

## 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

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/-

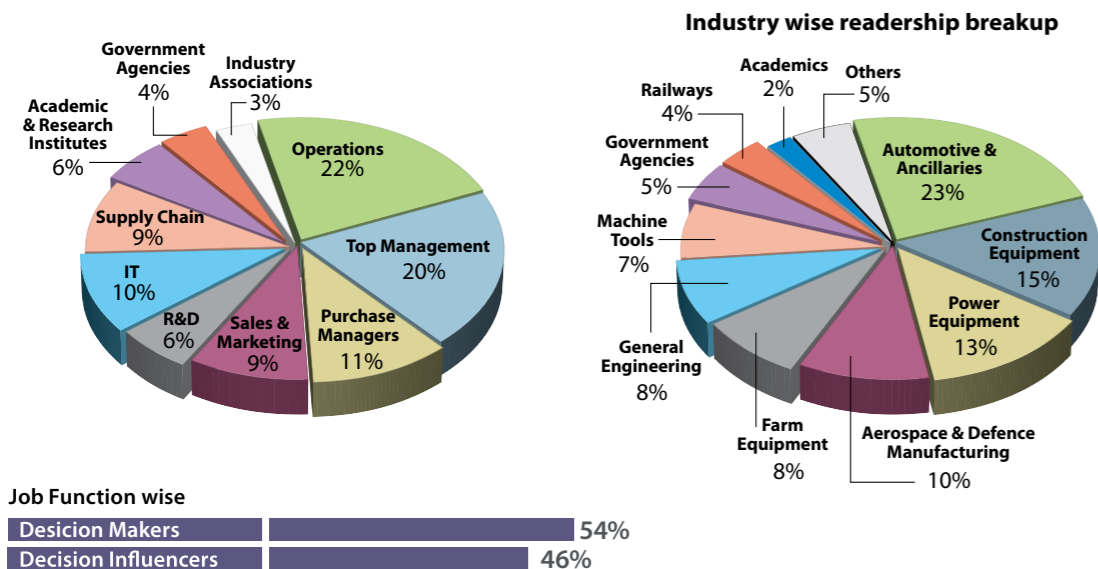
## The Machinist Magazine & Website

bring the latest and the hottest

from the manufacturing world through

news interviews  
articles  
case studies  
the machinist TV  
event previews  
products facility tours  
and much more

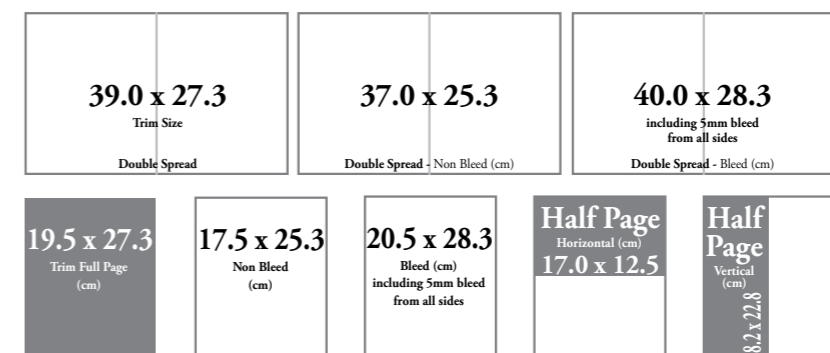
## Magazine Readership Profile



## 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