



2022 media kit

**CUTTING TOOL
ENGINEERING®**

How CTE Readers React to Ads

68%

Contacted advertiser

43%

Discussed ad with others

36%

Passed ad along to others

18%

Purchased/ordered a product/service

18%

Filed ad for future reference

15%

Recommended a product/service



92% of CTE readers are involved in selecting/purchasing products.



Products They Are Involved in Selecting

Abrasives.....	56%	Metalcutting machine tools.....	60%
Cutting tools.....	80%	Safety and environmental equipment	29%
Coolants, lubricants and/or related products	61%	Software	38%
Grinding machines.....	33%	Testing, measuring and/or gauging equipment.....	46%
Machine attachments/ accessories.....	53%	Toolholding.....	62%
Maintenance products	43%	Workholding.....	61%
Marking equipment/tools.....	31%	Workpiece materials.....	35%

CTE Reader Spending Outlook

Readers estimate what their companies will spend for cutting and/or grinding machines in the coming year.

\$1 million or more	10%
\$500,000 to \$999,999.....	3%
\$100,000 to \$499,999	16%
Up to \$99,999.....	27%

Readers estimate what their companies will spend on cutting tools, abrasives and related consumables in the coming year.

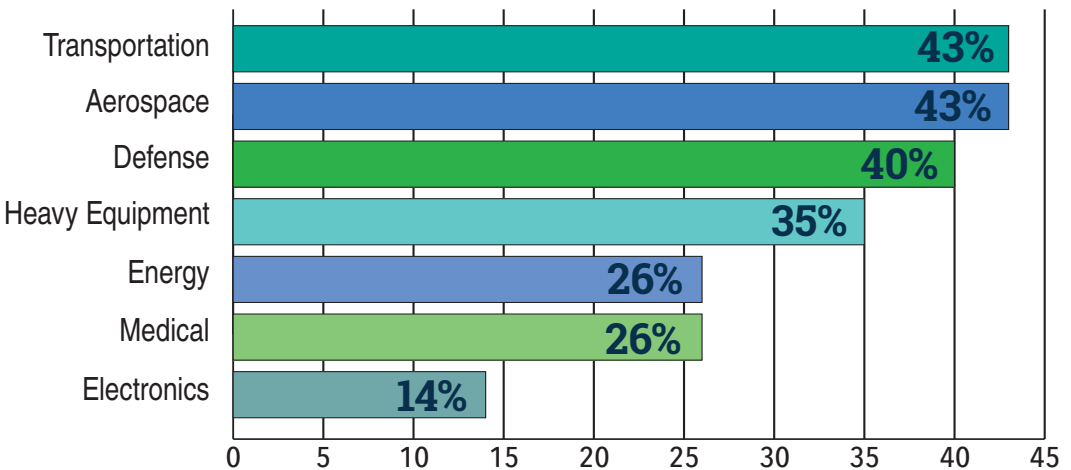
\$500,000 or more.....	12%
\$100,000 to \$499,999	10%
\$50,000 to \$99,999	9%
\$10,000 to \$49,999.....	22%
Up to \$9,999.....	26%

CTE Audience Reach

- ↳ CTE magazine and electronic newsletter reach **100,000 unique subscribers**.
- ↳ Print and digital magazine audited circulation of **60,000+**.
- ↳ Email opt-in list of **55,000+**.
- ↳ CTE website attracts **48,000+** users each month.
- ↳ CTE social media followers up to **40,000** and growing.
- ↳ **7** out of **10** direct request readers are in **management**.

Facts About CTE's Audience

Markets Served by Audience



Operations Performed

Boring	Designing	Grinding	Reaming	Testing, measuring
69%	54%	61%	58%	49%
Broaching	Drilling	Marking	Sawing	Turning
34%	78%	37%	65%	72%
Deburring	Finishing	Milling	Tapping	
63%	54%	74%	69%	

2022 EDITORIAL CALENDAR & AD BONUSES

JANUARY

AD CLOSE: Dec. 1, 2021



Facemilling, Tapping, Tool Coatings, Workforce Skills Gap

ASK THE EXPERTS: Facemilling

AD BONUS: Double Display Ad. Advertisers paying for a display ad in the January issue are eligible to purchase a bonus ad that's double the size at the same rate as their January ad. Double Display ads must be purchased in time to run in one of the following issues: February, March, April, May or June.

