

2023 Media Kit



Certified 3D product models and community resource



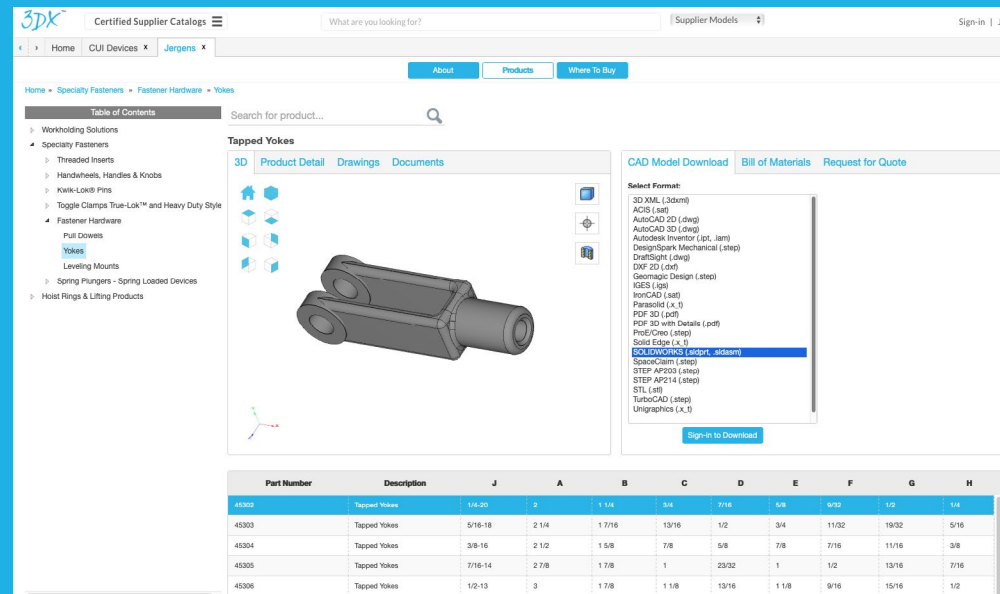
For manufacturers & distributors, who want their products considered in all phases of the design cycle. 3D Exchange is a 3D modeling company that creates models in multiple formats using the manufacturers existing product assets and data. Unlike other 3D modeling companies, 3D Exchange is designed to reach audiences across multiple industries to create awareness of the manufacturers products.



Innovation - Accuracy – Customer Service – Community - Flexibility

CREATE AN ONLINE PRODUCT CATALOG

WHERE YOUR AUDIENCE CAN SHARE, BROWSE, AND DOWNLOAD YOUR 3D CAD MODELS



- Searchable database of downloadable 3D CAD models – free to use.
- 3D CAD models & supporting product documentation
- Downloadable assets for engineers
- Analytics and Dashboard

ACCESSIBILITY

YOUR CATALOG CAN BE FOUND ON MANY WEBSITES THAT ARE FREQUENTLY VISITED BY ENGINEERS.

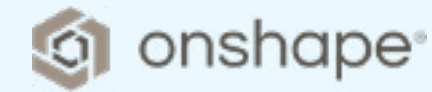
Your 3D models will appear on these websites

- Your website
- 3DX website
- Onshape website
- Endeavor's D&E brands' websites
- Option to add to distributor partner websites
- As we add 3DX to more Endeavor brands, your models will be included at no additional charge.

20+
RELEVANT
MEDIA
BRANDS



Our partners:



Endeavor Brands relevant to your products:

ElectronicDesign.

Processing

partsdirect™

MachineDesign.

**Water
Technology**

**LASER FOCUS
WORLD.**

NED New
Equipment
Digest.

POWER&MOTION.

