The leading trade magazine in India on Efficient Manufacturing

Offers a 3-dimensional perspective on Technology, Market & Management aspects of Efficient Manufacturing, covering machine tools, cutting tools, automotive, aerospace, defence, general machinery & other discrete manufacturing.
Efficient Manufacturing (EM) keeps its readers up-to-date with precise information on the latest industry developments and technological advances, helping them ensure efficient manufacturing practices leading to success not only on the shop-floor, but also on the top-floor, so as to stand out with the required competitive excellence and the right business approach in the rapidly evolving world of manufacturing.

EM’s comprehensive coverage spans both verticals and horizontals. From elaborate factory integration systems and CNC machines to the tiniest tools & inserts, EM is always at the forefront of technology, and serves to inform and educate its discerning audience of developments in various areas of manufacturing.

The contents have clear focus on editorial subjects, very practical oriented, highly competent in terms of presentation & quality of articles, and has close links to the technology community.

Frequency: Every month

“Efficient Manufacturing…must for every enterprise, big & small, today”
The Right Reach

With a highly filtered distribution, we ensure EM’s reach to the most relevant & right people in the manufacturing industry. This helps organizations target their campaigns to specified audience, potentially increasing the effectiveness of the advertisement. We are dedicated to provide advertisers with all the tools and information necessary for making their advertisement campaigns a 100% success.

“Efficient Manufacturing…must for every enterprise, big & small, today”
Strong Support

Backed by the strong expertise of the parent company – publish-industry Verlag GmbH, Germany, EM comes to you from publish-industry India Pvt Ltd. With an experienced and dedicated team and supported by recognized organizations and associations in the manufacturing industry, EM has already built an impressive reputation as the most-referred industrial publication in India.

Parent Company:
Publish Industry Verlag GmbH, Germany

Overseas Partner:
Ringier Trade Publishing Ltd, China & Taiwan, South-East Asia and North America
WHAT IS EM (EFFICIENT MANUFACTURING)...?

- Making production efficient, flexible and futuristic is the task undertaken by EM – The Trade Magazine on Efficient Manufacturing...
  ...advanced technology information encouraging innovation

- The information spectrum ranges from global issues such as production optimisation & modernisation to quality management & preventive maintenance to practical tips for deploying robots or planning intra-logistics...
  ...a comprehensive contents structure

- The right balance of broader & specific technology coverage makes EM an interesting read for industry professionals in various areas of manufacturing industry...
  ...a wide reading audience
Editorial Topics/Rubrics

- Machine Tools & Cutting Tools
- Die & Mould
- Fluid Power
- Production Optimisation & Modernisation
- Automation & Control, and Robotics
- Logistics & Supply Chain Management
- Welding & Assembly
- Quality Management & Productivity Improvement
- Energy Efficiency
- Materials Management
- Condition Monitoring & Maintenance
- Material Handling
- Safety & Security
- Digitalisation
EM covers the entire manufacturing value chain, with focus on Efficiency.
EM serves the following industry segments from the manufacturing sector:

- Automobile & Auto-components
- Machine Tools & Cutting Tools
- Die & Mould
- Aerospace
- Steel & Metals
- Medical Manufacturing
- Electrical & Electronics
- Aerospace & Defence
- Packaging & Printing
- Earthmoving & Material Handling
- Power & Energy
- Industrial Machinery & Equipment
- Oil & Gas

Target audience:

- Factory Managers, Plant Heads
- Production Managers & Supervisors
- Operation & Technical Management
- Production Plant Operators, Machinists & Technicians
- Purchase & Material Managers
- CEOs & Top Management
- Maintenance Personnel
- End-users, who use the machines and seldom have the individual components in view

“Efficient Manufacturing…must for every enterprise, big & small, today”
READERSHIP BREAK-UP

Industry Break-up

- Machine Tools & Cutting Tools: 30%
- Automotive & Related Manufacturing: 27%
- General Machinery, Electronics & Consumer Goods: 17%
- Die & Mould / Toolrooms: 8%
- Aerospace: 6%
- Steel & Metal, Casting & Forging: 5%
- Power & Energy: 3%
- Process Industry: 2%
- Medical/Dental: 2%

Region Break-up

- East: 3%
- North: 29%
- West: 32%
- South: 36%

Readers Break-up

- Production/Technical Heads: 27%
- CEO/MD: 39%
- Engineers/Operators: 29%
- Sales/Service/Marketing: 5%
OUR PARTNERS IN SUCCESS

