

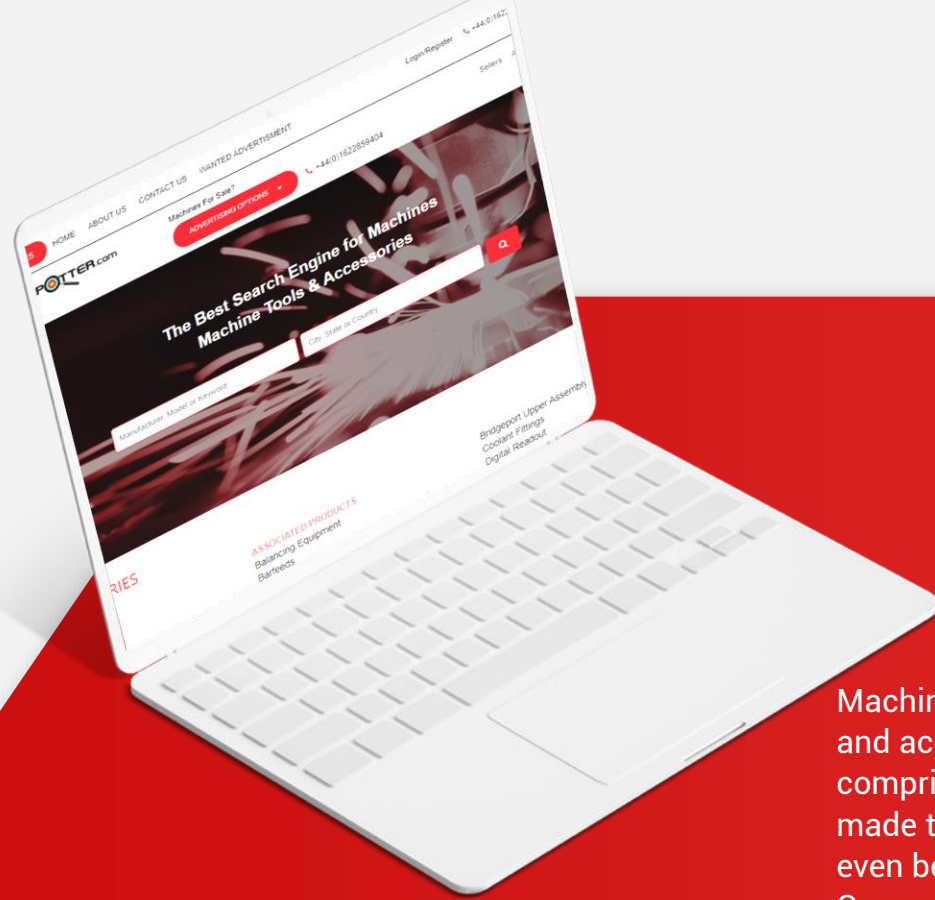
# Expand your MARKETS



• E-Newsletters

• Digital Magazines

• Machine Listings Platform



Our websites

**Check out our stunning websites:**  
**[www.machinespotter.com](http://www.machinespotter.com)**  
**[www.mtimagazine.com](http://www.mtimagazine.com)**

Machinespotter.com, the world's best search engine for machine tools and accessories, allows visitors to search a regularly updated database comprising thousands of entries, 24/7. Recent heavy investment has made this market leading platform for buying and selling machine tools even better.

Our upgraded site is now notably faster and easier to use. Furthermore, simplified navigation means users reach machine details in just three clicks.



**12,000+**  
Machines Online



**2 million**  
User Views Per Month



**341 +**  
Manufacturers



**100,000+**  
Monthly Newsletters Delivered

## EDITORIAL EXPERTISE

MTI has a finger on the pulse of the latest developments in the machine tool industry and wider manufacturing sector. We are now the UK's only weekly publication for the machine tool market. Who wants news that's a fortnight or a month old? Our editorials include:

- Industry and company news
- Sector updates
- Technology features
- Exhibition previews
- Manufacturer focus specials
- Auction announcements



## Our strengths

MTI is just a click away, regardless of reader location. The digital issue appears online every Monday, while we also send the issue direct to the inbox of around 30,000 recipients – perfect for the work from home era. Furthermore, thousands of our readers are now accessing the magazine via free apps available from the Apple and Google Play stores.



