

2009 MEDIA KIT



**CUTTING TOOL
ENGINEERING®**

MARKETING POWER²

mp² Marketing Power Squared

Advertising in CUTTING TOOL ENGINEERING Magazine and online at **CTEPlus** (www.ctemag.com) extends—exponentially—the reach of your marketing message. And, you'll reach the right audience.

CUTTING TOOL ENGINEERING's readers are decision-makers at manufacturing companies of all sizes (see tables below*). Each month, they rely on CTE to provide them with in-depth articles, columns and departments devoted to all aspects of the cutting and grinding operations they perform. Everything from the tool to the machine to the workholding system to the software to the operator.

CTE Readers By:

Job Title

Management/Supervisory	50%
Engineer	30%
Programmers, other	20%

Company Size

500-Plus Employees	27%
100-499 Employees	23%
20-99 Employees	23%
1-19 Employees	26%

Purchasing Involvement

Approve/Authorize Purchases	33%
Recommend Purchases	27%
Select/Specify Products	27%
Other	6%



Internet users turn to **CTEPlus** for the latest manufacturing and product news, our interactive Buyers Guide and exclusive video reports. Online ad opportunities include Leaderboard and Skyscraper ads and Virtual Product Showcases. They put users one click away from your company's Web site.

You can also have your ad message

e-mailed to CTE readers via our monthly e-newsletter or an exclusive e-mail blast.

*Readex Readership Study (March 2008)



Power up your marketing message with a combination CTE/CTEPlus ad program.

mp² 2009 CTE Editorial Calendar

JANUARY **Ads close Dec. 1, 2008**

Multitask Machining*, Milling, Drilling, Toolholders

FEBRUARY **Ads close Jan. 2, 2009**

Making Energy Industry Parts*, Turning Centers, Grinding, CAM Software, Grooving

MARCH **Ads close Feb. 2, 2009**

Making Aerospace Parts*, Specialty Machine Tools, Hole Finishing, Lubrication, Training

APRIL **Ads close March 2, 2009**

Moldmaking*, Deburring, Process Monitoring, Swiss-Style Machining

MAY **Ads close Apr. 1, 2009**

Making Medical Parts*, Boring, Vertical Machining Centers, Parts Washing, Turning Tools

JUNE **Ads close May 1, 2009**

Superabrasive Tools/Wheels*, Waterjet Cutting, Quality Control, Facing, Reaming

JULY **Ads close June 1, 2009**

Holemaking*, Tool Presetting, Milling, Machine Tool Maintenance, Green Machining

AUGUST **Ads close July 1, 2009**

Tapping*, Workholding, Parts Finishing, Machine Tool Supplement

SEPTEMBER **Ads close Aug. 3, 2009**

Making Auto Parts*, Lights-Out Machining, Metalworking Fluids, Tool Materials

OCTOBER **Ads close Sept. 1, 2009**

Making Military Parts*, Tool Coatings, EDMing, Test & Measurement Equipment

NOVEMBER **Ads close Oct. 1, 2009**

(2010 Buyers Guide)

Advertiser Bonuses: Boldfaced listings; unlimited product listings; free or reduced prices on Spotlight Ads, Logos and Trade Names.

DECEMBER **Ads close Nov. 2, 2009**

Threadmaking*, Grinding Machines, Sawing, Year-End Recap/Outlook Report

STAYING SHARP SCHEDULE

Manager's Desk (11 issues)

Part Time (11 issues)

Machine Technology (11 times)

Shop Operations (11 times)

Get with the Program (Jan., March, May, July, Sept., Oct.)

Talking Shop (Feb., April, June, Aug., Dec.)

Machinist's Corner (Jan., March, May, July, Sept., Oct.)

Ask the Grinding Doc (Feb., April, June, Aug., Dec.)

