



# MTD CNC

**2025**  
MAGAZINE  
MEDIA PACK



# Welcome

Welcome to the MTD magazine media schedule for 2025. 2024 got off to a bang with the bi-annual MACH show, which injected excitement into the industry with its innovations. The tail end of 2024 brought us the AMB and IMTS exhibitions in Germany and the US, and 2025 looks set to build on the success of the international extravaganzas, which introduced a wealth of innovations that many manufacturers displayed during the 2024 autumn of open-house events.

Whilst the mood was upbeat at the events, there remained caution with a new government in power. With Make UK forecasting manufacturing growth at 0.8% for 2025 and a new government with its feet firmly under the table, there is optimism that improved economic growth is on its way. In fact, the Make UK Manufacturing Outlook survey for Q3 2024 said that 58% of manufacturers expect the change of government to deliver better growth in 2025. Make UK's forecast alludes to a forecasted jump in recruitment, exports and GDP. 2025 is the year for the new government to deliver on its pre-election promises.

At MTD magazine, we always deliver on our promises. Every year, we strive to build upon the previous year's performance, making content more relevant and exciting, bringing readers the latest insights and developments, and providing it in a user-friendly format that inspires our ever-growing audience. We beam with pride in the success of UK manufacturing, and in every issue of our bi-monthly publication, we endeavour to celebrate and publicise your success.

Your success isn't just a result of hard work and ingenuity – you must also invest in the latest innovations to keep you competitive globally. That is why MTD magazine and MTDCNC strive to bring you the very latest industry advancements to ensure you have the tools in your armoury to succeed. It is our mission to support the industry with insights from industry figureheads and technologists, as well as providing application examples of how to accelerate your growth, and productivity and reduce your costs. With the EMO exhibition scheduled for September, we are super-excited to be the platform of choice to present the latest technology to turbocharge your business performance.

Please don't forget, MTD magazine is the only industrial publication with a complete audiobook for you to listen to your favourite articles. Our digital edition is also hosted on the UK's most visited manufacturing portal and all of the respective social media channels – which are all growing exponentially. Circulating the digital edition to the massive MTDCNC digital audience gives our contributors and advertisers more opportunities to be seen than any other publication.



# Editorial Calendar

	COPY DEADLINE	MAILING	TECH FOCUS	SECTOR REPORT
January	08/01	22/01	Aerospace	Machining
March	26/02	12/03	Automotive	Cutting Tools
May	23/04	07/05	Medical	Measurement
July	25/06	09/07	Aerospace	Cutting Tools
September	20/08	03/09	Automotive	Machining
November	29/10	12/11	UK Manufacturing Review	Software



### › Technology Focus

In each issue we will expand upon one of our regular sections.

### › The Regular Sections

In every issue we will be looking at the latest developments and industry advancements in machining (milling, turning, EDM, multi-function machine tools), cutting tools, lubricants and coolants, workholding, toolholding, additive manufacturing, sheet metal working, measurement, CAD/CAM & production control software, surface finishing, automation and training. There will also be the 'Industry Focus' pages and the 'What's New' product section.

# Circulation Breakdown

### › Print Circulation

14,000

### › Digital Edition Reach

1,000,000+

### › Main Sector Breakdown

General Subcon	3012
Automotive	1571
Aerospace	417
Oil and Gas	990
F1	170

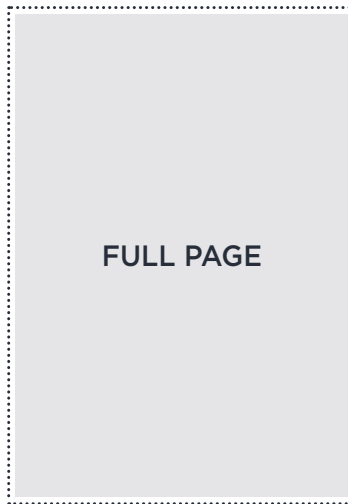
### › Circulation by Job Role

Director	5184
Manager	3127
Snr. Engineer	2964
Shop Floor	2725

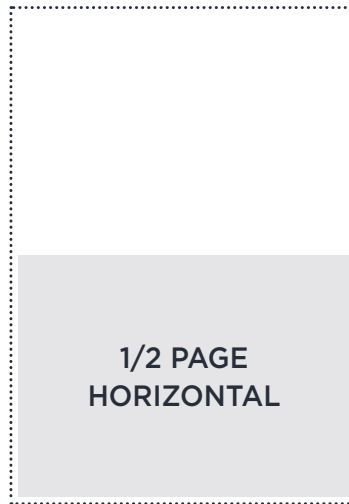
### › Machine Type Snapshot

Laser Cutting	631
5 axis VMC	597
Sliding Head Lathes	529
Shop Floor	2725

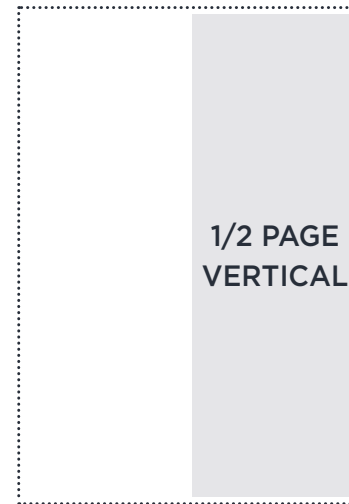
# Advertisement information



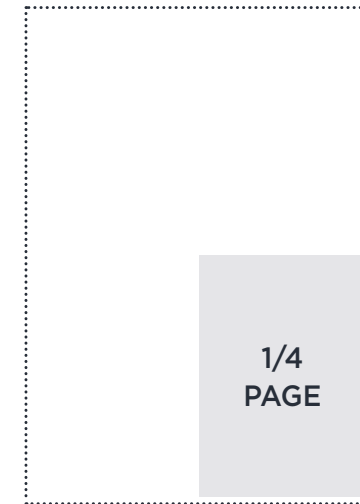
Trim 210mm width x 297mm height



Trim 188mm width x 130mm height



Trim 93mm width x 276mm height



Trim 88mm width x 125mm height

- Bleed 6mm on all four sides for all advertisement sizes.

## › Copy Requirements

Application Files: Adobe InDesign, Photoshop and Illustrator with all supporting files and fonts included.

## › Images

TIFF, JPEG and EPS formats. All images should be saved as CMYK and have a resolution of 300dpi.

## › PDF Files

Press-ready PDFs should be created using CMYK PDF/X-1a setting with all fonts embedded and transparencies flattened. Please refer to [www.pass4press.com](http://www.pass4press.com) for more detailed information. Please provide a colour proof, as we cannot be held responsible for colour variations.



## › Editorial Enquiries

Rhys Williams  
M: 07990 514937  
E: [rhys@mtdcnc.com](mailto:rhys@mtdcnc.com)



## › Head of Publishing & Sales

Karl Creamer  
T: 01885 482680  
M: 07714 660885  
E: [karl@mtdcnc.com](mailto:karl@mtdcnc.com)

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