

MACHINE TOOLS

WORLD

Monthly Magazine on Machine Tools & Allied Industry



Media Kit

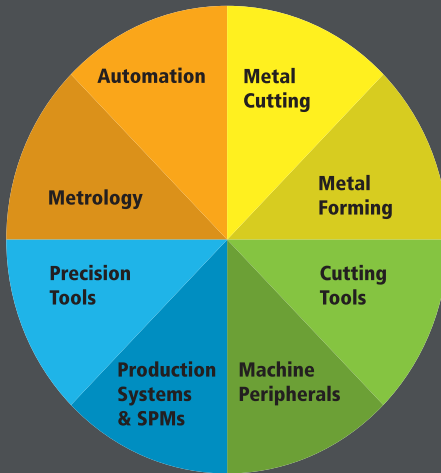
MACHINE TOOLS WORLD
MTW



Focus

With in-depth and engrossing editorial content covering machine tools & metal working, MACHINE TOOLS WORLD will prove to be the most preferred media solution for the corporate machine tools world.

MACHINE TOOLS WORLD is a multidisciplinary journal covering almost all facets of metal working & metal forming solutions such as:



It will cover in-depth knowledge spectrum of various critical applications and functional aspects starting from Turning, Milling, Honing, EDM Machining, Grinding, Cutting, Drilling, Boring, Work-holding to Automation, SPMs and Flexible Manufacturing & Robotics.



Value Added Services: Print | Online | PR

Along with print advertisements, we can serve you best as a complete media solutions provider with many values & multiple marketing communication options such as

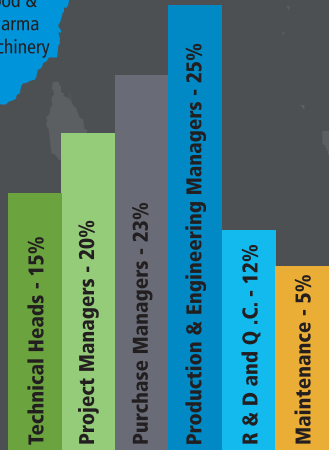
**Circulation :
30,000 copies all India**

With a Pan India circulation of 30,000 copies, a couple of thousands reaching overseas markets, and presence in all major industry events including exhibitions & seminars, we aim at establishing its leadership position by more than meeting the expectations and delivering the promises to our advertisers, subscribers and patrons.



Readership

MACHINE TOOLS WORLD would like to team up with you and develop a great synergy in reaching out to your unalloyed target audience which are key decision makers



online promotion • product reviews • technical articles
company profiles • process innovations • corporate & project news and many more.



Advertising Opportunities

Tariff + Service Tax as per actual

Type	Size (Height X Width)	Indian Rates	International Rates
Double Spread	Non Bleed : 25 cm X 39 cm / Bleed : 27.94 cm x 43.18 cm	INR Rs. 60,000/-	US \$ 1500
Full Page	Non Bleed : 25 cm X 19 cm / Bleed : 27.94 cm x 21.59 cm	INR Rs. 40,000/-	US \$ 1000
Half Page	12 cm X 19 cm	INR Rs. 20,000/-	US \$ 500
Quarter Page	12 cm X 9 cm	INR Rs. 10,000/-	US \$ 250

Special Positions	Dimensions	Indian Rates	International Rates
Front Gate Fold	Ht: 25 cm X Wd: 38 cm	INR Rs.80,000/-	US \$ 1500
Back Cover	Ht : 25 cm x Wd: 19 cm	INR Rs.60,000/-	US \$ 1400
Inside Back Cover	Ht : 25 cm x Wd: 19 cm	INR Rs.50,000/-	US \$ 1300
Inside Front Cover	Ht : 25 cm x Wd: 19 cm	INR Rs.40,000/-	US \$ 1200
Thick Paper Tab (210 gsm)	Ht : 25 cm x Wd: 19 cm	INR Rs.35,000/-	US \$ 1100

Ad material format: High resolution PDF / TIFF or Open file (CDR, AI, PSD) with all fonts.

Subscription Tariff :

Period	Number of issues	Indian Rates
1 Year	12	2000 + Service Tax
2 Year	24	4000 + Service Tax
3 Year	36	6000 + Service Tax

- **Eyland ads**
 - **Belly band**
 - **Yearly Planner**
- These innovation are tailor made as per requirement & costing are as per actual + Service Tax

Print Innovations :

- Jute bag branding
- Book
- Mark
- Brochure Insert

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