P.I.
PROCESS INSTRUMENTATION

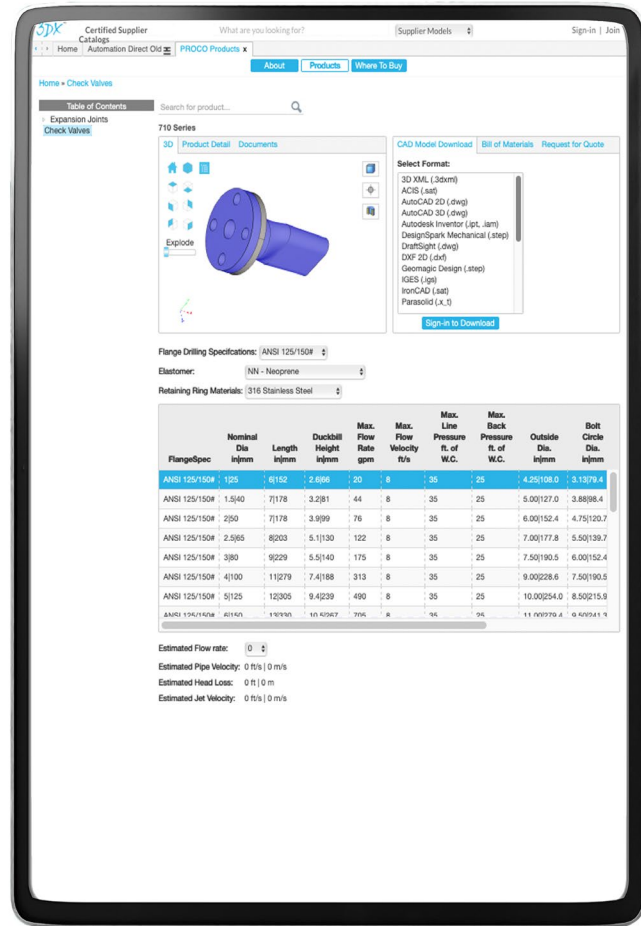
Microwaves&RF.

**VisionSystems
DESIGN**

**Military•Aerospace
Electronics.**

EASY TO IMPLEMENT

Take your model from a lonely asset on your site to part of a larger community where it can be exchanged and integrated into thousands of designs.



WHAT YOU PROVIDE

MATERIALS:

- Product Specifications
- 2D models are helpful but not required
- Data Sheets
- Images

FORMAT:

- STEP files are best

WE DO THE REST.

RESULTS

ACCESSING & TRACKING:

The 3DX Publishing Studio allows you to view your results 24/7. You can also set up automated reports to send as often as you would like and who should receive.

Tracking includes:

- Personal demographic information
- and location
- The part and model number
- The website the lead came from
- The software that was chosen at the time of download

[illegible]

PACKAGES

Discover how savvy marketers are leveraging 3D models for engagement and lead generation.

BASIC PACKAGE

- An announcement to the 3DX audience once your catalog is published
- An announcement to the audience when there are any updates to the models.

SILVER PACKAGE

- An announcement to the 3DX audience once your catalog is published
- An announcement to the audience when there are any updates to the models.
- Monthly subscription fee
- (12) 3D Exchange Product Spotlight newsletters

GOLD PACKAGE

- An announcement to the 3DX audience once your catalog is published
- An announcement to the audience when there are any updates to the models.
- Monthly subscription fee
- (6) HTML eblasts – sent to 35k members each deployment
- (4) 3D Exchange Product Spotlight newsletters – sent to 35k members each deployment

PLATINUM PACKAGE

- An announcement to the 3DX audience once your catalog is published
- An announcement to the audience when there are any updates to the models.
- Monthly subscription fee
- (6) HTML eblasts
- (6) 3D Exchange Product Spotlight newsletters

SUBSCRIPTION

WHAT IS INCLUDED IN THE MONTHLY SUBSCRIPTION FEE?

