

MecklerMedia's Digital Ad Network

Inside 3D Printing Events

3D Metal Printing Magazine

3DPrint.com

3DPrintBoard.com

3DPrintingIndustry.com

In Person, In Print, On the Web™

MEDIA KIT 2016

WORLDWIDE COVERAGE OF 3D TECHNOLOGIES



Welcome

to the **2016 media planner** - a roadmap to help any marketer plan a comprehensive worldwide marketing campaign in the field of 3D technologies.

MecklerMedia offers print, online, and in person opportunities in many countries. And, we offer total worldwide coverage online.

No other media plan offers a marketer such a comprehensive and at the same time selective opportunity to reach the 3D technology marketplace.

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Social media



Combined properties
240,000+
Followers



Combined properties
350,000+
Followers

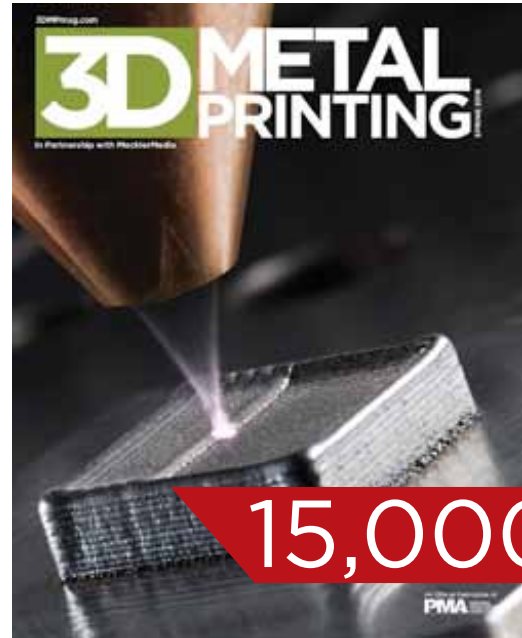


Combined properties
4,800+
Community Members



Combined properties
23.3M+
Views

Print readership



15,000
controlled circulation
(forthcoming)

Daily 3D technologies news

Includes daily:

3DPrint.com

3DPrintingIndustry.com

Inside3DPrinting.com/news

RoboUniverse.com/news

} **42,000+**
Digital Subscribers



Web traffic

(combined properties, monthly)

3.2M+

monthly page views

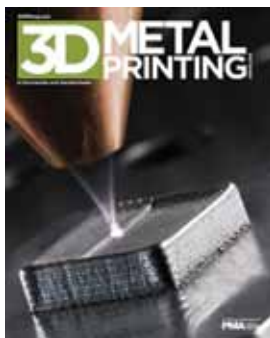
1.4M+

monthly unique visitors

Events attending

- Inside 3D Printing Singapore
- RoboUniverse Singapore
- Inside 3D Printing Düsseldorf (in association with METAV)
- Inside 3D Printing Dubai
- RoboUniverse Dubai
- AMUG
- Inside 3D Printing São Paulo
- Inside 3D Printing New York
- RoboUniverse New York
- FABTECH Mexico
- Inside 3D Printing Sydney
- Inside 3D Printing Paris
- Innorobo
- RAPID
- Inside 3D Printing Mexico
- Inside 3D Printing Seoul
- RoboUniverse Seoul
- IMTS
- TCT Show + Personalize
- FABTECH Las Vegas

Print editorial planner



3D METAL PRINTING (Magazine)

Published by PMA Services Inc. in partnership with MecklerMedia

Editorial Calendar

Spring 2016

Ad Closing: Feb. 19, 2016
Emphasis: Aerospace

Summer 2016

Ad Closing: June 17, 2016
Emphasis: Automotive

Autumn 2016

Ad Closing: Sept. 23, 2016
Emphasis: Medical

DISPLAY RATES • 2016 Ad Rates and Sizes

Trim Size 8.5" x 10.5" Bleed Size: 8.75" x 10.75"	1x	2x	3x	4x
Full page: 7.5" x 9.5" Full page bleed: 9" x 11"	\$3,995	\$3,675	\$3,455	\$3,200
1/2 page horizontal: 7.5" x 4.625"	\$2,895	\$2,600	\$2,200	\$2,000
1/4 page 3.625" x 4.625"	\$1,800	\$1,640	\$1,575	\$1,400
Covers	IFC - \$4,300	IBC - \$4,200	BC - \$4,300	

Ad File Specifications:

- Ads should meet PDF/x-1a.
- All fonts must be embedded.
- All images and colors must be in correct color mode, CMYK or greyscale. Never RGB or LAB. All spot and PMS must be converted to CMYK.
- Resolution must be 300 dpi for 4-color or greyscale images.
- Bleed: 0.125" (1/8") on all 4 sides, text elements and non-bleeding elements should be 0.25" (1/4") from the trim.