*Indicates cover story with extra Web content

Operations Performed By CTE Readers

drilling	83%
milling	82%
tapping	80%
turning	79%
manufacturing	78%
sawing	71%
deburring	70%
reaming	69%
boring	68%
finishing	66%
testing/measuring/ gaging	64%
grinding	62%
parts design	61%
parts marking	53%
tool sharpening	45%
broaching	39%
tool presetting	39%
EDMing	31%
rapid prototyping	20%
screw machining	17%
gear cutting	10%
laser cutting	10%
waterjet cutting	8%

Readex Readership Study (March 2008)

Products/Services CTE Readers are Involved in Selecting/Purchasing

cutting tools	79%
toolholding	68%
metalcutting machine tools	67%
workholding	66%
machine attachments/accessories	65%
coolants, lubricants, and/or related products	58%
testing, measuring, and/or gaging equipment	55%
abrasives	53%
software	50%
workpiece materials	37%
safety and environmental equipment	37%
maintenance products	
grinding machines	34%
marking equipment/tools	31%
other	2%
indicated at least one	90%

Readex Readership Study (March 2008)

JANUARY

Free Product Showcase, in print and online (must run 1/4-pg. or larger ad). Print version is 1/6-pg. write-up and 4-color photo of advertiser's product that appears in a special section of the magazine. Online version includes a link to advertiser's homepage.

FEBRUARY

Free Ribbon Ad (7" wide x 1 1/4" deep). Must run 1/2-pg. or larger ad.

MARCH

Brand Awareness Study
Independently conducted survey compares advertiser's name recognition to competitors'.

Pricing

12-pg. advertisers: Free
9-pg. advertisers: \$250
6-pg. advertisers: \$350
3-pg. advertisers: \$425
1.5-pg. advertisers: \$500
Others: \$750

APRIL

Free Signpost Logo for 30 days on CTE's homepage (1/2-pg. or larger ad) or Links Page (smaller than 1/2 pg.).

MAY

Literature Review

Free Literature Review, in print and online (must run 1/4-pg. or larger ad). Print version is 1/6-pg. write-up and 4-color photo of advertiser's literature that appears in a special section of the magazine. Online version includes a link to advertiser's homepage.

JUNE

Free Training Materials Focus in print and online (must run 1/4-page ad or larger). Print version is 1/6-page write-up of advertiser's training programs and materials offered to end users that appear in a special section of the magazine. Write-up includes a 4-color photo. Online version includes a link to advertiser's homepage. Literature remains online for 30 days (the time can be extended for a nominal charge). This is a great opportunity to let end users know what training materials your company offers to assist in continuing education of the end users' staff.

JULY

Product Showcase

Free Product Showcase, in print and online. (See JANUARY for details.)

AUGUST

Free Signpost Logo for 30 days on CTE's homepage (1/2-pg. or larger ad) or Links Page (smaller than 1/2-pg.).

SEPTEMBER

Ad Perception Study, Bonus Circulation

The issue will incorporate our annual Machine Tool Supplement and be mailed to 10,000 non-subscribers whose companies recently purchased machine tools. Ad Perception Study. Find out how readers perceive your ad with this ReadexResearch-conducted study. Free for advertisers running 1/4-pg. or larger ad.

OCTOBER

Literature Review (See MAY for details.)

NOVEMBER (2008 BUYERS GUIDE)

Boldfaced Listings and More

(2009 Buyers Guide): Free boldfaced listings; unlimited product listings; preferred placement in online Buyers Guide; free or reduced prices for Spotlight Ads and Logos.

DECEMBER

Company Profile

Run 1/2-pg. or larger ad and receive—free of charge—same-size profile.

ADDITIONAL SERVICES

Digital CTE

A digitized version of the regular CTE issue will be posted on our Web site each month. All ads that appear in the hard-copy edition will be included in the digital version. Ads link directly to advertisers' Web sites.

Hyperlink

Print advertisers receive free links to their Web sites from www.ctemag.com.

Reprints

Reprints of CTE articles and ads are available to all advertisers at a discount. Use them as direct-mail pieces or trade-show handouts. Contact your sales representative for pricing.