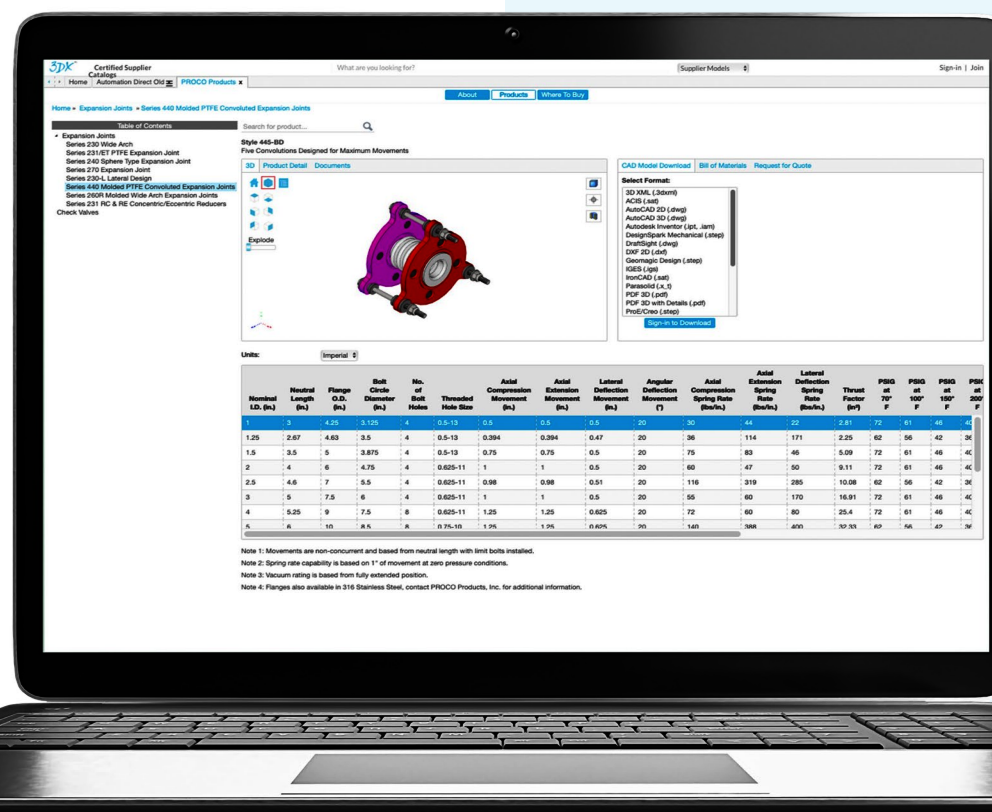
- All leads and metric information
- Maintenance and updates to products
- Assistance with integration into distributor websites
- Monthly product announcement in 3D eXchange

WHAT ARE THE BENEFITS OF SUBSCRIBING?

- Generates the highest quality sales lead
- Improved SEO
- Increased customer satisfaction
- Reduced customer service costs
- Customer retention
- 24/7 access to all leads

DOWN THE ROAD:

- Making additions to the original catalog will be time and materials and a quote will be provided.
- Once the addition is added to the catalog the maintenance is covered by the monthly fee
- Example – Once the original catalog is live - if you want to add a new category of products or a customer configurator there would be a quote provided. Once live the updates are covered by the monthly maintenance fee.



ENGAGEMENT

Business Industry

Aerospace & Defense MFG	Industrial
Automotive	Controls & Instrumentation
Biotechnology/Pharmaceuticals	Material sciences
Building & Construction	Medical
Chemicals, plastics & rubber	Oil & gas
Communications/Cellular/Broadcast	Packaging machinery
Computers/Computer Networks	Semiconductors/lcs
Consumer Electronics	Transportation, railroad, marine
Academic	Utility, institution
Electrical & Electronics	Wood, paper, printing & textiles
Fabricated metals	Smart home/buildings
Factory automation	Aviation
Food & beverage	Machinery Mfg
Furniture design & manufacturing	Repair and Maintenance
General manufacturing	Mining
Government	Wholesaler or Distributor of Durable or
HVAC, fire control, safety	Nondurable products

110K
ENGINEERS
& MAKERS

Job Function

Architect/builder/contractor
Design Engineer
Professor or Instructor
Student
Engineer
Corporate Management
Hobbyist or Maker
Plant & Manufacturing Engineering Mgmt
Project Manager
Purchasing/Materials Manager
Quality Control
Research & Development
Self employed
Technical Support
Testing and Evaluation
Engineering Management
Hardware Development
Product or Systems Design Engineer

Audience Story

Engineers know the fastest way to model a product is to download the 3D model. They search online for products like yours to incorporate into their design projects. Once located, they want a 3D CAD model of your product to download into their CAD project.

80%
MODEL
DOWNLOADS
RESULT IN SALES

153K
DOWNLOADS
PER YEAR

TAKE YOUR ADVERTISING CAMPAIGN DIGITAL

Make sure your brand is represented when the buyers begin their search for products.

