

MEDIA KIT 2024



MANUFACTURING **JOURNAL**

media
Kit

about us



"Manufacturing-Journal" is an industry-focused International business magazine. Surveys demonstrate that it is required reading for top managers across the whole spectrum of international manufacturing industry and in all major European countries. It's this diversity in depth that makes "Manufacturing-Journal" the forum of choice for international companies in so many fields. So, when major corporations throughout the Continent have a story to tell, time and again they choose "Manufacturing-Journal" to tell it.

Readership

"MANUFACTURING JOURNAL" is read by senior executives throughout the International manufacturing industry (Managing Directors, Chief Executives, Sales and Marketing Directors, Engineering Directors, Purchasing Managers etc.) It is circulated to subscribers in all of Europe North America, India, China, South America Africa and Australia.

Editorial profile

At the heart of "MANUFACTURINGJOURNAL" are in-depth reports on the latest developments at companies across the whole field of International manufacturing industry, as they adjust to fundamental changes in the marketplace. Recurrent themes include the response to globalisation, the drive for innovation, the battle against costs and the development of ever more complex relationships with suppliers through increasing outsourcing. Putting these company stories into the wider International business context is a comprehensive range of news items, concise reports and authoritative commentary on management, finance, science and technology, business regulation, economics and politics. Each issue also features a review of an individual International business sector - chemicals, steel, ship building, construction, automotive, paper, packaging, food etc. - as well as information on trade fairs, business and the latest developments in manufacturing, marketing, logistics and IT strategies.

A unique service

"MANUFACTURINGJOURNAL" International readership and its comprehensive coverage of all sectors of the manufacturing industry makes it uniquely effective in putting companies in touch with potential customers and suppliers throughout the European marketplace.

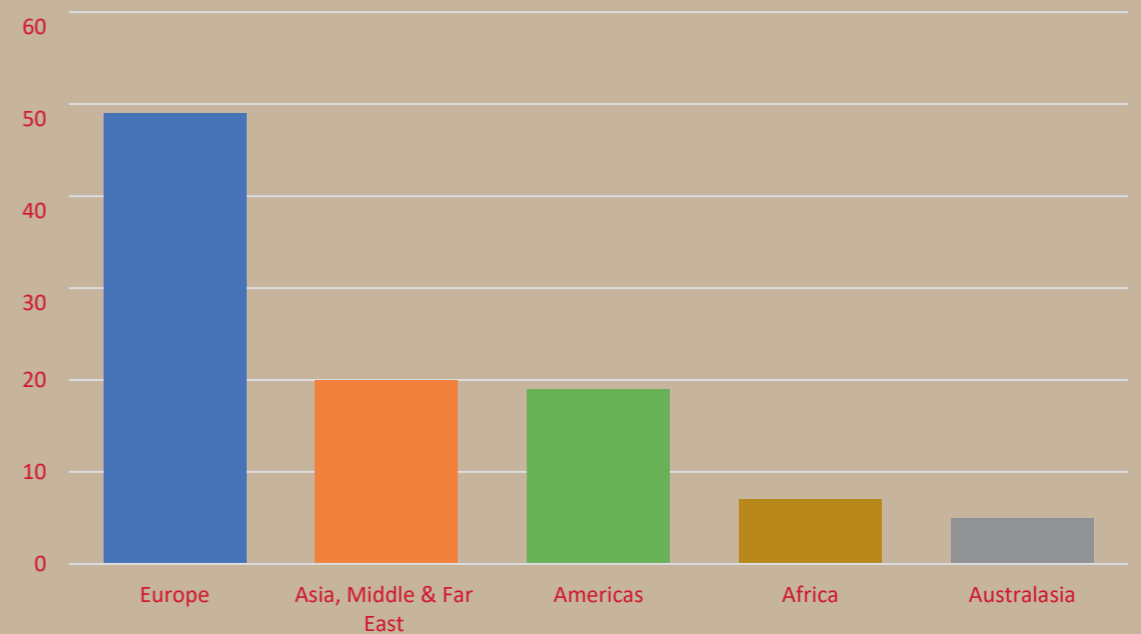
Printing & digital



Facts and figures:

