THE MACHINIST

ULTIMATE GUIDE TO PROFITABLE MANUFACTURING

A TIMES GROUP PUBLICATION

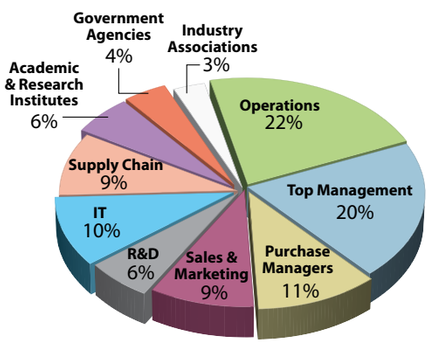
2018 MEDIA GUIDE

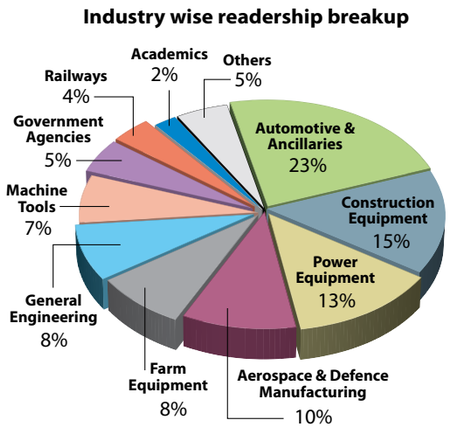
Print Online Email

Why The Machinist Brand

- Targeted at decision makers
- Circulated to relevant readers
- Focused on solutions
- Based on insightful data and research
- Follows highest editorial standards
- Discusses relevant strategies
- Presents rich and useful content
- Packs premium production quality

Magazine Readership Profile





The Reach

Over a period of one and half decade, The Machinist magazine has built an enviable database that connects our team with **the decision makers**, **the influencers** and **the actual end-users** of your products and solutions. The database, which includes live email ids, is regularly cleaned up and updated to ensure that we are reaching out to the target audience.

Online offerings

Type of advertisement / deliverable	Position	Dimensions In Pixel	Rate Per Month
Header Leaderboard	Premium	728 x 90	Rs 60,000/-
Right Panel	Semi-Premium	300 x 250	Rs 40,000/-
Right Panel (Category)	Semi-Premium	300 x 250	Rs 40,000/-
Video	Premium	MP4 (3-5) min.	Rs 60,000/-

E-NEWSLETTER - Once every fortnight

Deliverable	Rate
Banner in E-Newsletter Weekly	Rs 75,000/-

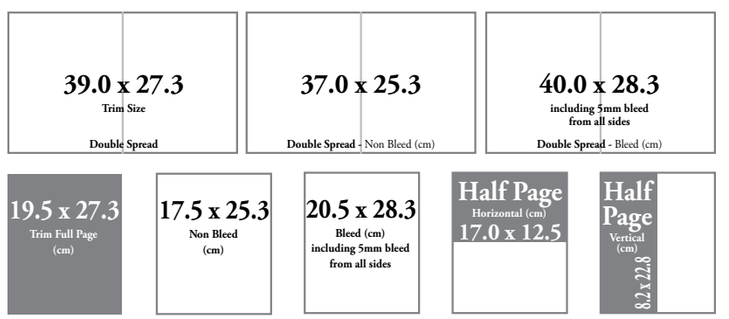
EMAIL BLASTS

Frequency	Rates
Once in a week	Rs 50,000/-

Magazine Advertisement Rates

Position	Specifications	Rate Per Insertion (Rupees)
Front Gatefold	28.5 cm X 27.3 cm	1,70,000/-
Back Gatefold	28.5 cm X 27.3 cm	1,50,000/-
Full Page Colour	19.5 cm X 27.3 cm	70,000/-
Inside Front Cover	19.0 cm X 27.3 cm	1,35,000/-
Inside Back Cover	19.0 cm X 27.3 cm	1,25,000/-
Back Cover	19.5 cm X 27.3 cm	1,40,000/-
Double Spread	39.0 cm X 27.3 cm	1,30,000/-
Half Page Colour	17.0 cm X 12.5 cm	40,000/-

Advertisement Dimensions (in cm)



Mode: CMYK with SWOP V2 Standards
Format: Tiff or Press optimised PDF, 3mm cut size in bleed
Resolution: 300 dpi

Editorial Calendar - April 2018 to March 2019

Month	Feature 1	Feature 2	Feature 3
April 2018	Automotive Manufacturing	Material Handling	Die & Mould
May 2018	Railway Manufacturing	Logistics	Oil & lubricants
June 2018	Construction Equipment manufacturing	Awards Coverage	CAD/CAM
July 2018	Aerospace Manufacturing	Skill Development	Metrology & Testing
August 2018	ACE List	Smart Factory	Cables & Wires
September 2018	Farm Equipment	Green Manufacturing	Additive Manufacturing (3D printing)
October 2018	Power Equipment Manufacturing	Supply Chain Management	Machine tools
November 2018	Defence manufacturing	Human Resources	Automation
December 2018	Automotive Manufacturing	Industry 4.0	Robotics
January 2019	Anniversary	Star List	IMTEX Cutting – Pre event
February 2019	Railways Manufacturing	Logistics	IMTEX Cutting – Post event
March 2019	Farm Equipment Manufacturing	Solar Industry	Laser Machines

Plus: News | Facility Tour | Big Interview | Plant Head of the Month | SME Zone | Event | Products

Industries Covered

- Automotive & Ancillaries
- Aerospace
- Defense
- Heavy Industries
- Power Equipment
- Construction Equipment
- Pumps & Valves
- Foundry Equipment
- Farm Equipment
- Material Handling
- Railways
- Machine Tools
- Cutting Tools
- Automation & Robotics
- Design & IT solutions
- Dies and Mould
- Instrumentation & Controls
- Testing & Measurement
- Oils, Lubes & Coolants
- Safety & Security
- Additive Manufacturing
- Welding

The Legacy

TheMachinist Magazine **and TheMachinist.in** Website are part of **Worldwide Media (WWM),** the magazine company of the **Times of India Group** and India's largest publisher of lifestyle and special interest magazines with brands like **Femina, Filmfare, Grazia, Top Gear, Good Food, Lonely Planet** and many others in its kitty.

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