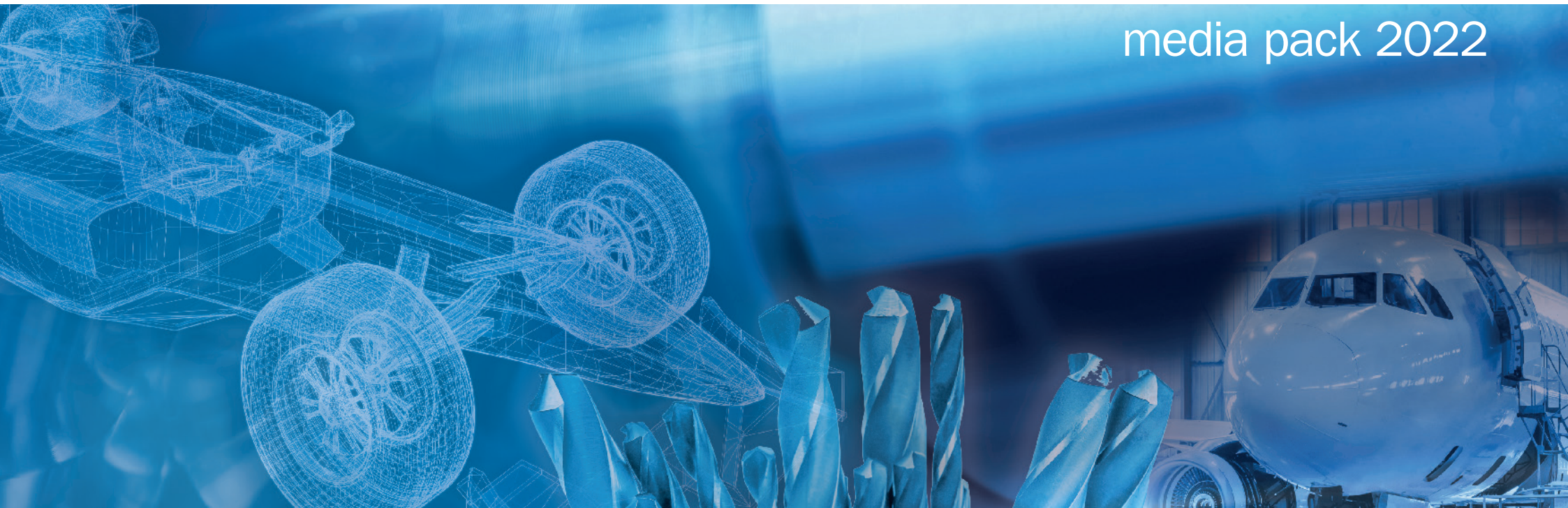




# MACHINERY

media pack 2022







Magazine

**18,860**

monthly circulation



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

over  
**194,000**

users annually (40% y-on-y growth)  
who deliver

**438,000**

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.

Constantly evolving to meet our readers' needs, our monthly print title will continue to be the bedrock, providing the latest original news, 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.

*Machinery* will soon launch a new website that will offer an improved user experience where we will bring more news, products and features than ever before.

Our digital edition has been growing in popularity and to meet demand, we have moved to the innovative new BlueToad platform, providing our readers a vastly enhanced user experience on every mobile device.

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 webinars and podcasts on any subject within the machine tools industry, so if you have any ideas, get in touch.

Social media is also another key publishing platform, and we are very active on Twitter and LinkedIn so give us a follow or contact us if you want anything shared.

We look forward to working and speaking with you.



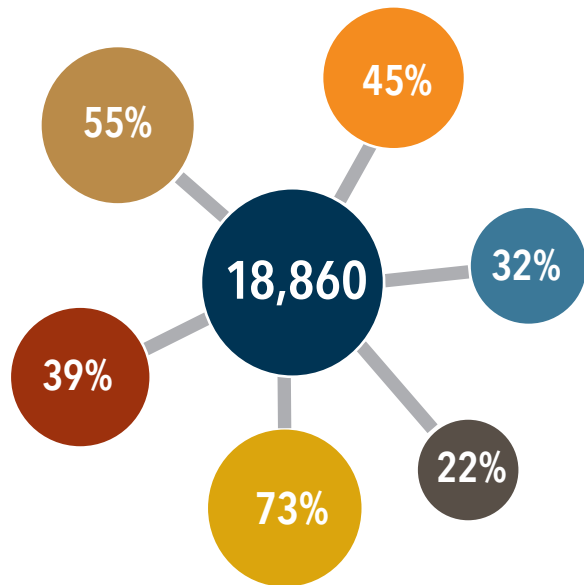
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# READERS WITH PURCHASING POWER