- Manufacturing-Journal magazine is published in both digital and hard copy format.
- Our readership of over 124,000 (combined digital and hard copy) are read by people in senior management positions - CEOs, plant directors, owners, sales and marketing managers, purchasers and buyers associated with manufacturing and services sector.
- The magazine is printed in English and is also available in the press booths of major shows and exhibitions.
- The website receives over 47,000 unique visitors per month with major spikes after magazine circulation and event promotions.
- The website and digital magazine can be read on all mobile devices
- We are present on Twitter, LinkedIn and Facebook ensures a proactive role in the promotion of companies and events via these social media channels.

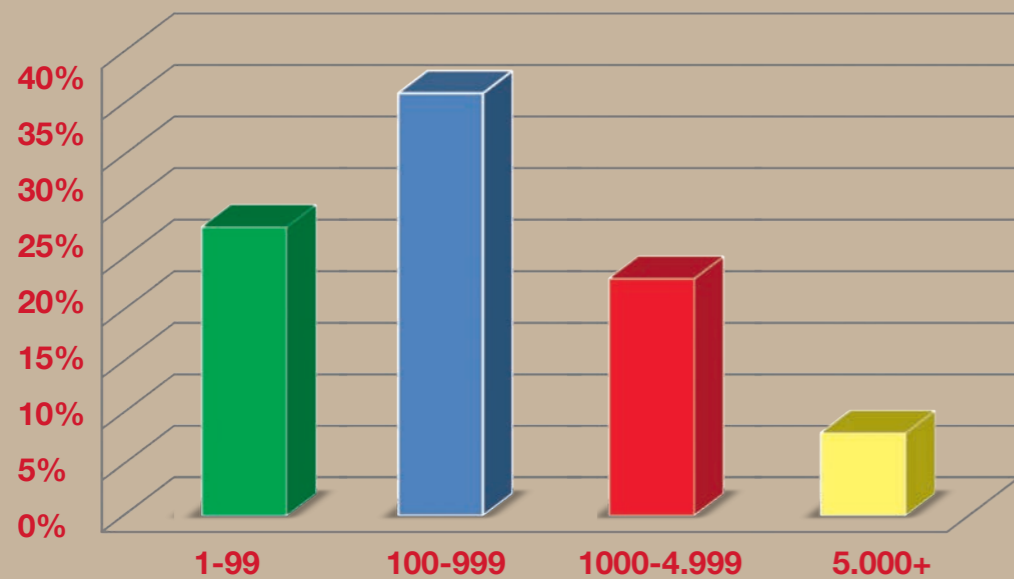
GLOBAL READERSHIP



Statistics



• COMPANY SIZE



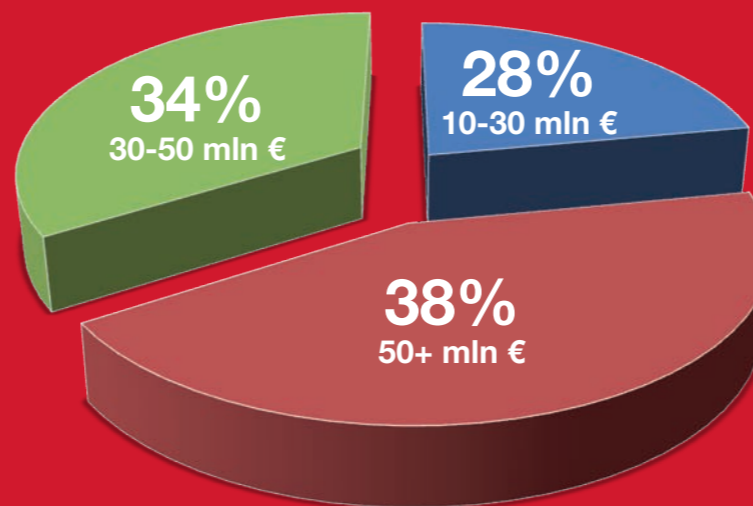
Number of employees:



• EXECUTIVE OVERVIEW



• COMPANY REVENUE

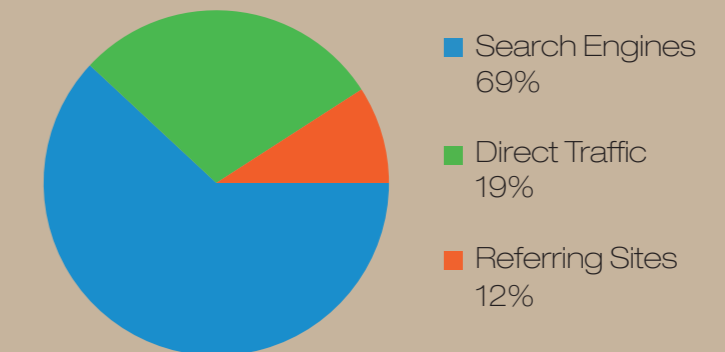


• SECTOR DISTRIBUTION

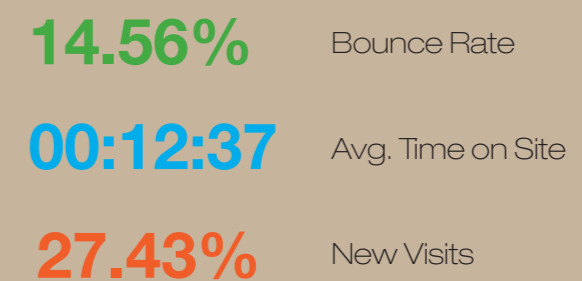
INDUSTRY	%
Agriculture	8%
Wood industry, paper & packaging	5%
Transport & logistics	7%
Textile	4%
Shipbuilding	3%
Plastics Industry	7%
Metallurgy & Mining Industry	7%
Food & beverages	8%
Energy & petrochemical industry	9%
Domestic appliances	9%
Cosmetics, pharmaceutical industry	8%
Construction	7%
Chemical industry	6%
Automotive	10%
Others	2%

• WEB ANALYTICS

Traffic sources overview:



Site usage:





• ADVERTISING GUIDELINES

Preparing a file for printing:

1. Files accepted:

Vector graphics: files format EPS, PDF, SVG, AI, CDR

Raster graphics: format TIFF, PNG, PSD, GIF, JPEG (no quality loss).

Colour model: Required process colours **CMYK**. In case of supplying work in RGB or using colours PANTONE separation will be carried according to tables of colourful areas CMYK. Colours can change in this case.

Resolution: 300 dpi, Supplying material of lower resolution will effect quality loss, for which editorial staff of Manufacturing Journal does not take any responsibility.

Total Ink Coverage: max 300%.

Notice: please ensure, if all fonts have been attached and All graphic files and they have been prepared in resolution not less than 300 dpi At actual size.

2. Nomenclature:

Files you should name using minuscule, without tails, So that name of file will include company name for example: enbra1, enbra_fittings, enbra-logo etc.

3. File supplying:

a) Accepted carriers data: **CD or DVD**

b) Through the website **www.wetransfer.com**

c) **e-mail:** advertise@manufacturing-journal.net

d) **ftp:** ftp://ftp.businesspl.com login: upload_manufacturing-journal_net, password: Uploadftp#.

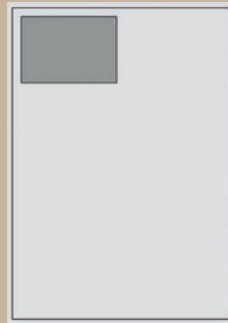
Files should be place In previously created folder, which should be named with your company name. After you place the file on the server we kindly ask to inform us by telephone or e-mail.

4. Authorization:

Advertisement created by graphics artists In Manufacturing Journal It will be sent for authorization by e-mail. Any reservations to the project please to report in written on e-mail: advertise@manufacturing-journal.net in 3 days time from getting advertisement project for authorization. No reservation in this time will be treated as your final project acceptance.

The Customer assures that by sending the materials, he does not infringe on anyone's trademark rights, trade names, business secrets, distribution rights or publishing rights, nor does he infringe on anyone's copyrights or publishing rights, and in particular that by providing text and illustrative material (drawings, photos, etc.) has the author's consent to dispose of his work to the extent necessary to perform the contract.