NEWSLETTER

3D Exchange Spotlight

Highlight your 3D CAD models for professionals who design in 3D. Include between 1-6 products. [Exclusive](#).

Your sponsorship includes

- Native Ad (300w x 250h, JPG or PNG-50 kb max, 72 ppi, 40 Character Headline, Up to 80 words of text, URL, Please include any company branding or logo as part of your image.
- Send Materials to: rhofman@endeavorb2b.com)

30,000
SUBSCRIBERS


31.01%
Avg total open rate

29%
Avg CTR




3D eXchange Spotlight
3DX™ Media

September 21, 2022



The Expansion Joint and Check Valve People




SERIES 230
Expansion Joints Absorb Pipe Movements, Relieve Stress and Misalignment
The Proco Series 230 Spool Type Wide Arch Expansion Joints are the work horse for industrial applications such as Circ Water Pumps, Condenser Connections, and Cooling Towers and are the perfect choice for power generation. They can be manufactured as a single, double, or triple arch style based on application and movement. [LEARN MORE >](#)



SERIES 240
Expansion Joints for HVAC Applications
The Proco Products, Inc. Series 240/242 expansion joints are the perfect solution for HVAC piping applications. The unique spherical design makes these expansion joints excellent choices for chiller or hot water service. The floating metallic flanges freely rotate on the bellows, compensating for mating flange misalignment, thus speeding up installation time. [LEARN MORE >](#)



SERIES 440 PTFE
PTFE Expansion Joints for Chemical Service
The Proco Series 440 Molded PTFE Expansion Joints can be used for corrosive applications that are found in industries such as chemical-petrochemical, industrial process piping systems, power generation plants, pulp/paper plants, water and wastewater sewage, and pollution control systems. These PTFE joints are available in 2, 3 and 5 convolutions. [LEARN MORE >](#)



SERIES 700
Backflow Protection with the ProFlex™ Series 700 Check Valves
The ProFlex™ Series 700 check valves are recommended as direct replacements for ineffective, maintenance-ridden flap type check valves, which are commonly known to seize, rust, or bind in unwanted positions. The

CUSTOM HTMLS

MAILING LIST
30,000
Engineers/Designers



Custom Content Email

The idea behind this unique-in-the-market email product is to provide manufacturers with a sole sponsor, 100% share of voice (SOV) opportunity to showcase valuable, need-to-know content on their website.

Use the Custom Content Email to reinforce your company's expertise by:

- Featuring a product application case-study
- Providing promotional weight to a new product launch
- Highlighting company opportunities
- Directing engineers and designers to your specification data or CAD model

Inventory for Custom Content E-Newsletters is limited, so please contact your sales representative if you're interested.

