



MACHINERY

media pack 2019

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.



Stock.adobe.com / Andrey Artyagov

Machinery's monthly magazine delivers to a verified, interested audience



Terms of control

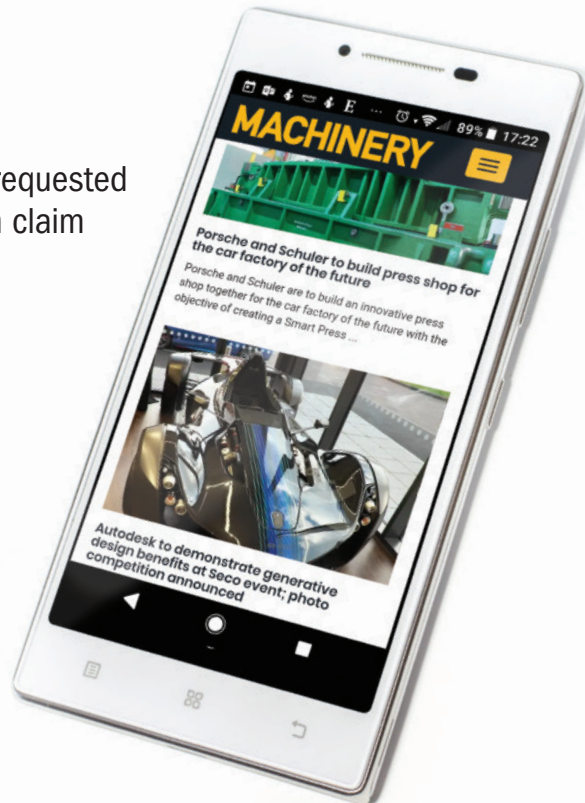
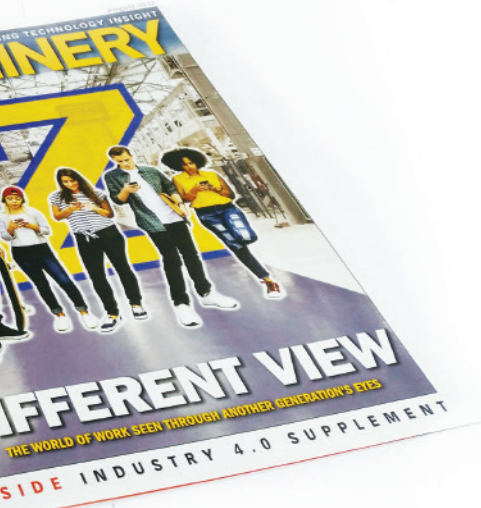
Our terms of control are very simple, *Machinery* is only sent to the people **you** need to reach

