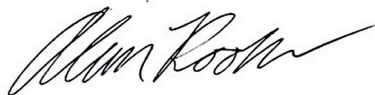


Tooling, workholding and related disciplines are key parts of the new world of metalworking, which includes advanced design, new materials, connectivity, and the Industrial Internet of Things.

Tooling and workholding suppliers are focused intently on developing innovative, even disruptive technologies. Leading job shops and OEMS that make use of these new technologies are ensuring they will remain competitive and keep abreast of the fast-moving changes taking place in metalworking.

In 2017, *Manufacturing Engineering* introduced a highly successful special issue on "Tooling and Workholding for Today's Shop Floor." This year, we are proud to announce the expansion to two Tooling and Workholding special issues, one in the spring, and one in the fall. We remain focused on providing the information job shops and OEMS need to stay competitive in the advanced manufacturing industries.



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Editorial Features

SME's highly coveted, 100 percent response-generated database includes influential decision makers for you to target. Reach executives, managers, engineers and technical professionals across all facets of manufacturing who are looking for innovative products and services.

First Special Publication

- Advances in Cutting Tool Design
- Digital Tool Libraries
- Cutting Tools: Drilling
- Workholding for Large Parts
- Toolholding

Second Special Publication

- Workholding for 5-Axis Machining
- Digital Tool Management
- Tool Grinding
- Presetting
- Cutting Tools: Milling

Circulation

"Tooling and Workholding for Today's Shop Floor" will have a print circulation of over 60,000. Of these 60K, 43% will be *Manufacturing Engineering* subscribers that are involved in Machining and Material Removal. The additional audience will come from those in the SME Database that have a strong technical interest in Machining and Material Removal.

eNewsletter

The Tool and Workholding Monthly eNewsletter will deliver the latest news in Tooling and Workholding across all metalworking industries. Present your message to a targeted audience of manufacturing professionals involved in the tooling and Workholding industry and drive qualified manufacturers to your website.



Value Added

All Full Page advertisers in an issue of “Tooling and Workholding for Today’s Shop Floor” will be listed sponsors of an exclusive Tooling and Workholding Webinar hosted by the editors of Manufacturing Engineering in 2018. As a sponsor of the Webinar, advertisers receive full contact information for all Webinar registrants and attendees.

Print Rates

Ad Size	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$5,440	\$5,270	\$5,110	\$4,970	\$4,150	\$3,970	\$3,800	\$3,490	\$3,260
2/3 Page	\$4,060	\$3,920	\$3,800	\$3,710	\$3,110	\$2,970	\$2,850	\$2,610	\$2,440
1/2 Page Island	\$3,660	\$3,570	\$3,440	\$3,370	\$2,780	\$2,680	\$2,580	\$2,350	\$2,200
1/2 Page	\$3,130	\$3,040	\$2,940	\$2,870	\$2,380	\$2,300	\$2,190	\$2,030	\$1,880
1/3 Page	\$2,160	\$2,110	\$2,040	\$1,990	\$1,650	\$1,590	\$1,520	\$1,400	\$1,320
1/4 Page	\$1,650	\$1,610	\$1,560	\$1,520	\$1,250	\$1,200	\$1,170	\$1,080	\$1,010

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Full Page Color Process	\$1,970
Full Page Use of Same Color on Additional Pages	\$985

Fractional Page Standard Second Color	\$870
Fractional Page PMS Matched Second Color	\$1,120
Fractional Page Color Process	\$1,550

*Companies can have more than one NAICS code.

Tool & Workholding - Print Circulation

Industry NAICS	*Circulation
Fabricated Metal Product Manufacturing (Machine Shops)	32,847
Machinery Manufacturing (Construction, Agricultural, Energy/Oil, Gas, Mold & Die)	31,471
Transportation Equipment Manufacturing (Aerospace, Automobile & Light Truck)	15,527
Miscellaneous Manufacturing (Surgical and Medical Instruments and Surgical Appliance and Supplies)	9,558

Job Function Code	*Circulation
Company Management	18,863
Manufacturing Product Management	8,711
Manufacturing Production Department	7,346
Manufacturing Engineering Department	7,660
Manufacturing Engineering Management	7,577
Product Design R&D	5,958
Quality Management	1,633
Purchasing	1,729
Factory Automation	612
TOTAL CIRCULATION	60,155

*Companies can have more than one NAICS code.

Tool & Workholding - eNewsletter Circulation

Industry NAICS	*Circulation	Job Function Code	*Circulation
Fabricated Metal Products	19,282	Company Mgmt/Corp Exec	11,814
Machinery Manufacturing	19,028	Manufacturing Product Management	5,361
Transportation Manufacturing	8,928	Manufacturing Production Department	4,293
Computer & Electronic Products	6,605	Manufacturing Engineering Management	4,558
Miscellaneous Manufacturing (Surgical and Medical Instruments and Surgical Appliance and Supplies)	6,526	Manufacturing Engineering Department	5,017
Electrical Equipment	4,031	Product Design/R&D	4,231
Primary Metal	3,049	Sales/Marketing	3,644
Furniture Manufacturing	927	Purchasing	1,502
		Quality Management	1,231
		Control Engineering	557
		Other	386
		TOTAL CIRCULATION	42,594

*Companies can have more than one NAICS code.

eNewsletter Rates

Gross Rates	1X	4X	12X	24X	48X
Text with Image	\$1,495	\$1,355	\$1,150	\$835	\$625
Banner - 1 Per eNewsletter	\$1,595	\$1,395	\$1,185	\$940	\$730
Medium Rectangle - 1 Per eNewsletter	\$1,595	\$1,395	\$1,185	\$940	\$730

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