

# MACHINERY

media pack 2025/26





Magazine

**12,000**

monthly circulation



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

over  
**70,000**

annual unique users

**174,000**

page views annually

# MACHINERY

## PRINT & DIGITAL WORKING TOGETHER

*Machinery* magazine has been published for more than 100 years and has a long history of providing high quality print and digital content covering the ever-changing machine tools industry for production engineers and manufacturers alike.

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

Each print issue has a special industry focus – covering, for example, the future of aerospace manufacturing or the rise of automated technology – which offers a unique advertising opportunity for a wide array of companies.

Our digital platforms have also been enhanced to meet the needs and demands of the market. Our website offers exclusive news, products, features and videos – accessed by 70,000 unique visitors a year, and shared to over 11,500 readers through our dedicated weekly newsletter.

*Machinery* can provide a service to host company interviews, webinars and podcasts on any subject within the machine tools industry, while our website can amplify different industry perspectives through exclusive opinion and thought leadership features.

A wide range of our content is also shared through our social media platforms, reaching 3,000 followers and receiving 15,500 unique impressions on average on LinkedIn alone each month.

If any of these opportunities are of interest, then please do get in touch. We look forward to working and speaking with you.



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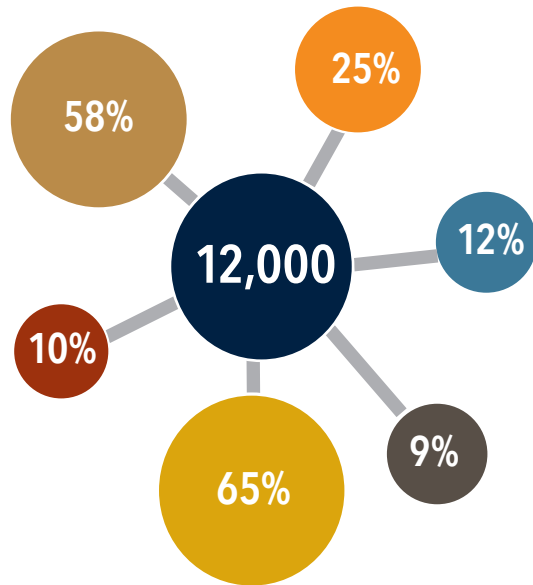


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# READERS WITH PURCHASING POWER

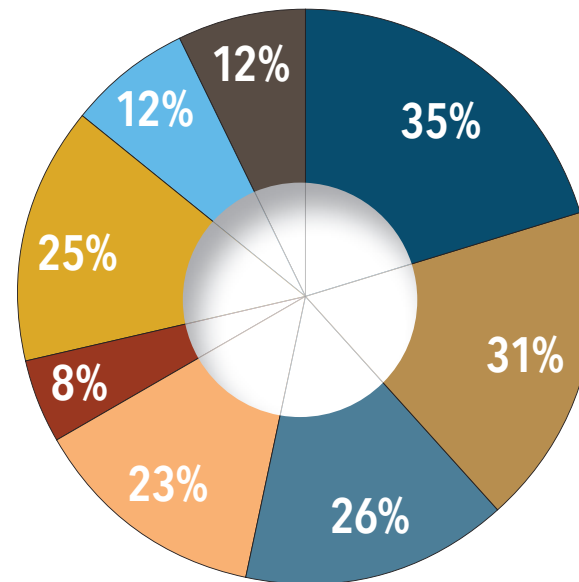
## DISTRIBUTION BY JOB FUNCTION



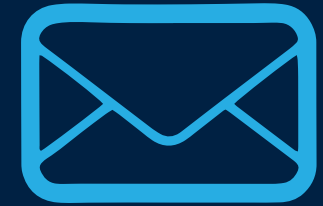
- 58%** Machine tool purchasing
- 25%** Tooling
- 9%** Quality/Test/Calibration
- 12%** Production engineering/Process control /Control & instrumentation
- 10%** Production, Assembly & Finishing
- 65%** Production management

# SECTOR COVERAGE

## DISTRIBUTION BY SECTOR



- 35%** Automotive
- 31%** Aerospace
- 26%** Defence
- 23%** Medical
- 25%** Oil/Gas/Energy
- 8%** FMCG/White/Brown
- 12%** Renewable
- 12%** Rail



