

CUTTING TOOL ENGINEERING



Most Requested
MAGAZINE
In The Industry

2024 MEDIA KIT

CTE AUDIENCE REACH

CTE's magazine and email newsletter
reach more than 100,000 unique
subscribers **EVERY. SINGLE. MONTH.**¹



65,000+

Print and digital magazine
audited circulation.

Source: June 2023 BPA Worldwide, an independent alliance for audited media brands.



60,000+

Email opt-in list.

Source: Email opt-in list managed with Constant Contact email distribution service.



55,000+

Website users each month.

Source: Website traffic data reported by Google Analytics.



65,000+

Social media followers.

Source: Data based on total followers to all CTE social media channels.

**WE ARE
AUDIENCE STRONG**

1. Source: Email and magazine subscriber database maintained by Stamats, an independent, third-party circulation fulfillment company.

FACTS ABOUT CTE'S AUDIENCE²



90%

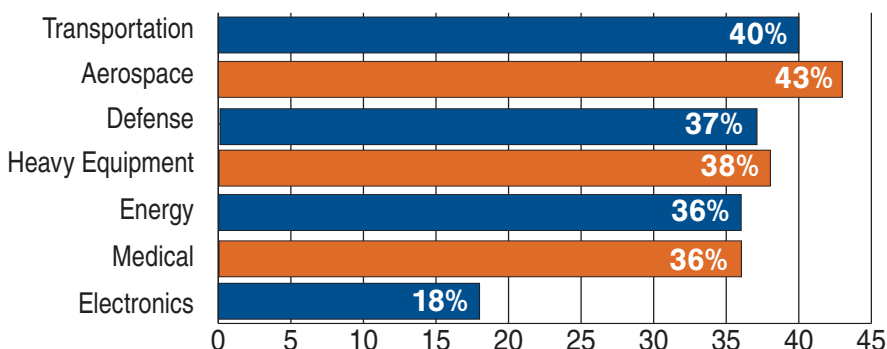
Take action after reading ads in CTE



93%

Involved in product selection/purchasing

MARKETS SERVED BY AUDIENCE



OPERATIONS PERFORMED

Boring 68%	Drilling 81%	Milling 82%	Testing/Measuring 54%
Broaching 43%	Finishing 54%	Reaming 61%	Turning 71%
Deburring 66%	Grinding 61%	Sawing 55%	Tool Sharpening 34%
Designing 62%	Marking 40%	Tapping 72%	Tool Presetting 34%

MOST REQUESTED INDUSTRY MAGAZINE

Cover Packages

Back Cover

PRICE — \$125,000 includes:

- 1. Year-long Back Cover Ad Placement
- 2. Year-long Billboard Ad Placement on CTE website
- 3. Quarterly Full Email Blasts throughout the year

Package saves you more than \$25,000!

Covers 2 & 3

PRICE — \$110,000 includes:

- 1. Year-long Cover 2 or 3 Ad Placement
- 2. Year-long Wallpaper Ad Placement on CTE website
- 3. Quarterly Full Email Blasts throughout the year

Package saves you more than \$20,000!

PRINT ADVERTISING RATES

All prices gross. Agency commissionable (15%).

4-COLOR					
Per Insertion	1x	3x	6x	9x	12x
Discount Off		-3%	-6%	-10%	-18%
Full Page	\$8,325	\$8,075	\$7,825	\$7,495	\$6,830
Two-thirds Page	\$6,750	\$6,550	\$6,345	\$6,075	\$5,535
Half Island	\$5,765	\$5,595	\$5,420	\$5,190	\$4,730
Half Page	\$5,315	\$5,155	\$4,995	\$4,780	\$4,355
Third Page	\$4,345	\$4,215	\$4,080	\$3,910	\$3,560
Quarter Page	\$3,685	\$3,575	\$3,465	\$3,320	\$3,025
Sixth Page	\$3,255	\$3,160	\$3,060	\$2,930	\$2,670
Full Spread	\$15,070	\$14,615	\$14,165	\$13,560	\$12,355
Half Spread	\$9,380	\$9,095	\$8,815	\$8,440	\$7,690
2nd Cover	\$10,140	\$9,835	\$9,530	\$9,125	\$8,315
3rd Cover	\$10,140	\$9,835	\$9,530	\$9,125	\$8,315
4th Cover	\$10,355	\$10,040	\$9,730	\$9,320	\$8,490
Marketplace	\$800	\$775	\$750	\$720	\$655
AD RATES FOR DECEMBER DIGITAL-ONLY ISSUE					
Full Page	\$1,000	\$970	\$940	\$900	\$820
Two-thirds Page	\$810	\$785	\$760	\$730	\$665
Half Island	\$690	\$670	\$650	\$620	\$565
Half Page	\$640	\$620	\$600	\$575	\$525
Full Spread	\$1,810	\$1,755	\$1,700	\$1,630	\$1,485
Half Spread	\$1,125	\$1,090	\$1,060	\$1,015	\$925

For **premium advertising opportunities**, such as an insert, belly band or polybagging an issue, 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

2024 EDITORIAL CALE

JANUARY

AD CLOSE: Dec. 1, 2023

FEATURE FOCUS: Jig grinding to boost productivity and tool life. Streamlining first-article inspection using wireless data transfer. Workholding & more.

