

CUTTING TOOL ENGINEERING®

LOOKING UP IN 2010

MEDIA KIT

TOOL ENGINEERING®



SEPT

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY



Reach CTE Readers In Print ...

CUTTING TOOL ENGINEERING's tightly controlled circulation consists of manufacturing professionals who cut and grind metal and other materials.

↑ We draw subscribers primarily from the ranks of corporate, production and engineering management—the individuals who specify products and services for their companies. ↑ They look to CTE for pertinent, timely features and columns about the processes they perform. ↑ This explains why 73% of subscribers page through CTE from front to back and 100% read some portion of the magazine.

Improve your company's outlook in 2010 by putting your marketing message in front of CTE's engaged readership.

FACTS ABOUT CUTTING TOOL ENGINEERING SUBSCRIBERS

WHO RECEIVES CTE

- 55% Corporate Management (owner, chairman, president, VP, GM)
- 18% Engineering/Production Department, Design, R&D, Quality Assurance/Control
- 16% Engineering/Production Management
- 11% Purchasing, Other

BPA statement, June 2009

ACTIONS TAKEN BY READERS WHEN RESPONDING TO ADS

- 57% visited advertiser's Web site
- 54% discussed ad with others
- 35% passed ad along to others
- 34% purchased/ordered a product/service
- 33% filed ad for future reference
- 22% recommended a product/service
- 15% called advertiser for additional information
- 7% contacted advertiser in some other way
- 4% used reader inquiry card

84% indicated one or more

ReadexResearch, September 2009

PRODUCTS CTE READERS ARE INVOLVED IN SELECTING/PURCHASING

- 85% cutting tools
- 71% toolholding
- 70% metalcutting machine tools
- 66% coolants, lubricants, related products
- 66% workholding
- 65% machine attachments, accessories
- 61% testing, measuring, gaging equipment
- 55% abrasives
- 44% maintenance products
- 43% software
- 37% marking equipment, tools
- 37% safety, environmental equipment
- 36% grinding machines
- 36% workpiece materials

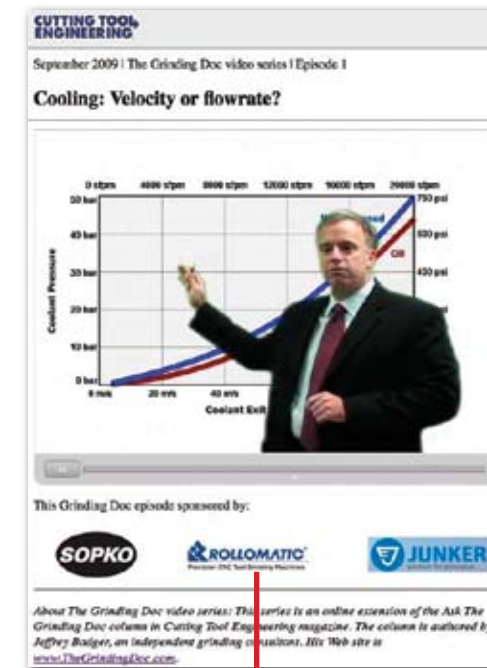
98% indicated one or more

ReadexResearch, September 2009



... and Online

Join our rapidly growing online audience! CTEPlus (ctemag.com) saw a 22% increase in traffic from 2008 to 2009. And now you can target your Web advertising through our shortCUTS and Video Placement programs.



Video Placement

Make your debut in video! Company logos appear during the introduction within video produced by CTE. Logos are also displayed below video player with a link to each advertiser's site.

shortCUTS

Target your ad with a banner or button in our shortCUTS column. Own a category with a banner or share the space with a button.



E-News Banner/Buttons

Reach 30,000 CTE E-Newsletter subscribers instantly with a banner at the top of our monthly e-mail blast or with a button ad.

Leaderboard rotation

Grab the attention of visitors to our site with an ad in our Leaderboard rotation at the top of the screen throughout the site. Limit of 5 ads in rotation per month.



Skyscraper rotation

Get noticed throughout our site with an ad in our Skyscraper rotation in the right-hand column of the site. Limit of 5 ads in rotation per month.

Site Button

Place your Site Button ad next to content throughout our Web site. Buttons run below Skyscraper ads.

Company Showcase

Run your logo and tag line on our home-page with a link to a Showcase page with your company profile and product highlights.

Signpost

Take advantage of our most inexpensive online advertising opportunity: a signpost that appears throughout the site.