FEBRUARY

AD CLOSE: Jan. 3, 2022



Coolants & Lubricants, Drilling, Spindles, Turning

AD BONUS: Targeted Email Blast. Run a paid full-page or larger ad and receive a sponsored email blast targeting up to 5,000 of CTE's opt-in email subscribers. Targeted blasts must be scheduled for February.

MARCH

AD CLOSE: Feb. 1, 2022



Automatic Toolchangers, Broaching, Machining Centers, Tool Monitoring

AD BONUS: Video Showcase. Run a paid half-page or larger ad and receive a 1/6-page, 4-color writeup about a new product video produced by your company that will appear in the print and digital editions of the March issue. Video also posted to the CTE website and video channels.

COLUMNS & DEPARTMENTS

Ask the Grinding Doc Industry expert answers readers' grinding questions.

Get With the Program News on manufacturing software.

Lead Angle Commentary from CTE editors.

Look-Ahead Reviews of cutting-edge technologies.

Machine Technology Machine tool advancements.

Machinist's Corner Industry veteran provides tips to shops.

Productive Times Solutions to machining and grinding problems.

Robotics Results Robotic automation solutions.

APRIL

AD CLOSE: March 1, 2022



Deburring, Indexable Inserts, Machine Maintenance, Setup Strategy

ASK THE EXPERTS: Indexable Inserts

AD BONUS: Sponsored Social Media Post. Run a paid full-page or larger ad and CTE will provide free social media buzz for the ad with a Sponsored Social Media Post during April.

MAY

AD CLOSE: April 1, 2022

Centerless Grinding, Electrical Discharge Machining, Part Inspection, Workholding

AD BONUS: Button Ad. Run a paid half-page or larger ad and receive a button ad on the CTE website for the month of May.

JUNE

AD CLOSE: May 2, 2022

Chip Handling, Machine Rebuilding, Milling, Parts Marking

AD BONUS: Ad Perception Study. CTE readers rate your ad for its informational value and believability, as well as its attention-getting strength. Free with purchase of a half-page or larger ad. (Available to other advertisers for \$350.)

JULY

AD CLOSE: June 1, 2022



Boring, Machining Large Parts, Threading, Tool Presetting

ASK THE EXPERTS: Boring

AD BONUS: Double Display Ad. Advertisers paying for a display ad in the July issue are eligible to purchase a bonus ad that's double the size at the same rate as their July ad. Double Display ads must be purchased in time to run in one of the following issues: August, September, October, November or December.

AUGUST

AD CLOSE: July 1, 2022



IMTS Preview, Grooving, Industry 4.0, Salary Survey, Sawing

AD BONUS: IMTS 2022 Video Package.

Buy a half-page or larger ad in the August and September issues to qualify for a special IMTS show bonus. (See back page for details.) Plus, extra copies of CTE's August issue will be printed and distributed at IMTS trade show in Chicago. Advertisers exhibiting at IMTS receive free product write-ups in CTE's August issue and on the CTE website at ctemag.com.

SEPTEMBER

AD CLOSE: Aug. 1, 2022



Automation, Ceramic Cutting Tools, Holemaking, Training

AD BONUS: Sponsored Social Media Post.

Run a paid full-page or larger ad and CTE will provide free social media buzz for the ad with a Sponsored Social Media Post during September.

OCTOBER

AD CLOSE: Sept. 1, 2022



Design Software, Laser Machining, Reaming, Toolholding

ASK THE EXPERTS: Reaming

AD BONUS: On-Target Study. CTE readers rate your ad for its visual appeal, reader friendliness, ability to highlight benefits, informational value and overall effectiveness. Free with purchase of a half-page or larger ad. (Available to other advertisers for \$350.)

NOVEMBER

AD CLOSE: Oct. 3, 2022



2023 Buyers Guide & Product Video Listing

AD BONUS: Targeted Email Blast. Run a paid full-page or larger ad and receive a sponsored email blast targeting up to 5,000 of CTE's opt-in email subscribers. Targeted blasts must be scheduled for November.

DECEMBER

AD CLOSE: Nov. 1, 2022

Additive Manufacturing, Finishing, Parts Handling, Year-End Update/Outlook

AD BONUS: Button Ad. Run a paid half-page or larger ad and receive a button ad on the CTE website for the month of December.

ASK THE EXPERTS Webinars hosted by CTE

January 19 Facemilling

July 20 Boring

April 20 Indexable inserts

October 19 Reaming

LIST RENTAL

Reach CTE's responsive group of decision-makers via the U.S. Postal Service.