‘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



Magazine

13,647

monthly print circulation, fully ABC audited



www.machinery.co.uk

over
140,000

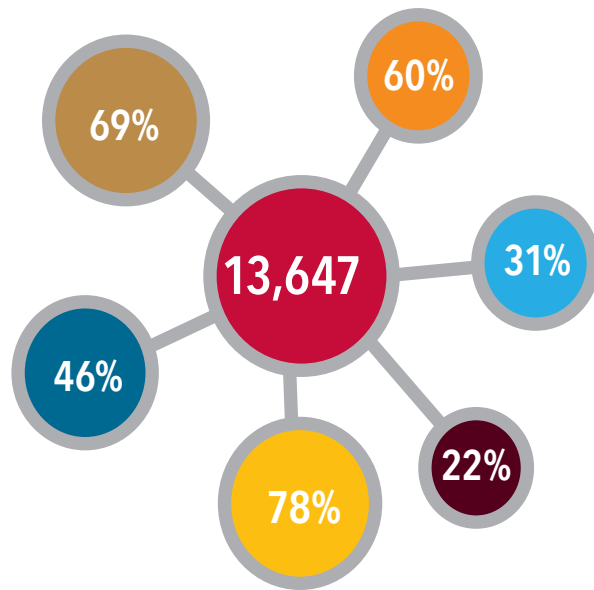
users who deliver

over
361,000

page views annually – viewable on desktop,
tablet & mobile platforms

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

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**



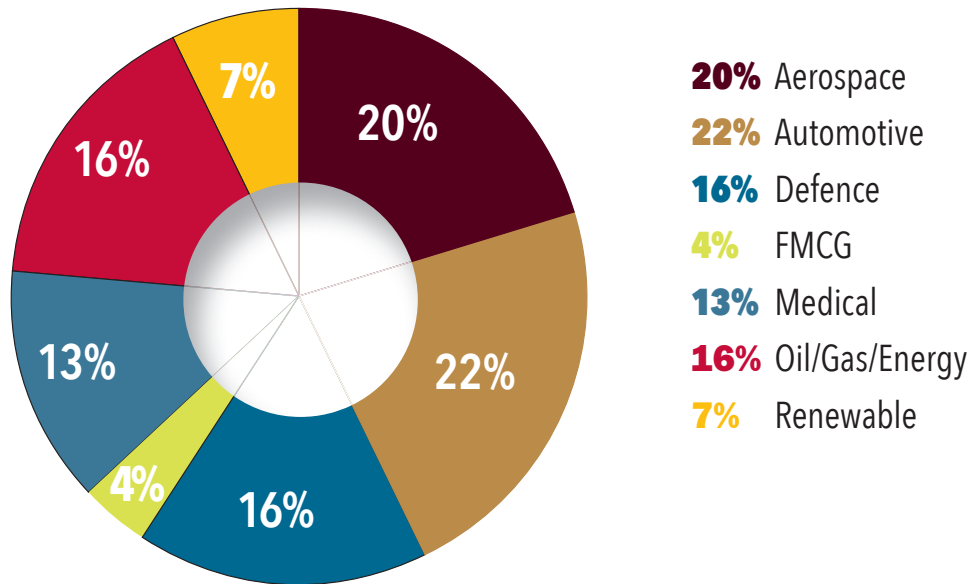
*Machinery reader survey 2018

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

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

SECTOR COVERAGE

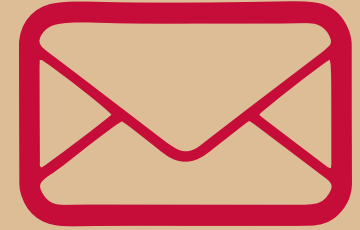
DISTRIBUTION BY SECTOR



12,606 Number of OEM copies**

7,342 Number of subcontractor copies**

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



Fortnightly ezine sent to

12,500

Registered users



@MachineryTweets

50,000

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*.



*Machinery reader survey 2018

Regular features



Regular supplements



News & product updates



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

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*

EDITORIAL CALENDAR 2019

Month	Production Processes			Production Support			Sectors	Special Reports	Exhibition Previews/Reviews
January	Machining centres	Punch, profile, bend, form		Quality & metrology			<ul style="list-style-type: none"> Tool, mould & die making 	<ul style="list-style-type: none"> The year ahead 	<ul style="list-style-type: none"> Southern Manufacturing, Farnborough (5-7 February) preview
February	Turning	Additive manufacturing	Waterjet cutting	Workholding, accessories, barfeeds	Cleaning & degreasing		<ul style="list-style-type: none"> Subcontracting Aerospace 		
March	EDM & ECM	Sawing & steelworking	Grinding, honing & surface finishing	Tooling	Coolants, cutting oils	CADCAM & production IT	<ul style="list-style-type: none"> Medical Heavy engineering 		
April	Machining centres	Composites machining	Deep hole drilling	Quality & metrology	Industry 4.0 & Automation (incl Hanover Messe preview)		<ul style="list-style-type: none"> Subcontracting 	<ul style="list-style-type: none"> Aerospace 	<ul style="list-style-type: none"> Control, Stuttgart (7-10 May 2019) preview Moulding Expo, Stuttgart (21-24 May) preview
May	Turning	Punch, profile, bend, form		Part marking & traceability			<ul style="list-style-type: none"> Motorsport Energy 	<ul style="list-style-type: none"> Tooling, workholding & accessories 	<ul style="list-style-type: none"> Subcon, Birmingham NEC (4-6 June) preview
June	Grinding, honing & surface finishing	EDM & ECM	Additive manufacturing	Tooling	Quality & metrology		<ul style="list-style-type: none"> Subcontracting Automotive 		
July	Machining centres	Sawing & steelworking		Workholding, accessories & barfeeds	CADCAM & production IT		<ul style="list-style-type: none"> Aerospace 	<ul style="list-style-type: none"> Energy 	
August	Turning	Composites machining	Micro-machining		Cleaning & degreasing		<ul style="list-style-type: none"> Subcontracting 	<ul style="list-style-type: none"> Industry 4.0 & automation 	<ul style="list-style-type: none"> EMO, Hanover (16-21 Sept) first preview
September	Grinding, honing & surface finishing	Punch, profile, bend, form	Deep hole drilling	Tooling	Part marking & traceability		<ul style="list-style-type: none"> Heavy engineering Tool, mould & die making 	<ul style="list-style-type: none"> Five-axis machining 	<ul style="list-style-type: none"> EMO, Hanover (16-21 Sept) second preview Parts2Clean, Stuttgart (22-24 Oct) preview
October	Machining centres		Additive manufacturing	CADCAM & production IT	Quality & metrology		<ul style="list-style-type: none"> Subcontracting Medical 	<ul style="list-style-type: none"> Aerospace 	<ul style="list-style-type: none"> Advanced Engineering, Birmingham NEC (Oct/Nov) preview Blechexpo, Stuttgart (5-8 Nov) preview
November	Turning	EDM & ECM	Waterjet cutting	Workholding, accessories & barfeeds	Industry 4.0 & automation		<ul style="list-style-type: none"> Energy 	<ul style="list-style-type: none"> CADCAM & production IT 	<ul style="list-style-type: none"> EMO review
December	Grinding, honing & surface finishing	Sawing & steelworking		Coolants & cutting oils	Tooling		<ul style="list-style-type: none"> Subcontracting Motorsport 	<ul style="list-style-type: none"> Speaking of success 	<ul style="list-style-type: none"> Autosport Engineering, Birmingham NEC (Jan 2020) preview