Digital advertising network

Email: advertising@mecklermedia.com

MecklerMedia's Digital Advertising Network is aimed at bringing multiple advertising options across several media outlets, to companies looking to market toward those interested in 3D printing and additive manufacturing. We offer advertising on all of the leading 3D printing media outlets, including 3DPrint.com, 3DPrintingIndustry.com, and Inside3DPrinting.com, as well as corresponding newsletters. We also offer discounted widespread options which cover all of these outlets at once.

While many advertisers turn to resources such as Google Adwords for advertising to a large range of potential clients, we offer 100% targeted advertising for those companies within the 3D Printing and Additive Manufacturing industries.

Below you will find additional details and pricing for the various advertising options offered.

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STATS

10-20

Articles/Stories/Case Studies
published daily

872,000

Unique Visitors Monthly

1.77M

Page Views Monthly



Ranked **19,000th**
most popular website in the world
by Alexa.com, and 10,000th most
popular in the United States.



Over
175,000+
Followers
(between several accounts)



Over
236,000+
Fans/Followers

Advertising and sponsorship opportunities

With traffic that is unparalleled within the industry, 3DPrint.com provides opportunities to put your company in front of millions of visitors who have an interest in additive manufacturing and 3D printing. We offer many options suited for corporations with large amounts of capital, as well as smaller companies that are just starting up, working with strict budgets.

3DPrint.com offers several options starting at just \$199. These ads are displayed on all pages of the site.



280x140 - Left sidebar - Static/Non-rotating

- 1st position.....\$499/week
- 2nd position\$479/week
- 3rd position.....\$429/week
- 4th position.....\$389/week
- 5th position\$349/week
- 6th position.....\$309/week
- 7th position\$309/week
- 8th position.....\$309/week

180x150 - Right sidebar - Static/Non-rotating

- 1st position.....\$469/week
- 2nd position\$469/week
- 3rd position.....\$449/week
- 4th position.....\$409/week
- 5th position\$359/week
- 6th position.....\$299/week
- 7th position\$299/week
- 8th position.....\$299/week

(note: side bar banners appear on bottom of site on some mobile devices)

Banners may be combined to create a larger presence

Do you want one of these positions but would prefer a larger banner display than just 280x140 or 180x150? No problem. Two or more positions may be combined to create a larger ad. EXAMPLE:. (3) 280x140 banners = 840x140 banner.

Interactive/ Intuitive Ads

3DPrint.com consistently strives to offer advertisers unique options which not only differ from what is offered by more mainstream ad publishing services, but also ads which jump out specifically to grab a reader's attention. Below you will find some details of these premium interactive/intuitive ads.



The screenshot displays the 3DPrint.com website interface. At the top, the logo and tagline 'The Voice Of 3D Printing Technologies' are visible. Below the navigation bar, the main content area features an article titled 'Trove Offers 3D Printed Jewelry That's Perfect Just for You' by Hannah Rose Mendoza, dated October 6, 2015. A large, semi-transparent fly-in advertisement for the 'INSIDE 3D PRINTING CONFERENCE & EXPO' is overlaid on the page. The ad includes the event name, location (ZHUHAI, CHINA), dates (OCTOBER 15-17, 2015), and a promotional offer: 'GET 10% OFF with code 3DPRINT REGISTER NOW!'. A red arrow points to the ad with the text 'Fly-in Ad'. The website also shows a sidebar with social media links, a 'SUBSCRIBE TO 3DPRINT BY EMAIL' form, and various promotional banners for products like 3DXTECH filaments and Creator Pro printers.

