

MEDIA-KIT 2021

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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 sectors

Print Magazine, Digital Edition, Online Contents, Events



WHY EM (EFFICIENT MANUFACTURING)...?

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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.

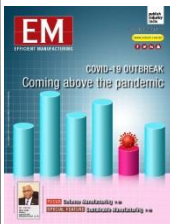
From factory integration systems and CNC machines to cutting tools & inserts, from lean manufacturing processes to digitalization technologies, from market developments to management strategies, **EM** is always at the forefront of manufacturing technology management, and serves to inform and educate 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"



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The Right Reach

With a highly filtered distribution, both print & digital, 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.



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Strong Support

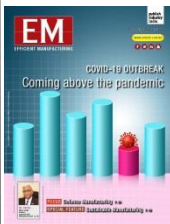
Backed by the strong expertise of the parent company – Publish Industry Verlag GmbH, Germany, **EM** comes to you from publish-industry India Pvt Ltd. With an experienced and dedicated team and supported by recognized organizations and associations in the manufacturing industry, **EM** has already built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

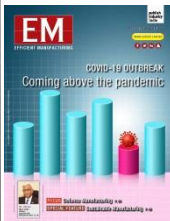


WHAT IS EM (EFFICIENT MANUFACTURING)...?

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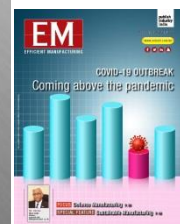
5

- 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 digitalisation technologies...
...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