Success Overview

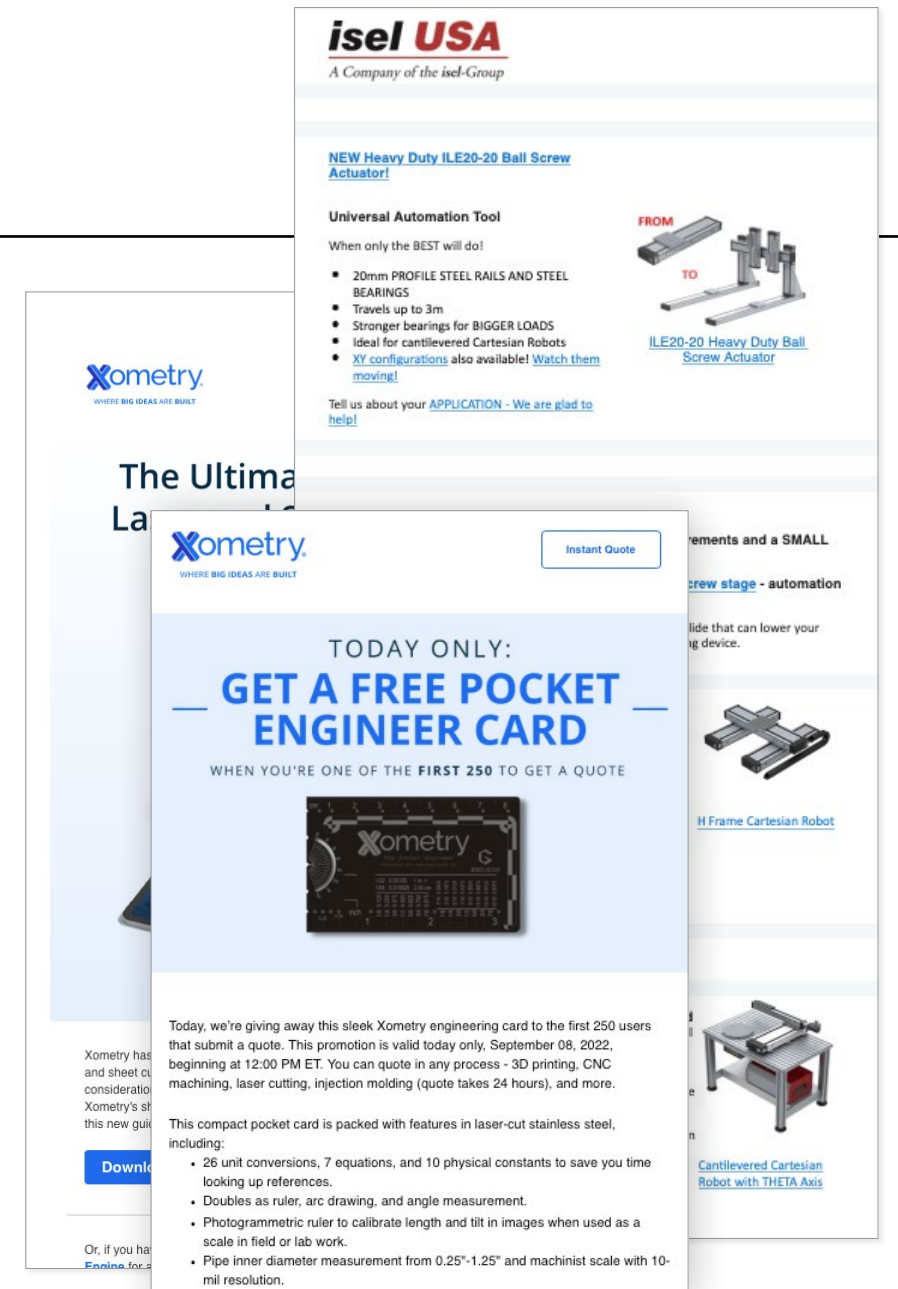
Our Custom Content E-Newsletter is designed to give readers an overview of sponsor capabilities, products, resources and design tools with multiple subjects and click-through opportunities to sponsor landing pages.

- Strategy: Engagement
- Inventory: Limited (please contact publisher)

7,737%
Avg clicks

15.5%
Avg total open rate

131.8%
Avg CTR



MARKETING SOLUTIONS

Our portfolio of media and advertising solutions is built to leverage trusted content and high-performing channels.

The result is successful campaigns that drive conversion for marketers through intelligence gathering, content development, interactive storytelling, targeted campaigns, and lead generation.

RESEARCH & INTELLIGENCE

Empowering Smart Business Decision Making

Rely on our research development and data analysis expertise to ensure your program delivers meaningful and relevant insights. Subject matter experts help guide thought leadership topics and ensure statistically valid results from target audiences.



As part of Endeavor Business Media, Endeavor Business Intelligence offers a full portfolio of marketing solutions & services that provide marketers opportunities to engage and educate – generating awareness, creating marketing pipelines, and delivering high-quality leads for their organizations.

[Learn More »](#)

State of the Market

Develop thought leadership and generate high-quality leads with this market-facing research report that will help your target audience understand the forces at play and gain insights for smart decision-making.

[Learn More »](#)

Virtual Focus Groups

Narrow the gap with customers and target markets using qualitative marketing research that offers a powerful feedback loop. Led by a trained moderator, these structured discussion sessions stimulate lively group discussions and prompt respondents to share experiences.

[Learn More »](#)

Industry Insights

Leverage research as a lead generator by providing your audience with research-backed data on hot-button issues. Measure pain points, organizational impact and future outlooks on specific topics, use data points to drive your content marketing strategy.

