Now more than ever, manufacturing companies and suppliers need to keep abreast of all the key trends that are shaping the manufacturing world.

Thanks to its high-quality editorial and eye-catching designs, Manufacturing Today offers a one-stop resource of stories that describe how the best got where they are today, and what they are doing to beat the competition, on a global stage.
MT is all about promoting business and operational efficiency. It highlights and discusses techniques, philosophies, and business tools - looking at new management approaches such as lean manufacturing, as well as disruptive technology such as AI, VR and all that is connected to Industry 4.0. By looking at the sector and putting the best practices in manufacturing in an easy-to-digest format, MT is a useful tool to help map out an emerging strategy of growth. The magazine includes interviews and articles looking at top-level manufacturing trends.

MT is all about championing the future for all manufacturers and their supply chain. It addresses the needs of manufacturers and helps them prosper in today's volatile climate, by highlighting what will help to make manufacturing and its extended supply chains more competitive and easier to communicate with.

Regular features include:
- Additive manufacturing
- Production management
- Industry 4.0
- Disruptive technology
- Maintenance
- Additive Manufacturing
- Supply chain management
- Logistics
- Human resources and development
- Energy
- Exhibitions: previews of the must-attend events, news from exhibitors and organisers

What's more, MT encompasses the innovators that are setting the standard for the rest of manufacturing and their most valuable lessons. In each issue, MT features top executives from some of the most successful manufacturers and suppliers sharing what the latest trends are and what others can learn from them.

MT offers senior executives an exceptional combination of insights from change, case studies and real-world management best practices to turn – making it useful and relevant to read.

Available in hard copy print, digitally and online – MT offers three formats to make it totally convenient for today's modern readers.

MT magazine reaches 295,000 readers across North America, the UK/Europe and the rest of the world.

MT is sent to Presidents, Vice Presidents, MDs, CEOs, Manufacturing Directors and Production Directors, CFOs, Directors of Finance, Supply Chain Directors and Purchasing Directors.

MT targets the key decision makers and plants looking to invest. Covering all sectors of manufacturing, the readers of MT are found in the automotive and aerospace, food and beverage, pharmaceutical and chemical, FMCG, metals and fabrications, general engineering, and electrical and electronic manufacturing sectors.

All recipients of MT are strictly controlled to match the key players in each manufacturing territory and to take into consideration the sites and contacts that plan to invest over the coming months.

WHY ADVERTISE IN MT?
- Get your company's products and services into the hands of 295,000 readers with real and genuine purchasing and specifying power; the senior executives who are controlling and managing the most significant manufacturing sites
- Our research team only targets CEOs, Presidents, Managing Directors, Purchasing Directors, Procurement Managers and Product Design Engineers, Marketing and Sales, Production and Operations professionals and senior technical professionals. We ensure that the publication reaches the senior executive team of over 3,000 companies.
- Maximize your marketing messages by utilizing multiple avenues of approach – digital magazines, hard copy print magazines, fully comprehensive website and social media platforms. Companies appearing in MT get their stories straight into the hands of 295,000 readers, and also reach a global audience online.
- Increase your brand visibility and share your successes – and then use the resulting story in your own marketing collateral and promotional materials.
- Deepen your relationship with your biggest customers and share the skills and services of your main suppliers.
- Promote your presence at important exhibitions and highlight the new and exciting launches that visitors can expect to see on your stand.
### READERSHIP BREAKDOWN

#### EXECUTIVE/OVERVIEW

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Key Decisions Involvement</th>
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<tbody>
<tr>
<td>81%</td>
<td>Involved in business development decisions</td>
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<tr>
<td>56%</td>
<td>Have purchasing/procurement power</td>
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<tr>
<td>45%</td>
<td>Are key business decision makers and influencers</td>
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<tr>
<td>36%</td>
<td>Are in senior management positions</td>
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<tr>
<td>76.7%</td>
<td>Are integral to investment opportunities</td>
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#### EXECUTIVE/MANAGEMENT PROFILE

<table>
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<tr>
<th>Percentage</th>
<th>Role Description</th>
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<tbody>
<tr>
<td>26%</td>
<td>CEO, President, Managing Director General Manager</td>
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<tr>
<td>26%</td>
<td>COO, Operations Manager</td>
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<tr>
<td>16%</td>
<td>VP Business Development/VP Sales</td>
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<tr>
<td>11%</td>
<td>VP Manufacturing/VP Production/VP Manager</td>
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<tr>
<td>11%</td>
<td>Purchasing/Materials Supply Chain Manager</td>
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#### SECTORS

