MACHINERY
PRINT & ONLINE WORKING TOGETHER

Machinery has been published for more than 100 years. Its apprentice-trained, formally-qualified production engineer editor has been part of that journey for approaching a third of the magazine’s life. Today, we are in the pervasive Internet, web and data age. So why do magazines remain relevant?

Because, in an age of information and data everywhere, for those not immersed in it constantly, some shape and priority need to be overlaid. Machinery’s monthly magazine delivers that to a verified, interested audience.

Our circulation is ‘Individuals in production engineering and management in UK sites using machine tools or outsourcing machine tool work’. That’s more than 13,600 people, independently verified by the Audit Bureau of Circulation (ABC). Others within those same establishments will also see the magazine.

Of course, Machinery has a website, but we know our readers prefer print. We combine both mediums, where relevant, to support the publication of more comprehensive feature articles, but those are published first in print. In contrast, all relevant industry and product news is published first on our website (often associated with video content), several hundred in each case every year; the print magazine carries a digest of industry and product news with links to our website included. Print and web working sensibly together.

We understand that websites deliver numbers; Machinery’s does, too. But targeted like our print magazine the website cannot be. Since we have a core magazine UK readership of 13,600+ relevant, interested individuals, why would 100,000s be interested online? Machinery isn’t interested in playing the big numbers game, only in delivering relevant numbers.

Machinery certainly doesn’t question the fact that everyone searches the web, but that word ‘search’ is key. Why do people search? Often because they have been prompted by what they first read, something they initially discovered by chance, in print. Print feeds the web.

So, Machinery magazine, with its edited, prioritised and often original content, circulated to an interested UK audience, in partnership with its website, remains highly relevant to production engineers, who are not all day seated at a computer.
Terms of control

Our terms of control are very simple, *Machinery* is only sent to the people you need to reach

‘Individuals in production engineering and management in UK sites using machine tools or outsourcing machine tool work’

No Smoke, No Mirrors!!

Over 86% of our circulation is individually requested by name. No other magazine in the sector can claim this demand or relevance
Of readers prefer to get their information via the magazine*

READERS WITH PURCHASING POWER

DISTRIBUTION BY JOB FUNCTION

- 69% Machine tool purchasing
- 60% Tooling
- 22% Quality/Test/Calibration
- 31% Production engineering/Process control/Control & instrumentation
- 46% Production, Assembly & Finishing
- 78% Production management

13,647

Magazines are rated more favourably than any other news platform for quality, accuracy, trustworthiness and impartiality, according to Ofcom’s “News Consumption in the UK: 2018” research report.

The Audit Bureau of Circulation (ABC) guarantees that your hard-fought-for marketing budget is being used to reach the right people.

Make sure that every magazine you use as part of your marketing plan has an ABC-certified circulation.

83% Of readers read all or part of Machinery always or frequently*

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

*Machinery reader survey 2018
**SECTOR COVERAGE**

**DISTRIBUTION BY SECTOR**

- **20%** Aerospace
- **22%** Automotive
- **16%** Defence
- **13%** Medical
- **16%** Oil/Gas/Energy
- **7%** Renewable

**Number of OEM copies**

12,606

**Number of subcontractor copies**

7,342

**Fortnightly ezine sent to**

12,500 Registered users

@MachineryTweets

50,000 Impressions per month

**Add up to more than total circulation since companies may be both**
**UNIQUE CONTENT**

*Machinery* goes after stories others ignore

We cover all the essential bases, keeping readers up to date with information that supports them in their daily work. In addition, there are the bigger manufacturing stories that offer a wider view of what’s happening in UK engineering-based manufacturing. Whether its setting up a precision machining facility or JCB’s latest engine parts machining set-up, *Machinery* makes the visits others don’t to deliver the articles nobody else will. More than 90% of our readers agree that there’s more original content in *Machinery* than competing journals*.