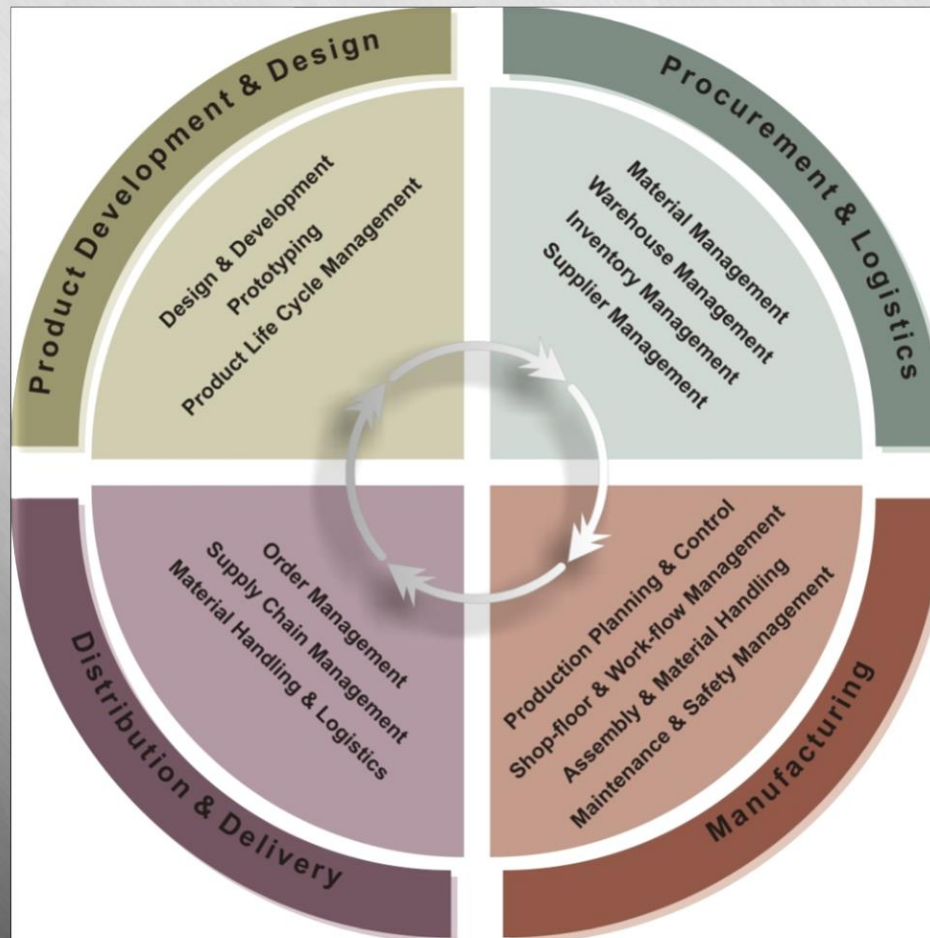


Editorial Topics/Rubrics

- 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

- 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

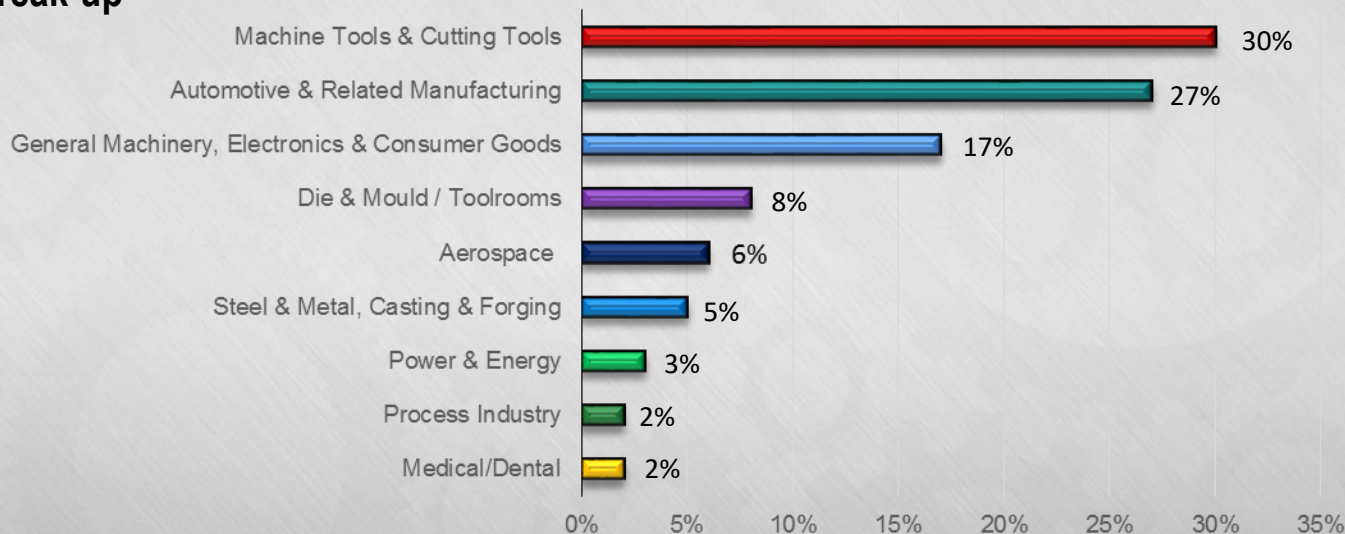
Target audience

- 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

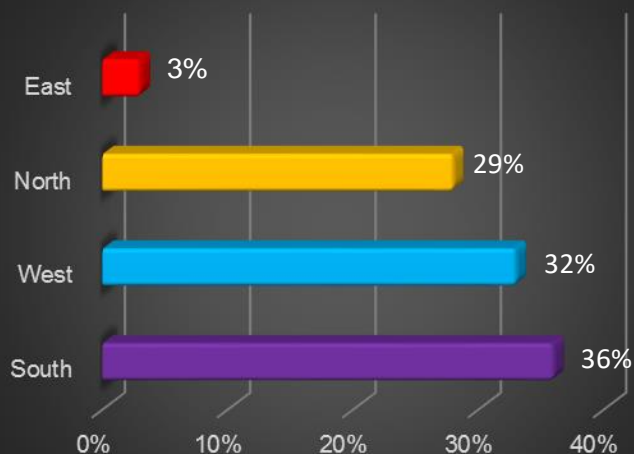


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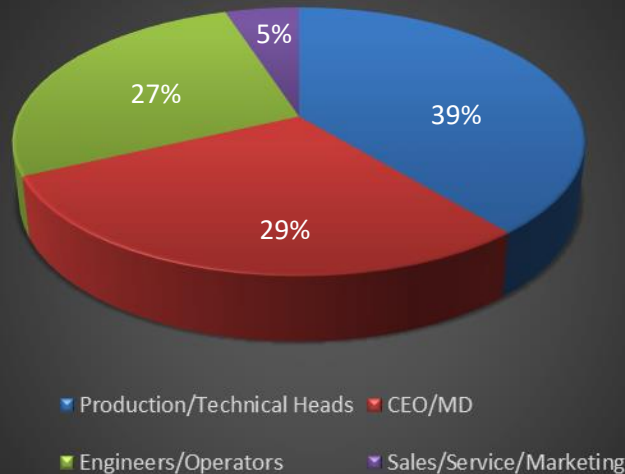
Industry Break-up



