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JANUARY 25-26, 2022 | CHICAGO, IL

TALK TO THE

EDITORS

WHAT WE DO

Modern Machine Shop is the leading North American publication and media brand devoted to CNC machining. Founded in 1928, it is also the oldest ongoing publication in the U.S. dedicated to metalworking and machining. The print edition is delivered monthly to nearly 100,000 subscribers.

Additive Manufacturing covers industrial applications for 3D printing. The brand's outlets include a website (additivemanufacturing.media), print magazine (6 times per year), social media (Facebook, Twitter, LinkedIn, Instagram and YouTube) and podcast (AM Radio).

For both publications, our staff writers travel the world exploring the ways that job shops, contract shops and captive operations use machining equipment, processes and strategies to become more effective and efficient.

WHAT WE DO, PART II

Additive Manufacturing covers all types of 3D printing processes in industries including automotive/transportation, aerospace/aviation/defense, medical/dental, electronics and consumer products.

Modern Machine Shop covers a wide range of machining processes in the automotive, aerospace and medical industries as well as a variety of others. We focus mainly on on technology trends, advances in product design and in-depth applications stories.

DIFFERENCES BETWEEN MMS AND AM

Additive Manufacturing isn't just MMS that covers 3D printing. Here are some differences between the two brands:

PRINT VS. DIGITAL

Since AM's audience is more digitally engaged, we put more emphasis on digital content.

Examples: video (Cool Parts Show), social media (reporting from trade shows), enewsletters

AM places less emphasis on print because the magazine is produced six time per year to MMS's 12. All AM content goes onto the website and in our e-newsletter, but not everything makes it into print. Things that make it into print are sometimes condensed as well

BROADER AUDIENCE

Because AM covers all types of 3D printing processes, it has a broader audience that overlaps with several other manufacturing sectors including machining, plastics, composites, moldmaking, etc.

TYPES OF CONTENT

FEATURES: Long-form, staff-written articles that often take the form of user application stories or in-depth coverage of a new technological development. More on that in a minute…

PRODUCTS/NEWS: These sections contain contributed content submitted by advertisers for both print and online publication. Our staff edits this content for length & style.

- The MMS product section is divided into three categories: Tooling & Workholding, Systems & Software, and Modern Equipment Review
- The AM product section, called Tech Review, is not divided into separate categories.

These sections are overseen by our managing editors. To submit content:

- MMS: email press@mmsonline.com
- AM: email Angela Osborne aosborne@gardnerweb.com

TYPES OF CONTENT

CASE STUDIES:

These are typically user-application stories written and submitted to us by machine shops or OEMs.

MMS recently did away with its formal case study section (called Better Production) but still runs case studies on an ad hoc basis.

AM also accepts case studies on an ad hoc basis, but these articles are typically limited to digital publication only due to limited space in the print magazine.

Case studies are edited by staff for style and clarity. It is often the case that one of our editors will follow up with the author for more information.

Exclusivity is an important factor when we are consideration case studies for publication. Our strong preference is for exclusive first rights to publish. After publication, submitter also may publish online.

TYPES OF CONTENT

FEATURES:

Feature stories are the heart & soul of both *Modern Machine Shop* and *Additive Manufacturing* Media.

Our parent company, Gardner Business Media, makes a significant investment toward allowing our editors to travel to machine shops, service bureaus and other manufacturers in order to report first-hand on machine technologies and how shops are succeeding with them. We also attend national and international conferences and trade shows in order to stay on top of emerging trends and technologies.

A typical editorial visit lasts three hours. These visits usually include a sit-down interview, a shop tour, and a dedicated time set aside for photography.

FEATURE TOPICS
MODERN MACHINE SHOP

MMS focuses on machining technology and how shops are succeeding with it. Some topics will always be of interest to our readers, including setup reduction, cutting tool improvements and workholding tactics. But there are also special themes emerging.

DOMESTIC MANUFACTURING

The pandemic exposed weaknesses inherent in the American supply chain.

AUTOMATION

Skilled labor shortages are placing a premium on productivity solutions acheived through automation.

LEADERSHIP CHANGE

An increasingly relevant topic due to the so-called “silver tsunami” of retiring Baby Boomers as well as upticks in mergers & acquisitions.

FEATURE TOPICS ADDITIVE MANUFACTURING

Additive manufacturing is a new space that's seeing a lot of advancement, so it's not unusual for us to cover research/technology that hasn't reach the application stage, or potential applications that haven't been proved out in addition to well-established examples of AM. Here are a few trends in AM:

ADDITIVE FOR PRODUCTION

Additive manufacturing is now being used for full-scale production of end-use parts instead of prototyping or bridge production.

SUSTAINABILITY/ CIRCULAR ECONOMY

This is a hot topic in general right now, and AM provides the opportunity for a sustainable, circular economy model.

NEW MATERIALS FOR AM

Additive manufacturing creates the material at the same time as the part. Companies are always adding new polymers, composites and metals for AM.

HOW TO PITCH A STORY

The perfect story pitch introduces a problem and solution in no more than three paragraphs.

INTRODUCE YOURSELF

Briefly — in one or two sentences — tell us who you are and what you do.

INTRODUCE THE PROBLEM

What aspect of your production required a new technology or a new way of thinking?

SOLVE THE PROBLEM

What is the technical or process solution that you innovated? What were the results of you solving this problem?

STORIFY YOUR PROCESS

No matter how technical our articles may be, they are stories at heart. Dig deep and help us understand why your story is meaningful.

WHAT HAPPENS NEXT

Once you have submitted your pitch or press release, we take it from there. Sometimes we'll ask the company that provided the lead for additional photos or an interview with an applications specialist.

If you do have a customer who's willing to work with us on an article, here's what the process looks like:

INITIAL PHONE CALL

We always start with a phone call with the user to determine if there is a viable story, and if so, what the story might look like and what reporting it will entail.

SHOP VISIT

If we decide to do a shop visit, we'll arrange and time and date and travel to the shop so we can conduct a longer in-person interview and take photos. This process usually lasts a few hours.

FACT-CHECKING

After we write the story, we have the source fact-check the article. This also gives the source a chance to ensure that we aren't publishing confidential information.

Questions?

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