The Machinist Magazine & Website
bring the latest and the hottest
from the manufacturing world through
news interviews articles case studies
products event previews facility tours
and much more

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

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

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

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

<table>
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<tr>
<th>Position</th>
<th>Specifications</th>
<th>Rate Per Insertion (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Gatefold</td>
<td>28.5 cm x 27.3 cm</td>
<td>1,70,000/-</td>
</tr>
<tr>
<td>Back Gatefold</td>
<td>28.5 cm x 27.3 cm</td>
<td>1,50,000/-</td>
</tr>
<tr>
<td>Full Page Colour</td>
<td>19.5 cm x 27.3 cm</td>
<td>70,000/-</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>19.0 cm x 27.3 cm</td>
<td>1,35,000/-</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>19.0 cm x 27.3 cm</td>
<td>1,25,000/-</td>
</tr>
<tr>
<td>Back Cover</td>
<td>19.5 cm x 27.3 cm</td>
<td>1,40,000/-</td>
</tr>
<tr>
<td>Double Spread</td>
<td>39.0 cm x 27.3 cm</td>
<td>1,30,000/-</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>17.0 cm x 12.5 cm</td>
<td>40,000/-</td>
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</table>

Advertisement Dimensions (in cm)

- 39.0 x 27.3
- 37.0 x 25.3
- 40.0 x 28.3
- 19.5 x 27.3
- 17.5 x 25.3
- 20.5 x 28.3
- 17.0 x 12.5

Format: CMYK with SWOP V2 Standards
Machine: TIFF or PMS-optimized PDF
Trim out size in bleed
Resolution: 300 dpi
Editorial Calendar - January 2020 to March 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>Main Focus</th>
<th>Other Highlights</th>
<th>Brand Solutions driven features/ interviews</th>
</tr>
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<tbody>
<tr>
<td>January 2020</td>
<td>Anniversary</td>
<td>Star List 2020</td>
<td>IMTEX 2020 – Forming technologies</td>
</tr>
<tr>
<td>February 2020</td>
<td>Automotive Manufacturing</td>
<td>Industry 4.0/digital factory</td>
<td>IMTEX Forming – Post event</td>
</tr>
<tr>
<td>March 2020</td>
<td>Defence Manufacturing</td>
<td>Skill Development</td>
<td>Robotics</td>
</tr>
<tr>
<td>April 2020</td>
<td>Railways Manufacturing</td>
<td>Machine Tools</td>
<td></td>
</tr>
<tr>
<td>May 2020</td>
<td>Consumer Durables Manufacturing</td>
<td>Automation</td>
<td>Farm Equipment Manufacturing</td>
</tr>
<tr>
<td>June 2020</td>
<td>Construction Equipment manufacturing</td>
<td>Super Shop/door Awards coverage</td>
<td>Additive Manufacturing</td>
</tr>
<tr>
<td>July 2020</td>
<td>Defence Manufacturing</td>
<td>Solar &amp; Wind Energy</td>
<td>Cutting Tools</td>
</tr>
<tr>
<td>August 2020</td>
<td>ACE List 2020</td>
<td>Smart Factory</td>
<td>Design Engineering</td>
</tr>
<tr>
<td>September 2020</td>
<td>Automotive Manufacturing</td>
<td>Human Resources</td>
<td>CAD/CAM</td>
</tr>
<tr>
<td>October 2020</td>
<td>Aerospace Manufacturing</td>
<td>Power Equipment Manufacturing</td>
<td>Cables &amp; wires</td>
</tr>
<tr>
<td>November 2020</td>
<td>Consumer Durables Manufacturing</td>
<td>Construction Equipment Manufacturing</td>
<td>Robotics</td>
</tr>
<tr>
<td>December 2020</td>
<td>Construction Equipment manufacturing</td>
<td>Supply Chain Management</td>
<td>Farm Equipment Manufacturing</td>
</tr>
<tr>
<td>January 2021</td>
<td>Automotive Manufacturing</td>
<td>Star List 2021</td>
<td>IMTEX Cutting 2021 – Pre-event Coverage</td>
</tr>
<tr>
<td>February 2021</td>
<td>Railways Manufacturing</td>
<td>Industry 4.0/digital factory</td>
<td>IMTEX Cutting 2021 – Post event Coverage</td>
</tr>
<tr>
<td>March 2021</td>
<td>Defence Manufacturing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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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