## EXHIBITION ISSUES

MTI runs regular issues dedicated to leading exhibitions taking place in both established and emerging economies around the globe. Advertising in these issues ensures placement in both the digital edition, as well as special print editions that we produce for distribution at each exhibition. Current shows include:

- |                                  |                                |
|----------------------------------|--------------------------------|
| • SteelFab, United Arab Emirates | • UMEX, India                  |
| • FITMA, Mexico                  | • Metalex, Vietnam             |
| • Southern Manufacturing, UK     | • Metalex Thailand             |
| • MACH, UK                       | • Advanced Engineering, UK     |
| • Metaltech, Malaysia            | • ADIPEC, United Arab Emirates |
| • Subcon, UK                     |                                |

## TECHNOLOGY FEATURES

MTI includes in depth technology features every week.

Areas include:

- CNC milling and machining Centres
- CNC lathes and turning Centres
- Cutting tools
- Grinding and surface finishing
- Metrology
- Profiling and punching
- Bending and forming
- Sawing and stockholding
- Work holding and tool holding
- EDM
- CNC and CAM
- Presses and coil handling





## GREAT OPPORTUNITIES WITH MTI's INTERNATIONAL EXHIBITION ISSUES

Tap into buoyant and emerging markets by advertising in MTI's regular international show issues. We exhibit or have a presence at each event, handing out printed copies to visitors. This strategy ensures that the stock of advertisers gets in front of active buyers, most of whom are attending the show with the specific intention of purchasing or enquiring about machine tools.

## A WORLD OF DIFFERENCE WITH MTI

MTI provides a 'one stop' marketplace for the selling and sourcing of machine tools. Our magazine reaches major decision makers and machinery buyers in the UK and across the globe, including highly active regions such as the Middle East, Eastern Europe, Southeast Asia and the Far East.

The MTI digital magazine helps today's generation of time poor engineers get news and information direct to their devices. We send our digital edition to thousands of opt in recipients every week. Readers can scroll and swipe at ease, quickly viewing anything that captures their attention and using interactive links to discover more. Thousands of people have also been downloading the MTI app from the Apple and Google Play stores. Of course, with a digital magazine, unlike a print version, it's possible to track how many people have opened it.

MTI prints its magazine for distribution at exhibitions – typically around 5000 copies for each show. With our global exhibition circuit comprising 18 20 exhibitions a year, this is close to two printed magazines each month, which more than matches any other printed magazine in the market.

The digital and print editions of MTI magazine are just two of our routes to market. We also have an established website with a high hit rate, backed up by well supported Twitter, LinkedIn, Facebook and YouTube social media channels. MTI had nearly 3000 followers on Twitter at the time of publishing this media pack, for example. The combination of digital magazine, print magazine, website and social media channels makes MTI an essential resource for the machine tool community. As a further service, we can also offer bespoke e mail/digital brochure blasts to our database.



