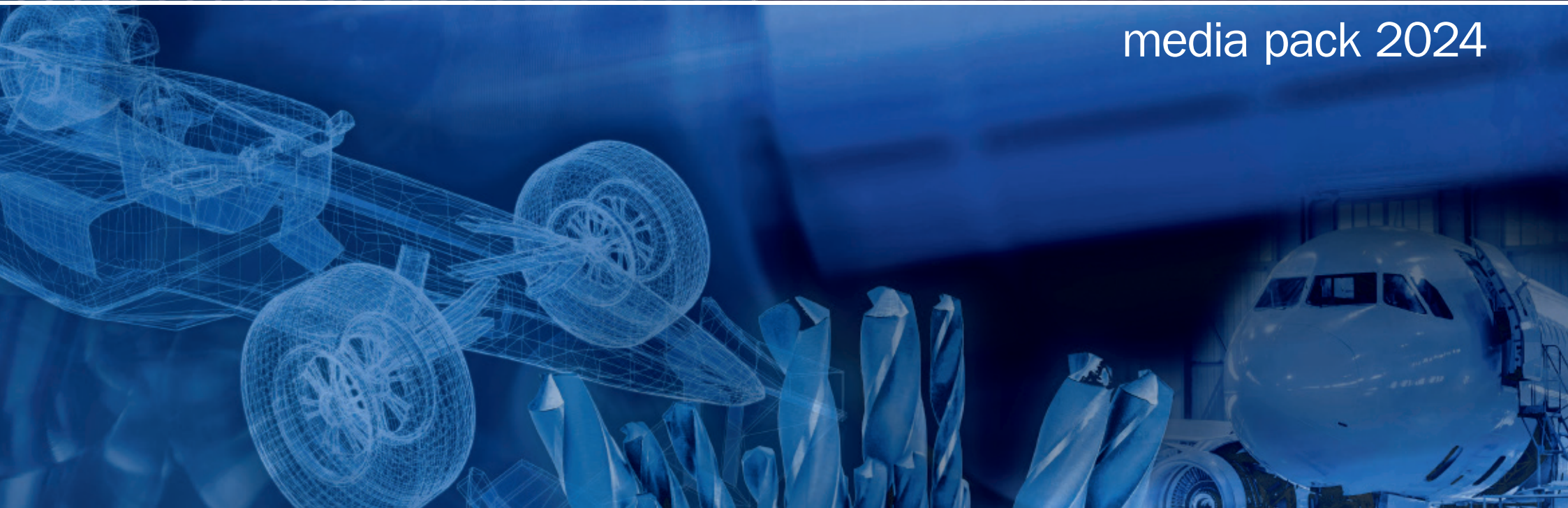




# MACHINERY

media pack 2024





Magazine

**17,023**

monthly circulation



[www.machinery.co.uk](http://www.machinery.co.uk)

over  
**59,000**

Unique users

**190,000**

page views annually

# MACHINERY

## PRINT & ONLINE WORKING TOGETHER

*Machinery* has been published for more than 100 years and has a long history of providing high quality content about the ever-changing machine tools industry for production engineers encompassing the entire end-to-end manufacturing process.

Constantly evolving to meet our readers' needs, our monthly print title will continue to be the bedrock, providing the latest original news, products, interviews, comment, and in-depth features.

To reflect the changing trends, our digital platforms have also been enhanced to meet the needs and demands of the market, as users not only want to read content in print, but also on their smartphones, tablets and laptops, on the go and at their fingertips.

*Machinery's* new website launched in 2022 offers an improved user experience where we now bring more news, products, features and videos than ever before, while the enhanced website also offers more advertising opportunities to suit your requirements.

Our digital edition has been growing in popularity and readership, via the innovative new BlueToad platform, providing our readers a much better user experience on every mobile device.

1-to-1 online interviews, webinars and podcasts have also grown in importance opening new opportunities to the industry and will continue to grow. *Machinery* can provide a service to host company interviews, webinars and podcasts on any subject within the machine tools industry, so if you have any ideas, please get in touch.

Social media is also another key publishing platform, and we are very active on Twitter and LinkedIn with our follower numbers increasing every week, so please give us a follow or contact us if you want anything shared via our accounts.

We look forward to working and speaking with you.