[Learn More »](#)

Brand Perception

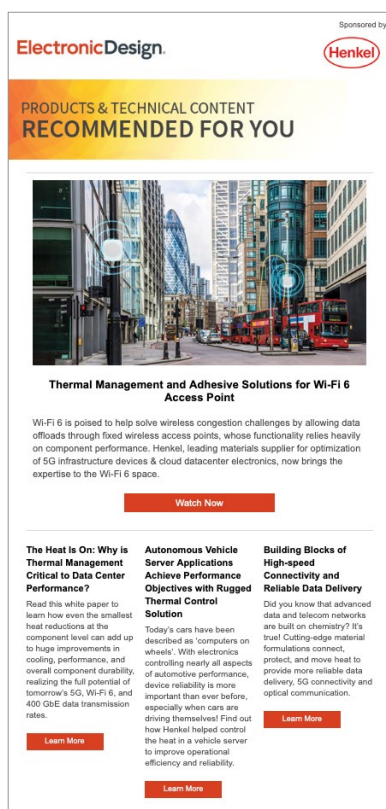
Better understand how decision-making professionals perceive your brand, products or solutions. Gauge purchase intent and deliver insights into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.

[Learn More »](#)

CONTENT SYNDICATION

Surface Your Best Content in High-Performing Channels

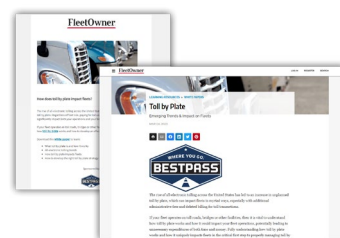
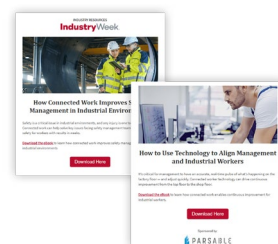
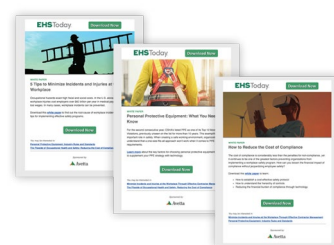
Syndicate your high quality content in our trusted channels and benefit from increased recognition. Co-branded emails and known content structure gives design engineers the confidence to engage and click.



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.

[Learn More »](#)



Multi Asset Promotion

Deliver broader context to an important topic and promote up to 3 assets to a target audience through a co-branded email promotion and drive traffic to your site landing page.

[Learn More »](#)

Single Asset Promotion

Promote your high-performing content to a target audience through a co-branded email promotion and drive traffic to your site landing page.

[Learn More »](#)

Custom Lead Program

Develop a content syndication lead program optimized for your assets and goals. Programs include distraction-free, custom-built landing pages for increased conversions and promotional efforts designed to achieve success.

[Learn More »](#)

VIDEO

Creative Solutions for Video at any Budget

Rely on our technology platforms, proven techniques and design skills to create video that gets views. Choose from a variety of formats that are designed to meet your goals and suitable for multi-channel content strategy.

Quickchat Video

Capture key insights from your experts through these 10-15 minute editorially-driven video interviews that help to deliver broader context to the issues being covered. Leverage our topic expertise, technology platform and light video editing to create a powerful video asset.

[Learn More »](#)

Product & Solution Video

Deliver a quick and engaging perspective on your product or solution's key attributes and the challenges it helps address. Collaborate with our experienced video producers to create high-impact product videos and images that enhance your product launch and sales strategy.

[Learn More »](#)

Explainer Video

Break down complex topics into simple and easy-to-digest animated videos that are 30-45 seconds long. This alternative video type requires minimal deliverables from you, making for easy, cost effective production. Great for social promotions.

[Learn More »](#)

Custom Video Production

Take control of your video content strategy, optimizing the medium to best serve your brand and your marketing goals. Our team of production and design experts will consult with you to create video that reflects your brand, tells your story, and showcases your products and services.