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* *Machinery* reader survey 2018

84% of readers find *Machinery*’s regular features useful*

78% of readers find *Machinery*’s supplements useful*

85% of readers find *Machinery*’s news & product update pages useful*
<table>
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<tr>
<th>Month</th>
<th>Production Processes</th>
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<th>Sectors</th>
<th>Special Reports</th>
<th>Exhibition Previews/Reviews</th>
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<td>Turning</td>
<td>Quality &amp; metrology</td>
<td>Tool, mould &amp; die making</td>
<td>Thoughts on 2019</td>
<td>Southern Manufacturing, Farnborough (11-12 Feb) preview</td>
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<td>Punch, profile, bend, form</td>
<td>Workholding, accessories, barfeeds</td>
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<td>MACH 2020, Birmingham (20-24 April) preview</td>
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<td>Subcontracting</td>
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<td>March</td>
<td>EDM &amp; ECM</td>
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<td>Subcontracting</td>
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<td>MACH 2020, Birmingham (20-24 April) preview</td>
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<td>Grinding, honing &amp; surface finishing</td>
<td>Cleaning &amp; degreasing</td>
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<td>MACH 2020, Birmingham (20-24 April) preview</td>
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<td>Tooling</td>
<td>Industry 4.0 &amp; Automation (incl Hanover Messe preview)</td>
<td>Heavy engineering</td>
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<td>MACH 2020, Birmingham (20-24 April) preview</td>
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<td>CADCAM &amp; production IT</td>
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<td>Hanover Messe (20-24 April) preview</td>
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<td>April</td>
<td>Turning</td>
<td>Composites in machining</td>
<td>Subcontracting</td>
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<td>MACH 2020, Birmingham (20-24 April) show issue</td>
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<td>Quality &amp; metrology (incl Control show, Stuttgart)</td>
<td>Coolants &amp; cutting oils</td>
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<td>Control Show, Stuttgart (5-8 May) preview</td>
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<td>Machining centres</td>
<td>Punch, profile, bend, form</td>
<td>Motorsport</td>
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<td>Subcon/The Engineer Expo/Advanced Manufacturing, Birmingham (9-11 June) preview</td>
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<td>Deep hole drilling</td>
<td>Part marking &amp; traceability</td>
<td>Energy</td>
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<td>June</td>
<td>Grinding, honing &amp; surface finishing</td>
<td>EDM &amp; ECM</td>
<td>Subcontracting</td>
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<td>MACH 2020 product launch review</td>
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<td>Additive manufacturing</td>
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<td>Farnborough International Air show (20-24 July) preview</td>
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<td>July</td>
<td>Turning</td>
<td>Sawing &amp; steelworking</td>
<td>Aerospace</td>
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<td>August</td>
<td>Machining centres</td>
<td>Composites in machining</td>
<td>Subcontracting</td>
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<td>AMB, Stuttgart (15-19 Sept) preview</td>
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<td>September</td>
<td>Turning</td>
<td>Sawing &amp; steelworking</td>
<td>Part marking &amp; traceability</td>
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<td>Five-axis machining</td>
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<td>Deep hole drilling</td>
<td>Additive manufacturing</td>
<td>Heavy engineering</td>
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<td>Tool, mould &amp; die making</td>
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<tr>
<td>October</td>
<td>Turning</td>
<td>Additive manufacturing</td>
<td>Subcontracting</td>
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<td>Aerospace</td>
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<td>Quality &amp; metrology</td>
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<td>November</td>
<td>Machining centres</td>
<td>EDM &amp; ECM</td>
<td>Energy</td>
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<td>Cadmac &amp; production IT</td>
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<td>Grinding, honing &amp; surface finishing</td>
<td>Sawing &amp; steelworking</td>
<td>Subcontracting</td>
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<td>Speaking of success</td>
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<td>Motorsport</td>
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AN **EXTENSIVE DATABASE**

Drawing on our extensive manufacturing database of over 150,000 contacts at 32,500 sites throughout the UK, *Machinery* can target, very specifically, your marketing message to help deliver direct response for any campaign you choose to run. No other publication has access to this level of in-depth information. We are already working with some of the biggest names in the manufacturing technology sector. Why not let us show you how we can help you, too?

If it’s targeted responses you’re looking for that are 100% trackable, *Machinery*’s data offering is second to none.

**Fully GDPR compliant**
MACHINERY CLASSIFIED

24 print issues per year backed up with 24/7 online exposure. Machinery Classified offers advertisers a unique approach to buying and selling used machine tools, putting you in front of people who are buying now!