DEPARTMENTS: Product News, Machine Technology, Ask The Grinding Doc, Workforce Development, Productive Times

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. 2, 2024

FEATURE FOCUS: High-pressure coolant for deep-hole drilling—oil versus water soluble. Grinding hydraulic parts/fluid control parts that seal. Toolholding & more.

DEPARTMENTS: Product News, Cutting Tool Technology, Machinist's Corner, Safety First, Productive Times

AD BONUS: Free Quarter Page Ad. Purchase an exclusive email blast to CTE's full list in January or February and receive a free Quarter Page print ad in the February issue.

MARCH

AD CLOSE: Feb. 2, 2024

FEATURE FOCUS: Selecting the right tap for the job—high-speed considerations. Strategies for mass finishing parts—super finishing or honing. Workholding & more.

DEPARTMENTS: Product News, Machine Technology, Ask The Grinding Doc, Workforce Development, Productive Times

AD BONUS: Social Media Exposure. Advertisers who purchase a half-page or larger ad in the March issue are eligible for a free post to CTE's more than 65,000 social media followers. Bonus post must run in March.

APRIL

AD CLOSE: March 1, 2024

FEATURE FOCUS: The latest on boring tools with a digital readout. Auditing your CAD software—shop floor making parts not to print? Toolholding & more.

DEPARTMENTS: Product News, Cutting Tool Technology, Machinist's Corner, Safety First, Productive Times

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 April issue.

MAY

AD CLOSE: April 1, 2024

FEATURE FOCUS: Deburring methods for microparts, such as electrochemical deburring. Preparing for the energy source that wins the battle for electric vehicles. Workholding & more.

DEPARTMENTS: Product News, Machine Technology, Ask The Grinding Doc, Workforce Development, Productive Times

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, 2024

FEATURE FOCUS: Get more from saw blades with proper sawing techniques, material science & blade geometry. Core competencies for aerospace market, such as 5-axis machining. Toolholding & more.

DEPARTMENTS: Product News, Cutting Tool Technology, Machinist's Corner, Safety First, Productive Times

AD BONUS: Social Media Exposure. Advertisers who purchase a half-page or larger ad in the June issue are eligible for a free post to CTE's more than 65,000 social media followers. Bonus post must run in June.

ASK CTE CONTRIBUTORS WEBINARS

Cutting Tool Engineering hosts and moderates a series of one-hour webinars that provide our audience with an opportunity to take a deeper dive into the subject of a selected article published in the magazine.

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|----------------------------|--|
| DATE: Feb. 28, 2024 | FOCUS: High-pressure coolant for deep-hole drilling |
| DATE: Apr. 24, 2024 | FOCUS: Selecting the right tap for the job |
| DATE: Jun. 26, 2024 | FOCUS: Core competencies for the aerospace market |
| DATE: Aug. 28, 2024 | FOCUS: Benefits and perils of rotary broaching |
| DATE: Oct. 30, 2024 | FOCUS: Heavy equipment market opportunities |

NDAR & AD BONUSES

JULY

AD CLOSE: June 3, 2024

FEATURE FOCUS: High-pressure coolant advancements aid in milling deep pockets. Benefits and perils of rotary broaching. Workholding & more.

DEPARTMENTS: Product News, Machine Technology, Ask The Grinding Doc, Workforce Development, Productive Times

AD BONUS: Free Quarter Page Ad. Purchase an exclusive email blast to CTE's full list in June or July and receive a free Quarter Page print ad in the July issue.

AUGUST

AD CLOSE: July 1, 2024

FEATURE FOCUS: IMTS 2024 PREVIEW. Best bets for controlling runout. Tracking the tipping point for additive manufacturing. Toolholding & more.

DEPARTMENTS: Product News, Cutting Tool Technology, Machinist's Corner, Safety First, Productive Times

AD BONUS: IMTS 2024 Video Package. Buy a half-page or larger ad in the August and September issues to qualify for a CTE Video Booth Visit at IMTS 2024. (See back page for details.) Advertisers exhibiting at IMTS receive free product write-ups in CTE's August issue and on the CTE website.

SEPTEMBER

AD CLOSE: Aug. 1, 2024

FEATURE FOCUS: Tips for tapping hard materials. The latest parts marking technologies for medical devices. Workholding & more.