300x250 Fly-in Ad on all pages of 3DPrint.com - Ad flies into the bottom center of the page allowing readers to either click-thru to the advertiser's website or close the ad out. It covers the content on the page, thus requiring a reader to choose one of the two options. This provides for a very high click-thru rate (see image above). - **\$947/week**

Dynamic IAB positions to be served globally across all posts level pages inline content. Positions can be served based on the device being viewed, in this sample we are displaying a standard leaderboard position in the top position served across all posts but can serve mobile friendly positions for both tablets and mobile devices.

3D Printed Cat Water Dish Delights Designer's Daughters and Cats
 BY CLARE SCOTT - SEPTEMBER 10, 2015

INSIDE 3D PRINTING
 CONFERENCE & EXPO
 Special exhibition w/ iPrint China
 ZHUHAI, CHINA | OCTOBER 15-17, 2015
 GET 10% OFF with code 3DPRINT
 REGISTER NOW!

Smart 3D Laser Scanner
 • Fast
 • Accurate
 • Portable
 • Industrial Grade
 More Details

300x250 Below Title In-article Ad - This ad is displayed within the text of all articles on 3DPrint.com, directly under the title (see below). - **\$669/week**



Full Screen Interstitial Ad - This is the premier spot offered on 3DPrint.com (see below). It is a pop-over ad that pops up on top of the content of our site 10 seconds after the page loads. It remains open for 10 seconds or until the reader closes it out. This will display once per user (IP address). - **\$2399/week**

Newsletter ads

The 3DPrint.com newsletter is mailed out to over 5,400 subscribers, from around the world. We offer solo ads as well as ads in our daily newsletters. (See newsletter example below)

- One Time Solo Ad - **\$1799**
- 180x150 Clickable Image Ad in Our Daily Newsletter for 1 Week (7 mailings) - **\$650/week**
- 160x600 Clickable Image Ad in Our Daily Newsletter for 1 Week (7 mailings) - **\$700/week**
- 300x250 Clickable Image Ad in Our Daily Newsletter for 1 Week (7 mailings) - **\$400/week**

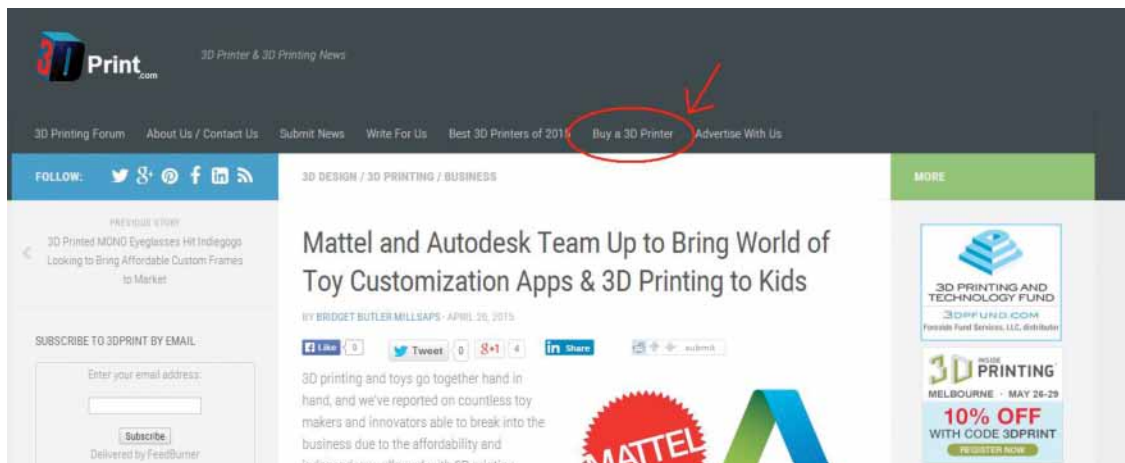


Sponsored articles

3DPrint.com offers the option of purchasing sponsored articles. These articles will be featured on our site just like a standard news story. All articles must be related to additive manufacturing or 3D printing in some way. Articles will be shared with our social media accounts, which include over 195,000 followers on Facebook and 175,000 on Twitter. We offer two options:

- **Self Written Sponsored Article (400 words or more) - \$199**
 - You write the article, or hire someone to do so. These articles will be edited and approved by our editing staff. Articles are required to be at least 400 words in length and exclusive to 3DPrint.com.
- **Professionally Written Sponsored Article - \$299**
 - One of our professional writers will write the article for you, based on information you provide. Article will be between 400-600 words in length and you will have the opportunity to approve it.