Machinery Classified 2019 Rate Card

Classified Advertising

<table>
<thead>
<tr>
<th>Per line per issue</th>
<th>x2</th>
<th>x4</th>
<th>x6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Listing</td>
<td>£7.50</td>
<td>£6.50</td>
<td>£5.75</td>
</tr>
<tr>
<td>Bold Listing</td>
<td>£10.00</td>
<td>£8.50</td>
<td>£8.00</td>
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<tr>
<td>Ruled Bold Listing</td>
<td>£11.00</td>
<td>£9.50</td>
<td>£9.00</td>
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<tr>
<td>Photo Listing</td>
<td>£120.00</td>
<td>£220.00</td>
<td>£300.00</td>
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<tr>
<td>Panel (per col cm)</td>
<td>£10.50</td>
<td>£9.00</td>
<td>£8.50</td>
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Display Advertising

<table>
<thead>
<tr>
<th>Per issue</th>
<th>x1</th>
<th>x4</th>
<th>x12</th>
<th>x24</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,600</td>
<td>£1,400</td>
<td>£1,200</td>
<td>£950</td>
</tr>
<tr>
<td>Half Page</td>
<td>£1,100</td>
<td>£1,050</td>
<td>£900</td>
<td>£850</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£650</td>
<td>£575</td>
<td>£475</td>
<td>£325</td>
</tr>
<tr>
<td>Machine of the Week</td>
<td>£125</td>
<td>£115</td>
<td>£105</td>
<td>£95</td>
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<tr>
<td>Covers</td>
<td>x1</td>
<td>x4</td>
<td>x12</td>
<td>x24</td>
</tr>
<tr>
<td>Outside Front</td>
<td>£2,300</td>
<td>£2,100</td>
<td>£1,750</td>
<td>£1,400</td>
</tr>
<tr>
<td>Inside Front</td>
<td>£2,200</td>
<td>£2,000</td>
<td>£1,700</td>
<td>£1,150</td>
</tr>
<tr>
<td>Outside Back</td>
<td>£2,300</td>
<td>£2,100</td>
<td>£1,700</td>
<td>£1,400</td>
</tr>
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</table>

Online Advertising  www.machineryclassified.co.uk

Video | £240 per month
Auction Listing | £200 per week
Enhanced Supplier Record Card | £1,000 per year
Banners/Tile Adverts | from £800 per month

Ezine (Newsletters)
Weekly newsletter sent to Machinery Classified’s online circulation and ‘Buying Now’ readers.

| Banners | £300 |
| Button  | £175 |
| Video of the Week | £300 |
| Sponsored News | £600 |
| Sponsorship opportunities | Contact sales for details |
**RATE CARD & TECH SPECS**

*Machinery 2019 Rate Card*

<table>
<thead>
<tr>
<th>Display Advertising</th>
<th>x1</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£3,120</td>
<td>£2,655</td>
<td>£2,195</td>
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<tr>
<td>Half Page</td>
<td>£1,850</td>
<td>£1,620</td>
<td>£1,330</td>
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<tr>
<td>Quarter Page</td>
<td>£1,100</td>
<td>£985</td>
<td>£870</td>
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*Products & Services Panel Advertising*

£36 per single column cm

*Inserts*

Single Sheet 10g or less = £2,080
Double Sheet 20g or less = £2,890

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

Banners/Tile Adverts from £1,000 per month

Videos and other rich media options from £1,500 per month

*Online Buyers’ Guide*

Enhanced Supplier Record Card = £1,500 per annum
Enhanced Supplier Record Card with Product Spotlight = £1,800

*Company-specific e-shot* to full ezine circulation

E-shot £1,400

*Ezine*

Banners £500 per issue
Button £250 per issue
Video of the Week £600 per issue
Sponsored News £630 per issue

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**10,800** Suppliers listed in *Machinery’s* online database

**3,400** Subcontractors in our online database
**MACHINERY AD SIZES**

**Double Page Spread**
- Bleed: 292 x 426mm
- Trim: 286 x 420mm
- Type Area: 254 x 388mm

**Full Page**
- Bleed: 292 x 216mm
- Trim: 286 x 210mm
- Type Area: 254 x 178mm

**Half Horizontal**
- Bleed: 140 x 216mm
- Trim: 137 x 210mm
- Type Area: 124 x 178mm

**Half Vertical**
- Bleed: 292 x 103mm
- Trim: 286 x 100mm
- Type Area: 254 x 86mm

**Quarter Standard**
- Type Area: 124 x 86mm

**Quarter Horizontal**
- Type Area: 65 x 178mm

**Online**
- Leaderboard: 728 x 90 pixels
- Banner: 468 x 60 pixels
- Large message panel: 300 x 200 pixels

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**Website session length**
- in minutes for returning visitors (Google Analytics): **2.45**

**Page views per session for returning visitors (Google Analytics): **3.55**
KEY CONTACTS

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MA Business is a division of the
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