Article Exclusive

Increase your targeted reach with an Article Exclusive ad displayed within the text of an article.





2010 CTE Editorial Calendar & Ad Bonuses

JANUARY

Ads close Dec. 1, 2009

Multitask Machining*, Milling, Drilling, Tool Repair

Advertiser Bonus: Doubled Ad Space. Run an ad in January and get the option to purchase a second ad that's twice the size for the same price. The second ad can run in any issue in 2010.

FEBRUARY

Ads close Jan. 4, 2010

Making Energy Parts*, Turning Centers, Grinding, Manufacturing Software

Advertiser Bonuses: Product Showcase: Print & Blast. Run a 1/4-page or larger ad and receive a free 1/6-page, 4-color Product Showcase in the magazine and on CTE's Web site. Plus, a link to your online Showcase will be e-mailed to subscribers. Bonus Distribution at MD&M West show.

MARCH

Ads close Feb. 1, 2010

Making Aerospace Parts*, Large-Part Machine Tools, Hole Finishing, Tool Sharpening

Advertiser Bonuses: Signpost Logo for 30 days on CTE's homepage (1/2-page or larger ad) or Links Page (smaller than 1/2 page). Bonus Distribution at WESTEC show.

APRIL

Ads close March 1, 2010

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

Advertiser Bonus: Brand Awareness Study. Independently conducted survey compares your company's name recognition to five competitors'. Free to full-page advertisers. (Available to other advertisers for \$300.)

MAY

Ads close April 1, 2010

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

Advertiser Bonuses: Hyperlinked logo on CTE E-newsletter. Free to those running a 1/2-page or larger ad. (Available to other advertisers for \$250.) Bonus Distribution at EASTEC show.

JUNE

Ads close May 3, 2010

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

Advertiser Bonuses: Online Video. Run a 1/2-page or larger ad and have your company's video (up to 3 minutes) posted on the CTE Web site for 60 days. (Available to other advertisers for \$350.) Bonus Distribution at MD&M East.

JULY

Ads close June 1, 2010

Holemaking*, Toolholders, Milling, Machine Tool Maintenance

Advertiser Bonus: Ad Perception Study. Find out how CTE readers perceive the effectiveness of your ad. Free to those running 1/3-page or larger ad. (Available to other advertisers for \$125.)

AUGUST (IMTS SHOW ISSUE)

Ads close July 1, 2010

Salary Survey*, Workholding, Tapping, Parts Finishing, Grooving, Metalworking Fluids

Advertiser Bonuses: IMTS 2010 Bonus Circulation. We will distribute additional copies of CTE at IMTS. Inclusion in the IMTS Product Preview for advertisers exhibiting at IMTS.

SEPTEMBER

Ads close Aug. 2, 2010

Making Auto Parts*, Lights-Out Machining, Marking Equipment, Machine Tool Supplement

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

OCTOBER

Ads close Sept. 1, 2010

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

Advertiser Bonuses: Product Showcase: Print & Blast. Run a 1/4-page or larger ad and receive a free 1/6-page, 4-color Product Showcase in the magazine and on CTE's Web site. Plus, a link to your online Showcase will be e-mailed to subscribers.

NOVEMBER (2011 Buyers Guide) Ads close Oct. 1, 2010

The industry's best guide contains entries on more than 2,000 suppliers to the metalworking industry. Advertiser Bonuses: Enhanced Print & Preferential Online Placement. Advertisers receive free boldfaced listings, unlimited product listings, directory logo and appear before non-advertisers in the online listings.

DECEMBER

Ads close Nov. 1, 2010

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

Advertiser Bonus: Free Company Profile. Run 1/2-page or larger ad and receive—at no charge—same-size company profile.

*Indicates cover story with extra Web content



Advertising Rates All prices gross. Agency commissionable (15%).

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	\$3,300	\$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	\$4,860	\$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	\$2,520	\$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	\$3,925	\$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

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

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.

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.

Preprinted Insert Discounts

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

Buyers Guide Spotlight Ads

Run a 2¹/₄" x 2", 4-color ad near your product listings for \$350 (must run a display ad in the Buyers Guide).



Online Advertising Rates All prices gross. Agency commissionable (15%).

Sitewide Display Ads

Frequency	1x	3x	6x	9x	12x
Leaderboard	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600
Skyscraper	\$1,800	\$1,710	\$1,620	\$1,530	\$1,440
Site Button	\$1,000	\$950	\$900	\$850	\$800
Signpost*	\$600	\$570	\$540	\$510	\$480

*12-page advertisers in CTE receive a free Signpost on the homepage and all subpages.