List Rental

Advertisers receive a 30% discount on mailing list rentals. One-time rental is \$135/M (5,000-name minimum). Each additional field is \$10/M.

mp Advertising Rates

Black and White

Per Insertion	1x	3x	6x	9x	12x	18x	24x	36x	48x
Discount		3%	15%	20%	30%	34%	36%	40%	43%
Full Page	\$5,130	\$4,975	\$4,365	\$4,105	\$3,580	\$3,390	\$3,285	\$3,080	\$2,920
2/3 Page	\$3,880	\$3,760	\$3,320	\$3,105	\$2,715	\$2,560	\$2,480	\$2,330	\$2,215
1/2 Island	\$3,100	\$3,010	\$2,635	\$2,475	\$2,175	\$2,050	\$1,985	\$1,860	\$1,770
1/2 Page	\$2,750	\$2,670	\$2,340	\$2,200	\$1,930	\$1,820	\$1,760	\$1,650	\$1,565
1/3 Page	\$1,980	\$1,920	\$1,685	\$1,590	\$1,390	\$1,305	\$1,270	\$1,190	\$1,130
1/4 Page	\$1,455	\$1,410	\$1,235	\$1,160	\$1,020	\$960	\$920	\$870	\$825
1/6 Page	\$1,115	\$1,085	\$950	\$890	\$780	\$740	\$710	\$670	\$640
2-Pg. Spread	\$9,730	\$9,440	\$8,265	\$7,780	\$6,805	\$6,425	\$6,230	\$5,840	\$5,545
1/2-Pg. Spread	\$5,230	\$5,070	\$4,445	\$4,180	\$3,660	\$3,450	\$3,345	\$3,135	\$2,980

Space + 4-color

Per Insertion	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$6,690	\$6,535	\$5,925	\$5,665	\$5,140	\$4,950	\$4,845	\$4,640	\$4,480
2/3 Page	\$5,440	\$5,320	\$4,880	\$4,665	\$4,275	\$4,120	\$4,040	\$3,890	\$3,775
1/2 Island	\$4,660	\$4,570	\$4,195	\$4,035	\$3,735	\$3,610	\$3,545	\$3,420	\$3,330
1/2 Page	\$4,310	\$4,230	\$3,900	\$3,760	\$3,490	\$3,380	\$3,320	\$3,210	\$3,125
1/3 Page	\$3,540	\$3,480	\$3,245	\$3,150	\$2,950	\$2,865	\$2,830	\$2,750	\$2,690
1/4 Page	\$3,015	\$2,970	\$2,795	\$2,720	\$2,580	\$2,520	\$2,480	\$2,430	\$2,385
1/6 Page	\$2,675	\$2,645	\$2,519	\$2,450	\$2,340	\$2,300	\$2,270	\$2,230	\$2,200
2-Pg. Spread	\$12,070	\$11,780	\$10,605	\$10,120	\$9,145	\$8,765	\$8,570	\$8,180	\$7,885
1/2-Pg. Spread	\$7,570	\$7,410	\$6,785	\$6,520	\$6,000	\$5,790	\$5,685	\$5,475	\$5,320

Space + 2-color

Per Insertion	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$5,755	\$5,600	\$4,990	\$4,730	\$4,205	\$4,015	\$3,910	\$3,705	\$3,545
2/3 Page	\$4,505	\$4,385	\$3,945	\$3,730	\$3,340	\$3,185	\$3,105	\$2,955	\$2,840
1/2 Island	\$3,725	\$3,635	\$3,260	\$3,100	\$2,800	\$2,675	\$2,610	\$2,485	\$2,395
1/2 Page	\$3,375	\$3,295	\$2,965	\$2,825	\$2,555	\$2,445	\$2,385	\$2,275	\$2,190
1/3 Page	\$2,605	\$2,545	\$2,310	\$2,215	\$2,015	\$1,930	\$1,895	\$1,815	\$1,755
1/4 Page	\$2,080	\$2,035	\$1,860	\$1,785	\$1,645	\$1,585	\$1,545	\$1,495	\$1,450
1/6 Page	\$1,740	\$1,710	\$1,475	\$1,515	\$1,405	\$1,365	\$1,335	\$1,295	\$1,265
2-Pg. Spread	\$10,665	\$10,375	\$9,200	\$8,715	\$7,740	\$7,360	\$7,165	\$6,775	\$6,480
1/2-Pg. Spread	\$6,165	\$6,005	\$5,380	\$5,115	\$4,595	\$4,385	\$4,280	\$4,070	\$3,915