## ADVERTISEMENT SIZES



Single  
Profile

51 x 45 mm

Double  
Profile

102 x 90 mm

QUARTER  
PAGE

130 x 92 mm

HALF PAGE

Vertical

267 x 92 mm

Horizontal

130 x 190 mm

FULL PAGE

297 x 210 mm

January		April		July		October	
01-Jan	CNC mills and machining centres	01-Apr	CNC lathes and turning centres	01-Jul	CNC mills and machining centres	07-Oct	Cutting tools
08-Jan	Profiling, punching and marking	08-Apr	Profiling, punching and marking	08-Jul	Profiling, Punching and marking	14-Oct	Grinding , finishing and parts washing
15-Jan	CNC, CADCAM and production Control	15-Apr	Cutting tools	15-Jul	Work Holding and tool Holding	21-Oct	EDM
22-Jan	Metrology and quality control	22-Apr	Presses and Coil Handling	22-Jul	Metrology and quality control	28-Oct	CNC mills and machining centres
29-Jan	CNC lathes and turning centres	29-Apr	CNC Mills and machining centres	29-Jul	CNC lathes and turning Centres	MTI MIDDLE EAST – SPECIAL ISSUE	
MTI MIDDLE EAST – SPECIAL ISSUE		MACH UK Show Issue		MTI MIDDLE EAST – SPECIAL ISSUE			
		MTI MIDDLE EAST – SPECIAL ISSUE					
February		May		August		November	
05-Feb	Sawing and Stockholding	06-May	Robots and Automation	05-Aug	Sawing and stockholding	04-Nov	Work Holding and Tool Holding
12-Feb	Cutting Tools	13-May	Work holding and tool holding	12-Aug	Cutting tools	11-Nov	Profiling, punching and marking
19-Feb	Bending and folding	20-May	Metrology and quality control	19-Aug	Grinding, finishing and parts washing	18-Nov	Presses and coil handling
26-Feb	CNC mills and machining centres	27-May	CNC Lathes and Turning centres	26-Aug	Robots and automation	25-Nov	Additive manufacturing and 3D printing
Southern Manufacturing Exhibition UK Issue		MACH UK Review Issue		MTI MIDDLE EAST – SPECIAL ISSUE		MTI MIDDLE EAST – SPECIAL ISSUE	
MTI MIDDLE EAST – SPECIAL ISSUE		MTI MIDDLE EAST – SPECIAL ISSUE					
March		June		September		December	
04-Mar	Work holding and tool holding	03-Jun	CNC CADCAM and production control	02-Sep	CNC mills and machining centres	09-Dec	CNC lathes and turning centres
11-Mar	EDM	10-Jun	Cutting Tools	09-Sep	Bending and Folding	16-Dec	Grinding, finishing and parts washing
18-Mar	Grinding, finishing and parts washing	17-Jun	Grinding, finishing and parts washing	16-Sep	CNC, CAM and production control	23/30 Dec	Cutting tools
25-Mar	Metrology and quality control	24-Jun	Additive manufacturing and 3D printing	23-Sep	Metrology and quality control		
MACH UK Preview Issue		MTI MIDDLE EAST – SPECIAL ISSUE		30-Sep	CNC lathes and turning centres		
MTI MIDDLE EAST – SPECIAL ISSUE				MTI MIDDLE EAST – SPECIAL ISSUE			



## ADVERTISING RATES

	1-4 WEEKS	5-14 WEEKS	15-24 WEEKS	25 + WEEKS
FULL PAGE FULL COLOUR	£650	£585	£520	£455
HALF PAGE FULL COLOUR	£375	£338	£300	£262
QUARTER PAGE FULL COLOUR	£235	£212	£ 188	£165
PROFILES FULL COLOUR	£30	£27	£24	£21
FRONT COVER FULL COLOUR	£895	£805	£716	£626
OTHER COVERS FULL COLOUR	£800	£720	£640	£560

## TECHNICAL SPECIFICATIONS

ADVERT SIZES (mm)	DEEP*WIDE	ADVERT SIZES (mm)	DEEP WIDE
FRONT COVER	215 x 150 mm	1/2 PAGE HORIZONTAL	130 x 190 mm
SINGLE PAGE	297 x 210 mm	1/2 PAGE VERTICAL	267 x 92 mm
BLEED	303 x 216 mm	1/4 PAGE VERTICAL	130 x 92 mm
DPS TYPE AREA	297 x 420 mm	SINGLE PROFILE	51 x 45 mm

Other sizes also available. Please Contact [Janet@machinerytradeinternational.com](mailto:Janet@machinerytradeinternational.com) with any queries.

