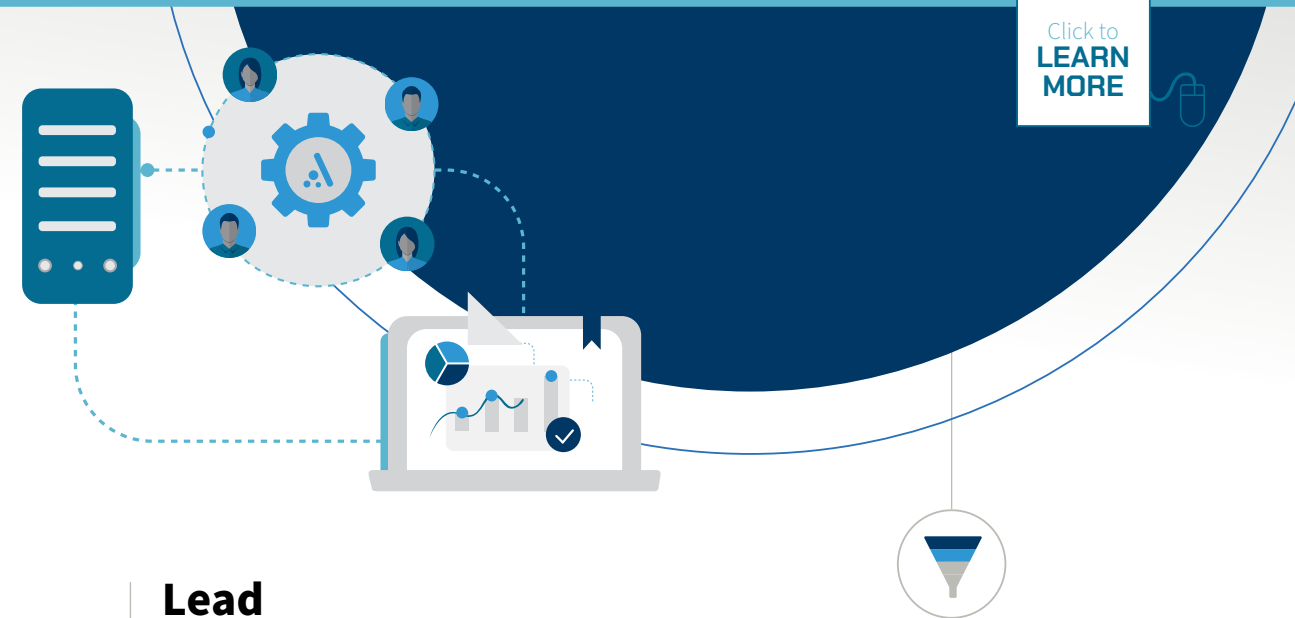
86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.



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## Custom-Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.



### Lead Generation Programs

#### Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📄

#### Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📄

[\[MORE CONTENT CREATION\]](#) 🖱️

#### Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision-making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📄

#### Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📄



### WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



# Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

## Webinar Formats

### Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

### Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision-makers who are looking for answers, converting them to leads. 📶

### Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

### Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

## A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.





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## Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

### Data-Driven Marketing

#### Audience Extension

Leverage our first-party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

#### Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our first-party data, or by creating look-a-like profiles.

#### Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

#### Third-Party Emails

Using our first-party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

#### Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle of, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

### The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive first-party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[ [LEARN MORE](#) ] 



## Innovators in Machine Design

Featuring the people, technologies, and trends reshaping the manufacturing industry, the annual *Innovators in Machine Design* issue is a “must-read” for all design engineers and engineering managers. Sponsorship allows you to showcase your company with a special profile page and obtain extra exposure at key trade shows and online all year long.

[ Latest Issue ] 



## A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



## Engineering Academy

Our learning platform for engineers provides free access to critical technology insights around key topic areas impacting the engineering community. Create a training session or series in tandem with our editorial team, or supply your existing training or learning sessions for additional visibility to our audience with this highly impactful and visible thought leadership position.

[ Learn More ] 

## Sponsor Premium Editorial Content

Let us do the heavy lifting! Our editors create vital content covering critical issues and essential technologies that our audience needs. Have your brand front and center for premium content like editorial webinars, eBooks, and video series to showcase your thought leadership and be top-of-mind for our qualified audience.

[ Contact Sales ] 



## Workers in Science & Engineering (WISE)

*Machine Design*—along with its sister brands of *Electronic Design*, *Microwaves & RF*, *Power & Motion*, and *Supply Chain Connect*—creates compelling content centered around elevating more women and equity-seeking engineers and their contributions to the industry, as well as quarterly panel discussions with experts in Diversity, Equity & Inclusion (DEI) issues to do our part to elevate marginalized communities.

[ Learn More ] 

**77%**  
of manufacturers say they will have ongoing difficulties in attracting and retaining workers

*A study by The Manufacturing Institute found that diversity, equity, and inclusion (DEI) initiatives exert a growing influence on workforce trends and can help manufacturers fill these empty jobs.*

# CONTACTS

Contact our sales representatives to discuss your marketing plans.

## Sales

EXECUTIVE VICE PRESIDENT, DESIGN & ENGINEERING GROUP

**Tracy Smith**  
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As *Machine Design's* content lead, Rehana Begg is tasked with elevating the voice of the progressively multi-disciplinary engineer in the face of digital transformation and engineering innovation. Serving as point person for analyzing trends and synthesizing technical information, Begg focuses on engaging engineering audiences through serviceable information that advance their understanding of current and future technologies.

Before joining Endeavor Business Media, Begg served as lead editor at a string of Canadian industrial manufacturing publications. Her B2B career has taken her from corporate boardrooms to plant floors and underground mining stopes, covering everything from maintenance and reliability to plant engineering, emergent technologies, automation, IIoT/software, and continuous improvement and strategy.

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Jeremy Cohen is managing editor of *Machine Design* and *Power & Motion*, overseeing the daily operation of both brands' print and digital presences. He has more than 20 years of experience in B2B and B2C publishing spanning various subject areas, 12 of which have been spent working with Endeavor Business Media's Design & Engineering brands.



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As *Machine Design's* technical editor, Sharon Spielman produces content for the brand's focus audience—design and multidisciplinary engineers. Her beat will include 3D printing/CAD; mechanical and motion systems, with an emphasis on pneumatics and linear motion; automation; robotics; and AR/VR.



**MARIE DARTY**

Group Multimedia Director

Marie Darty has positioned herself within the multimedia space to bring written content to life through video, webinar, and social channels.

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