[Learn More »](#)

DIRECT & TARGETED MARKETING

Leverage our First-Party Data Through Direct & Targeted Marketing

Target prospects or customers with highly effective campaigns that zero in on decision makers and keep you top of mind. Leverage our brand list or tap into Endeavor's database of over 9 million professionals all with first-party data insights.

Audience Extension

Partner with our team of engagement marketers and data analysts to build custom campaigns that will target business decision makers in our in-house channels and extended networks based on your criteria.

[Learn More »](#)

Websites & Mobile

Leverage our first-party data and create campaigns targeting the business decision makers who match your criteria on websites and social ONLY to those who fit your targeted profile.

[Learn More »](#)

Social

Drive higher CTR% and conversions using Facebook, Instagram and LinkedIn. We'll manage your campaign using your banner, video and native ads and create targets based on our first-party data.

[Learn More »](#)

Third-Party Emails

Using our first-party data and insights we reach your targeted audience through personalized emails. Our team of direct marketing experts will set up and deploy HTML email that attracts decision makers. Full reporting metrics provided. Privacy compliant.

[Learn More »](#)

Connected TV (CTV)

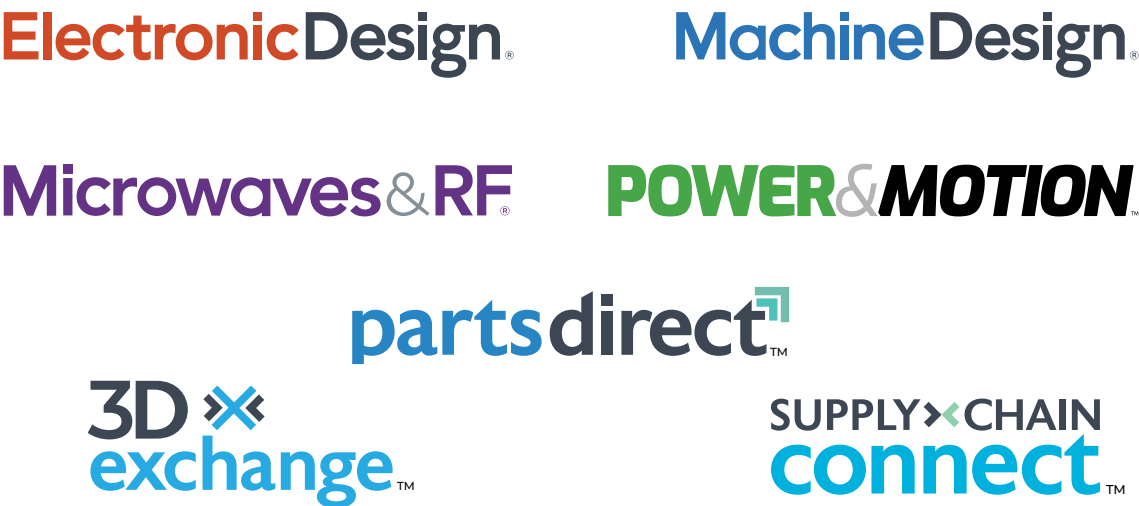
Target and deliver your 15- or 30-second video on connected TVs and streaming apps using our B2B IP targeting methods and validated data sources.

Includes: Video Placement only

[Contact Us »](#)

The Design & Engineering Group’s portfolio of industry-leading technology brands—along with its supply chain, parts and purchasing brands—supports the design process from design to delivery. The editorial content and products we produce keep your brand in front of our audience of engineers and buyers throughout a product’s full lifecycle.

Electronic Design, Machine Design, Microwaves & RF and Power & Motion offer a full array of broad and niche technology coverage to inform engineering professionals about the latest technologies and their implications for design, development, integration and industry advancement. With *Supply Chain Connect, Parts Direct* and *3D eXchange*, part research, integration, and purchasing are represented in a full-picture perspective of industry coverage relevant to today’s multi-discipline engineer.



Design Engineering Group Key Audience Segments



Sales

TOM LAZAR
tlazar@endeavorb2b.com
920-212-2241

CHRISTINA CAVANO
GROUP PUBLISHER
ccavano@endeavorb2b.com
M:714 469 6980

Brand Resources

BRAND WEBSITE: 3dx-us.com
MARKETING WEBSITE: 3dx.endeavorb2b.com