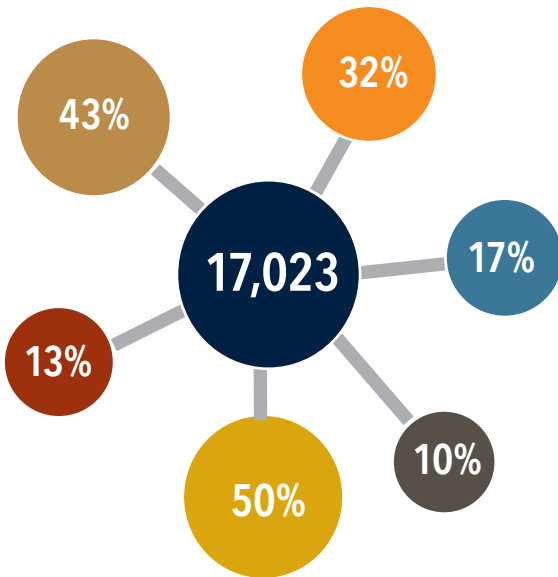
stock.adobe.com/krady



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# READERS WITH PURCHASING POWER

## DISTRIBUTION BY JOB FUNCTION



**43%** Machine tool purchasing

**32%** Tooling

**10%** Quality/Test/Calibration

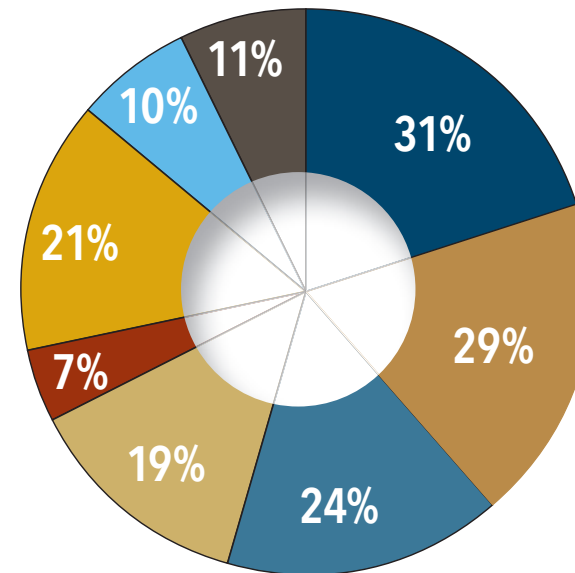
**17%** Production engineering/Process control /Control & instrumentation

**13%** Production, Assembly & Finishing

**50%** Production management

# SECTOR COVERAGE

## DISTRIBUTION BY SECTOR



**31%** Automotive

**29%** Aerospace

**24%** Defence

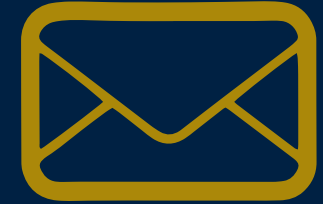
**19%** Medical

**21%** Oil/Gas/Energy

**7%** FMCG/White/Brown

**10%** Renewable

**11%** Rail



Fortnightly ezine sent to

**11,615**



@MachineryTweets

**3,841**

Followers



**1,779**

Followers

# PRINT RATE CARD

## Machinery 2023 Rate Card

Display Advertising	x1	x6	x12
Full Page	£3,120	£2,655	£2,195
Half Page	£1,850	£1,620	£1,330
Quarter Page	£1,100	£985	£870

## Products & Services Panel Advertising

£36 per single column cm

## OPPORTUNITIES IN PRINT

Advertising, sponsorship, thought-leadership, education pieces, company profiles, The Machinery Interview (Q&A), product launches and Technology Updates