"The logos used here are only for representation purpose."
EDITORIAL ADVISORY BOARD

Sonali Kulkarni  
President & CEO  
Fanuc India

Raghavendra Rao  
Sr Vice President  
Manufacturing & Process Consulting  
Frost & Sullivan

Dr Wilfried Aulbur  
Managing Partner  
Roland Berger Strategy Consultants

Dr K Subramanian  
President, STIMS Institute, USA  
Training Advisor, IMTMA

Dr P N Rao  
Professor of Manufacturing Technology  
University of Northern Iowa, USA

N K Dhand  
CMD  
Micromatic Grinding Technologies

Satish Godbole  
Vice President, Motion Control Div  
Siemens Ltd

Vineet Seth  
Managing Director  
India, South Asia & Middle East  
Matercam India

Dr N Ravichandran  
Former Executive Director – Lucas-TVS  
Chief Mentor, UCAL Fuel Systems

Dr Ravi Damodaran  
Chief Technology Officer  
Greaves Cotton

“Efficient Manufacturing…must for every enterprise, big & small, today”
<table>
<thead>
<tr>
<th>Issues</th>
<th>Publication Date</th>
<th>Editorial Deadline</th>
<th>Advt Deadline</th>
<th>Industry Focus</th>
<th>Technology Focus</th>
<th>Special Feature</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>15.01.2019</td>
<td>30.12.2018</td>
<td>05.01.2019</td>
<td>Metal-cutting Technology</td>
<td>Welding Technology</td>
<td>Warehousing &amp; Inventory Management</td>
<td>IMTEX 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Grinding Machines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>12.02.2019</td>
<td>20.01.2019</td>
<td>29.01.2019</td>
<td>Automotive Steel</td>
<td>CAD/CAM Enng Materials</td>
<td>Composite Machining</td>
<td>TIMTOS 2019 Taiwan</td>
</tr>
<tr>
<td>Mar</td>
<td>12.03.2019</td>
<td>20.02.2019</td>
<td>29.02.2019</td>
<td>Die &amp; Mould</td>
<td>High-speed Machining</td>
<td>Production Software (ERP, MES)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Titanium Machining</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>12.04.2019</td>
<td>20.03.2019</td>
<td>29.03.2019</td>
<td>Casting &amp; Forging</td>
<td>Industrial Robotics</td>
<td>E-mobility</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Laser/Plasma Cutting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Automotive Lightweighting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>12.06.2019</td>
<td>20.05.2019</td>
<td>29.05.2019</td>
<td>Aerospace Manufacturing</td>
<td>PLM/Digital Manufacturing</td>
<td>Industrial Safety</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Solid Carbide Tools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>12.07.2019</td>
<td>20.06.2019</td>
<td>29.06.2019</td>
<td>Material Handling</td>
<td>CNC &amp; Machine Controls</td>
<td>Skill Upgradation &amp; Training</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Additive Manufacturing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Motors &amp; Control</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rapid Prototyping</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>AR/VR</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Gear Cutting/Hobbing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ADVERTISEMENT FORMATS (STANDARD)

1/1 page
210 (W) x 273 (H) mm
Without bleed
216 (W) x 279 (H) mm
With bleed

Junior page
130 (W) mm x 190 (H) mm
Without bleed
136 (W) mm x 196 (H) mm
With bleed

1/2 page vertical
216 (W) x 279 (H) mm
With bleed

1/2 page horizontal
210 (W) x 135 (H) mm
Without bleed
216 (W) x 138 (H) mm
With bleed

1/3 page vertical
74 (W) x 279 (H) mm

1/3 page horizontal
216 (W) x 71 (H) mm

1/4 page square
(Quarter page)
67 (W) x 111 (H) mm

File Format: Press-Ready PDF (Preferred)
High Resolution PDF, InDesign CS3, Illustrator CS3, Photoshop CS3.
Color: File color must match CMYK colors.
Images: must be CMYK, not RGB.
4 color jobs must only contain CMYK Cyan, Magenta, Yellow, and Black inks.
Bleed: If your artwork goes to the edge of the document, an 1/8" (.125") bleed is required.
Safety: All critical elements (text, images, logos, etc.) must be kept at least 1/16" (.0625") inside the edge. Anything too close to the edge may be cut off during trimming.
## ADVERTISEMENT RATES (PRINT)

