



THE SPOOL LIST

// THE NETWORK · FABRICATION MARKETPLACE

● PARTNER MEDIA KIT · 2026

Reach the people who actually make things.

Equipment-verified buyers commissioning fabrication work. Makers investing in machines, materials, and tools. Two-sided, niche-aligned, intent-rich.

17

CATEGORIES

350+

VERIFIED MACHINES

2-Sided

REACH

iOS · Web

CHANNELS

The Fabrication Marketplace

The Spool List is an **equipment-verified fabrication marketplace**. Makers register their actual machines — model number, capabilities, materials. Buyers post jobs that route automatically to makers whose equipment can fulfill them, by capability and proximity, not keywords.

It's not an Etsy. It's not a Fiverr. It's the layer that matches real fabrication demand to real fabrication capacity across 17 equipment categories — from FDM and resin to CNC, laser, embroidery, ceramics, jewelry, and metalwork.

Which means the audience here is doing one of two things: **commissioning work that needs your products**, or **building shops that need your products**. There is almost no audience waste.

Who You're Reaching

Two distinct sides of the same niche. Most ad networks give you a category. We give you intent.

SIDE A • BUYERS

Commission-Ready Demand

People actively posting fabrication jobs with budgets, deadlines, and file uploads. They're spending money on outputs — and the materials, finishes, and tooling that produce those outputs are part of the buying conversation.

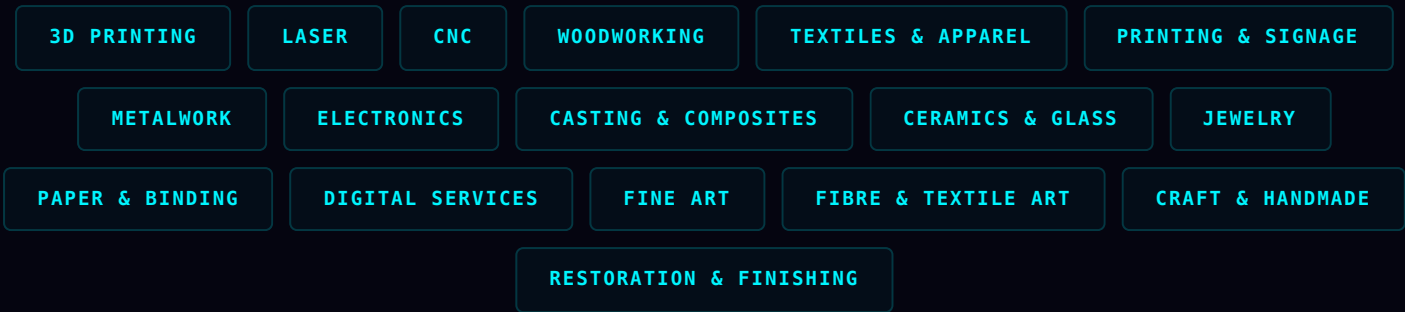
SIDE B • MAKERS

Equipment-Verified Operators

Hobbyists running one machine. Pro shops running fifty. Print farms running hundreds. All of them register what they own, which means we know exactly which audience to put your printer, filament, bit, lens, or laser tube in front of.

17 Equipment Categories

Target the disciplines where your product lives — or run cross-discipline campaigns when relevance spans the platform.



What Makes This Different



INTENT, NOT IMPRESSIONS

Every user has either posted a job or registered equipment. Every visit has commercial signal attached. No audience pad, no display-network bleed.



VERIFIED EQUIPMENT

Targeting by actual machine ownership, not survey self-report. If you sell resin, we know which users own resin printers. If you sell bits, we know who runs CNC.



TWO-SIDED REACH

Buyer-side campaigns for materials, finishes, and prototype services. Maker-side campaigns for machines, consumables, and shop infrastructure. Same kit, two audiences.

What's Available

Inventory is curated, not auctioned. Each placement is shaped around the partner — these are the formats we currently support.

01 Catalog Placement

Featured positioning inside the **350+ machine catalog** — surface your printers, lasers, CNCs, cutters, or embroidery machines at the moment makers are choosing what to add to their shop. Manufacturer-of-record placements, category sponsorships, and "compatible with" cross-promotions.

02 In-App Display & Native

Native placements across the iOS and Android apps and the web portal. Filament, materials, tooling, and accessory brands fit naturally — units read as utility, not interruption. Targeting by **discipline, machine ownership, geography**, and buyer-vs-maker role.

03 Newsletter Sponsorships

Sponsored slots in the maker newsletter — product launches, deep-dive features, and recurring "what's new" segments. **Single-sponsor format**, no inventory crowding. Lead position vs secondary position available.

04 Launch Announcements

Coordinated launch coverage for new machines, materials, or tooling. Includes catalog onboarding, in-app placement, newsletter feature, and homepage banner. Suited to manufacturers timing announcements around **trade shows, product reveals, or seasonal pushes**.

05 Custom Partnerships

Affiliate-style integrations, co-branded content, exclusive maker discount codes, sponsored challenges. If you want something that isn't on this list, ask — bespoke arrangements are how most of our larger partners start.

Placement & Asset Specs

A starting point — final specs are tailored per placement and shared at the proposal stage.

BANNER · WEB HERO	1920 × 480 · PNG/WebP · <200KB
BANNER · WEB INLINE	1200 × 300 · PNG/WebP · <150KB
IN-APP CARD	1080 × 1080 or 1080 × 1350 · PNG · <300KB
CATALOG FEATURE IMAGE	1600 × 1200 · 3D render or product photo · transparent or solid bg
NEWSLETTER HERO	1200 × 600 · plus 80-word blurb + destination URL
ASSET LEAD TIME	Minimum 5 business days before campaign launch
TRACKING	UTM-tagged destination URLs · third-party pixels case-by-case

What We Won't Run

Curation is the product. These rules exist so the audience keeps trusting the placements.

// EDITORIAL STANDARDS

- > No misleading capability claims (e.g. consumer machines marketed as industrial-grade).
- > No pre-order or vapor-product promotion without a confirmed ship date.
- > No "AI replaces makers" framing — this is a fabrication platform, not an automation pitch.
- > No competitor disparagement in creative or copy.
- > Health, safety, and chemical-handling claims must be substantiated on the destination page.
- > Affiliate and sponsored placements are always labeled as such.

Let's build the brief.

Send a one-line description of what you're trying to reach and we'll come back with a placement proposal, audience match, and timing window.

Closed-beta partners get launch-window terms.

partners@thespoollist.com

The Spool List · The Fabrication Marketplace · thespoollist.com

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