## Regular features & news



## Regular supplements



Machinery is ranked top by our readers in a list of seven competing journals\*

**95%**

OEM copies

**52%**

Subcontractor copies

**83%**

Of readers read all or part of Machinery always or frequently

# MACHINERY

## Editorial Calendar 2024

Month	Production Processes			Production Support			Sectors	Special reports	Exhibition Previews/Reviews
<b>January</b>	Machining centres	Punch, profile, bend, form		Quality & metrology	Cleaning & degreasing		<ul style="list-style-type: none"> <li>Subcontracting</li> </ul>		<ul style="list-style-type: none"> <li>Southern Manufacturing, (6-8 Feb) Preview</li> <li>MACH (15-19 Apr) First Preview</li> </ul>
<b>February</b>	Turning	Additive manufacturing	Waterjet cutting	Tooling			<ul style="list-style-type: none"> <li>Motorsport</li> </ul>	<ul style="list-style-type: none"> <li>CADCAM &amp; production I</li> </ul>	<ul style="list-style-type: none"> <li>MACH (15-19 Apr) Second Preview</li> </ul>
<b>March</b>	EDM & ECM	Composites in manufacturing	Grinding, honing & surface finishing	Workholding	Coolants & cutting oils		<ul style="list-style-type: none"> <li>Aerospace</li> </ul>		<ul style="list-style-type: none"> <li>MACH (15-19 April) Third Preview</li> </ul>
<b>April</b>	Machining centres	Drilling, including deep hole	Sawing & steelworking	Quality & metrology	Cleaning & degreasing		<ul style="list-style-type: none"> <li>Medical</li> <li>Energy</li> </ul>	<ul style="list-style-type: none"> <li>Tooling &amp; workholding</li> </ul>	<ul style="list-style-type: none"> <li>MACH (15-19 Apr) Show Issue</li> <li>Control, Stuttgart (23-26 Apr) Preview</li> </ul>
<b>May</b>	Turning	Punch, profile, bend, form		Part marking & traceability	Industry 4.0 & automation		<ul style="list-style-type: none"> <li>Subcontracting</li> </ul>	<ul style="list-style-type: none"> <li>Aerospace</li> </ul>	<ul style="list-style-type: none"> <li>Subcon (5-6 June) Preview</li> <li>Grinding Hub, Stuttgart (14-17 May) Preview</li> </ul>
<b>June</b>	Grinding, honing & surface finishing	EDM & ECM	Additive manufacturing	Tooling	CADCAM & production IT		<ul style="list-style-type: none"> <li>Automotive</li> </ul>		<ul style="list-style-type: none"> <li>MACH Review</li> <li>Additive International (10-11 July) Preview</li> </ul>
<b>July</b>	Machining centres	Composites in manufacturing		Quality & metrology	Industry 4.0 & automation		<ul style="list-style-type: none"> <li>Heavy engineering</li> <li>Medical</li> </ul>	<ul style="list-style-type: none"> <li>Aerospace</li> </ul>	<ul style="list-style-type: none"> <li>Farnborough Airshow (22-26 July) Preview</li> </ul>
<b>August</b>	Turning	Sawing & steelworking		Tooling	Workholding		<ul style="list-style-type: none"> <li>Subcontracting</li> </ul>	<ul style="list-style-type: none"> <li>Quality &amp; metrology</li> </ul>	<ul style="list-style-type: none"> <li>AMB, Stuttgart (10-14 Sept) Preview</li> </ul>
<b>September</b>	Grinding, honing & surface finishing	Punch, profile, bend, form		CADCAM & production IT	Cleaning & degreasing		<ul style="list-style-type: none"> <li>Energy</li> </ul>	<ul style="list-style-type: none"> <li>5-axis machining</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Engineering (Nov date TBC), Preview</li> <li>Parts2Clean, Stuttgart (24-26 Sept) Preview</li> </ul>
<b>October</b>	Machining centres	EDM & ECM		Tooling	Quality & metrology		<ul style="list-style-type: none"> <li>Automotive</li> </ul>	<ul style="list-style-type: none"> <li>Industry 4.0 &amp; automation</li> </ul>	<ul style="list-style-type: none"> <li>EuroBLECH, Hanover (22-26 Oct) Preview</li> </ul>
<b>November</b>	Turning	Waterjet cutting	Sawing & steelworking	Workholding	Coolants & cutting oils		<ul style="list-style-type: none"> <li>Subcontracting</li> </ul>	<ul style="list-style-type: none"> <li>Aerospace</li> </ul>	
<b>December</b>	Grinding, honing & surface finishing	Additive manufacturing, including Formnext		Tooling	Industry 4.0 & automation	CADCAM & production IT	<ul style="list-style-type: none"> <li>Medical</li> <li>Motorsport</li> </ul>	<ul style="list-style-type: none"> <li>Speaking of success</li> </ul>	

# DIGITAL RATE CARD & SPECIFICATION

## WEBSITE

Billboard .....	£2,500
Leaderboard .....	£1,500
Single MPU .....	£750
Double MPU .....	£1,500
Special positions including: Wallpaper, Adhesion, Skybox, Interscroller.....	£POA

## E-NEWSLETTERS

Banner .....	£600
Technology Spotlight White paper/video .....	£900
Sponsored news .....	£700
Exclusive HTML .....	£1500

## DIGITAL PRODUCTS

Online panel discussion .....	£7,995
Online Machinery 1-to-1 Interview .....	£3,500
Webinar .....	£5,500

A variety of sponsorship and bespoke options are available across the full range of Machinery media platforms and events. We can work with you to identify your needs and requirements: from brand building and awareness campaigns, right through to direct sales and lead generation.