For further information about advertising please contact our sales team:  
Tel: +44 (0)1622 859404  
E mail: [enquiry@mtimagazine.com](mailto:enquiry@mtimagazine.com)



# THE POWERFUL WAY TO BUY AND SELL MACHINERY



## Rates and Data

The image shows the front cover of MTI Magazine, December 2021 issue. The cover features the MTI logo at the top, the website www.mtimagazine.com, and the date 6 DECEMBER 2021. The main headline reads 'There has never been a better time for it'. Below this, there are several smaller headlines and images of machinery, including a section titled 'CLIMBING AGAINST THE OIL BILL' and another titled 'XYZ'. The cover also includes a QR code and the Machinery Trade International logo at the bottom.

The image shows the back cover of MTI Magazine, December 2021 issue. The cover features the MTI logo at the top, the website www.mtimagazine.com, and the date 6 DECEMBER 2021. The main headline reads 'Dugard adds new staff'. Below this, there are several smaller headlines and images, including a section titled 'Manufacturing orders strongest on record' and another titled 'Recruit recruitment drive at Bentley'. The cover also includes a QR code and the Machinery Trade International logo at the bottom.

# DIGITAL RATES AND DATA

## Digital Advertising Rates



### Top banners (728 x 90 mm)

Homepage	£475 per month
Editorial	£200 per month
Auctions	£200 per month
Exhibitions	£200 per month
Miscellaneous	£200 per month



### Sponsored Link (468 x 60 mm)

Homepage	£950/Month
Auctions	£750/Month
Machine category	£650/Month
Machine subcategory	£1,000/Month
Miscellaneous	£650/Month

### Right hand Vertical Banner (160 x 600 mm)

### Horizontal Listings Banner (208 x 68 mm)

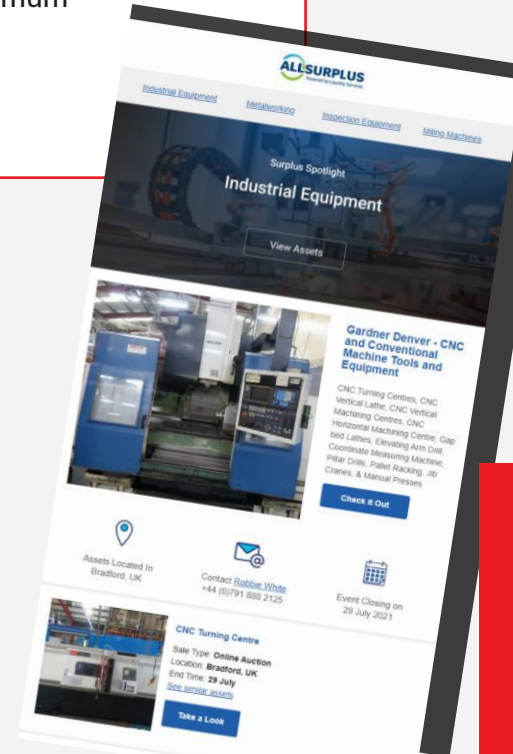
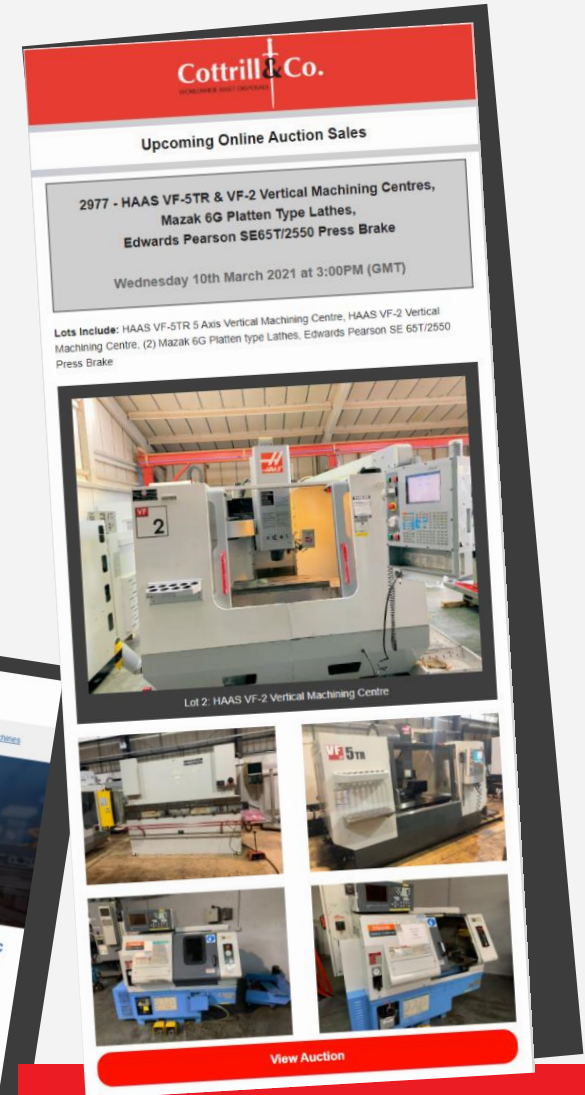
Homepage	£1,500/Month
Auctions	£1,200/Month
Machine category	£1,000/Month
Machine subcategory	£1,250/Month
Miscellaneous	£1,000/Month

