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.
READERS WITH PURCHASING POWER

DISTRIBUTION BY JOB FUNCTION

- Machine tool purchasing: 43%
- Tooling: 32%
- Quality/Test/Calibration: 10%
- Production engineering/Process control/Control & instrumentation: 17%
- Production, Assembly & Finishing: 13%
- Production management: 50%

SECTOR COVERAGE

DISTRIBUTION BY SECTOR

- Automotive: 31%
- Aerospace: 29%
- Defence: 24%
- Medical: 19%
- Oil/Gas/Energy: 21%
- FMCG/White/Brown: 7%
- Renewable: 10%
- Rail: 11%

Fortnightly ezine sent to

11,615 Followers

@MachineryTweets

3,841 Followers

1,779 Followers
PRINT RATE CARD

Machinery 2023 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  52%  Subcontractor copies  83%  Of readers read all or part of Machinery always or frequently
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**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 .............................................................. £600
- Technology Spotlight White paper/video ...................................... £900
- Sponsored news .................................................. £700
- Exclusive HTML .................................................. £1,500

**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 awarness campaigns, right through to direct sales and lead generation.

To discuss your requirements in more detail please call Alex Cronin on 07522 946087 or email: Alex.Cronin@markallengroup.com

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**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/Tablet/Mobile: 300 x 500 pixels

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

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

**Of readers find Machinery’s news & product update pages useful**
85%
**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 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  
2,962 Subcontractors in our online database  
70% Of readers prefer to get their information via the magazine*
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 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
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