Anticipated Expenditures By CTE Readers' Companies

machine tools (all kinds)	\$936,000
automation equipment	\$132,000
abrasives, cutting tools, and other consumables	\$131,000
tooling, workholding	\$79,100
measuring equipment/tools	\$28,700
computer software	\$23,400
metalworking fluids	\$23,200

Readex Readership Study (March 2008)

Advertisers can combine insertions in **CUTTING TOOL ENGINEERING** and **MICRO** manufacturing to earn a deeper frequency discount.

mp Advertising Rates

Materials Machined By CTE Readers

aluminum	74%
alloy steel	68%
stainless steel	66%
carbon steel	63%
brass	49%
tool steel	47%
plastics	45%
nickel-base alloys	38%
cast iron	36%
bronze	36%
titanium alloys	33%
copper alloys	32%
high-speed steel	29%
composites	24%
carbide	19%
other indicated at least one	4% 97%

Readex Readership Study (March 2008)

Covers

2nd Cover	\$6,260
3rd Cover	\$6,260
4th Cover	\$6,450

Covers are contracted on a 12X, non-cancelable basis. Price includes 4-color.

Special Positions

Positions specified by advertiser or agency are 10% above black-and-white rate.

Buyers Guide Spotlight Ads, Logo Rates

Ad Program (Pages Annually)	12	6	3	1.5
Spotlight Ad	3 Free	1 Free	\$335	\$360
Logo (in Manufacturers or Distributors Directory)	1 Free	1 Free	1 Free	\$155

(Display ad in Buyers Guide required for special pricing.)

	Display Ad in Buyers Guide	No Display Ad
Spotlight Ad	\$410	\$925
Logo (in Manufacturers or Distributors Directory)	\$180	460

Color Charges On Multiple Ads

Advertisers running more than one 2-, 4- or PMS-color ad in a single issue receive 50% off the color charge for the additional ads. Full color charges are: 4-color, \$1,560; 2-color, \$625; and PMS, \$875.

Leaderboard, Skyscraper Rates (Monthly)

Magazine Ad Program (Pages)	Cost
12	\$1,650
9	\$1,700
6	\$1,750
3	\$1,800
1.5	\$1,850
Other Advertisers	\$1,925
Non-Advertisers	\$2,500

Leaderboard ads occupy the topmost position on the CTE homepage (www.ctemag.com). A maximum of five Leaderboard ads will be sold per month. Skyscraper ads occupy a position along the right-hand side of the homepage. A maximum of five will be sold per month. Other online advertising opportunities include Buyers Guide product category rates, "button" ads, which can include video (either advertiser-supplied or produced by the CTE staff), animation, white papers, product pages, interviews and more. Consult with your sales rep or the publisher.

Virtual Company Showcase

Monthly rates for 1.5 pages-plus annually

	1X	3X	6X	12X
w/o video	\$700	\$625	\$600	\$575
with video	\$700	\$625	\$600	\$575

Monthly rates for less than 1.5 pages annually

	1X	3X	6X	12X
w/o video	\$750	\$675	\$650	\$625
with video	\$900	\$825	\$800	\$775

Monthly rates for non-print advertisers

	1X	3X	6X	12X
w/o video	\$900	\$825	\$750	\$700
with video	\$1,200	\$1,100	\$1,000	\$900

CTE E-News Sponsorship

	1X	3X	6X	9X	12X
Banner	\$1,500	\$1,437	\$1,418	\$1,369	\$1,336
Button	\$915	\$895	\$865	\$835	\$815

Signpost Pricing

Ad Program	Homepage	Links	Sub-Pages
12 Pages	Free	Free	Free
9 Pages*	\$100/mo	Free	Free
6 Pages*	\$200/mo	Free	Free
3 pages*	\$400/mo	Free	Free
1.5 Pages*	\$600/mo	Free	Free
Others*	\$800/mo	\$400/mo	\$200/mo

*Must pay for Signpost on homepage to appear on Links Page and Sub-Pages.

