Welcome to the very first MTD magazine media information pack. The MTD magazine may be the ‘new kid on the block’, but our years of experience, expertise and ability to innovate are second-to-none. MTDCNC is the industry leading marketing, news and information platform that is continually breaking the boundaries of conventional communication in the manufacturing sector – the new MTD magazine will share and build upon this ethos.
The MTD Magazine has a digital footprint that is 10 times that of traditional publishers; promoted on platforms that reach 500,000 engineers every month. In the modern era where Facebook, LinkedIn, Twitter, YouTube and other social channels are so intertwined in everyday life, there is no better media outlet to promote your business. MTD magazine is the only manufacturing publication that intrinsically connects the written word with the world of video media, bringing your editorials and industrial applications to life, like no other media source.

From an editorial perspective, the MTD publication taps into the expertise of our video team to ensure readers get more unique content from a more diverse spectrum of the industry. With five editors on the road daily, we have the resource to bring you more informative, unique and insightful content.

The MTD Team is often asked ‘why a print publication?’ when the on-line platform has proven so successful. In a world of ‘Search and Click’, we can all find what we want, but do we genuinely know if what we want is the right thing? Reading a magazine gives engineers an opportunity to find and learn about new or alternative technologies, something a search engine will never provide – ‘information that you didn’t know you needed to know’. Of course, our online portfolio is connected to the printed publication and this gives greater visibility, reach and opportunity than ever before.

We appreciate that engineers are busy and they receive lots of publications, this is why we have opted for a bi-monthly frequency. We don’t want our magazine to be a quick read or ‘flick-through’. We strive to be a leading technical publication with insightful articles and industrial insight; additionally we want to use the magazine as a vehicle to bring you the in-depth story behind the 5-minute video – linking both print and video via QR Codes for the ‘complete picture’.

### Circulation Breakdown

<table>
<thead>
<tr>
<th>Print Circulation</th>
<th>Digital Edition Reach</th>
<th>Circulation by Job Role</th>
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<tbody>
<tr>
<td>14,000</td>
<td>500,000</td>
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### Sector Breakdown

- General Subcon: 3012
- Automotive: 1571
- Aerospace: 1417
- Oil and Gas: 990
- FI: 170

### Machine Type Snapshot

- Laser Cutter: 631
- 5 axis VMC: 597
- Sliding Head Lathes: 529
Technology Focus

In each issue we will expand upon one of our regular sections.

The Regular Sections

In every issue we will be looking at the latest developments and industry advancements in machining (milling/turning/EDM/multi-function machine tools) cutting tools, lubricants, workholding, toolholding, additive manufacturing, sheet metal working, measurement, CAD/CAM & production control software, surface finishing, automation and training. There will also be the ‘Industry Focus’ pages and the ‘What’s new’ product section.
**Advertisement Sizes**

- **A4**
  - Trim 210mm width x 297mm height

- Half page horizontal
  - Trim 188mm width x 130mm height

- Half page vertical
  - Trim 93mm width x 276mm height

- Quarter page
  - Trim 88mm width x 125mm height

*Bleed 6mm on all four sides for all advertisement sizes.*

**Copy Requirements**

- **Application Files:** Quark Xpress, Adobe InDesign, Photoshop and Illustrator with all support files and fonts included.

- **Images:** TIFF, JPEG and EPS formats. Resolution should be 300 dpi at the size to be published. Colour images should be saved as CMYK and mono images as greyscale.

**Rate card**

- **Full Page £1800, Half page £950 and Quarter page at £500**

**PDF Files:** Press-ready PDFs should be created using CMYK PDF/X-1a setting, all fonts embedded. Transparencies flattened. Please refer to www.pass4press.com for more detailed information. Please provide a colour proof as we cannot be held responsible for colour variations.

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