Exclusive leasing of “buy a 3D printer” link or similar link



This premier link, located at the top of our site, will be directed to your own sales page. Individuals who visit 3DPrint.com looking for a 3D printer -- there are plenty of them -- will be directed here! Price: \$999/month - 10% discount for 6-months / 20% discount for 1 year.

Email advertising@mecklermedia.com for all inquiries.



INSIDE 3D PRINTING™

C O N F E R E N C E & E X P O

Inside 3D Printing Conference & Expo is the largest 3D printing and additive manufacturing trade show in the world. From New York City, to Singapore, Paris, Tokyo, and Mumbai, these are just a few of the cities which have had a chance to experience MecklerMedia's Inside 3D Printing show.

Inside 3D Printing also has its own [news website](#), as well as a daily newsletter in which clients can purchase display ads on. On the following pages you will find some details on these offerings.



Newletters:

Daily 3D Printing News - Over 6,000 subscribers - Mailed out daily from Monday through Friday, featuring content aggregation of the day's hottest 3D printing news.

- **Solo Email Blast** to All Subscribers - \$1899
- **180x150** Clickable Image Ad in Our Daily Newsletter for 1 Week (7 mailings) - \$700/week
- **160x600** Clickable Image Ad in Our Daily Newsletter for 1 Week (7 mailings) - \$775/week
- **300x250** Clickable Image Ad in Our Daily Newsletter for 1 Week (7 mailings) - \$450/week



DAILY NEWS



Zortrax Offering 3D Printers to 180 Public Institutions in Poland

(3DPrint.com) -- Zortrax is offering its M200 3D printers to 180 public institutions in Poland's Masovian Voivodeship region by Nov. 15. Zortrax is also committed to offering comprehensive programs through which everyone has exposure to the technology and excellent training. [Click here to read more.](#)



Pylos Project Focuses on Soil to 3D-Print Sustainable Housing Structures

(3D Printing Industry) -- Sophia Constantinopolis has been selected as the first 3D-printed house in the world.

Upcoming Events

Santa Clara
October 20-22

Prices increase on-site! Reserve your pass today.

Inside 3D Printing returns to the Santa Clara Convention Center on October 20-22, 2015! Session topics will explore numerous special tracks that offer the opportunity to have a seminar program tailored specifically to attendee needs. Join us for sessions in art, business, manufacturing, medical, metal, scanners, software, and more. Keynote speakers include: Richard Garrity, Stratasys; Mike Rothenberg, Rothenberg Ventures & River Studios; Andrew Rush, President, Made in Space, Inc.; Benjamin Schrauwen, Autodesk; and Scott Summit, 3D Systems.

Register Now
Exhibitor List
Agenda

Website Display Ads:

Inside3dprinting.com offers 300x250 banner ads, available on the side bar of the news site. These are static ads which appear on all news articles as well as the main news homepage. There are 7 positions available, and pricing can be found below:

- 1st position (top) \$300/month
- 2nd position \$250/month
- 3rd position \$225/month
- 4th position \$215/month
- 5th position \$185/month
- 6th position \$180/month
- 7th position \$175/month

UPS and Other Delivery Companies Exploring the 3D Printing Business
September 21, 2015 11:50 am Published by Sandra Heisel
(The Wall Street Journal) — UPS and other delivery companies are exploring the 3D printing business. UPS is working with... View Article

Toyota and Materialise Design and Manufacture 3D-Printed Car Seat Prototype
September 21, 2015 11:40 am Published by Sandra Heisel
(3D Printing Industry) — Toyota has been working with Materialise to design, build, and manufacture a complex, saddle 3D-printed car... View Article

3D-Printed Artificial Reefs Positioned to Help Regrow Oyster Population
September 21, 2015 11:30 am Published by Sandra Heisel
(3D Printing Industry) — The Woburn Bay Shellfish Company in New England is hoping to help curb the destruction of the oyster's natural... View Article

