



75 YEARS
and

**AUDIENCE
STRONG**

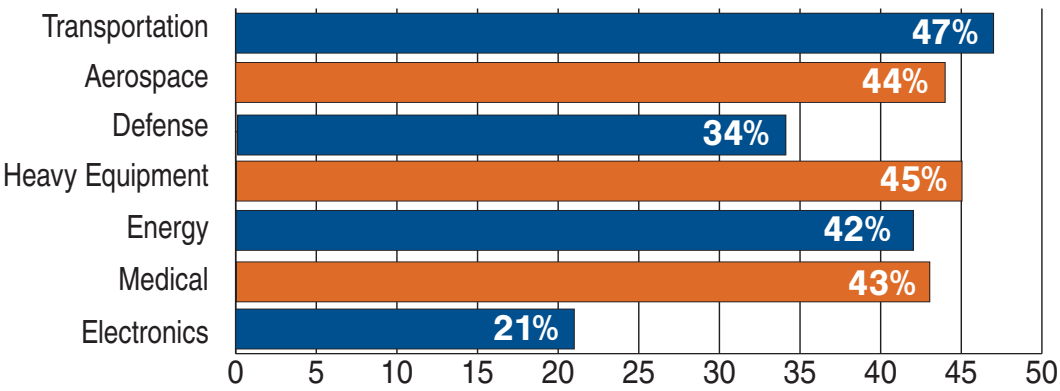
**CUTTING TOOL
ENGINEERING®**

2023 MEDIA KIT

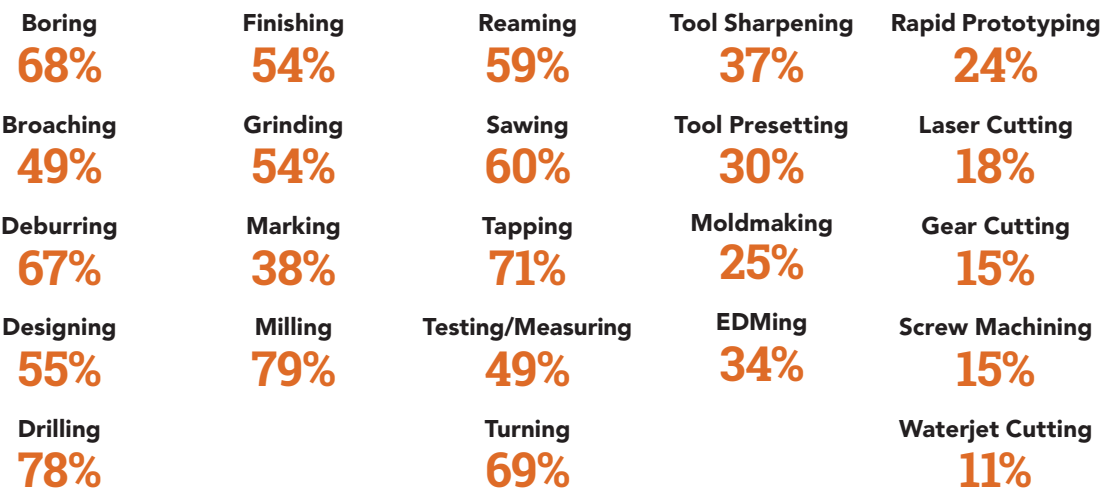
FACTS ABOUT CTE'S AUDIENCE



MARKETS SERVED BY AUDIENCE



OPERATIONS PERFORMED



CTE AUDIENCE REACH

CTE's magazine and email
newsletter reach more than
100,000 unique subscribers
EVERY. SINGLE. MONTH.



WE ARE AUDIENCE STRONG

Print and digital magazine audited circulation
of **66,000+**.

Email opt-in list of **60,000+**.

Website attracts **55,000+** users each month.

More than **50,000** social media followers.