Preprinted Insert Discounts

2 pages 35% discount (off B/W rate)
 4 pages 50% discount
 8 or more pages 65% discount

Classifieds

(Employment & Business Opportunities Only)

Per inch (1" minimum)	\$170
Box number	\$115

Classified rates are net, no agency commission. Payment for classified advertisements required with order. Each column is 2³/₁₆" wide, three columns per page.

Agency Commission

15% of gross billing allowed to advertising agencies on space, color and position. Net 30 days. Commission is not allowed on classified ads or production charges for photographs, artwork, designs and film. Commission also is not allowed on other items, such as artwork, printing, reprints, split-runs, tip-ins or backup of inserts.

mp² Printing Specifications

Electronic Materials for Digital Ads

Required format: High-resolution PDF. PDF files must be PDF/X-1a compliant. Other ad formats accepted only at approval of the production department.

All color ads must be accompanied by a SWOP-certified proof. If no color proof is provided, CTE can have a matchprint made at the advertiser's request and expense. CTE cannot guarantee color accuracy without a SWOP-certified proof.

Supply electronic files via FTP software or e-mail with attachments no larger than 8MB.

Bleed Specifications

When preparing bleed ads, there should be at least $\frac{3}{8}$ " between the trim edge and any type and/or portions of illustrations that must not be trimmed off.

Insert Specifications

Insert size $8" \times 10\frac{3}{4}"$; trim size $7\frac{3}{4}" \times 10\frac{1}{2}"$. Double-spread inserts $16" \times 10\frac{3}{4}"$. Keep type, etc., at least $\frac{3}{8}"$ from outside edges and $\frac{1}{2}"$ from binding edge. Minimum weight of stock:

70-lb. text weight. Maximum weight of stock: 80-lb. cover weight.

Inserts requiring backup must be furnished on white, smooth-finish, coated stock. Fold all inserts of more than two pages before shipping unless backup printing is needed.

Terms for Advertising

Publication & Ad Closing Dates

Published monthly. Advertising closing is on or near the 1st of the month preceding date of issue, special sections close the 25th of the month, two months preceding date of issue.

Billing

Billing is issued on scheduled publication dates. Terms are net 30 days. A late charge of 1-1/2% per month will be imposed on past-due accounts. Full payment is required for all reserved space whether or not it is used. Advertising will not be accepted from delinquent accounts. In the event the advertiser and/or agency default in payment of bills, the advertiser and/or agency will be liable for all fees and sums of collection, including, but not limited to, reasonable attorney's fees and court costs incurred by the publisher in the collection of said bills. The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and/or solely liable for payment to the publisher regardless of any restrictions advertisers and/or their agencies add to their insertion orders and/or contracts. Jurisdiction and venue for any litigation ensuing from advertising placed in CTE shall properly lie in Cook County, Illinois.

Production Charges

Artwork and digital files that do not meet the specifications stated above will be corrected by the production department, and any production charges will be billed to the advertiser. Advertising copy to be set by the production department is not agency commissionable. Advertisers should check with the production department for cost quotes on production charges. It is preferred that all advertising material be furnished complete and at exact size. CTE reserves the right to reject incorrectly sized ads. Any resizing done by CTE will be charged to the advertiser. The publisher is not responsible for typesetting errors or space composition on any display or classified advertising set by the production department, unless a proof is requested before publication. Advertisers whose artwork is received after the advertising deadline may be billed for additional costs if the late copy results in additional printing costs. Production charges start at \$75 an hour.

Creative Services

CTE offers advertiser support services such as ad development, typesetting, layout and design. To discuss your needs, contact the production department. Photos, drawings and rough layout must be received with instructions no later than the advertising closing date. Advertising developed by CTE is not agency commissionable.