Weekly newsletter sent to

# 11,800



# 2,790

Followers  
(35% growth in 12 months)

# PRINT RATE CARD

## Machinery 2025 Rate Card

Display Advertising	x1	x3	x6
Full Page	£3,120	£2,655	£2,195
Half Page	£1,850	£1,620	£1,330
Quarter Page	£1,100	£985	£870

### OPPORTUNITIES IN PRINT

- Advertising
- Sponsorship
- Thought-leadership
- Education pieces
- Company profiles
- The Machinery Interview (Q&A)
- product launches and Technology
- Updates

Contact Mark Neilson for pricing on 07522 946087 or email: mark.neilson@markallengroup.com



## Regular features & news



## Regular supplements



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

# 95%

OEM copies

# 25%

Subcontractor copies

# 83%

Of readers read all or part of Machinery always or frequently

# MACHINERY

## Editorial Calendar 2025

Month	Production Processes	Production Support	Sectors	Special Focus	Exhibition Previews/Reviews
January/ February	Machining centres, Sheet metal, Laser cutting	Industry 4.0 & automation, Quality & metrology, Tooling, CAD/CAM & production IT	<ul style="list-style-type: none"> <li>Subcontracting</li> </ul>	<ul style="list-style-type: none"> <li>2024 Manufacturing Round-up</li> <li>Tooling &amp; workholding</li> </ul>	<ul style="list-style-type: none"> <li>Southern Manufacturing (4-6 Feb), PREVIEW</li> </ul>
March/ April	5-axis machining, EDM	Surface finishing, Automation		<ul style="list-style-type: none"> <li>Automotive</li> <li>Additive manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Southern Manufacturing, REVIEW</li> </ul>
May/ June	5-axis machining, Sheet metal, Grinding, honing & surface finishing	Quality & metrology, Cleaning & degreasing	<ul style="list-style-type: none"> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>International Women in Engineering Day (23 June)</li> </ul>	
July/ August	Turning, Machining centres	Industry 4.0 & automation, Tooling	<ul style="list-style-type: none"> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Medical Technology (MedTech)</li> <li>Subcontracting</li> </ul>	<ul style="list-style-type: none"> <li>Subcon (4-5 June), REVIEW</li> </ul>
September/ October	EDM, Additive Manufacturing, Sheet metal	CAD/CAM & production IT, Workholding,	<ul style="list-style-type: none"> <li>Aerospace</li> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Skills &amp; training</li> </ul>	
November/ December	Waterjet cutting, Sawing & steelworking, 5-axis machining	Tooling, Cleaning & degreasing, Industry 4.0 & automation	<ul style="list-style-type: none"> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Robotics</li> <li>Speaking of success</li> </ul>	<ul style="list-style-type: none"> <li>EMO, Hannover (22-26 Sept), REVIEW</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
Sponsored content.....	£750

## E-NEWSLETTERS

Banner .....	£850
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
Presentation page on digital edition .....	£1200

*(This page appears opposite the front cover of the digital edition)*

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 Mark Neilson on 07522 946087 or email: mark.neilson@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

We offer the publication of exclusive promoted thought leadership and opinion pieces on our website, offering industry experts and companies the chance to spotlight specific perspectives, products or projects to our audience. Engagement is supported by a dedicated social media post and the opportunity to promote the content through our **weekly newsletter**.

*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



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

**3,199** Subcontractors in our online database



# 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

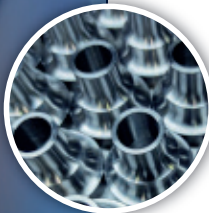
MANUFACTURING MANAGEMENT SHOW THE ENGINEER EXPO Additive INTERNATIONAL

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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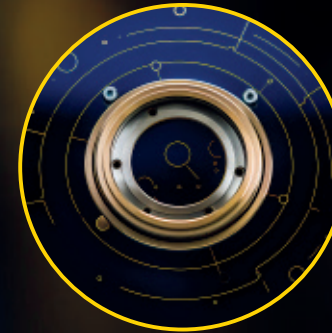
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Part of Mark Allen

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## MACHINERY



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