- Aerospace
- Automotive
- Building Products & Construction
- Consumer Products
- Electronics
- Energy
- Health & Medical
- Metals
- Paper, Print & Packaging
- Process Manufacturing
- Pharmaceutical
- Transportation & Logistics

### ORGANIZATIONAL TYPE

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
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<tbody>
<tr>
<td>OEMs</td>
<td>Machine and Tooling</td>
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<tr>
<td>Heavy Fabricators &amp; Forging</td>
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<tr>
<td>Materials Handling</td>
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<td>Distributors</td>
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<td>Castings</td>
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<td>Injection Moldings</td>
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<td>Leadership</td>
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<td>Sustainability</td>
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<td>Waste Management</td>
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<td>Cybersecurity</td>
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<td>The cloud</td>
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<td>Machine learning</td>
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<td>Predictive maintenance</td>
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<td>Factory design</td>
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<tr>
<td>Logistics</td>
<td></td>
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<tr>
<td>Forecasting data available</td>
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<tr>
<td>Factory technology</td>
<td></td>
</tr>
<tr>
<td>Planning and forecasting</td>
<td></td>
</tr>
<tr>
<td>Data</td>
<td></td>
</tr>
</tbody>
</table>

### READERSHIP

- **Total:** 295,000
- **Global Reach:**
  - North America
  - UK
  - EMEA

### READERSHIP BREAKDOWN

- **EXECUTIVE/MANAGEMENT PROFILE**
  - CEO, President, Managing Director General Manager: 26%
  - COO, Operations Manager: 26%
  - VP Business Development/VP Sales: 16%
  - VP Manufacturing/VP Production/VP Manager: 11%
  - Purchasing/Materials Supply Chain Manager: 11%

- **ORGANIZATIONAL TYPE**
  - Leadership
  - Sustainability
  - Quality management systems
  - Planning and forecasting
  - Customer centrality
  - Waste Management
  - Cybersecurity
  - The cloud
  - Machine learning
  - Predictive maintenance

### SECTORS

- Aerospace
- Automotive
- Building Products & Construction
- Consumer Products
- Electronics
- Energy
- Health & Medical
- Metals
- Paper, Print & Packaging
- Process Manufacturing
- Pharmaceutical
- Transportation & Logistics

*Every edition is comprised of individual company profiles pertaining to the manufacturing space. This is the basis of the publication making it an excellent portfolio and industry case study/Independant contributions round out the rest.*

The magazine appears in three formats - digital, which is emailed to subscribers, a comprehensive website and hard copy period that is dispatched by post.
CUSTOM MEDIA

A bespoke Exclusive Feature in Manufacturing Today is a brilliant way to increase your industry presence and highlight your products and services to a new audience.

Published in both the print and digital magazines, an Exclusive Feature is tailored to your company – crafted by one of our editors, the content is driven by you; based around an in-depth interview.

The ideal way to promote a new product or service, Exclusive Features can also be used to highlight interesting and significant company history, new developments, investments, M&A, recruitment drives, and any other areas of importance – the content is driven by what you would like to promote.

Custom articles can be two, four or more pages long and no advertising commitment is required although the option to include your own ad in the layout is available. Cover images and/or text are negotiable.

ALSO AVAILABLE...

Printed brochure, digital flip book, high/low resolution PDF

Your Exclusive Feature will be launched in the digital and printed version of MT magazine, but further value is added through the creation of printed, hard-copy brochures, a digital flip book (provided as a link for you to share) PLUS the Exclusive Feature as both High and Low resolution PDF files.

Brochures

Formatting your Exclusive Feature into stand-alone printed brochures creates a very cost-effective and useful marketing tool for your sales team, ideal to send to clients who are looking for more information on your company or as a marketing collateral at exhibitions.

The printed brochures will include the front cover of the magazine in which your Exclusive Feature appeared and your choice of back cover. Brochures create a very positive opportunity to gain a powerful marketing tool and elevate your profile in the market.

Digital flip books

Created for you by our in-house team, the Digital Flip Book is a quick-click version of your Exclusive Feature and can be placed on your website or emailed to new clients for unlimited use.

PDF

A complete reproduction of your Exclusive Feature, provided in a well-established file format. High and Low resolution PDFs can be easily emailed as attachments, or even being uploaded to your own website, and can be viewed on almost any platform.

WEBSITE

Your Exclusive Feature will be automatically included on the MT website.