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



Stock.adobe.com/alexlmx

MA KNOWLEDGE
A MARK ALLEN GROUP COMPANY

DATA SELECTION FORM

USER GUIDE

To select the most appropriate data from over 145,000 contacts at 31,500 UK Manufacturing or Design sites, please complete the form and email through your selection.

Company Name: _____ Postcode: _____
Your Name: _____ Job Title: _____
Tel: _____ Fax: _____
Email: _____
Your Product/Service Description _____
Typical Customers _____

1 Standard Industrial Classification Codes (SIC)
Select data by the UK 2007 SIC codes. These are standard classification codes that denote the primary product manufactured on site. Headings in bold can be ticked to select all codes in that group.

2 Site Size (No. of Employees)
Select data by the number of employees based at each site via our site size bands.

3-10 Enhanced Site Demographic
Refine your selection using MA Knowledge's unique telephone validated demographic codes. Choose from a mix of establishment types, supply chains, machines used, services out-sourced/purchased or types of vehicle on site to enhance with your other selections.

11 Geographical Area
Select data by **either** the Postal District (Section 11a) or County (Section 11b)

12 Job Functions
To aid selection, we categorise contacts by department and relevant job functions. Please select all functions that are applicable to your campaign

13 Job Titles
You can alternatively check contacts by job titles. We have divided these into 3 categories being:- Directors, Managers, Engineers.

www.ma-knowledge.com

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

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

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

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

Banners/Tile Adverts from £840 per month

Videos and other rich media options from £1,050 per month

Online Buyers' Guide

Enhanced Supplier Record Card = £1,100 per annum

Enhanced Supplier Record Card with Product Spotlight = £1,320

Company-specific e-shot to full ezine circulation

E-shot £1,000

Ezine

Banners £500 per issue

Button £250 per issue

Video of the Week £600 per issue

Sponsored News £630 per issue

10,800

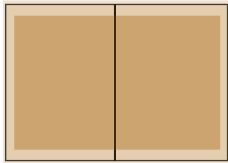
Suppliers listed
in *Machinery's*
online database

3,400

Subcontractors
in our online
database

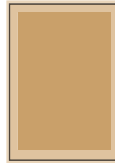


MACHINERY AD SIZES



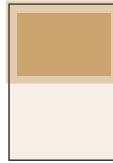
Double Page Spread

Bleed 292 x 426mm
Trim 286 x 420mm
Type Area 254 x 388mm



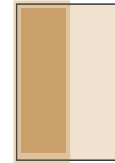
Full Page

Bleed 292 x 216mm
Trim 286 x 210mm
Type Area 254 x 178mm



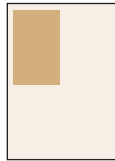
Half Horizontal

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

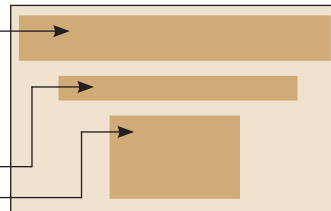
Type Area 65 x 178mm

Online

Leaderboard 728 x 90 pixels

Banner 468 x 60 pixels

Large message panel 300 x 200 pixels



Stock.adobe.com/ Mikalai Bachkou

3.11

Website session length in minutes for frequent users (Google Analytics)

3.74

Page views per session for frequent users (Google Analytics)

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