Architect and Designer Julia Koerner Unveils Inspired by Fungi and Kelp 1st ad position
September 21, 2015 11:25 am Published by Sandra Heisel
Zhangwei Blog — Austrian architect and designer Julia Koerner has unveiled her 3D-Printed Springhule Collection. With an interest in... View Article

3D-Printed Scaffolds Help Regenerate Injured Nerves of Laboratory Rats
September 21, 2015 11:10 am Published by Sandra Heisel
(3D Printing Industry) — A National team of researchers has developed a first-of-its-kind, 3D-printed guide that helps regrow the sensory and motor... View Article

A Guide to Powder Materials for Metal 3D Printing
September 18, 2015 9:30 am Published by Sandra Heisel
(3D Printing Industry) — Metals are the fastest-growing segment of 3D printing. The growth of additive manufacturing is tied to... View Article

EVENT SCHEDULE

- Tokyo (3DPrinting@Home @ CEATEC) | October 7-9, 2015
- Zhuhai (Special Exhibition w/ IPRINT China) | October 15-17, 2015
- Santa Clara | October 20-22, 2015
- Mumbai | December 3-4, 2015
- Shanghai | December 8-10, 2015
- Singapore | January 26-27, 2016
- Düsseldorf in Association w/ Metrow | February 24-25, 2016
- Dubai | March 2016
- São Paulo | April 4-5, 2016
- New York | April 10-12, 2016
- Sydney | May 11-12, 2016
- Paris | May 24-26, 2016
- Seoul | June 22-24, 2016

NEXT EVENT

Tokyo (3DPrinting@Home @ CEATEC)
October 7-9, 2015

[REGISTER](#)

[EXHIBITOR LIST](#)

[LOCATION](#)

THE LARGEST 3D PRINTING EVENT WORLDWIDE
SANTA CLARA
INSIDE 3D PRINTING
CONFERENCE & EXPO
SANTA CLARA | OCTOBER 20-22, 2015

[REGISTER NOW!](#)

Email advertising@mecklermedia.com for all inquiries.

3DPrintBoard.com is the world's leading 3D Printing and Additive Manufacturing discussion forum. With over 12,500 registered members, the site receives the following traffic on a monthly basis:

65,000+ Visitors

45,000+ Unique Visitors

165,000+ Pageviews

The following advertising options are available:

728x90 Static Leaderboard..... \$469/week / \$1650/month

180x150 Static Side Bar Banner

(Position 1)..... \$469/month

(Position 2)..... \$449/month

(Position 3)..... \$409/month

(Position 4)..... \$399/month

(Position 5)..... \$389/month

Other options are available for those interested in having their own folder sections on the forum, or other brandable media.

Email advertising@mecklermedia.com for all inquiries.

3D PRINTING INDUSTRY

3D Printing Industry is the most trusted news and information resource of the global 3D printing sector. Along with Inside3DPrinting News and 3DPrint.com it is one of the best marketing tools for 3D printing and additive manufacturing companies. Whether you are a filament supplier or a manufacturer of an industrial level additive manufacturing machine, 3D Printing Industry has options for you. Below you will find some information and demographics concerning the site.

Featured Content: Audience in numbers

1.3M page views monthly

500K unique visitors monthly

30K Newsletter subscribers

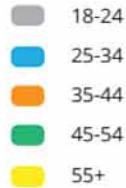
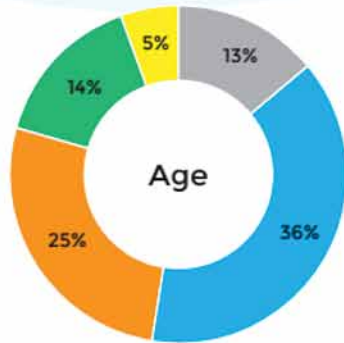
100K Facebook followers