## DISTRIBUTION BY JOB FUNCTION



**55%** Machine tool purchasing

**45%** Tooling

**22%** Quality/Test/Calibration

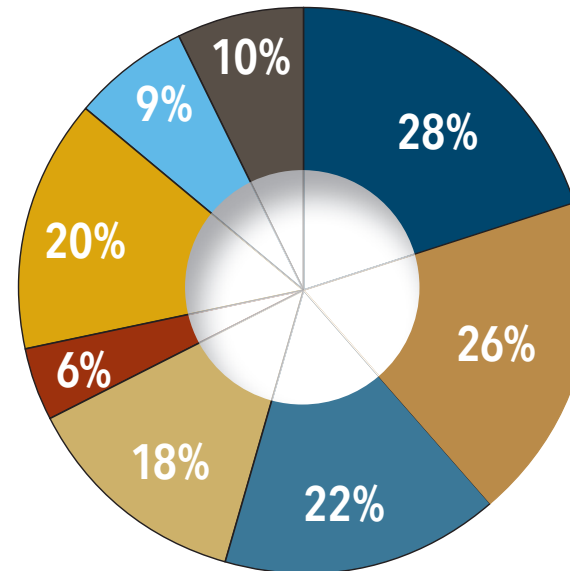
**32%** Production engineering/Process control /Control & instrumentation

**39%** Production, Assembly & Finishing

**73%** Production management

# SECTOR COVERAGE

## DISTRIBUTION BY SECTOR



**28%** Automotive

**26%** Aerospace

**22%** Defence

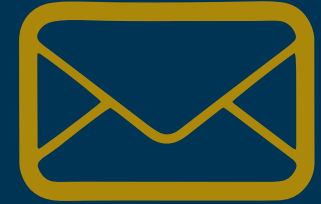
**18%** Medical

**20%** Oil/Gas/Energy

**6%** FMCG/White/Brown

**9%** Renewable

**10%** Rail



Fortnightly ezine sent to

**8,875**



@MachineryTweets

**3,458**

Followers - 3,458

**30,000**

Tweet Impressions per month

# 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\*.

# AN EXTENSIVE DATABASE

Drawing on our extensive manufacturing database of over 160,000 contacts at 27,000 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**



stock.adobe.com/alexlmx

Regular features & news



Regular supplements



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

**NEW  
for  
2022**

## TECHNOLOGY UPDATE:

Technology updates are a series of regular HTML's focusing on a particular technology or Sector. Each update will be limited to 4 companies and will comprise a small graphic and approx. 50 words linked to the full story supplied by the advertiser. Contact details of each click through will be delivered to the advertiser as a HOT sales lead.