To discuss your requirements in more detail please call Alex Cronin on 07522 946087 or email: Alex.Cronin@markallengroup.com

## WEBSITE ADVERT SPECIFICATION

### FILE FORMAT (MAX FILE SIZE 1MB)

Static or animated image (PNG, GIF, JPEG), HTML5, 3rd party (tag or script)

### billboard - top position

#### DIMENSIONS

Desktop: 970 x 250 pixels

Tablet (high res): 728 x 90 pixels and (low res:) 468 x 60 pixels

Mobile: 320 x 50 pixels

### Leaderboard

#### DIMENSIONS

Desktop: 728 x 90 pixels

Tablet (high res): 728 x 90 pixels and (low res:) 468 x 60 pixels

Mobile: 320 x 50 pixels

### Double MPU

#### DIMENSIONS

Desktop: 300 x 500 pixels

Tablet (high res): 300 x 500 pixels

Tablet (low res): 300 x 500 pixels

Mobile: 300 x 500 pixels

### Single MPU

#### DIMENSIONS

Desktop/Tablet/Mobile:

300 x 250 pixels

**84%** Of readers find *Machinery's* regular features useful\*

\*Machinery Reader Survey  
**78%** Of readers find *Machinery's* supplements useful\*

**85%** Of readers find *Machinery's* news & product update pages useful\*

# DIGITAL PRODUCTS

The **Machinery Interview** is 10-15 minute online video with our Editor interviewing a representative from your company, about your company or a particular issue. This video will be published on our website, distributed to more than 10,000 production engineers, posted on our social media channels and in our bi-weekly newsletter. You can also share it across your marketing channels.

*Machinery* can also host **Webinars** and **online panel discussions**. The project is managed by our team with our Editor introducing and hosting. We agree a topic of interest to your target audience and provide audience marketing & engagement, webinar delivery support, full lead generation reporting, audience follow up and publish it to our extensive readership, across our platforms.

## MA Data Services

**MA Data Services** is the data division of **Mark Allen Group**, it's the database that fuels our market leading brands within the Manufacturing, Production & Engineering sectors. The website [www.madataservices.com](http://www.madataservices.com) allows you to 'Build' the data you need to succeed. It includes our exclusive proprietary database of 18,278 UK Manufacturing or Design sites and over 310,000 job functions.



Within the Machinery sector we hold data for OEM/discrete and Process Manufacturing sites by SIC code; Sites selected by geographical area or postcode; number of employees on site; supply chain information for all sectors; machine usage (metal cutting, metal forming, plastic machines, additive manufacturing machines and automated machines); and over 101,000 Manufacturing, Production & Purchasing Job Functions.

Fully GDPR compliant

**10,897** Suppliers of new Technology & services on the web site

**2,962** Subcontractors in our online database

**70%** Of readers prefer to get their information via the magazine\*



# Mark Allen

## *Inspired* by innovation

When it comes to engineering, manufacturing and innovation, the **Mark Allen Group** has an unrivalled reach in terms of audiences, markets and brands.

Whether it be in market-leading brands like *The Engineer*, *Eureka!* or *New Electronics*; in shows like *Subcon* and *The Engineering Design Show*; or in conferences like *Additive International* or the *European Manufacturing Strategies Summit*; the **Mark Allen Group's** portfolio of engineering platforms has something to offer everyone involved in the sector.

We want to make sure that you are aware of not just some, but all of what we have to offer you and that you are able to take advantage of all the business opportunities that come with working with the **Mark Allen Group**.

With that in mind, visit our website [www.markallengroup.com](http://www.markallengroup.com) to find out more about our products or talk to one of our sales agents about any of the titles you may be interested in.

Because if you're talking engineering, you're talking our language.

## *Passionate* about engineering

THE ENGINEER Eureka! MANUFACTURING MANAGEMENT

MACHINERY EMA FAST  
ENGINEERING & MANUFACTURING AWARDS FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

ENGINEERING DESIGN SHOW SUBCON ENGINEERING SOLUTIONS LIVE

newelectronics MA Data Services MADE IN IRELAND THE ENGINEER Collaborate to Innovate

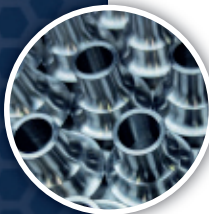
MANUFACTURING MANAGEMENT SHOW THE ENGINEER EXPO Additive INTERNATIONAL

OFFICIAL IRTE JOURNAL TRANSPORT ENGINEER Operations engineer ENGINEERING DESIGN SHOW RECONNECT

EMS Summit electric & hybrid vehicle technology international iVT INTERNATIONAL INDUSTRIAL VEHICLE TECHNOLOGY

reinforced plastics Aerospace TESTING INTERNATIONAL WORLD PUMPS





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