Region Break-up



Readers Break-up



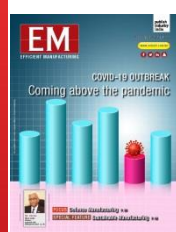
OUR PARTNERS IN SUCCESS

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→ *The logos used here are only for representation purpose



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Dr Ravi Damodaran

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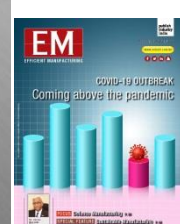
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India, South Asia & Middle East
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Former Executive Director – Lucas-TVS
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Satish Godbole

Vice President, Motion Control Div
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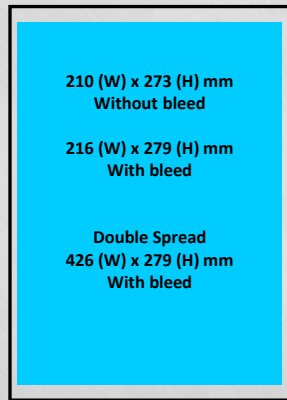
ISSUES	PUBLICATION DATE	EDITORIAL DEADLINE	ADVT DEADLINE	INDUSTRY FOCUS	TECHNOLOGY FOCUS	SPECIAL FEATURE	EVENTS
Jan 2021	15.01.2021	20.12.2020	05.01.2021	Casting & Forging	Welding Technology	Warehousing & Inventory Management	
					Grinding Machines		
Feb 2021	12.02.2021	20.01.2021	30.01.2021	Manufacturing Software (ERP, MES)	High-speed Machining	Composite Machining	TIMTOS 2021, Taiwan
					Engg Materials		
Mar 2021	12.03.2021	20.02.2021	30.02.2021	E-mobility	CAD/CAM	MRO Technologies (Maintenance, Repair & Operations)	
					Additive Manufacturing		
Apr 2021	12.04.2021	20.03.2021	30.03.2021	Die & Mould	Industrial Robotics	Industrial Safety	DIEMOULD INDIA 2021, Mumbai
					Laser/Plasma Cutting		
May 2021	12.05.2021	20.04.2021	30.04.2021	Metal-cutting Technology	Lean Manufacturing	Shop Floor Management	IMTEX 2021, Bangalore
					Automotive Lightweighting		
Jun 2021	12.06.2021	20.05.2021	30.05.2021	Aerospace Manufacturing	PLM/Digital Manufacturing	Battery Technology for e-vehicles	
					Solid Carbide Tools		
Jul 2021	12.07.2021	20.06.2021	30.06.2021	Material Handling	CNC & Machine Controls	Skill Upgradation & Training	
					Titanium Machining		
Aug 2021	12.08.2021	20.07.2021	30.07.2021	Defence Manufacturing	Automation & Control	Cloud Computing in Manufacturing	
					Motors & Drives		
Sept 2021	12.09.2021	20.08.2021	30.08.2021	Auto-components Manufacturing	Test & Measurement	Artificial Intelligence	EMO Milano 2021, Italy
					Rapid Prototyping		
Oct 2021	12.10.2021	20.09.2021	30.09.2021	Cutting Tools	Coolants & Lubricants	Industrial Maintenance	
					Machining Centres		
Nov 2021 Anniversary Special	15.11.2021	20.10.2021	30.10.2021	Automotive Manufacturing	Industrial Bearings	Blockchain Technology in Manufacturing	
					AR/VR		
Dec 2021	12.12.2021	20.11.2021	30.11.2021	Medical Machining	Smart Logistics	Manufacturing & Data Analytics	
					Precision Machining Technology		



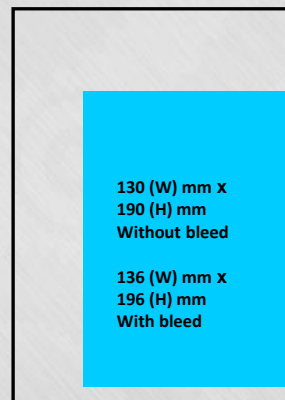
ADVERTISEMENT FORMATS (STANDARD)