CUTTING TOOL ENGINEERING®



HOW CTE READERS REACT TO ADS



PRODUCTS THEY ARE INVOLVED IN SELECTING

Abrasives.....	54%	Metalcutting Machine Tools.....	53%
Cutting Tools.....	77%	Safety and Environmental Equipment.....	42%
Coolants, Lubricants and/or Related Products.....	60%	Software.....	34%
Grinding Machines.....	37%	Testing, Measuring and/or Gauging Equipment.....	49%
Machine Attachments/ Accessories.....	58%	Toolholding.....	58%
Maintenance Products.....	48%	Workholding.....	58%
Marking Equipment/Tools.....	30%	Workpiece Materials.....	37%

READER SPENDING OUTLOOK

Readers estimate what their companies will spend for cutting and/or grinding machines in the coming year.		Readers estimate what their companies will spend on cutting tools, abrasives and related consumables in the coming year.	
\$1 million or more	8%	\$500,000 or more.....	11%
\$500,000 to \$999,999.....	6%	\$100,000 to \$499,999	13%
\$100,000 to \$499,999	16%	\$50,000 to \$99,999	8%
Up to \$99,999.....	32%	\$10,000 to \$49,999.....	25%
		Up to \$9,999.....	22%

2023 EDITORIAL CALENDAR & AD BONUSES

January

AD CLOSE: Dec. 1, 2022

EDITORIAL FOCUS: Tapping, Broaching, Hole Finishing, Tool Presetting

CTE LUNCH & LEARN: Tapping

AD BONUS: Double Display Ad. Advertisers who purchase 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. Bonus ad must be purchased in time to run in one of the following issues: February, March or April.

February

AD CLOSE: Jan. 3, 2023

EDITORIAL FOCUS: HOUSTEX 2023 Preview, Milling, Toolholding, Spindles, Coolants & Lubricants

ASK CTE CONTRIBUTORS: Milling

AD BONUS: Half Blast with a Full Page.

Purchase a full-page display ad and receive a free advertiser-only email blast to half CTE's opt-in email list. Free email blast must be sent out in February.

March

AD CLOSE: Feb. 1, 2023

EDITORIAL FOCUS: Drilling, Machine Tool Monitoring, Machine Maintenance, Supply Chain Outlook

CTE LUNCH & LEARN: Drilling

AD BONUS: Box Ad. Purchase a half-page or larger display ad and receive a free Box ad (300 x 250 pixels) on the CTE website for the month of March.

April

AD CLOSE: March 1, 2023

EDITORIAL FOCUS: EASTEC 2023 Preview, Turning, Machining Automotive Materials, Indexable Inserts, Workholding

ASK CTE CONTRIBUTORS: Turning

AD BONUS: Digital Media Exposure.

Advertisers who purchase a half-page or larger ad in the April issue are eligible for a CTE video booth visit during EASTEC and a free social media post to CTE's more than 50,000 followers or a Button ad (120 x 90 pixels) in one of CTE's weekly e-newsletter blasts to more than 60,000 opt-in subscribers. Social media or e-newsletter bonus must run in April.

May

AD CLOSE: April 3, 2023

EDITORIAL FOCUS: Sawing, Electrical Discharge Machining, Automation, Additive Manufacturing

CTE LUNCH & LEARN: Sawing

AD BONUS: Double Display Ad. Advertisers who purchase a display ad in the May issue are eligible to purchase a bonus ad that's double the size at the same rate as their May ad. Bonus ad must be purchased in time to run in one of the following issues: June, July or August.

June

AD CLOSE: May 1, 2023

EDITORIAL FOCUS: Deburring, Laser Machining, Measurement & Inspection, Work Cells

ASK CTE CONTRIBUTORS: Deburring

AD BONUS: Digital Media Exposure.

Advertisers who purchase a half-page or larger ad in the June issue are eligible for a free social media post to CTE's more than 50,000 followers or a Button ad (120 x 90 pixels) in one of CTE's weekly e-newsletter blasts to more than 60,000 opt-in subscribers. Social media or e-newsletter bonus must run in June.

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.

Metalworking Product Review Metalworking products are highlighted.

Productive Times Solutions to machining and grinding problems.

Robotics Results Robotic automation solutions.

2023 EDITORIAL CALENDAR & AD BONUSES

July

AD CLOSE: June 1, 2023

EDITORIAL FOCUS: Finishing, Vertical Machining, Quick-Change Tooling, Materials Handling

CTE LUNCH & LEARN: Finishing

AD BONUS: Half Blast with a Full Page.

Purchase a full-page display ad and receive a free advertiser-only email blast to half CTE's opt-in email list. Free email blast must be sent out in July.