Targeted Display Ads

Frequency	1x	3x	6x	9x	12x
Shortcuts Button	\$350	\$330	\$315	\$295	\$280
Shortcuts Exclusive Banner	\$1,200	\$1,140	\$1,080	\$1,020	\$960
Article Exclusive Button	\$350	\$330	\$315	\$295	\$280
Video Placement/Company Logo	\$350	\$330	\$315	\$295	\$280

Virtual Company Showcase

Frequency	1x	3x	6x	9x	12x
w/o video	\$750	\$715	\$675	\$635	\$600
w/ video	\$900	\$855	\$810	\$765	\$720

E-News, E-Mail Display Ads

Frequency	1x	3x	6x	9x	12x
E-News Banner**	\$1,500	\$1,425	\$1,350	\$1,275	\$1,200
E-News Button**	\$915	\$870	\$825	\$780	\$730
Exclusive E-Mail Blast**	\$4,800	\$4,560	\$4,320	\$4,080	\$3,840

**Includes follow-up blast.

	Width (pixels)	Depth (pixels)	Format	File Size Limit
Leaderboard	728	90	jpg, gif, swf	40kb
Skyscraper	120	600	jpg, gif, swf	40kb
Site Button	120	90	jpg, gif, swf	20kb
Signpost	75	44	jpg, gif, swf	10kb
Shortcuts Button	120	90	jpg, gif, swf	20kb
Shortcuts Exclusive Banner	468	60	jpg, gif, swf	40kb
Article Exclusive Button	250	250	jpg, gif, swf	40kb
Video Placement/Company Logo	150 (or less)	150 (or less)	jpg, gif, swf	20kb
Virtual Company Showcase (w/o video)	Logo (75) Header (600) Photos (190)	Logo (44) Header (300) Photos (400)	jpg, gif, swf	Maximum words: 450
Virtual Company Showcase (w/ video)	Logo (75) Header (600) Photos (190)	Logo (44) Header (300) Photos (400)	jpg, gif, swf; video: mov, wmv, avi, mp4, flv	Words: 450; video: 30mb, 5 min.
E-News Banner	400	90	jpg, gif	30kb
E-News Button	150	100	jpg, gif	20kb
Exclusive E-Mail Blast	700		Advertiser supplies HTML page	

Online Ad Location

Leaderboard: Top of site, in rotation with 4 (maximum) other ads.

Skyscraper: Right-hand column, in rotation with 4 (maximum) other ads.

Site Button: Top right-hand column of site, below skyscraper, plus related articles and products.

Signpost: Bottom of homepage, subpages.

Shortcuts Button: Top of search-results screen for specific Shortcuts category.

Shortcuts Exclusive Banner: Top of search-results screen for specific Shortcuts category, plus related articles and products. Available only if no Shortcuts Button Ads have been sold for desired category.

Article Exclusive Button: Within specific article.

Video Placement/Company Logo: Appears during introduction of CTE-produced video and below video player.

Virtual Product Showcase: Right side of homepage.

E-Newsletter Banner: Top of E-Newsletter, which is sent to 30,000-plus subscribers.

E-Newsletter Button: Right-hand column of CTE E-Newsletter. (Four buttons maximum.)

Exclusive E-Mail Blast: One ad message is sent to 30,000-plus subscribers; follow-up blast sent to recipients who open first message.



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 2mb.

Bleed Specifications

When preparing bleed ads, there should be at least 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" x 10 3/4"; trim size 7 3/4" x 10 1/2". Double-spread inserts 16" x 10 3/4". Keep type, etc., at least 3/8" from outside edges and 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. Billing 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 3/4"	10 1/2"		
Page (bleed)	8"	10 3/4"		
2/3 Page	4 1/2"	9 3/4"		
1/2 Island	4 1/2"	7 1/2"		
1/2 Page	7"	4 3/4"	3 3/8"	9 3/4"
1/3 Page	4 1/2"	4 3/4"	2 1/4"	9 3/4"
1/4 Page	7"	2 3/8"	3 3/8"	4 3/4"
1/6 Page	4 1/2"	2 3/8"	2 1/4"	4 3/4"

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

CUTTING TOOL ENGINEERING®

Phone: (847) 498-9100 Fax: (847) 559-4444

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

CUTTING T ENGINEER

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