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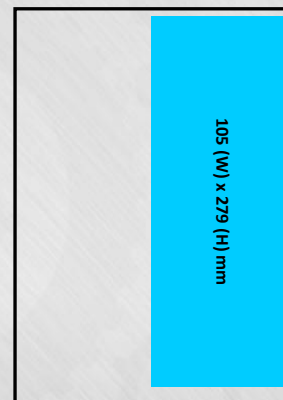
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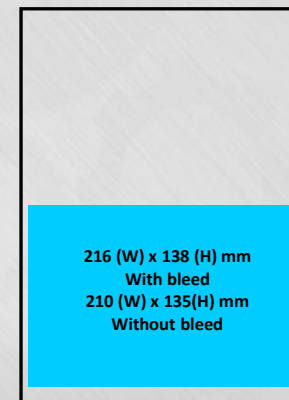
1/1 page



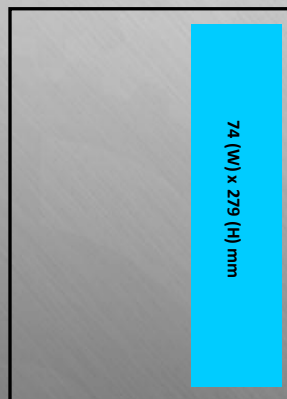
Junior page



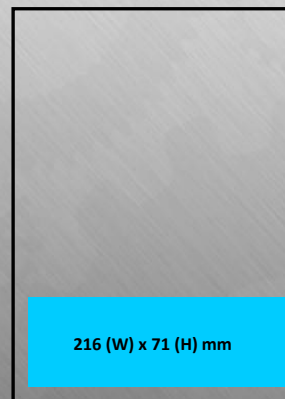
1/2 page vertical



1/2 page horizontal



1/3 page vertical



1/3 page horizontal



1/4 page square
(Quarter page)

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)

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STANDARD ADVT

Advt Format	INR		
Full Page	85,000		
Half Page	48,000		
1/3 Page Horizontal / Vertical	35,000		
Quarter Page	24,000		

PREMIUM ADVT POSITIONS

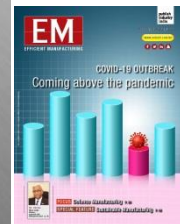
Front Inside Cover	110,000		
Back Cover	120,000		
Back Inside Cover	105,000		
1/3 size on Editorial Page	52,000		
Cover on Cover	500,000		
Exclusive Advt Box on Front Cover & Contents Page, & 2 x1/8 spread below Contents	100,000		

SPECIAL ADVT PRODUCTS

Cover Story (Picture on Cover + Article inside + Full Pg Advt)	300,000		
Exclusive Photo Feature (4 Pages)	140,000		
Exclusive Advertorial (per Page)	55,000		
Exclusive Sponsorship of Round-Table Section + 3 Island or Strip Advt	96,000		
Wrap Band with Double Spread Advt	170,000		

INSERTS

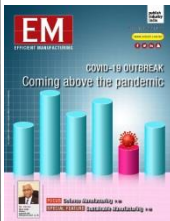
Loose Insert: 2 Pages Bookmark (without printing) (Material supplied by client)	INR 5 per copy		
Bound Insert: 1Page (210 gsm) with TAB – RHS	INR 115,000		
Bound Insert: 1Page (210 gsm) without TAB - RHS	INR 102,000		
Bookmark (with printing): Size 1: 22 (H) x 7 (W) cm	INR 96,000		
Bookmark (with printing): Size 2: 16 (H) x 7 (W) cm	INR 85,000		
Bound Insert: 1Page (210 gsm) with TAB - LHS	INR 90,000		
Bound Insert: 1Page (210 gsm) without TAB - LHS	INR 82,000		



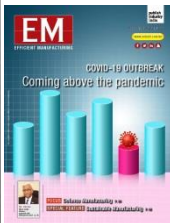
Online Advt

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



- International Automotive Manufacturing Summit
- Virtual Automotive Manufacturing Summit
- Virtual Smart Manufacturing Summit
- Virtual Plant Leadership Session
- Virtual Chemical & Pharma Industry Summit
- Virtual Interactive Session on Digitalisation Technologies for SMEs
- Virtual Interactive Session on Sales & Marketing in Challenging Times
- Virtual Manufacturing Technology Expo



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