



MEDIA & MARKETING 2027

Reach the people buying, specifying and
shaping UK manufacturing technology.

PRINT - DIGITAL - EMAIL - SOCIAL - VIDEO - EVENTS



PUT YOUR BRAND IN FRONT OF UK MANUFACTURING

30,000+

and growing engaged
readers via email,
socials, website

18,000

professionals reached
across production
engineering and
management

780,000

Unique visitors
through our website in
a calendar year

50%

of new registrations
still request a
printed copy



WHY WORK WITH MACHINERY & MANUFACTURING?

Your customers do not consume media in one place. Machinery & Manufacturing combines the credibility of print with interactive digital content, website visibility, email, social amplification, video and event distribution.

Our engineer-led editorial approach is designed for technical markets where credibility matters. We help brands explain complex products, demonstrate technology and stay visible to manufacturing professionals throughout the buying journey.

An authentic trusted voice within industry underpinned by a solid digital platform.

LET'S BUILD YOUR ENTIRE 2027 CAMPAIGN

hello@machineryandmanufacturing.com | 01622 296 112



OUR MAGAZINE - YOUR AUDIENCE

Not just reach - relevance. Machinery & Manufacturing reaches professionals working in production engineering and management roles across UK manufacturing sites that use machine tools for precision manufacturing.

22% 
AUTOMOTIVE

23% 
AEROSPACE

13% 
OIL & GAS

16% 
DEFENCE

14% 
MEDICAL

12% 
GENERAL
MANUFACTURING

THE PEOPLE BEHIND THE PURCHASE

Our publication reaches over 18,000 professionals who hold pivotal roles in production engineering and management across key UK manufacturing sites that rely on machine tools for precision manufacturing.

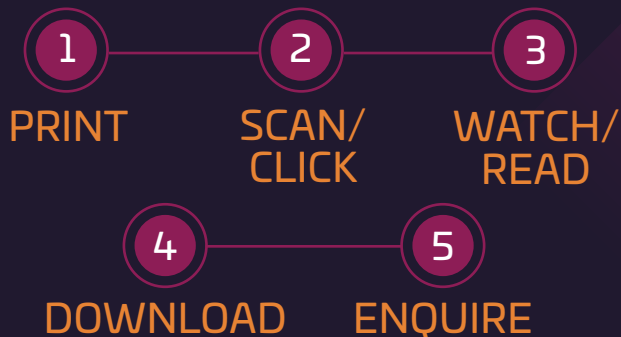
These professionals are responsible for the day-to-day operations, decision-making, and strategic planning that drive their organisations' success in sectors including aerospace, automotive, energy, medical and general precision manufacturing.

By tapping into our engaged audience, advertisers gain access to highly skilled individuals who not only influence purchasing decisions but also shape the future direction of UK manufacturing through technological innovation and process improvement.



ONE CAMPAIGN. MULTIPLE TOUCHPOINTS.

Turn attention into action.



HYBRID ADVERTISING

Print advertising can connect directly to video, a dedicated URL or downloadable technical content. The digital magazine can include embedded video, clickable content and downloadable resources, helping readers move from awareness to deeper product engagement.

DIGITAL AMPLIFICATION

Website, newsletter and social placements extend the life of a campaign beyond the issue itself. Video production can turn a workshop tour, product demonstration or technical story into reusable content for the advertiser's own channels as well as Machinery & Manufacturing.

ASK US TO
MAP THE BEST
TOUCHPOINTS
TO YOUR SALES
OBJECTIVE.



WHAT DO YOU WANT TO ACHIEVE?



Start with the objective - then choose the media.

LAUNCH A PRODUCT

Create impact around a new machine, tooling system, software platform or manufacturing technology.

Recommended: feature article + hybrid ad + video + email + social.



GENERATE LEADS

Give interested readers a clear reason to click, scan, download or enquire.

Recommended: gated/ downloadable asset + email + hybrid ad + digital advertorial.



BUILD AWARENESS

Stay visible across the year so your brand is familiar before the buying cycle starts.

Recommended: multi-issue print/digital + website + social + hybrid ad



OWN AN EVENT

Build momentum before, during and after a key exhibition.