Short Rates & Rebates

Advertisers will be short-rated if, within 1 year (12 issues) from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within 1 year (12 issues) from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

Contract Cancellation

Contracts, with the exception of covers and guaranteed positions, may be cancelled by advertiser or publisher on written notice in advance of closing date.

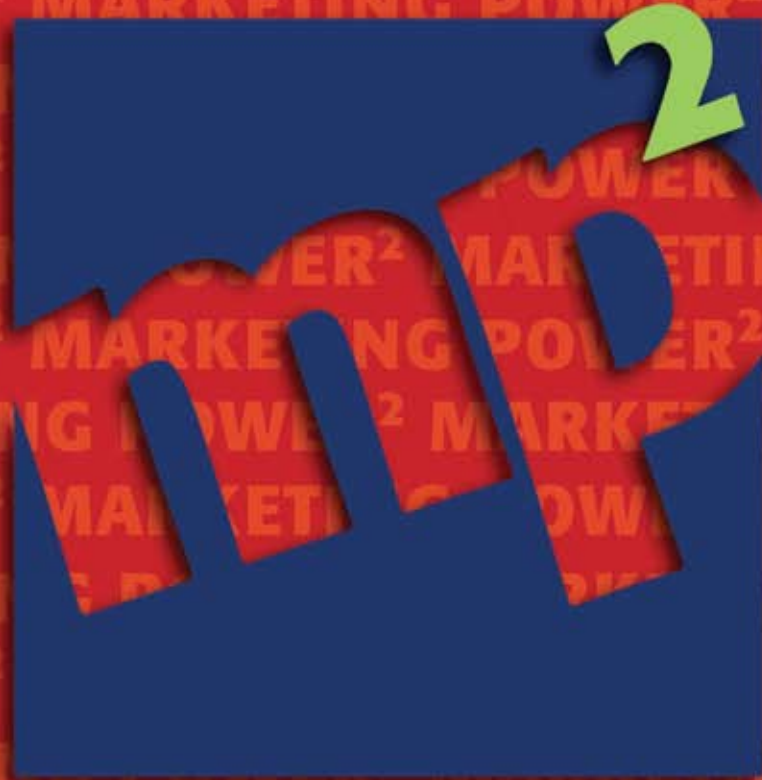
Publisher's Protective Clauses

Advertisers and advertising agencies assume liability for all content and assume responsibility for any claims or fees arising therefrom against the publisher. The publisher reserves the right to reject any advertising that does not conform to the publication's standards. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

Print Specifications

INCH	Width	Depth	Width	Depth
Pg. (trimmed)	$7\frac{3}{4}"$	$10\frac{1}{2}"$		
Page (bleed)	8"	$10\frac{3}{4}"$		
$\frac{2}{3}$ Page	$4\frac{1}{2}"$	$9\frac{3}{4}"$		
$\frac{1}{2}$ Island	$4\frac{1}{2}"$	$7\frac{1}{2}"$		
$\frac{1}{2}$ Page	7"	$4\frac{3}{4}"$	$3\frac{3}{8}"$	$9\frac{3}{4}"$
$\frac{1}{3}$ Page	$4\frac{1}{2}"$	$4\frac{3}{4}"$	$2\frac{1}{4}"$	$9\frac{3}{4}"$
$\frac{1}{4}$ Page	7"	$2\frac{3}{8}"$	$3\frac{3}{8}"$	$4\frac{3}{4}"$

METRIC	Width	Depth	Width	Depth
Pg. (trimmed)	19.7 cm	26.7 cm		
Page (bleed)	20.3 cm	27.3 cm		
$\frac{2}{3}$ Page	11.4 cm	24.8 cm		
$\frac{1}{2}$ Island	11.4 cm	19 cm		
$\frac{1}{2}$ Page	17.8 cm	12 cm	8.5 cm	24.8 cm
$\frac{1}{3}$ Page	11.4 cm	12 cm	5.7 cm	24.8 cm
$\frac{1}{4}$ Page	17.8 cm	6 cm	8.5 cm	12 cm



CUTTING TOOL ENGINEERING®

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Visit our Web site at www.ctemag.com or e-mail us at cte@jwr.com