## E mail Blasts Direct to our Database

- 1 e-mail blast: £650
- 2 e-mail blasts: £585 per blast
- 3 e-mail blasts: £520 per blast
- 4 e-mail blasts: £450 per blast

### Technical specification:

A single responsive HTML email file should be provided with a maximum width of 600px.



For Further Information About Advertising  
Please Contact Our Sales Team:  
Tel: +44 (0)1622 859404  
E mail: enquiry@mtimagazine.com

# SOCIAL MEDIA



## TWITTER

Close to 3000 followers (at time of printing) can't be wrong. Twitter is our go to channel for the latest machine tool and machining news. Search MTI magazine on Twitter to become part of the industry's in crowd.



## FACEBOOK

Our Facebook channel hosts interesting posts, videos, links to special machine currently for sale, latest auction details and much more. Search MTI magazine on Facebook to follow us.



## INSTAGRAM

You can now find MTI magazine on Instagram as we continue to expand our industry-leading social media profile. Adding to our Twitter, LinkedIn and Facebook accounts, you're now able to access the latest news and machine tools for sale on yet another popular networking platform. Keep up to date by following us on Instagram now.



## LINKEDIN

MTI has a strong following on LinkedIn, which provides a valuable platform for news, machines for sale and auction information. Search MTI magazine on LinkedIn to be part of the family.



# WEB & DIGITAL SERVICES

Webroot Technologies is a sister company of MTI Limited based in India. We are end-to-end provider of digital marketing services. Whether you're looking for a turnkey-managed strategy, an independent audit or services specific to a short-term campaign, our experience and approach are sure to prove a valuable asset.



## Web Designing

- Graphic Creatives
- Newsletters
- E-Brochure
- Website Designing



## Web Development

- Faster Website
- Mobile Optimized
- Brochure website
- E-Commerce Website
- Revamp Existing Website
- Re-design Existing Website



## Social Media Marketing

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement



## Search Engine Optimization

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting



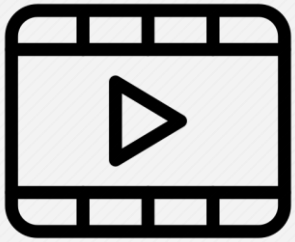
## Pay Per Click

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization



# MTI LIMITED

ONE STOP SOLUTION for your BRAND



## Digital Content and Video

- Digital Content Strategy
- Content Production
- Graphic Design
- Multi-Language Content