Advertisers receive a 30% discount on mailing list rentals. One-time rental is \$180/M (5,000-name minimum) with first demographic select included. Each additional select is \$15/M. Available selects include 3-digit NAICS code, Job Function, Number of Employees, and Region. Key coding: \$2.50/M. Administrative fee: \$100.

List rentals, which are conducted through a third-party mail house, require the list rental Company to sign a CTE List Rental Agreement Form indicating that the Company agrees to rent the list one time for the singular purpose for which its rental was approved.

PRINT ADVERTISING RATES

All prices gross. Agency commissionable (15%).

Black and White									
Per Insertion	1x	3x	6x	9x	12x	18x	24x	36x	48x
Discount Off		-5%	-10%	-15%	-25%	-30%	-34%	-38%	-43%
Full Page	\$5,580	\$5,300	\$5,020	\$4,745	\$4,185	\$3,905	\$3,685	\$3,460	\$3,180
Two-thirds Page	\$4,225	\$4,015	\$3,805	\$3,590	\$3,170	\$2,960	\$2,790	\$2,620	\$2,410
Half Island	\$3,375	\$3,205	\$3,040	\$2,870	\$2,530	\$2,365	\$2,230	\$2,095	\$1,925
Half Page	\$2,985	\$2,835	\$2,685	\$2,535	\$2,240	\$2,090	\$1,970	\$1,850	\$1,700
Third Page	\$2,150	\$2,045	\$1,935	\$1,830	\$1,615	\$1,505	\$1,420	\$1,335	\$1,225
Quarter Page	\$1,585	\$1,505	\$1,425	\$1,345	\$1,190	\$1,110	\$1,045	\$985	\$905
Sixth Page	\$1,215	\$1,155	\$1,095	\$1,035	\$910	\$850	\$800	\$755	\$695
Full Spread	\$10,590	\$10,060	\$9,530	\$9,000	\$7,945	\$7,415	\$6,990	\$6,565	\$6,035
Half Spread	\$5,690	\$5,405	\$5,120	\$4,835	\$4,270	\$3,985	\$3,755	\$3,530	\$3,245
4-Color									
Per Insertion	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$7,170	\$6,890	\$6,610	\$6,335	\$5,775	\$5,495	\$5,275	\$5,050	\$4,770
Two-thirds Page	\$5,815	\$5,605	\$5,395	\$5,180	\$4,760	\$4,550	\$4,380	\$4,210	\$4,000
Half Island	\$4,965	\$4,795	\$4,630	\$4,460	\$4,120	\$3,955	\$3,820	\$3,685	\$3,515
Half Page	\$4,575	\$4,525	\$4,275	\$4,125	\$3,830	\$3,680	\$3,560	\$3,440	\$3,290
Third Page	\$3,740	\$3,635	\$3,525	\$3,420	\$3,205	\$3,095	\$3,010	\$2,925	\$2,815
Quarter Page	\$3,175	\$3,095	\$3,015	\$2,935	\$2,780	\$2,700	\$2,635	\$2,575	\$2,495
Sixth Page	\$2,805	\$2,745	\$2,685	\$2,625	\$2,500	\$2,440	\$2,390	\$2,345	\$2,285
Full Spread	\$12,975	\$12,445	\$11,915	\$11,385	\$10,330	\$9,800	\$9,375	\$8,950	\$8,420
Half Spread	\$8,075	\$7,790	\$7,505	\$7,220	\$6,655	\$6,370	\$6,140	\$5,915	\$5,630

Covers: 2nd and 3rd, \$7,160; 4th, \$7,310; covers are contracted on 12x, non-cancelable basis; price includes 4-color. **Special positions:** 10% above B&W rate. **Classifieds:** \$170/inch (net); box number, \$115. Column width, 2¼"; 1"-deep minimum; not agency-commissionable; content limited to employment or business opportunities. **Marketplace Ads:** \$200/inch (net), B&W; column width, 2¼"; 2"-deep minimum; not agency-commissionable.

Ad materials are due 7 days after the close date.

Ad contracts, with the exception of covers and guaranteed positions, may be canceled by advertiser or publisher on written notice in advance of ad closing date.



Download our specs and terms
of advertising at
ctemag.com/advertise

DIGITAL AD OPTIONS

All prices gross. Agency commissionable (15%).

