



# MACHINERY

media pack 2025



Magazine

**12,000**

monthly circulation



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

over  
**71,288**

annual unique users

**187,371**

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.



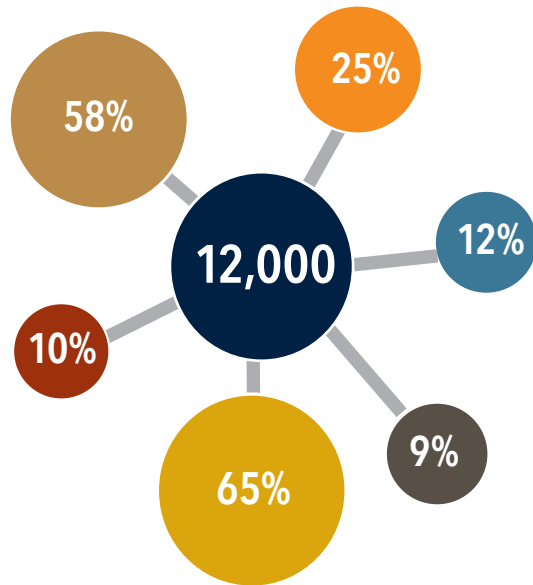
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# READERS WITH PURCHASING POWER

## DISTRIBUTION BY JOB FUNCTION



**58%** Machine tool purchasing

**25%** Tooling

**9%** Quality/Test/Calibration

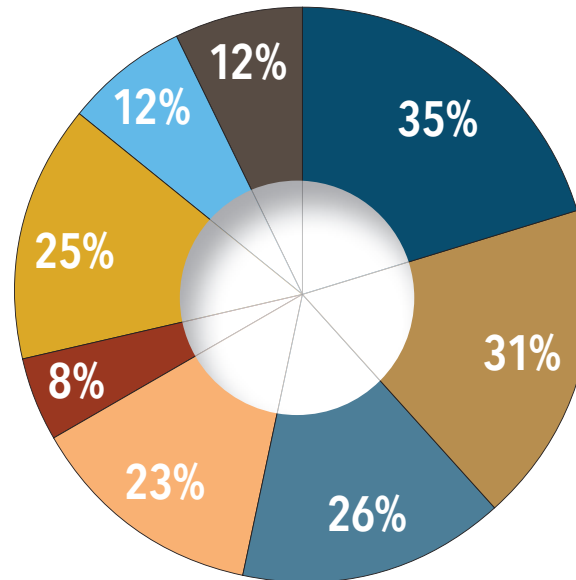
**12%** Production engineering/Process control /Control & instrumentation

**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



Fortnightly ezine sent to

**10,000**



@MachineryTweets

**3,849**

Followers



**2,405**

Followers

(35% growth in 12 months)



# PRINT RATE CARD

## Machinery 2025 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

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	Machining centres	Sheet metal (punch, profile, bend, form)		Quality & metrology	Tooling		• Subcontracting		• Southern Manufacturing (4-6 Feb), PREVIEW ISSUE
February	Turning	Waterjet cutting		Cleaning & degreasing	Part marking & traceability		• Automotive • Motorsport	• Tooling & Workholding	
March	Grinding, honing & surface finishing	EDM	5-axis machining	Workholding	Coolants & cutting oils	CADCAM & production IT	• Medical	• Aerospace	• Southern Manufacturing, Review
April	Machining centres	Sheet metal (punch, profile, bend, form)	Additive manufacturing /3D printing	Quality & metrology	Tooling	Industry 4.0 & automation	• Energy	• Sustainability	• Control, Stuttgart (6-9 May), Preview • Moulding Expo & SawExpo (Stuttgart) (6-9 May), Preview
May	Turning	Sawing & steelworking		Workholding	Cleaning & degreasing	Part marking & traceability	• Subcontracting	• Skills & training	• Subcon (4-5 June), Preview
June	Grinding, honing & surface finishing	EDM	5-axis machining	Tooling	CADCAM & production IT		• Medical	• Quality & metrology	• Additive International (TBC), Preview
July	Machining centres	Sheet metal (punch, profile, bend, form)	Waterjet cutting	Workholding	Industry 4.0 & automation		• Aerospace	• Formula One	
August	Turning	Sawing & steelworking		Tooling	Cleaning & degreasing	Quality & metrology	• Subcontracting	• Automotive	
September	Grinding, honing & surface finishing	Additive manufacturing /3D printing	EDM	CADCAM & production IT	Part marking & traceability	Workholding	• Energy • Aerospace	• 5-axis machining	• EMO, Hannover (22-26 Sept), PREVIEW ISSUE • Parts2Clean, Stuttgart (7-9 Oct ), Preview
October	Machining centres	Sheet metal (punch, profile, bend, form)		Tooling	Quality & metrology	Industry 4.0 & automation	• Automotive • Motorsport	• Skills & training	• Advanced Engineering (TBC), PREVIEW ISSUE • BlechExpo, Stuttgart (21-24 Oct), Preview
November	Turning	Waterjet cutting	Sawing & steelworking	Workholding	Coolants & cutting oils	Cleaning & degreasing	• Subcontracting	• Finance	• EMO, Review
December	Grinding, honing & surface finishing	Additive manufacturing, including Formnext	5-axis machining	Tooling	Industry 4.0 & automation		• Medical	• Speaking of success	

# 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 .....	£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

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](mailto: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

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

**3,199** 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  
ENGINEERING & MANUFACTURING AWARDS

FAST  
FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

ENGINEERING  
DESIGN SHOW

SUBCON

ENGINEERING  
SOLUTIONS LIVE

newelectronics

MA Data Services

MANUFACTURING AND DESIGN ENGINEERING  
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

VEHICLE  
DYNAMICS  
INTERNATIONAL

electric  
& hybrid  
vehicle technology international

iVT  
INTERNATIONAL  
INDUSTRIAL VEHICLE TECHNOLOGY

reinforced  
plastics

Aerospace  
TESTING  
INTERNATIONAL

WORLD  
PUMPS



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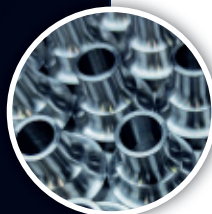
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## MA Business

Part of Mark Allen

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## MACHINERY



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