

**ET**  
**NOW**

ULTIMATE GUIDE TO PROFITABLE MANUFACTURING

# MACHINIST

A T I M E S G R O U P P U B L I C A T I O N



## 2025 MEDIA GUIDE



Print



Online



Email



## Why The Machinist Brand

- Targeted at decision makers
- Circulated to relevant readers
- Focused on solutions
- Based on insightful data and research
- Follows highest editorial standards
- Discusses relevant strategies
- Presents rich and useful content
- Packs premium production quality

## The Reach

Over a period of one and half decade, The Machinist magazine has built an enviable database that connects our team with the **decision makers, the influencers** and **the actual end-users** of your products and solutions. The database, which includes live email ids, is regularly cleaned up and updated to ensure that we are reaching out to the target audience.

## Online offerings

Type of advertisement / deliverable	Position	Dimensions In Pixel	Rate Per Month
Header Leaderboard	Premium	728 x 90	Rs 60,000/-
Right Panel	Semi-Premium	300 x 250	Rs 40,000/-
Right Panel (Category)	Semi-Premium	300 x 250	Rs 40,000/-
Video	Premium	MP4 (3-5) min.	Rs 60,000/-

### E-NEWSLETTER - Once every fortnight

Deliverable	Rate
Banner in E-Newsletter Weekly	Rs 75,000/-

### EMAIL BLASTS

Frequency	Rates
Once in a week	Rs 50,000/-

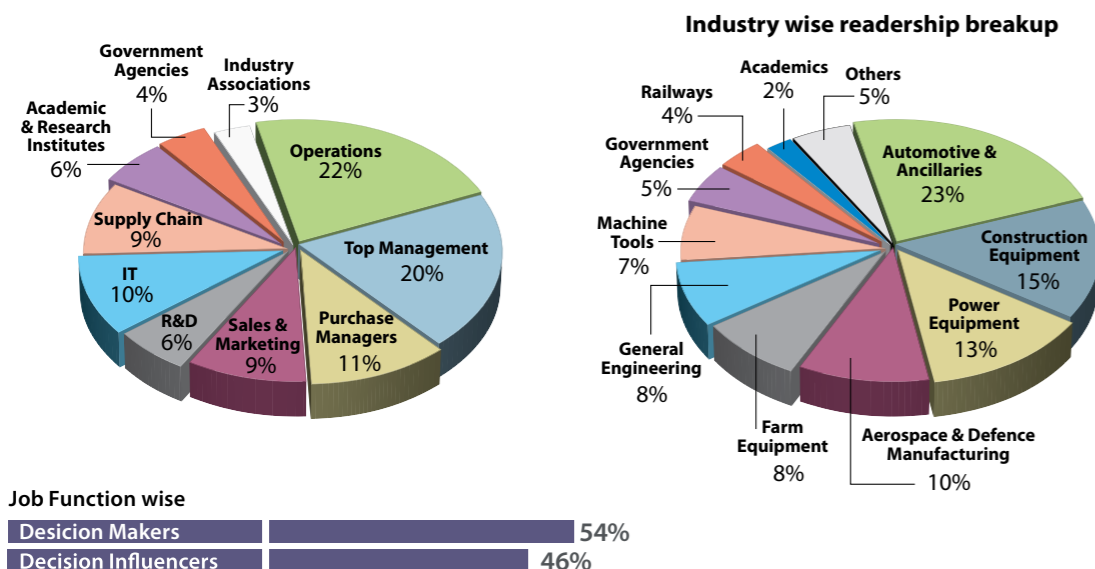
## The Machinist Magazine & Website

bring the latest and the hottest

from the manufacturing world through

news interviews  
articles  
case studies  
the machinist TV  
event previews  
products facility tours  
and much more

