

MEDIA KIT 2026



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.

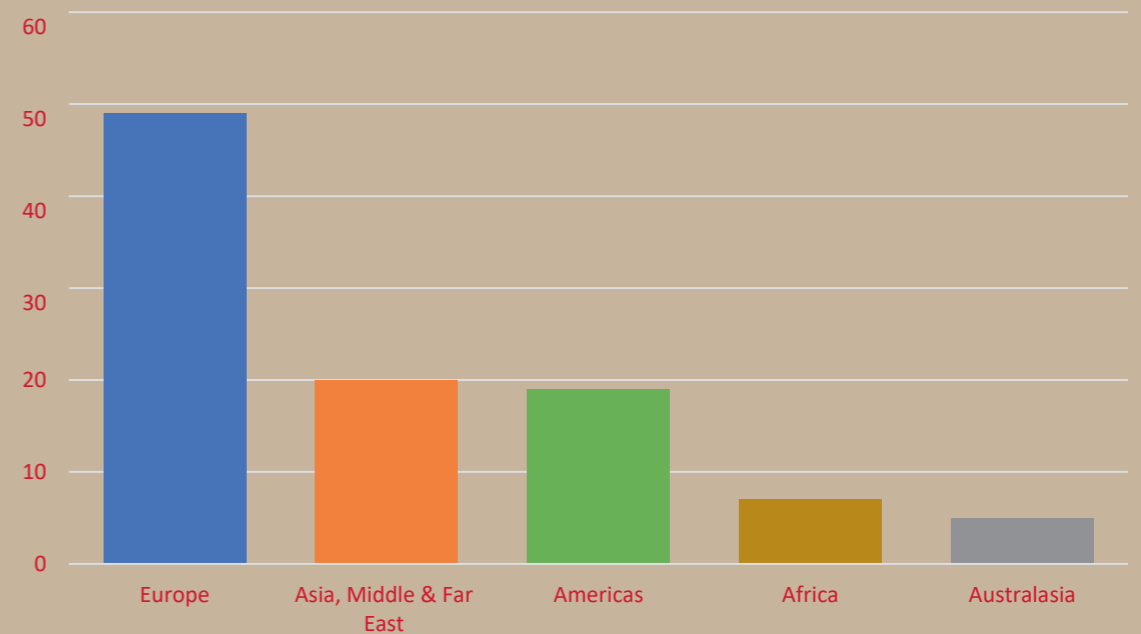
Printing & digital



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.