\*Machinery Reader Survey

**12,687**

Number of OEM copies\*\*

**5,906**

Number of subcontractor copies\*\*

**83%**

Of readers read all or part of *Machinery* always or frequently\*

\*\*Adds up to more than total circulation since companies may be both

# EDITORIAL CALENDAR 2022

Month	Production Processes			Production Support		Tech Update Digital	Sectors	Special reports	Exhibition Previews/Reviews
January	Machining centres	Punch, profile, bend, form		Quality & metrology	Cleaning & degreasing		<ul style="list-style-type: none"> <li>Tool, mould &amp; die making</li> </ul>		<ul style="list-style-type: none"> <li>Southern Manufacturing, (8-10 Feb) Preview</li> <li>Formnext (Nov 2021) Review</li> </ul>
February	Turning	Additive manufacturing	Waterjet cutting	Workholding, accessories, barfeeds	CAD/CAM & production IT	Metrology	<ul style="list-style-type: none"> <li>Subcontracting</li> <li>Motorsport</li> </ul>	<ul style="list-style-type: none"> <li>Aerospace</li> </ul>	<ul style="list-style-type: none"> <li>Metav, Dusseldorf, Germany, (23-26 March) Preview</li> <li>MACH 2022, Birmingham, NEC (4-8 April) Preview</li> </ul>
March	EDM & ECM	Composites machining	Grinding, honing & surface finishing	Tooling	Coolants & cutting oils		<ul style="list-style-type: none"> <li>Medical</li> <li>Heavy engineering</li> </ul>		<ul style="list-style-type: none"> <li>Control, Stuttgart (3-6 May) Preview</li> <li>MACH 2022, Birmingham, NEC (4-8 April) Preview</li> </ul>
April	Machining centres	Drilling, including deep hole	Sawing & steelworking	Quality & metrology	Industry 4.0 & Automation (incl Hanover Messe Preview)		<ul style="list-style-type: none"> <li>Subcontracting</li> </ul>		<ul style="list-style-type: none"> <li>MACH 2022, Birmingham, NEC (4-8 April) Show issue</li> <li>Hanover Messe (25-29 April)</li> </ul>
May	Turning	Punch, profile, bend, form		Part marking & traceability		Turning	<ul style="list-style-type: none"> <li>Energy</li> </ul>	<ul style="list-style-type: none"> <li>Tooling, workholding &amp; accessories</li> </ul>	<ul style="list-style-type: none"> <li>Subcon (7-9th June) Preview</li> </ul>
June	Grinding, honing & surface finishing	EDM & ECM	Additive manufacturing	Tooling	CAD/CAM & production IT		<ul style="list-style-type: none"> <li>Subcontracting</li> <li>Automotive</li> </ul>	<ul style="list-style-type: none"> <li>MACH 2022 product launch review</li> </ul>	<ul style="list-style-type: none"> <li>Farnborough International Airshow (18-22 July) Preview</li> </ul>
July	Machining centres	Sawing & steelworking		Workholding, accessories & barfeeds	Quality & metrology		<ul style="list-style-type: none"> <li>Aerospace</li> </ul>	<ul style="list-style-type: none"> <li>Energy</li> </ul>	
August	Turning	Composites machining	Micro-machining	Cleaning & degreasing		Tooling	<ul style="list-style-type: none"> <li>Subcontracting</li> <li>Aerospace</li> </ul>	<ul style="list-style-type: none"> <li>Industry 4.0 &amp; automation</li> </ul>	<ul style="list-style-type: none"> <li>AMB (13-17 Sept) Preview</li> <li>IMTS, Chicago (12-17 Sept) Preview</li> </ul>
September	Grinding, honing & surface finishing	Punch, profile, bend, form		Tooling	CAD/CAM & production IT		<ul style="list-style-type: none"> <li>Heavy engineering</li> <li>Tool, mould &amp; die making</li> </ul>	<ul style="list-style-type: none"> <li>Five-axis machining</li> </ul>	<ul style="list-style-type: none"> <li>Parts2Clean, Stuttgart (11-13 Oct) Preview</li> <li>EuroBLECH, Hanover (25-28 Oct) Preview</li> </ul>
October	Machining centres	EDM & ECM	Additive manufacturing	Quality & metrology	Part marking & traceability		<ul style="list-style-type: none"> <li>Subcontracting</li> <li>Medical</li> </ul>	<ul style="list-style-type: none"> <li>Aerospace</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Engineering, Birmingham NEC (Nov) Preview</li> </ul>
November	Turning	Waterjet cutting	Drilling, including deep hole	Workholding, accessories & barfeeds	Industry 4.0 & automation	Machining centres	<ul style="list-style-type: none"> <li>Energy</li> </ul>	<ul style="list-style-type: none"> <li>CAD/CAM &amp; production IT</li> </ul>	<ul style="list-style-type: none"> <li>Formnext (15-18 Nov) Preview</li> </ul>
December	Grinding, honing & surface finishing	Sawing & steelworking		Coolants & cutting oils	Tooling		<ul style="list-style-type: none"> <li>Subcontracting</li> <li>Motorsport</li> </ul>	<ul style="list-style-type: none"> <li>Speaking of success</li> </ul>	<ul style="list-style-type: none"> <li>Autosport Engineering, Birmingham NEC (Jan 2022) Preview</li> </ul>





# 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 2022 Rate Card

### Classified Advertising

Per line per issue	x2	x4	x6
Standard Listing	£7.50	£6.50	£5.75
Bold Listing	£10.00	£8.50	£8.00
Ruled Bold Listing	£11.00	£9.50	£9.00
Photo Listing	£120.00	£220.00	£300.00
Panel (per col cm)	£10.50	£9.00	£8.50

### Display Advertising

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

### Online Advertising [www.machineryclassified.co.uk](http://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

Technology updates £1000  
50 words of text, image hyperlink to main story plus clickthroughs

\*Machinery Reader Survey

**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\*

# RATE CARD & TECH SPECS

## Machinery 2022 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

## 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

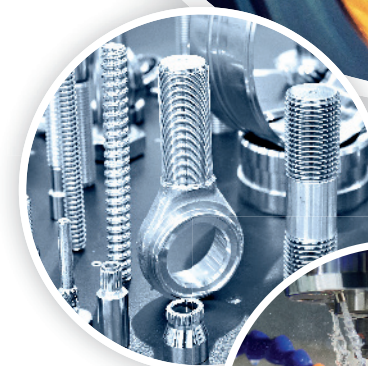
## Ezine

Banners £500 per issue

Button £250 per issue

Video of the Week £600 per issue

Sponsored News £630 per issue



stock.adobe.com / kadmy / Sergey Ryzhov / andov

# 10,897

Suppliers of new  
Technology & services  
on the web site

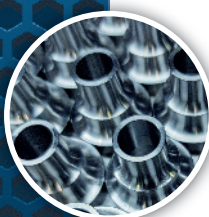
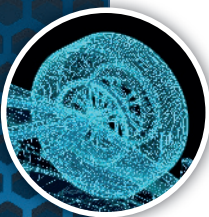
# 2,962

Subcontractors  
in our online  
database

# 70%

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





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## MACHINERY

## MACHINERY CLASSIFIED