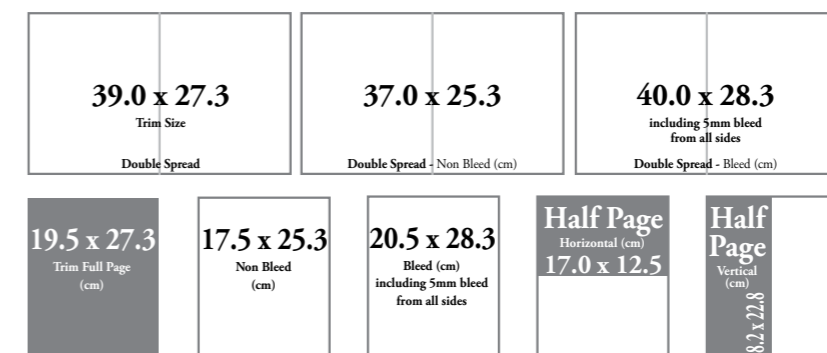
## Magazine Readership Profile



## Magazine Advertisement Rates

Position	Specifications	Rate Per Insertion (Rupees)
Front Gatefold	28.5 cm X 27.3 cm	1,70,000/-
Back Gatefold	28.5 cm X 27.3 cm	1,50,000/-
Full Page Colour	19.5 cm X 27.3 cm	70,000/-
Inside Front Cover	19.0 cm X 27.3 cm	1,35,000/-
Inside Back Cover	19.0 cm X 27.3 cm	1,25,000/-
Back Cover	19.5 cm X 27.3 cm	1,40,000/-
Double Spread	39.0 cm X 27.3 cm	1,30,000/-
Half Page Colour	17.0 cm X 12.5 cm	40,000/-

## Advertisement Dimensions (in cm)



Mode: CMYK with SWOP V2 Standards  
Format: Tiff or Press optimised PDF; 3mm cut size in bleed  
Resolution: 300 dpi

# Editorial Calendar - January 2025 to March 2026

Issue	Main Focus	Other Highlights	Features/Interviews/Technical
Jan-25	Anniversary Issue	Pharma and Medical Manufacturing	Lean Manufacturing, JIT Manufacturing
Feb-25	Farm Equipment Manufacturing	Pumps and Cooling, Chemicals	Agricultural Innovation, Sustainability, Water & Waste Water management
Mar-25	Defence Manufacturing	Die and Mold, Metal Forming, Metal cutting	Manufacturing Zones, Infrastructure, Manufacturing policies
Apr-25	Skilling the Indian Manufacturing Workforce	Sustainable Manufacturing, Industrial 5G, Robotics	Design Engineering, Cloud and Infrastructure
May-25	EV Manufacturing	Automotive, CNC, Inspiring Stories	Controls and Software, Safety on the Shopfloor, TQM
Jun-25	Digital Manufacturing	CAD/CAM, machine and cutting tools, industry 4.0, Inspiring Stories	Wires and Cables
Jul-25	Supershop Floor Awards 2024	Textile Manufacturing, Supply Chain Management, Inspiring Stories	Logistics, Warehousing, Automation
Aug-25	Construction Equipment Manufacturing	Power Equipment, Inspiring Stories	Renewable Energy
Sep-25	Aerospace Manufacturing	Precision Manufacturing, Inspiring Stories	Trends, Innovations, Internet of Things, Big Data
Oct-25	Financing Indian Manufacturing	Food & Beverage Manufacturing, Inspiring Stories	Process Automation, Smart Factory, Instrumentation, Lubricants
Nov-25	Mining Equipment Manufacturing	Material Handling Equipment, Bulk materials, Liquid handling, Foundry Equipment	Bulk Processing, Pipes and Valves
Dec-25	Railways and Transport Manufacturing	Electronics Manufacturing	Quality Control in Indian Manufacturing
Jan-26	Anniversary Issue	Pharma and Medical Manufacturing	Lean Manufacturing, JIT Manufacturing
Feb-26	Farm Equipment Manufacturing	Pumps and Cooling, Chemicals	Agricultural Innovation, Sustainability, Water & Waste Water management
Mar-26	Defence Manufacturing	Die and Mold, Metal Forming, Metal cutting	Manufacturing Zones, Infrastructure, Manufacturing policies

Plus: News | Facility Tour | SME Zone | Event | Products

## Industries Covered

- Automotive & Ancillaries
- Foundry Equipment
- Dies and Mould
- Aerospace
- Farm Equipment
- Instrumentation & Controls
- Defense
- Material Handling
- Testing & Measurement
- Heavy Industries
- Railways
- Oils, Lubes & Coolants
- Power Equipment
- Machine Tools
- Safety & Security
- Construction Equipment
- Cutting Tools
- Additive Manufacturing
- Pumps & Valves
- Automation & Robotics
- Welding
- Design & IT solutions

### The Legacy

The **Machinist** Magazine and **TheMachinist.in** Website are part of **Worldwide Media (WWM)**, the magazine company of the **Times of India Group** and India's largest publisher of lifestyle and special interest magazines with brands like **Femina, Filmfare, Grazia, Top Gear, Good Food, Lonely Planet** and many others in its kitty.

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