

GET REAL. GET PERSONAL. WITH TODAY'S JOB SHOPS.



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VP, Publisher



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WATERJET
TOOLHOLDING
WELDING
NC MACHINE TOOLS
WORKHOLDING
DM CAD/CAM
MACHINING CENTERS

The metalworking Job Shop continues to grow in revenue and global impact. In fact, it is one of the four most active entities in U.S. manufacturing. According to Dunn and Bradstreet, Job Shops, now represent 92% of all U.S. metalworking manufacturing plants (NAICS codes 331-339).

To survive, these highly aggressive Job Shops, Contract Manufacturers, and OEMs must invest in the highest levels of machine tools, cutting tools, software, QC, abrasive technology, plus all the necessary support systems.

MAN provides a personal connection to this dynamic market.

MAN media was the first to exclusively target this emerging industry five years ago. We've established the relationships. We know them by name. We even know the products they specify or buy (and audit the results). We know their problems and we provide the real-world solutions they need.

Peer-to-peer marketing is their preferred way of doing business.

MAN maintains open lines of communication with this profitable audience so you can build personal connections with these buyers. Our editorial provides the know-how and real-world solutions that others don't. It hits home and our readers respond. We've built a portfolio of media channels incorporating our monthly ebook, electronic eNewsletters, interactive Web sites, direct email, trade show events, and specialized research that allows you to piggy back your message with our content to hit the mark and get results.

MAN media delivers real returns.

To reach the busy Job Shop, you need frequency and impressions. MAN has the tools to deliver your message and return the responses you need.

We've developed an exclusive lead generating product that provides you with pre-qualified leads... the actual names, titles, companies, addresses, zips, and emails of your potential buyers... real returns, real ROI.

Why shoot for the moon when you can make a personal connection?

The MAN audience prefers peer-to-peer solutions. We take their needs personally. We deliver the same personal service to our advertising audience with intelligent solutions, timely response, and an understanding of the industry that 42 years of experience has engineered. Give us a call. If we don't know the answer, we'll dig until we find it for you. Job Shops are our business, and connecting you to the inside will be our personal pleasure. Call us.