60K Twitter followers

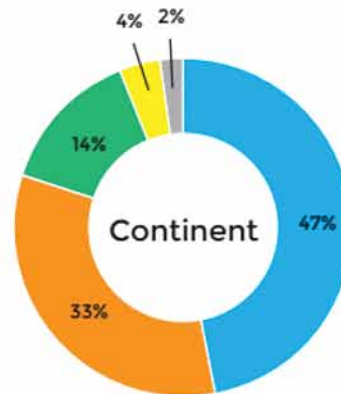
350K Google+ followers

3K LinkedIn followers

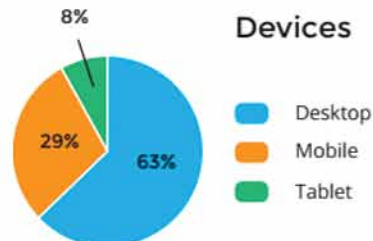
Reader demographics:



Gender



Devices



Website Banner advertising:

Home page:

- Leaderboard 1: 728x100px
- Leaderboard 2: 728x100px
- Rectangle 1: 300x200px
- Rectangle 2: 300x200px

The screenshot shows the website's layout with several advertising spots marked by orange lines:

- Leaderboard 1:** Located at the top right, featuring a banner for the "3D PRINTING CONFERENCE AND EXPO SINGAPORE | JAN 27-28, 2015" with a "10% OFF" badge.
- Leaderboard 2:** Located in the top left, above the main navigation menu.
- Rectangle 1:** A large article titled "Want to Make Money with 3D Printing? Read Up" with a sub-headline "HOW TO MAKE MONEY WITH 3D PRINTING".
- Rectangle 2:** A social media widget in the bottom right corner showing statistics for Google+, Twitter, LinkedIn, and Facebook.

Article page:

- Leaderboard 1: 728x100px
- Rectangle 1: 300x200px
- Rectangle 2: 300x200px
- Rectangle 3: 300x250px

3D PRINTING INDUSTRY



NEWS APPLICATIONS INSIGHTS REPORTS DIRECTORY 3DPLTV MORE Search



Intel Enters 3D Printing Space with 3D Scanning Notebook

BY MICHAEL MOLTICH-HOU ON TUE, JANUARY 6, 2015 - 3D PRINTING, 3D SCANNERS, 3D SCANNING, INDUSTRY NEWS

Last year, we reported that Intel would be incorporating 3D scanning technology into its next generation camera, the Senz3D from Creative. At that time, the company also mentioned that the camera would be integrated into many of the laptops and notebooks that would be released with Intel technology in 2015. The first such laptop has been announced at CES this week, the **Acer Aspire V 17 Nitro** with Intel RealSense 3D. Immediately jumping into the 3D printing game, the new notebook will be 3D printing ready.

In addition to the ability to work as a webcam, for possible 3D Skypeing, the notebook has the ability to scan items in 3D, resulting in a 3D model that can be 3D printed to a connected printer or remote 3D printing service. Using an infrared light, the scanner pushes us closer to what 3DPI's Andrew Wheeler and Autodesk refer to as **Reality Computing** (and HP refers to as **hybrid computing**), in which items in the real world and the digital world are seamlessly connected. The scanner bounces its light off of physical objects to render them in a digital space for possible modification or incorporation into virtual/augmented worlds.



The Acer Aspire V 17 Nitro is just the first of a series of devices to use Intel's RealSense 3D camera this year. The company also plans to launch tablets and mobile devices featuring the camera, as well. Though these devices may

<p>347,109 Recommends</p>	<p>60954 Followers</p>
<p>2635 Followers</p>	<p>97,893 Likes</p>

Newsletters:

Reach over **30,000** engaged 3D printing professionals: industrialists, investors, and 3D printer owners

Daily Newsletter

Demonstrate your brand and products in the Daily Newsletter sends out the latest news articles on daily basis. It's one of the most popular newsletters in the global 3D printing industry. The open rate is 30%

Weekly Newsletter

We also offer advertisement opportunities in the Weekly Newsletter that displays the top stories of the week, and is sent out every Saturday. The open rate is 35%

Ad spots

Leaderboard 1: _____

Leaderboard 2: _____

Size: 565x70px



Advertising price list:

Leaderboard 1 Home page	728 x 100 px	\$5,000 / Month
Leaderboard 2 Home page	728 x 100 px	\$3,500 / Month
Leaderboard 1 Article page	728 x 100 px	\$5,000 / Month
Rectangle 1 Home page	300 x 200 px	\$3,000 / Month
Rectangle 2 Home page	300 x 200 px	\$2,500 / Month
Rectangle 1 Article page	300 x 200 px	\$3,000 / Month
Rectangle 2 Article page	300 x 200 px	\$2,500 / Month
Rectangle 3 Home/Article page	300 x 250 px	\$5.5 CPM or \$2,000 / Month
Newsletter Leaderboard 1	565 x 70 px	\$2,500 / Month
Newsletter Leaderboard 2	565 x 70 px	\$2,000 / Month

3DPrintingIndustry also offers some more affordable options for smaller companies looking to make an impact in the ever-growing 3D printing and additive manufacturing space. Below you will find some options which are available on a weekly basis at prices that just about anyone can afford.

- 200x300 or 250x300 Banner Ad displayed on right side of site above the “Events Calendar” section - \$419/week
- 200x300 or 250x300 Banner Ad displayed on right side site below the “Popular/Latest Post” section - \$399/week

If interested in any of the above advertising options, or if you have any questions whatsoever, do not hesitate to contact advertising@mecklermedia.com.



Digital ad network package deals

One of the benefits of purchasing ads through **MecklerMedia's Digital Advertising Network**, is your ability to get discounted prices for bundled packages. We currently offer the following bundles. We also provide custom bundles for those who wish to purchase multiple ads, but don't see an option for something suitable below. Please contact us if you are interested in building a custom bundle at a discounted rate.

MecklerMedia Newsletter Bundle (Email sent to over 41,000 subscribers)

- 180x150 Banner in 3DPrint.com's Daily Newsletter for 1 Month
- 180x150 Banner in Inside 3D Printing's Daily Newsletter for 1 Month
- 565x70 Banner (Position #1) in 3DPrintingIndustry.com's Daily Newsletter for 1 Month

PRICE: \$7100/month

MecklerMedia Ultimate Website Bundle (Seen by over 1.3 million unique visitors/month)

- 280x140 Static Banner on Left Side of 3DPrint.com (Guaranteed top 4 position)
- 300x250 Static Banner on Right Side of Inside 3D Printing News (Guaranteed top 3 position)
- 180x150 Static Banner on Right Side of 3DPrintBoard.com (Guaranteed top 3 position)
- 300x250 Static Banner on Side of Article Page on 3DPrintingIndustry.com

PRICE: \$4549/month



MecklerMedia Premier Website Bundle

(Seen by over 1.3 million unique visitors/month)

- 180x150 Static Banner on Right Side of 3DPrint.com (Guaranteed top 4 position)
- Professionally Written Article About Your Company or Product on 3DPrint.com
- 300x250 Static Banner on Right Side of Inside 3D Printing News (Guaranteed top 5 position)
- 180x150 Static Banner on Right Side of 3DPrintBoard.com (Guaranteed top 5 position)
- 728x90 Leaderboard Banner on Article Page of 3DPrintingIndustry.com

PRICE: \$8397/month

MecklerMedia Starter Website Bundle

(Seen by over 1.3 million unique visitors/month)

- 280x140 Static Banner Somewhere on the Left Side of 3DPrint.com
- Professionally Written Article About Your Company or Product on 3DPrint.com
- 300x250 Static Banner on Right Side of Inside 3D Printing News
- 180x150 Static Banner on Right Side of 3DPrintBoard.com

PRICE: \$1997/month

MecklerMedia Premier Website & Newsletter Bundle

- 280x140 Static Banner on Left Side of 3DPrint.com (Guaranteed top 4 position)
- 300x250 Static Banner on Right Side of Inside 3D Printing News (Guaranteed top 3 position)
- 180x150 Static Banner on Right Side of 3DPrintBoard.com (Guaranteed top 3 position)
- 300x250 Static Banner on Side of Article Page on 3DPrintingIndustry.com
- 180x150 Banner in 3DPrint.com's Daily Newsletter for 1 Month
- 180x150 Banner in Inside 3D Printing's Daily Newsletter for 1 Month
- 565x70 Banner (Position #1) in 3DPrintingIndustry.com's Daily Newsletter for 1 Month

PRICE: \$9999