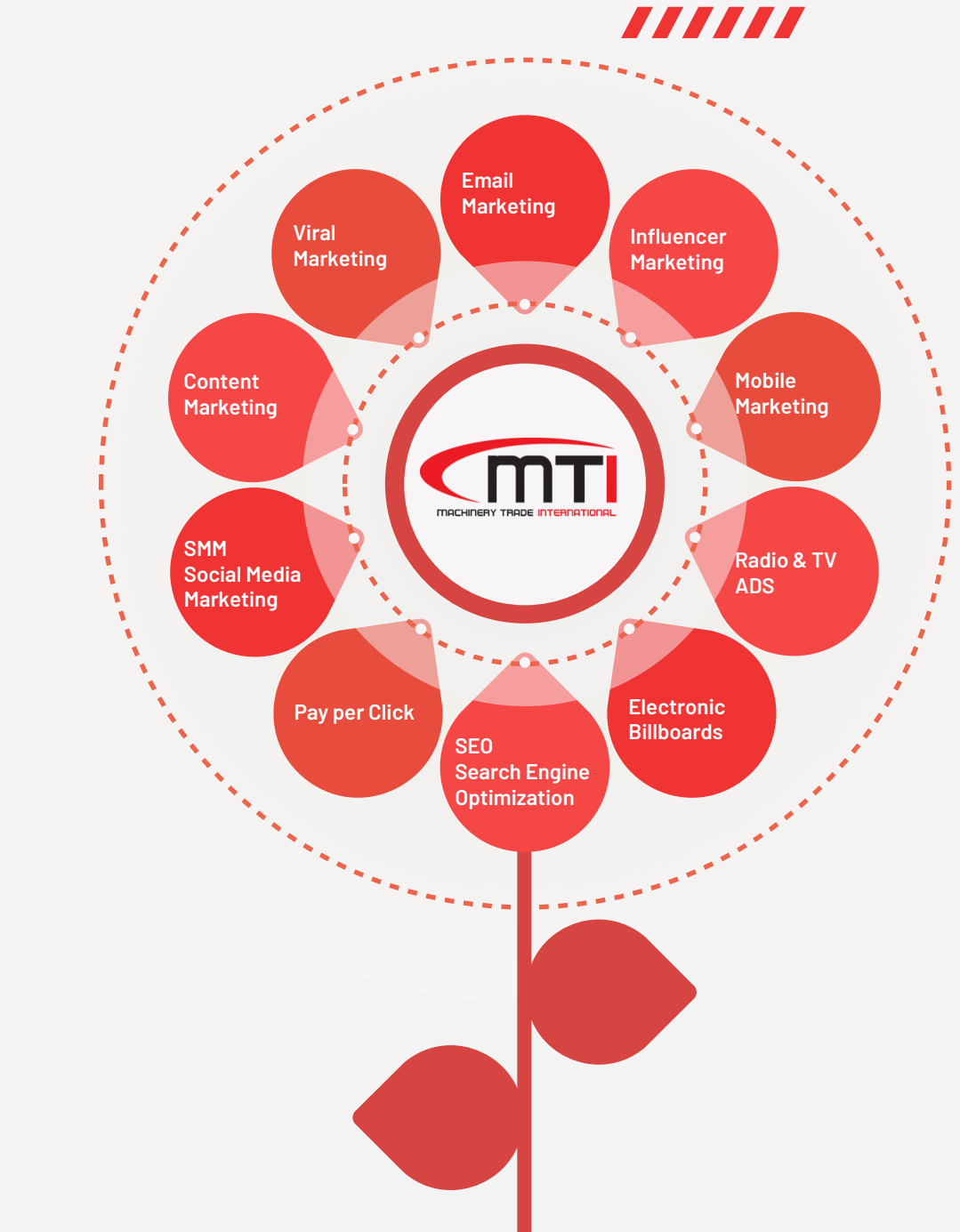
## Content Writing

- Faster Website
- Mobile Optimized
- Brochure website
- E-Commerce Website
- Revamp Existing Website
- Re-design Existing Website



## APP Store Advertising

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement



# Read the Industry Leader



**Wherever you  
are in the world**

**Advertise  
your machines to  
active buyers worldwide**

**Download free app now**



Available on the  
**App Store**



GET IT ON  
**Google Play**