August

AD CLOSE: July 3, 2023

EDITORIAL FOCUS: Micromachining, Boring, Shop Floor Connectivity, Rapid Prototyping

ASK CTE CONTRIBUTORS: Micromachining

AD BONUS: Ad Perception Study. CTE readers rate your ad for its attention-getting strength, believability and informational value. Free with purchase of a half-page or larger display ad in the August issue.

September

AD CLOSE: Aug. 1, 2023

EDITORIAL FOCUS: SOUTHTEC 2023 Preview, Reaming, Multitask Machines, Training, Workforce Outlook

CTE LUNCH & LEARN: Reaming

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

October

AD CLOSE: Sept. 1, 2023

EDITORIAL FOCUS: WESTEC 2023 Preview, Grinding, Tool Coatings, Parts Marking, Machining Aerospace Materials

ASK CTE CONTRIBUTORS: Grinding

AD BONUS: Digital Media Exposure.

Advertisers who purchase a half-page or larger ad in the October issue are eligible for a CTE video booth visit during WESTEC and a free social media post to CTE's more than 50,000 followers or a Button ad (120 x 90 pixels) in one of CTE's weekly e-newsletter blasts to more than 60,000 opt-in subscribers. Social media or e-newsletter bonus must run in October.

November

AD CLOSE: Oct. 2, 2023

EDITORIAL FOCUS: 2024 Buyers Guide, Product Video Guide

CTE LUNCH & LEARN: Parts Marking

AD BONUS: Half Blast with a Full Page.

Purchase a full-page display ad in the November issue and receive a free advertiser-only email blast to half CTE's opt-in email list. Free email blast must be sent out in November.

December

AD CLOSE: Nov. 1, 2023

EDITORIAL FOCUS: Designing Parts, Machining Medical Materials, Moldmaking, Year-End Outlook

ASK CTE CONTRIBUTORS: Machining Medical Materials

AD BONUS: Freeze Ad Rates. CTE will freeze ad rates for the coming year for advertisers who purchase a half-page or larger display ad in the December issue. Ads purchased in 2024 will be based on 2023 ad rates.