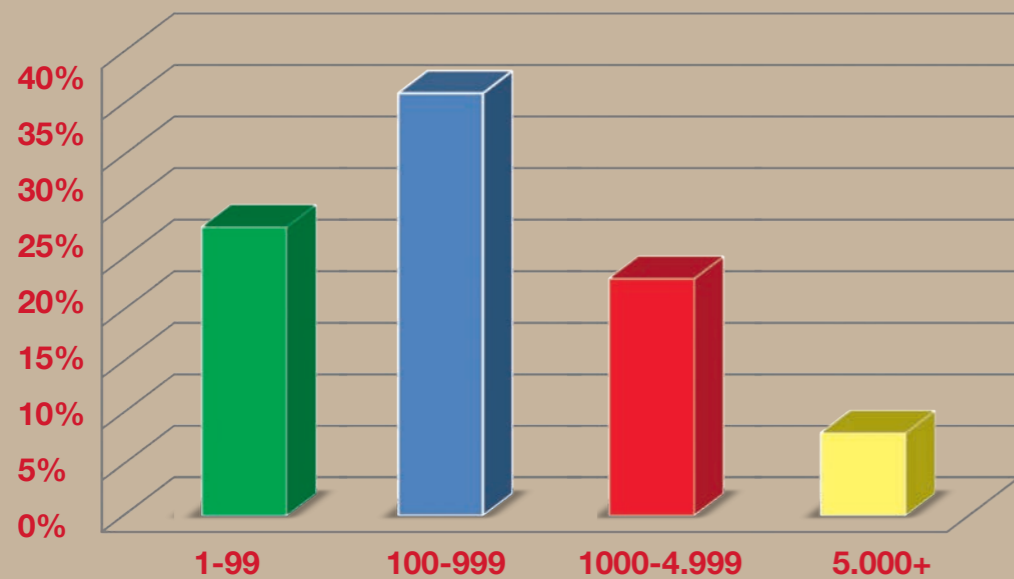
• GLOBAL READERSHIP



Statistics



• COMPANY SIZE



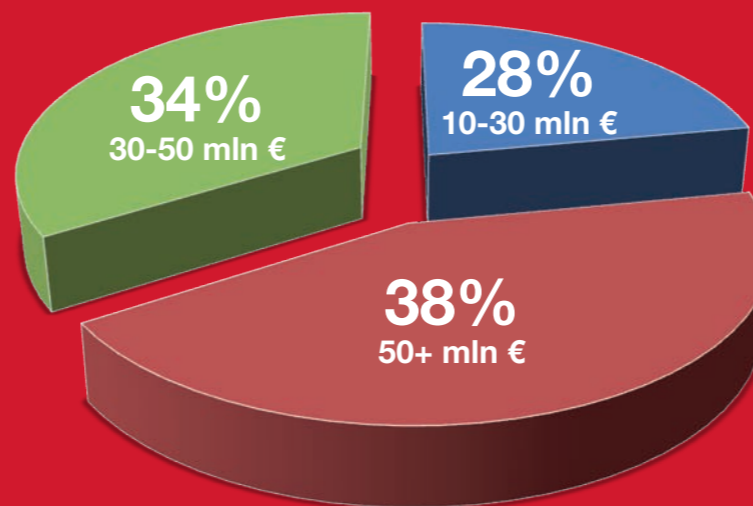
Number of employees:



• EXECUTIVE OVERVIEW



• COMPANY REVENUE

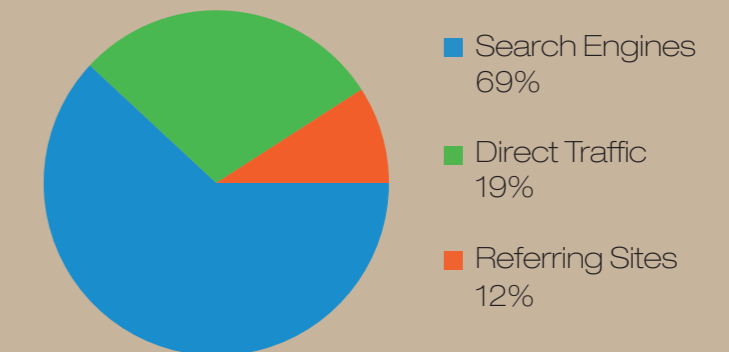


• SECTOR DISTRIBUTION

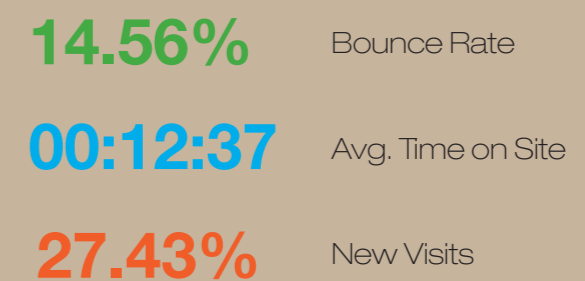
| INDUSTRY | % |
|------------------------------------|-----|
| Agriculture | 8% |
| Wood industry, paper & packaging | 5% |
| Transport & logistics | 7% |
| Textile | 4% |
| Shipbuilding | 3% |
| Plastics Industry | 7% |
| Metallurgy & Mining Industry | 7% |
| Food & beverages | 8% |
| Energy & petrochemical 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:





Guidelines

• 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#.

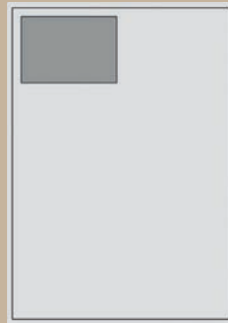
Files should be place In previously created folder, which should be named with your company name. After you place the file on the server we kindly ask to inform us by telephone or e-mail.