You can also create your own ‘As Featured In’ link on your website that connects directly to the story making it easier for you to share the story online and reach customers across the globe via online search and advertising opportunities.

E-Blasts

Body copy content is negotiable, with multiple image locations to use and a minimum of 800 words. Live ‘Enquire Now’ links can be inserted alongside other cross-media differentiators such as headings, pull quotes and push buttons can all be created.

E-Blasts are sent to the complete digital readership database.

Printed brochure, digital flip book, high/low resolution PDF

Your Exclusive Feature will be launched in the digital and printed version of MT magazine, but further value is added through the creation of printed, hard-copy brochures, a digital flip book (provided as a link for you to share) PLUS the Exclusive Feature as both High and Low resolution PDF files.
Celebrating all that is remarkable in the global manufacturing industry, over the years of its history Manufacturing Today has featured some of the world’s finest companies.

The lists below are just a selection of the market leaders that have benefitted from appearing in the pages of the magazine - using the platform to share their stories of remarkable innovation, impressive development and solid growth.

### MARKET LEADERS

- Acieta
- Airbus Americas
- American Axle and Manufacturing
- Autoliv
- Bertoche Engineering Corp.
- Beretta USA
- BTD Manufacturing
- Castrol Optis
- Daifuku and Jervis B. Webb
- Emerson
- First Solar
- Ford
- Fullerton Tool
- GE Aviation
- Honda
- Horton Emergency Vehicles
- Johnson Controls
- Kountry Wood Products
- Lockheed Martin
- Modine Manufacturing
- Nordson Corporation
- RAM Trucks
- Raytheon
- Rolls-Royce
- Ryobi Die Casting
- The Will-Burt Co.
- Trex
- Wabash National
- Zodiac Aerospace

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- Are you interested in becoming part of Manufacturing Today?
  - If you would like to be profiled in our magazine, please call 011 44 312 854 0123 or email pmonuments@schofieldpublishing.com
20. These Terms and Conditions shall apply to advertisements submitted by the company ("the Advertiser") as identified on the Advertiser Order Confirmation for publication by the Publisher in the "Company". All advertisements are accepted subject to the Publisher's approval of the copy and the layout as they may appear. Acceptance of an advertisement for publication by the Publisher does not mean that the Publisher has made any guarantee or promise regarding the content or accuracy of the advertisement, or its financial or other aspects. The Publisher reserves the right to reject any advertisement at any time for any good reason or at its discretion in its sole discretion, in which case we shall claim on the part of the Advertiser for damages based on contract claim alone.

21. Any supplementary verbal order ("the Order") generated as part of an advertisement transaction is to be a term of the agreement. The Advertiser shall provide the Publisher with a written confirmation of the Order within 14 days of the agreed terms being received by the Advertiser. The Advertiser shall be liable in respect of any errors or omissions in the Order, including their failure to use reasonable care in the preparation of the Order. In the event of any doubt, the Order shall be considered to be the document which the Advertiser has agreed to and which shall be accepted by the Publisher where subject to his approval.

22. Payment terms are agreed upon by the Publisher and Advertiser and are subject to change at any time at the Publisher's sole discretion. The Publisher reserves the right to charge interest on any overdue invoices at a rate of 5% per annum until paid. The Publisher reserves the right to recover costs relating to any outstanding invoices and any deemed necessary legal costs and any costs of collection.

23. Payment is due on receipt of the invoice. No payment shall be deemed to have been made until the Publisher receives cleared funds. The Publisher reserves the right to charge interest on any overdue invoices at a rate of 5% per annum until paid. The Publisher reserves the right to recover costs relating to any outstanding invoices and any deemed necessary legal costs and any costs of collection.

24. The Publisher reserves the right to change prices at any time for any good reason or at its discretion in its sole discretion, in which case we shall claim on the part of the Advertiser for damages based on contract claim alone.

25. No agreement is intended to a contract unless and until the Publisher has issued a statement to that effect in writing. In the absence of such written statement, neither party shall be deemed to have been in breach of contract.

26. No agent or other representative of the Company has the right to agree to any terms other than those set out in the Terms and Conditions hereof.

27. Any refusal or delay in payment by the Advertiser shall be deemed a breach of contract.

28. The Publisher's payment and other terms of the contract are subject to the Publisher agreeing to any such change. The Advertiser agrees to pay any additional costs which may arise.

29. The Publisher reserves the right to terminate the agreement if the Advertiser fails to pay any amount due.

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