Recommended: event issue + preview content + email + video + social + hybrid ad



TELL A TECHNICAL STORY

Explain a complex process or capability with credible engineer-led storytelling.

Recommended: article + video + digital amplification.



REACH A NICHE SECTOR

Align your message with a specific process, sector or editorial topic.

Recommended: themed issue + targeted newsletter + relevant feature placement.



YOUR NEXT CAMPAIGN STARTS WITH A CONVERSATION

Launching a product, planning around an exhibition or looking for sustained brand visibility? Whatever you want to achieve, we'll help shape the right mix of content and media around your objectives and timing.

Let's start the conversation.



EDITORIAL CALENDAR

Date	Features							Supplements	Events	
February	CNC Machining	Turning	Tooling Technology	Coolants & Lubricants	Automation & Robotics	Quality & Inspection	Grinding & Surface Finishing		SOUTHERN MANUFACTURING	SOUTHERN MANUFACTURING & TECHNOLOGY
April	CNC Machining	Milling	Tooling Technology	Cleaning & Degreasing	Additive Manufacturing	Workholding	Sheetmetal	Measurement & Manufacturing	HANNOVER MESSE	HANNOVER MESSE
June	CNC Machining	EDM	Tooling Technology	Coolants & Lubricants	Automation & Robotics	Quality & Inspection	Grinding & Surface Finishing		SMART MANUFACTURING WEEK	SMART MANUFACTURING WEEK
August	CNC Machining	Turning	Tooling Technology	Cleaning & Degreasing	Additive Manufacturing	Workholding	Sheetmetal	Measurement & Manufacturing	EMO MILANO	EMO MILANO
October	CNC Machining	Milling	Tooling Technology	Tooling Technology	Automation & Robotics	Quality & Inspection	Grinding & Surface Finishing		ADVANCED ENGINEERING	ADVANCED ENGINEERING
December	CNC Machining	EDM	Tooling Technology	Cleaning & Degreasing	Additive Manufacturing	Workholding	Sheetmetal	Measurement & Manufacturing	SOUTHERN MANUFACTURING	SOUTHERN MANUFACTURING & TECHNOLOGY

We keep our finger firmly on the pulse of the industry, so these features are an indication of what to expect within each of our immersive magazines. Every edition touches upon sustainability, delves into smart manufacturing and highlights technology & processes. We cover a variation of sectors too - ie aerospace, automotive, medical, energy, rail & transport. **You help your customers manufacture it, we shout about it!**

APPLY FOR A PREMIUM PARTNERSHIP

VISIBILITY PACKAGES 2027

1

Six full-page hybrid advertisements:

Presence across all six core issues for sustained exposure.

2

Two engineer-led articles:

In-depth technical storytelling that the advertiser can also reuse on its own channels.

3

1 x Custom video production:

Concept, script, filming and editing to create a reusable brand asset.

4

Website banner advertising - 12months:

Premium digital visibility around industry news and updates.

5

Social media amplification:

Extend article and campaign reach into the wider manufacturing community via our website and socials.

6

Email marketing:

Reach our audience directly, on your terms, in your tone.
1 x HTML email send

7

Expert quarterly planning:

We review plans against your objectives and adapt campaign to suit

LIMITED SPACES -
APPLY TODAY



KEY BENEFITS

Multi-platform exposure: Your brand will reach a wide audience through both print, digital and social channels.

Content ownership: Retain all rights to the articles and video for future use, maximizing your return on investment.

Enhanced Brand Image: Professional content and high-quality production will reinforce your brand's credibility and appeal.

12 MONTHS EXPOSURE £14,500

ADVERTISING RATES

Hybrid Advertising eh? We're living in the future! We blend the best of both worlds. Together, print and digital delivers a seamless and immersive advertising experience.

MAGAZINE

Size	Price per single	Price for 3 (each)	Price for 6 (each)
Double Page	£2300	£2100	£1900
Full Page	£1700	£1600	£1500
Half Page	£950	£900	£850
Quarter Page	£750	£700	£650
Advertorial	£575	£550	£525
Front cover	From £4500		

All adverts include digital interactivity - whether it's a video, special URL, or downloadable content, ensuring your ads engage and resonate with a tech-savvy audience.

