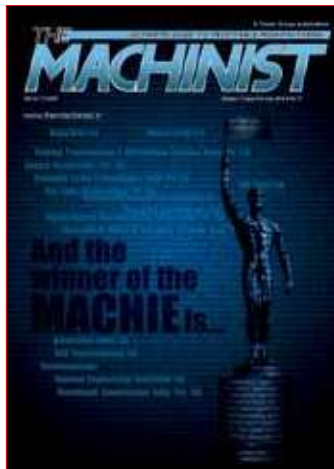


THE ULTIMATE GUIDE TO PROFITABLE MANUFACTURING **MACHINIST**

— A TIMES GROUP PUBLICATION —

MEDIA PACK 2017



Frequency: **Monthly** | Circulation: **35,000**

Why The Machinist

- 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 print & paper quality

Editorial Calendar - January to December 2017

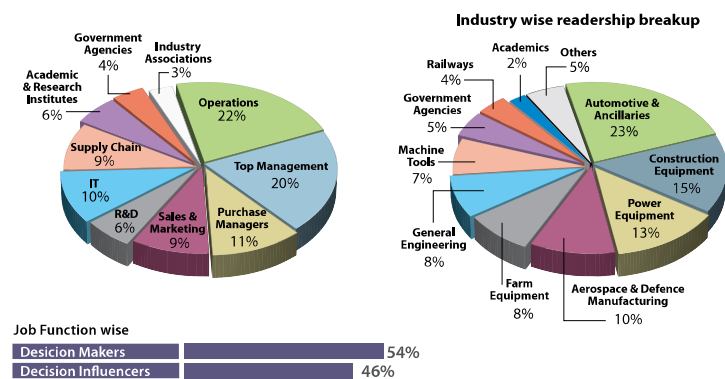
Month	Feature 1	Feature 2	Feature 3
January Anniversary Issue	IMTEX Cutting 2017: Curtain Raiser	The Machinist Star List – Profiles of 10 selected top leaders from a cross section of manufacturing.	Role of Automation in Addressing market dynamics
February	Automotive manufacturing	Post event coverage – IMTEX Cutting 2017 – Interviews & products.	Budget expectations
March	Defence Manufacturing	Smart Manufacturing – Digital Factory	Post Budget reactions
April	Power Equipment Manufacturing	Skill Development	
May	Construction Equipment Manufacturing	Super Shopfloor Jury Meet Coverage	Oils & lubricants
June	Farm Equipment Manufacturing	Super Shopfloor Awards Coverage	Laser Machines
July	Aerospace Manufacturing	Material Handling	
August	Additive Manufacturing		
September	ACE List	Green Manufacturing	CAD/CAM systems
October	Automotive Manufacturing	Supply Chain Management	Coatings & surface treatment
November	Consumer Durables Manufacturing	Training & Development	Machine Tools
December	Railways Manufacturing	Electric Vehicles	Die & Mould
January 2018	Aerospace Manufacturing	GMS 2017 – Post event coverage	Cables & wires
February 2018	IMTEX Forming 2017: Curtain Raiser	The Machinist Star List – Profiles of 10 selected top leaders from a cross section of manufacturing.	Role of Automation in being Competitive
March 2018	Defence Manufacturing	Post event coverage – IMTEX Forming 2018 – Interviews & products.	Cutting Tools
April 2018	Power Equipment Manufacturing	Industry 4.0	Machine Tools

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

Readership Profile



Advertisement Rates

Position	Specifications	Rate Per Insertion (Rupees)
Front Gatefold	38.1 cm X 27.3 cm	1,70,000/-
Back Gatefold	38.1 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)

39.0 x 27.3 <small>Trim Size</small> <small>Double Spread</small>	37.0 x 25.3 <small>Double Spread (Non Bleed (cm))</small>	40.0 x 28.3 <small>including 3mm bleed from all sides</small> <small>Double Spread - Bleed (cm)</small>
19.5 x 27.3 <small>Trim Full Page (cm)</small>	17.5 x 25.3 <small>Non Bleed (cm)</small>	20.5 x 28.3 <small>Bleed (cm) including 3mm bleed from all sides</small>
	Half Page <small>Horizontal (cm)</small> 17.0 x 12.5	Half Page <small>Vertical (cm)</small> 8.2 x 22.8

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 PDR 3mm cut size in bleed
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