### STANDARD ADVT

<table>
<thead>
<tr>
<th>Advt Format</th>
<th>USD</th>
<th>Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>2380</td>
<td>1831</td>
</tr>
<tr>
<td>Half Page</td>
<td>1344</td>
<td>1034</td>
</tr>
<tr>
<td>1/3 Page Horizontal / Vertical</td>
<td>980</td>
<td>754</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>672</td>
<td>517</td>
</tr>
</tbody>
</table>

### PREMIUM ADVT POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>USD</th>
<th>Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Inside Cover</td>
<td>3080</td>
<td>2370</td>
</tr>
<tr>
<td>Back Cover</td>
<td>3360</td>
<td>2585</td>
</tr>
<tr>
<td>Back Inside Cover</td>
<td>2940</td>
<td>2261</td>
</tr>
<tr>
<td>1/3 size on Editorial Page</td>
<td>1456</td>
<td>1120</td>
</tr>
<tr>
<td>Cover on Cover</td>
<td>14000</td>
<td>10770</td>
</tr>
<tr>
<td>Exclusive Advt Box on Front Cover &amp; Contents Page, &amp; 2 x 1/8 spread below Contents</td>
<td>2800</td>
<td>2154</td>
</tr>
</tbody>
</table>

### SPECIAL ADVT PRODUCTS

<table>
<thead>
<tr>
<th>Product</th>
<th>USD</th>
<th>Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Story ( Picture on Cover + Article inside + Full Pg Advt )</td>
<td>8400</td>
<td>6462</td>
</tr>
<tr>
<td>Exclusive Photo Feature (4 Pages)</td>
<td>3920</td>
<td>3016</td>
</tr>
<tr>
<td>Exclusive Advertorial (per Page)</td>
<td>1540</td>
<td>1184</td>
</tr>
<tr>
<td>Exclusive Sponsorship of Round-Table Section + 3 Island or Strip Advt</td>
<td>2688</td>
<td>2068</td>
</tr>
<tr>
<td>Wrap Band with Double Spread Advt</td>
<td>4760</td>
<td>3662</td>
</tr>
</tbody>
</table>

### INSERTS

<table>
<thead>
<tr>
<th>Insert</th>
<th>USD</th>
<th>Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loose Insert: 2 Pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookmark (without printing) (Material supplied by client)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Insert: 1Page (210 gsm) with TAB – RHS</td>
<td>3220</td>
<td>2477</td>
</tr>
<tr>
<td>Bound Insert: 1Page (210 gsm) without TAB - RHS</td>
<td>2856</td>
<td>2197</td>
</tr>
<tr>
<td>Bookmark (with printing): Size 1: 22 (H) x 7 (W) cm</td>
<td>2688</td>
<td>2068</td>
</tr>
<tr>
<td>bookmark (with printing): Size 2: 16 (H) x 7 (W) cm</td>
<td>2380</td>
<td>1831</td>
</tr>
<tr>
<td>Bound Insert: 1Page (210 gsm) with TAB - LHS</td>
<td>2520</td>
<td>1938</td>
</tr>
<tr>
<td>Bound Insert: 1Page (210 gsm) without TAB - LHS</td>
<td>2296</td>
<td>1766</td>
</tr>
</tbody>
</table>
Online Advt
http://www.industr.com/en

- Corporate Channel
- Content Marketing
- Display Advertising (Web Banner)
- e-Newsletter
- White Papers
- Webinars

For more details, visit:
http://industr.com/mediadata_in/mediakit.php
PUBLISH-INDUSTRY MEDIA
INDIA | GERMANY

Urban 2.0
Smart Infrastructure

Energy 2.0
Zukunft Energie

E&E
Faszination Elektronik

P&I
Perspektive Prozessindustrie

A&D
Vorsprung Automation

A&D-KOMPENDIUM
Automation Yearbook

A&D India
Automation & Drives

EM-KOMPENDIUM
Manufacturing Yearbook

EM
Efficient Manufacturing
Publish Industry India Pvt Ltd
302, Sarosh Bhavan
Dr Ambedkar Road, Camp
Pune 411 001
Maharashtra, India
Tel: +91 7410009436

Email: em.india@publish-industry.net
Web: http://www.industr.com/en