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

Size & prices



- **WEBSITE ADVERTISING**

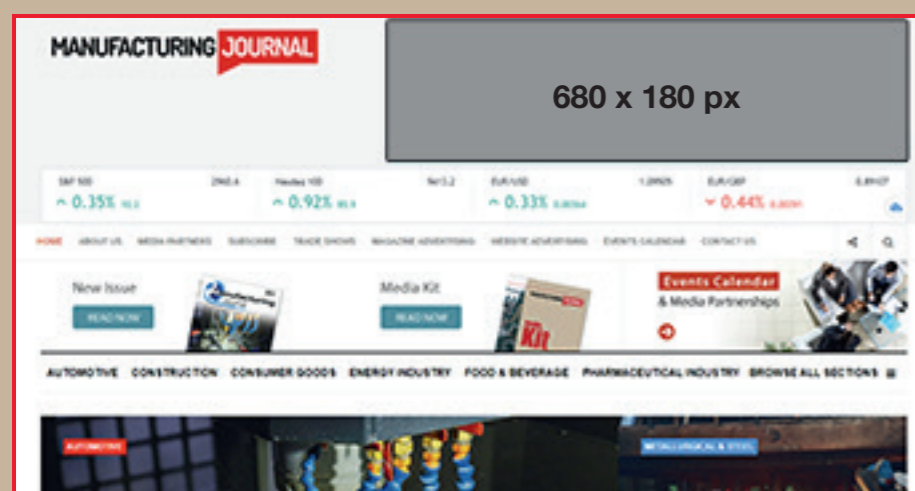
Advertising banner:

We offer a range of online advertising solutions on our website, including homepage and section banners designed to increase visibility among decision-makers across the manufacturing sector.

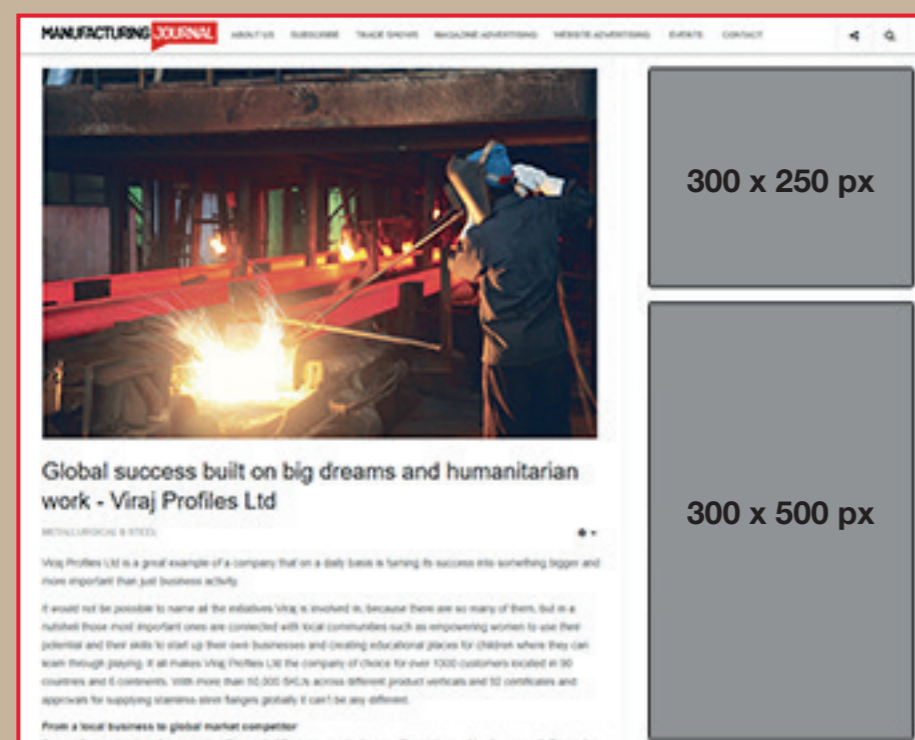
| MODULE | cost* |
|---------------------|-------|
| Banner 680 x 180 px | 995 € |
| Banner 300 x 500 px | 500 € |
| Banner 300 x 250 px | 300 € |

* cost per monthly display

- **MODULE 1**



- **MODULE 2, MODULE 3**



- **ONLINE PUBLICATIONS**

In addition, we would like to offer you the publication of press information (sponsored articles) on our portal.