• **VERTICAL**



1/8 PAGE
vertical
90 x 60 mm
(width x height)



1/4 PAGE
vertical
90 x 125 mm
(width x height)



1/3 PAGE
vertical
60 x 260 mm
(width x height)



1/2 PAGE
vertical
90 x 260 mm
(width x height)



FULL PAGE
210 x 297 mm
+ 3 mm bleeds
(width x height)

• **HORIZONTAL**



1/8 PAGE
horizontal
185 x 30 mm
(width x height)



1/4 PAGE
horizontal
185 x 60 mm
(width x height)



1/3 PAGE
horizontal
185 x 85 mm
(width x height)



1/2 PAGE
horizontal
185 x 125 mm
(width x height)

• **ADVERTISING RATES**

1/8 PAGE	1/8 PAGE+URL	1/4 PAGE	1/3 PAGE	1/2 PAGE	FULL PAGE	DOUBLE PAGE
vertical/horizontal	vertical	vertical/horizontal	vertical/horizontal	vertical/horizontal	-	-
90 x 60 mm/ 185 x 30 mm	90 x 60 mm	90 x 125 mm/ 185 x 60 mm	60 x 260 mm/ 185 x 85 mm	90 x 260 mm/ 185 x 125 mm	210 x 297 mm + 3 mm bleeds	420 x 297 mm + 3 mm bleeds
€ 815	€ 500	€ 1315	€ 1765	€ 2115	€ 3495	€ 4995

Front cover from outside:

Rear cover from the outside:

Internal cover:

Selected location:

3 page article:

+ 65% of the price for the full page

+ 50% of the price for the full page

+ 25% of the price for the full page

+ 20% of the advertising rates

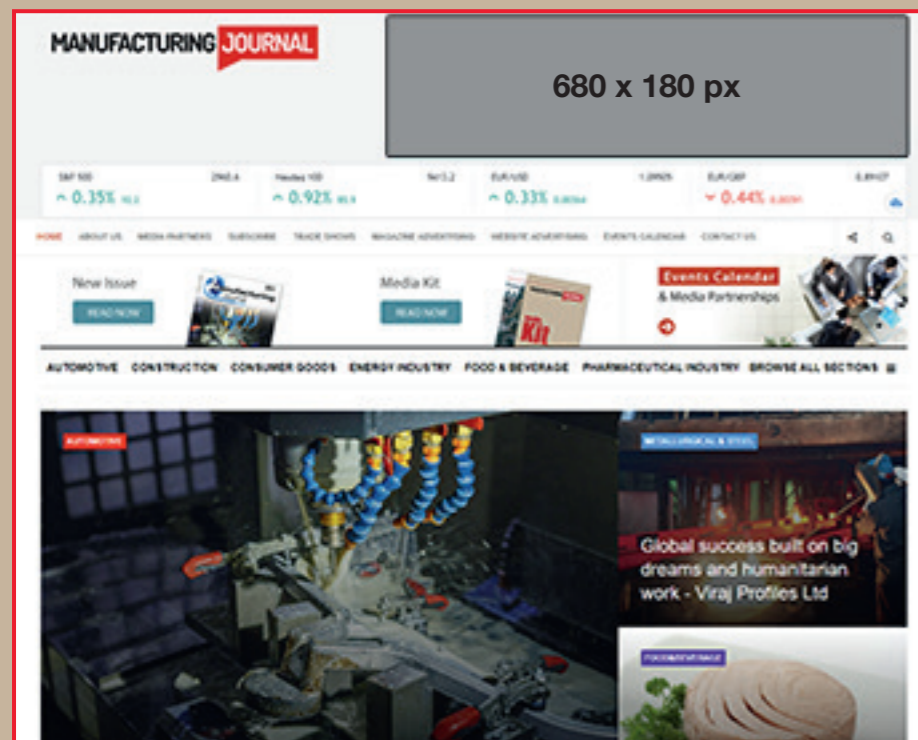
€ 5995

* special technical conditions

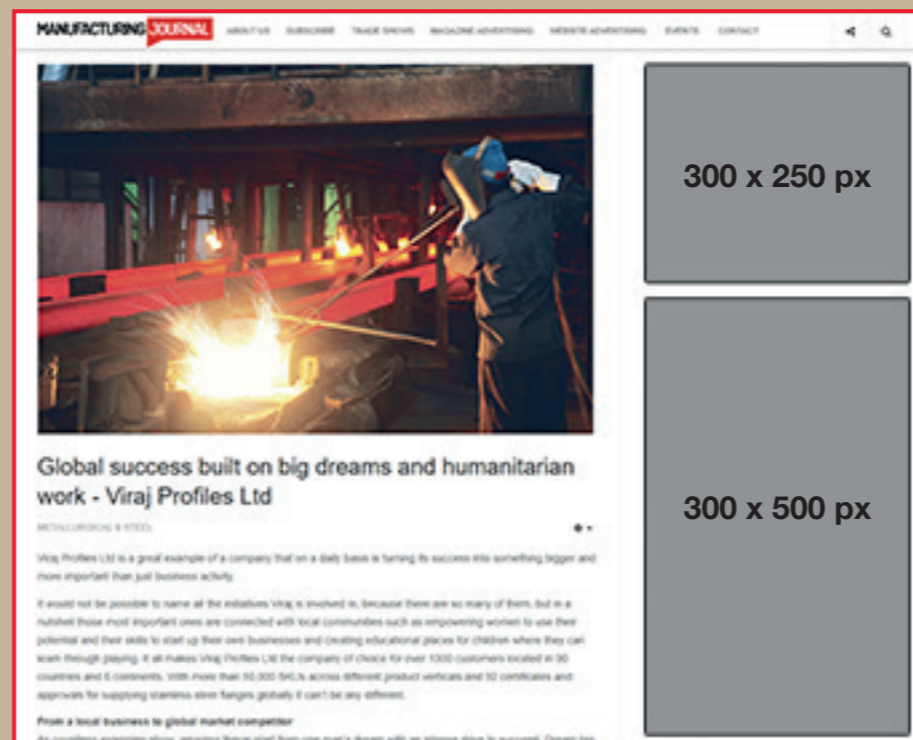
* special technical conditions



• **MODULE 1**



• **MODULE 2, MODULE 3**



• **ADVERTISING ON THE WEBSITE**

Advertising banner:

We offer the following advertising modules:

MODULE	cost*
Banner 680 x 180 px	995 €
Banner 300 x 500 px	500 €
Banner 300 x 250 px	300 €