CONTACTS

East Advertising Sales

Kenneth Spaeth

847-714-0173

kspaeth@ctemedia.com

Central/West

Advertising Sales

Tom Tobiason

815-733-6165

ttobiason@ctemedia.com

Central Advertising Sales

Dave Jones

708-442-5633

dmj_jonesmedia@yahoo.com

Ad Production

Julie Distenfield

847-714-0179

julied@ctemedia.com

CFO/Director of Sales

Kenneth Spaeth

847-714-0173

kspaeth@ctemedia.com

Publisher

Dennis Spaeth

847-714-0176

dspaeth@ctemedia.com

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	\$6,415	\$6,090	\$5,770	\$5,450	\$4,810	\$4,490	\$4,230	\$3,975	\$3,655
Two-thirds Page	\$4,855	\$4,610	\$4,370	\$4,125	\$3,640	\$3,395	\$3,200	\$3,010	\$2,765
Half Island	\$3,880	\$3,685	\$3,490	\$3,295	\$2,910	\$2,715	\$2,560	\$2,405	\$2,210
Half Page	\$3,430	\$3,255	\$3,085	\$2,915	\$2,570	\$2,400	\$2,260	\$2,125	\$1,955
Third Page	\$2,470	\$2,345	\$2,220	\$2,100	\$1,850	\$1,725	\$1,630	\$1,530	\$1,405
Quarter Page	\$1,820	\$1,725	\$1,635	\$1,545	\$1,365	\$1,270	\$1,200	\$1,125	\$1,035
Sixth Page	\$1,395	\$1,325	\$1,255	\$1,185	\$1,045	\$975	\$920	\$865	\$795
Full Spread	\$12,175	\$11,565	\$10,955	\$10,345	\$9,130	\$8,520	\$8,035	\$7,545	\$6,940
Half Spread	\$6,540	\$6,210	\$5,885	\$5,555	\$4,905	\$4,575	\$4,315	\$4,055	\$3,725
4-Color									
Per Insertion	1x	3x	6x	9x	12x	18x	24x	36x	48x
Discount Off		-3%	-6%	-10%	-18%	-22%	-25%	-28%	-32%
Full Page	\$8,245	\$7,995	\$7,750	\$7,420	\$6,760	\$6,430	\$6,180	\$5,935	\$5,605
Two-thirds Page	\$6,685	\$6,480	\$6,280	\$6,015	\$5,480	\$5,210	\$5,010	\$4,810	\$4,545
Half Island	\$5,710	\$5,535	\$5,365	\$5,135	\$4,680	\$4,450	\$4,280	\$4,110	\$3,880
Half Page	\$5,260	\$5,100	\$4,940	\$4,730	\$4,310	\$4,100	\$3,945	\$3,785	\$3,575
Third Page	\$4,300	\$4,170	\$4,040	\$3,870	\$3,525	\$3,350	\$3,225	\$3,095	\$2,920
Quarter Page	\$3,650	\$3,540	\$3,430	\$3,285	\$2,990	\$2,845	\$2,735	\$2,625	\$2,480
Sixth Page	\$3,225	\$3,125	\$3,030	\$2,900	\$2,645	\$2,515	\$2,415	\$2,320	\$2,190
Full Spread	\$14,920	\$14,470	\$14,025	\$13,425	\$12,230	\$11,635	\$11,190	\$10,740	\$10,145
Half Spread	\$9,285	\$9,005	\$8,725	\$8,355	\$7,610	\$7,240	\$6,960	\$6,685	\$6,310
2nd Cover	\$10,040	\$9,735	\$9,435	\$9,035	\$8,230	\$7,830	\$7,530	\$7,225	\$6,825
3rd Cover	\$10,040	\$9,735	\$9,435	\$9,035	\$8,230	\$7,830	\$7,530	\$7,225	\$6,825
4th Cover	\$10,250	\$9,940	\$9,635	\$9,225	\$8,405	\$7,995	\$7,685	\$7,380	\$6,970

For **premium advertising opportunities**, such as polybagging an issue of the magazine or using a belly band wrapped around the cover of the magazine, contact your sales representative for pricing.

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.

Rates subject to change

Inflationary Printing Surcharge: Printing costs have been rapidly increasing since the beginning of the pandemic and have not slowed to date. In the event printing costs continue to increase, CTE may institute a printing surcharge upon billing in an effort to offset the rising costs of printing.



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 Display ¹ (width × height dimensions in pixels)					
Wallpaper (1,600 × 1,100)	\$2,150	\$2,040	\$1,935	\$1,825	\$1,610
Billboard (970 × 250)	\$3,375	\$3,205	\$3,035	\$2,865	\$2,530
Box (300 × 250)	\$2,010	\$1,910	\$1,805	\$1,705	\$1,505
Button (120 × 90)	\$770	\$730	\$690	\$655	\$575
Video					
Featured Video	\$2,625	\$2,490	\$2,360	\$2,230	\$1,965
CTE E-Newsletter ¹ (width × height dimensions in pixels)					
Leaderboard (600 × 125)	\$2,625	\$2,490	\$2,360	\$2,230	\$1,965
Box (300 × 250)	\$1,455	\$1,380	\$1,310	\$1,235	\$1,090
Advertorial (300 × 250)	\$1,175	\$1,115	\$1,055	\$995	\$880
CTE E-Newsletter Video	March	June	Sept.	Dec.	
Quarterly Video Blast	\$1,175	\$1,115	\$1,055	\$995	
Email Blasts ²					
Full List	\$6,405	\$6,085	\$5,765	\$5,440	\$4,800
Half List	\$4,025	\$3,820	\$3,620	\$3,420	\$3,015
Targeted (up to 5,000 email addresses)	\$1,310	\$1,245	\$1,175	\$1,110	\$980

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.



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 \$65 per 1,000 followers.

EMAIL LEADS

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

Email List	Flat Fee
Full List	\$1,200
Half List	\$600
Targeted List	\$100

WEBINARS

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

One Hour
Cost: \$12,585 (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: \$7,335 (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 CTE CONTRIBUTORS

February Milling
April Turning
June Deburring
August Micromachining
October Grinding
December Machining
Medical Materials

CTE LUNCH & LEARN

January Tapping
March Drilling
May Sawing
July Finishing
September Reaming
November Parts Marking