Press Release / Sponsored Article

Publication in the PRESS RELEASE section on our website.

- **250 EUR**

Online Article in Selected Section

Publication in a selected thematic section of the website with stronger editorial positioning and enhanced visibility.

- **400 EUR**

- **NEWSLETTER & EMAIL BLAST**

Newsletter and eblast campaigns

Newsletter and eblast campaigns are available on request. The scope of each campaign is tailored individually depending on the communication objective, content format and target audience.

Possible options may include:

- newsletter sponsorship
- dedicated email blast
- content-based campaign support
- selected promotional combinations with website visibility



Editorial & communication

- **INSIGHT REPORTS**

We offer insight report articles prepared on the basis of materials provided by the client, interviews or publicly available industry information. This format is designed for companies that want to present their expertise, market position, business development or strategic perspective in a more editorial and professional way.

- **E-BROCHURES**

We prepare electronic brochures based on published content, ready to be further used on company websites, in social media communication, during trade fairs and in sales or promotional activities.

- **TAILORED PACKAGES**

We offer flexible communication packages that can combine online publications, website exposure, newsletter support, social media support and additional promotional services. Each package can be adjusted to the client's priorities, communication goals and budget.

- **CONTENT SUPPORT**

We can support clients in preparing, editing and adapting their materials for publication, including text development, editorial work, basic translation support and visual adaptation of the content.

- **TRADE FAIR COMMUNICATION SUPPORT**

We can also prepare dedicated content and promotional materials supporting company communication around trade fairs, industry events and product launches.





Annual calendar

| VOLUME | INDUSTRY | MEDIA COOPERATION | | | | | |
|-------------|--|--|---|--|---|---|--|
| 1/19 - 2026 | <i>Transport&Logistics, Electrical engineering, Agriculture Industry, Energy Industry</i> | 26-28.01 2026 PEX Network - Business Transforma- tion World Summit | 03-06.02.2026 BUDMA - International Construction and Architecture Fair | 09-12.03 2026 HIMSS 2026 - Global Health Confe- rence & Exhibition | 18-21.03 2026 FOOD PACK ASIA - Food Processing and Packaging Industry International Exhibition | 25-26.03 2026 EXPOPOWER - International Power Industry Fair | |
| 2/19 - 2026 | <i>Construction Industry, Metallurgical&Steel, Oil&Gas Industry, Packaging, Pharmaceutical</i> | 14-16.04 2026 WARSAW PACK - International Fair of Packaging and Packa- ging Technologies | 05-07.05 2026 Advanced Factories Expo - Industry 4.0 Congress | 19-21.05 2026 CWIEME BERLIN 2026 - Global meeting pla- ce for the transformer, motor, and e-mobility industries | 26-29.05 2026 ITM Industry Europe - Innovations, technolo- gies and machines | 27-28.05 2026 Food 4 Future - The innovation plat- form for the food and drinks industry | |
| 3/19 - 2026 | <i>Automotive, Consumer Goods, Chemical Industry, Cosmetics, Plastic Industry, Pulp&Paper Industry</i> | 09-11.06 2026 Shoptalk Europe - Europe's most senior retail event | 16-19.06 2026 FISPAL TECNOLOGIA - International Packa- ging, Processing and Logistics Trade Show | 01-03.07 2026 ELECTRIC VEHICLE ASIA - International Electric Vehicles Tech- nologies Exhibition & Conference | 23-26.08 2026 GMIS MEETS Conference 2026 | | |
| 4/19 - 2026 | <i>Food&beverages, Heavy Industry, Steel Industry, Transport&logistics</i> | 08-10.09 2026 STATIC Arabia - Static Equipment Engineering & Maintenance Techni- cal Conference & Expo | 15-20.09 2026 IAA TRANSPORTATION 2026 - The leading plat- form for logistics, com- mercial vehicles, and the transport sector | 18-21.10 2026 PACK EXPO INTERNATIONAL - Packaging and processing show | 10-13.11 2026 ENERGY DECENTRAL - International trade fair for innovative ener- gy supply | | |



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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