* cost per monthly display

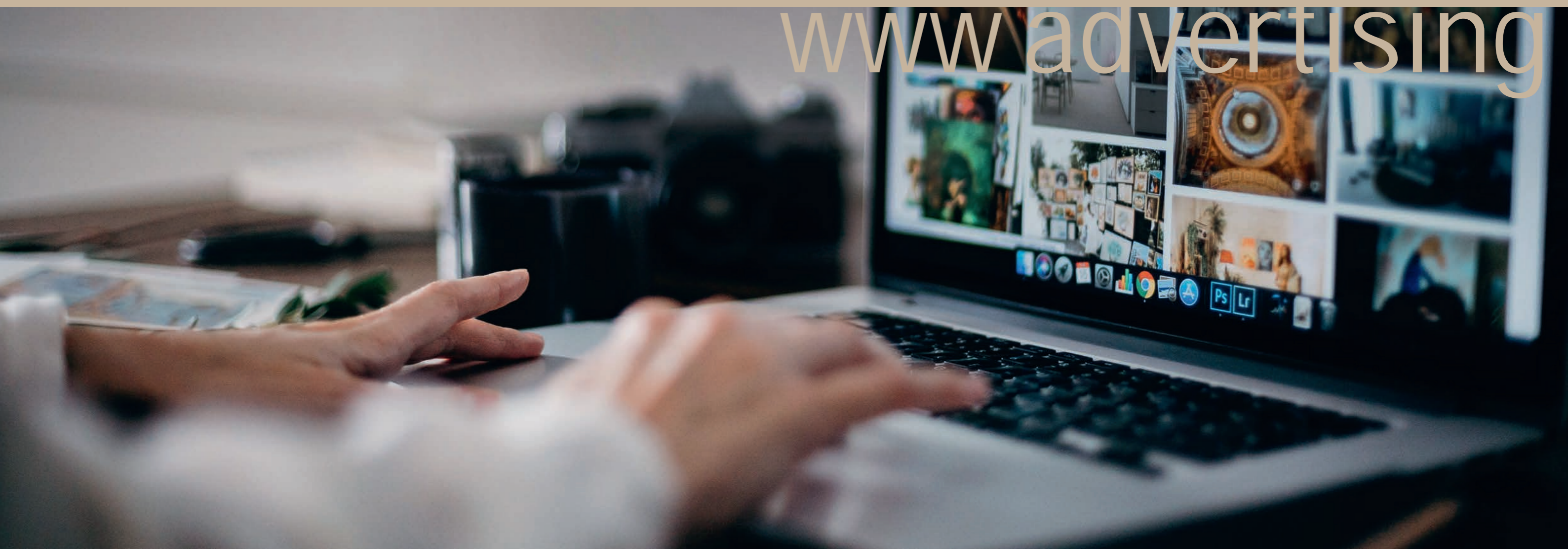
Email Blast (eblast) & Newsletter

At a special request we offer an eblast & newsletter campaign service. Please contact us for more details.

Sponsored article:

In addition, we would like to offer you the publication of press information (sponsored articles) on our portal at a price of EUR 250 for the publication of one material - press release, article.

www advertising





Annual calendar

VOLUME	INDUSTRY	MEDIA COOPERATION					
1/19 - 2024	<i>Transport&Logistics, Electrical engineering, Agriculture Industry, Energy Industry</i>	30.01-02.02.2024 BUDMA - International Construction and Architecture Fair	06-07.02 2024 PEX Network - Future of BPM 2024	01-05.03 2024 FMEX CHINA - China International Machine Tool Exhibition	05-08.03 2024 Aqua-Therm Praha - International Trade Fair for HVAC Technology	19-20.03 2024 Hydropower Conferen- ce 2024 - Hydro Power & Dams Industry Inter- national Conference	
2/19 - 2024	<i>Construction Industry, Metallurgical&Steel, Oil&Gas Industry, Packaging, Pharmaceutical</i>	09-11.04 2024 Advanced Factories Expo - Integrating Au- tomation Systems	16-18.04 2024 F4F - FOODTECH 6.0 - Latest technologies and machinery for the food industry	23-25.04 2024 WARSAW PACK - International Fair of Packaging and Packa- ging Technologies	13-15.05 2024 STATIC Arabia - Middle East International Con- ference & Exhibition on Industrial Equipment in the Energy Sector	14-16.05 2024 CWIEME BERLIN 2024	15-17.05 2024 Guangzhou - International Automobile Technology Exhibition
3/19 - 2024	<i>Automotive, Consumer Goods, Chemical Industry, Cosmetics, Plastic Industry, Pulp&Paper Industry</i>	03-05.06 2024 Shoptalk Europe Transforming Europe's retail ecosystem	04-07.06 2024 ITM Industry Europe - Industry at digital age	06-10.06 2024 INTEC - Trade Fair for Manufacturing, Tool and Special-Purpose Machine Construction	25-28.08 2024 GMIS MEETS Conference 2024		
4/19 - 2024	<i>Food&beverages, Heavy Industry, Steel Industry, Transport&logistics</i>	01-03.10 2024 EUROPEAN MOBILITY EXPO 2024 - European Mobility Exhibition	03-05.10 2024 BIO EXPO WARSAW - International Trade Fair for Organic Food	03-06.11 2024 PACK EXPO INTERNATIONAL - Packaging and processing show			



Media partner

If you represent PR Agency, you are Event or Fair organiser, you work in Communication & Marketing department and you are looking to establish long or short term Media cooperation, please feel free to send us your request.



MANUFACTURING JOURNAL



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