DEPARTMENTS: Product News, Machine Technology, Ask The Grinding Doc, Workforce Development, Productive Times

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. 3, 2024

FEATURE FOCUS: Vertical turning featuring built-in workholding automation with inverted spindles. Heavy equipment market opportunities. Toolholding & more.

DEPARTMENTS: Product News, Cutting Tool Technology, Machinist's Corner, Safety First, Productive Times

AD BONUS: Social Media Exposure. Advertisers who purchase a half-page or larger ad in the October issue are eligible for a free post to CTE's more than 65,000 social media followers. Bonus post must run in October.

NOVEMBER

AD CLOSE: Oct. 1, 2024

FEATURE FOCUS: Decreasing time needed to rough bore bearing pockets. Hybrid machining solutions offering 3D printing and metal removal. Workholding & more.

DEPARTMENTS: Product News, Machine Technology, Ask The Grinding Doc, Workforce Development, Productive Times

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 November/December issue. Participating advertisers will pay 2024 ad rates for any print and digital ads purchased in 2025.

DECEMBER (DIGITAL ONLY ISSUE)

AD CLOSE: Nov. 1, 2024

FEATURE FOCUS: 2025 Buyers Guide. Integrated Video Issue.

DEPARTMENTS: Product News, Cutting Tool Technology, Machinist's Corner, Safety First, Productive Times

AD BONUS: Digital Magazine Full Page Ad Discount. Purchase a Full Page display ad in the December digital-only issue of Cutting Tool Engineering and receive a free year-long Enhanced Buyers Guide Listing in 2025.

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DIGITAL AD OPTIONS

All prices gross. Agency commissionable (15%).

Frequency	1x	3x	6x	9x	12x
Frequency Discount		-3%	-6%	-10%	-18%
Website Display¹ (width × height dimensions in pixels)					
Wallpaper (1,600 × 1,100)	\$2,215	\$2,150	\$2,080	\$1,995	\$1,815
Billboard (970 × 250)	\$3,475	\$3,370	\$3,265	\$3,130	\$2,850
Box (300 × 250)	\$2,070	\$2,010	\$1,945	\$1,865	\$1,695
Button (120 × 90)	\$795	\$770	\$745	\$715	\$650
Featured Video					
Website Home Page	\$2,705	\$2,625	\$2,540	\$2,435	\$2,215
CTE E-Newsletter¹ (width × height dimensions in pixels)					
Leaderboard (600 × 125)	\$2,705	\$2,625	\$2,540	\$2,435	\$2,215
Box (300 × 250)	\$1,500	\$1,455	\$1,410	\$1,350	\$1,230
Advertorial (300 × 250)	\$1,210	\$1,175	\$1,135	\$1,090	\$990
Video E-Newsletter (Jan, Mar, May, Jul, Sep, Nov)	\$1,210	\$1,175	\$1,135	\$1,090	\$990
Email Blasts²					
Full List	\$6,595	\$6,400	\$6,200	\$5,935	\$5,410
Half List	\$4,145	\$4,020	\$3,895	\$3,730	\$3,400
Targeted (up to 5,000 email addresses)	\$1,350	\$1,310	\$1,270	\$1,215	\$1,105
Webinar Sponsorship³					
Ask CTE Contributors <small>CTE moderates multiple advertiser presenters live</small>	\$2,000	\$1,940	\$1,880	\$1,800	\$1,640
1 Hour Exclusive <small>CTE moderates solo advertiser presenter live</small>	\$12,585	\$12,205	\$11,830	\$11,325	\$10,320
1½ Hour Exclusive <small>CTE moderates solo advertiser presenter live</small>	\$7,335	\$7,115	\$6,895	\$6,600	\$6,015
On Demand Exclusive <small>Solo advertiser presents pre-recorded webinar</small>	\$5,195	\$5,040	\$4,885	\$4,675	\$4,260

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.
3. Advertiser promotional materials for webinars must be received by CTE 6 weeks prior to the planned event.



ENHANCED BUYERS GUIDE LISTING

\$900 annual fee enables advertisers to add the following elements to their company profiles within the CTE Buyers Guide:

- A brief company description
- A video about the company embedded at the top of the company profile page
- Social media icons that point to the company's social media channels

Enhanced listings also will appear at the top of the Buyers Guide web page on the CTE website.



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.



Scan the QR image to download our specs and terms of advertising



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 2024 ad bonus.

Purchase your ads in the August issue (ad close July 1, 2024) and September issue (ad close Aug. 1, 2024).

CTE will produce a video (up to 10-minute maximum length) at your booth for upload to all our video channels following the show. We will publish a synopsis of your CTE-produced video as part of a special IMTS 2024 Video Recap Guide in the October and November/December issues.

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