WEBSITE

Media	6 Months	12 Months
Lead sponsor banner 1/3 rotating	£2000	£3000
Tile standard banner feature page	£1500	£2500

Banners to be supplied for mobile and desktop to enhance impact online or on socials.

EMAIL

Type	
Direct email marketing	£1450 each
Targeted theme newsletters	From £750
Editorial newsletter sponsorship	From £750

Get your tailored message delivered straight to the inboxes of potential customers.



VIDEOGRAPHY SERVICE

Where engineering meets storytelling.

Bring your brand to life with professional video production services. Whether you're looking to create a case study, a captivating product demonstration or a behind-the-scenes look at your manufacturing operations - we've got you covered.

Our team of skilled videographers are right at home on the shopfloor. Twin that with creative engineer-led storytellers and high end post-production specialists and you're well on your way to a premium polished video.

These high-quality videos are perfect for enhancing your website, boosting social media engagement or making an impact at presentations and events. Let us help you create video content that drives results and helps your brands stand out.

£1750
starting price



FACT

Our expert content and design services help you create marketing materials, brochures and websites that grab attention. Ask for the menu of services!

WHY MACHINERY & MANUFACTURING?

Credibility for technical brands.

BUILT FOR MANUFACTURING

We proudly stand behind UK manufacturing (#UKMFG) and its vital role in driving innovation, growth and skilled employment. Through industry initiatives, STEM education and ongoing advocacy, we're committed to supporting British manufacturing and its future.

SUSTAINABILITY MATTERS

Our digital-first approach reflects both changing reader habits and our commitment to sustainability. Our A5 unlaminated print magazine reduces waste and resource use while retaining the premium quality our readers expect, creating a more environmentally conscious physical product without compromising on content or impact.

TRUSTED BY INDUSTRY



A NOTE FROM OUR PUBLISHER

Manufacturing has always been an industry that moves forward and 2027 promises to be no different. Across the UK, manufacturers and engineers are embracing new technologies, investing in people and equipment, strengthening supply chains and finding smarter ways to improve productivity. Behind all of that are the businesses and individuals who make this such an exciting industry to be part of.

At Machinery & Manufacturing, our job is to tell those stories and help connect the industry along the way. Throughout 2027, you'll find us in print, online and across social media, but just as importantly, you'll find us out and about. We'll be at exhibitions, industry events and on the shop floor, meeting the people behind the innovations and successes shaping UK manufacturing. That industry connection is what makes our approach different. Our engineer-led content team understands manufacturing first-hand, combining technical knowledge with creative storytelling and strategic marketing to help your brand, products and services reach the audiences that matter.

An area that remains particularly important to me is supporting the next generation. I'll continue my involvement in skills and young engineer initiatives throughout 2027, helping to encourage more young people to discover the opportunities a career in manufacturing and engineering can offer.

There is plenty of ambition across our industry, and plenty for all of us to get excited about. I'm looking forward to seeing where 2027 takes us, and I hope Machinery & Manufacturing can help make it a successful year for your business.

As always, if you spot me on the shopfloor or at an industry event please come over and say hello.

Here's to a productive and successful 2027. See you soon!

Laura Crawford



MEET THE LEADERSHIP TEAM

With over 100 years of combined experience in engineering, marketing, publishing and media, we bring unparalleled expertise to the table. Our team has been meticulously built to ensure every project benefits from seasoned professionals. While we may be a small team, our impact is anything but - delivering big results with agility and personalised attention.



**Laura
Crawford**
CEO / Publisher



**Steed
Webzell**
Features Editor



**Mark
Deadman**
Director of Sales



**Dr Neil
Calder**
Contributing Editor

WE SUPPORT UKMFG

We proudly stand behind UK manufacturing (#UKMFG) and its vital role in shaping the nation's industrial strength. We understand that as a cornerstone of the economy UKMFG drives not only innovation but economic growth and job creation.

Through initiatives that champion technological advancement and skills development we align ourselves with the future of British industry. Our dedication extends to supporting STEM education, encouraging engineering talent through voluntary efforts and ongoing advocacy for UK Manufacturing.



**ENGINEERING
MEDIA**

READY TO GROW?

CONTACT US



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machinery-manufacturing-mag



MachineryManufacturingUK



we_are_engineering_media



ukmfg_news