Frequency Discount		-5%	-10%	-15%	-25%
Frequency	1x	3x	6x	9x	12x
Website Display¹ (width × height dimensions in pixels)					
Wallpaper (1,600 × 1,100)	\$2,050	\$1,950	\$1,845	\$1,745	\$1,540
Billboard (970 × 250)	\$3,215	\$3,050	\$2,890	\$2,730	\$2,410
Box (300 × 250)	\$1,915	\$1,820	\$1,725	\$1,630	\$1,435
Button (120 × 90)	\$735	\$700	\$660	\$625	\$550
Video					
Featured Video	\$2,500	\$2,375	\$2,250	\$2,125	\$1,875
CTE E-Newsletter¹ (width × height dimensions in pixels)					
Leaderboard (600 × 125)	\$2,500	\$2,375	\$2,250	\$2,125	\$1,875
Box (300 × 250)	\$1,390	\$1,320	\$1,250	\$1,180	\$1,045
Advertorial (300 × 250)	\$1,120	\$1,065	\$1,010	\$950	\$840
CTE E-Newsletter Video	March	June	Sept.	Dec.	
Quarterly Video Blast	\$1,120	\$1,065	\$1,010	\$950	
Email Blasts²					
Full List	\$6,100	\$5,795	\$5,490	\$5,185	\$4,575
Half List	\$3,835	\$3,645	\$3,450	\$3,260	\$2,875

1. Acceptable digital ad formats : PNG or JPG for Wallpaper; PNG, JPG or animated GIF for Billboard, Box and Button; PNG or JPG for CTE eNewsletter Leaderboard, Box and Advertorial.

2. An Email Blast cannot be canceled less than 2 weeks before the scheduled blast date.

WEBINARS

Industry Leaders

Advertiser provides content and presenter; CTE takes care of the rest.

One Hour

Cost: \$11,990 (gross)

CTE Deliverables

- Host and moderate webinar
- Promote and manage webinar registration
- Box ad on website for two months
- Box ad in four CTE e-newsletter editions
- Full email blast promotion
- A half-page promo in print and digital magazine

Half Hour

Cost: \$6,990 (gross)

CTE Deliverables

- Host and moderate webinar
- Promote and manage webinar registration
- Box ad on website for one month
- Box ad in three CTE e-newsletter editions
- Full email blast promotion

Ask the Experts

Cost: \$3,450 (gross) per advertiser

Organized and hosted by CTE, this Ask The Experts webinar series is an opportunity for our audience to benefit from the knowledgeable guidance and insight advertisers have to offer. CTE Publisher Dennis Spaeth will work with participating advertisers to prepare for each webinar, which will be composed of industry experts from two to four advertisers. CTE will promote the webinar via email blasts, social media posts and print magazine house ads.

CTE SOCIAL MEDIA ADVERTISING



Sponsored Posts

Let CTE help you spread the word about your company and/or products by sponsoring a post to our growing social media audience. Whether it's a photo, a brief video or a text-based call to action, CTE can help boost your social media buzz for just \$60 per 1,000 followers.

LEADS

Generate leads by adding a "Share My Email" button to the bottom of any email blast.

Email List

Full List

Half List

Targeted List

Flat Fee

\$1,200

\$600

\$100



Video Package

Buy a half-page or larger ad in the August and September issues of Cutting Tool Engineering magazine to receive a special IMTS 2022 ad bonus.

Ad Bonus Deliverables:

1. Purchase your ads in the August issue (*ad close July 1, 2022*) and September issue (*ad close Aug. 1, 2022*).
2. Submit an eNewsletter advertorial that will reach our 60,000 subscribers in special preshow IMTS 2022 blasts scheduled for Aug. 15 and repeated Aug. 29. (*Advertorials consist of a 6 -10 word headline, up to 65 words of text, a 300 x 250 pixel image and a web link.*)
3. At the show, which will be held Sept. 12-17, submit a video (*under 2 minutes*) of your IMTS 2022 booth for upload to CTE's social media channels. (*We've got a following of 40,000+ metalworkers.*)
4. CTE also will produce a video Q&A (*up to 10-minute maximum length*) at your booth for upload to all our video channels following the show. (*We average more than 21,000 video views every month!*)
5. In our October issue, we will publish a synopsis of your CTE-produced video (*including a link to the video*) as part of a special IMTS 2022 Video Recap Guide.

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