

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%

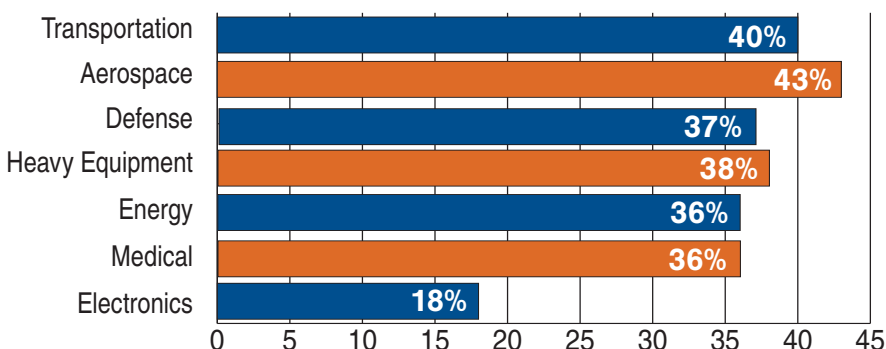
Take action after reading ads in CTE



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

2024 EDITORIAL CALENDAR & AD BONUSES

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 the January ad. Bonus ad must be purchased in time to run in one of the following print issues: March or April.

FEBRUARY

(DIGITAL ONLY ISSUE) 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 Full Page Ad. Purchase an exclusive email blast to CTE's full list in January or February to receive a free Full Page ad in the February digital-only 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: Free Quarter Page Ad. Purchase an exclusive email blast to CTE's full list in March or April and receive a free Quarter Page print 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: Social Media Exposure. Advertisers who purchase a half-page or larger ad in the May issue are eligible for a free post to CTE's more than 65,000 social media followers. Bonus post must run in May.

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: 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 June issue.

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.

- | | |
|----------------------------|--|
| 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 |

2024 EDITORIAL CALENDAR & 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: **Double Display Ad.** Advertisers who purchase a display ad in the July issue are eligible to purchase a bonus ad that's double the size at the same rate as the July ad. Bonus ad must be purchased in time to run in one of the following print issues: August, September or November.

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

OCTOBER

(DIGITAL ONLY ISSUE) 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: **Free Full Page Ad.** Purchase an exclusive email blast to CTE's full list in October to receive a free Full Page ad in the October digital-only issue.

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 issue. Participating advertisers will pay 2024 ad rates for any 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.

CONTACTS

East Advertising Sales
Kenneth Spaeth
847-714-0173
kspaeth@ctemedia.com

Central Advertising Sales
Dave Jones
708-442-5633
dmj_jonesmedia@yahoo.com

CFO/Director of Sales
Kenneth Spaeth
847-714-0173
kspaeth@ctemedia.com

Central/West Advertising Sales
Tom Tobiason
630-248-0686
ttobiason@ctemedia.com

Ad Production
Tim Spaeth
847-714-0185
tspaeth@ctemedia.com

Publisher
Dennis Spaeth
847-714-0176
dspaeth@ctemedia.com

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 DIGITAL-ONLY ISSUES | | | | | |
| Full Page | \$2,000 | \$1,940 | \$1,880 | \$1,800 | \$1,640 |
| Two-thirds Page | \$1,620 | \$1,570 | \$1,520 | \$1,460 | \$1,330 |
| Half Island | \$1,380 | \$1,340 | \$1,290 | \$1,240 | \$1,130 |
| Half Page | \$1,280 | \$1,240 | \$1,200 | \$1,150 | \$1,050 |
| Full Spread | \$3,620 | \$3,500 | \$3,400 | \$3,250 | \$3,260 |
| Half Spread | \$2,250 | \$2,180 | \$2,100 | \$2,025 | \$1,840 |

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

PRINT ADVERTISING SPECS & TERMS

Ad materials are due 7 days after the close date.

Print Specifications (Inch/Metric)

| | Width | Depth | Width | Depth |
|-------------------|---|-----------------|---------------|----------------|
| Page (trimmed) | 7-¾" / 19.7 cm | 10-½" / 26.7 cm | | |
| Page (bleed) | 8" / 20.3 cm | 10-¾" / 27.3 cm | | |
| Two-thirds page | 4-½" / 11.4 cm | 9-¾" / 24.8 cm | | |
| Half island | 4-½" / 11.4 cm | 7-½" / 19 cm | | |
| Half page | 7" / 17.8 cm | 4-¾" / 12 cm | 3-¾" / 8.5 cm | 9-¾" / 24.8 cm |
| Third page | 4-½" / 11.4 cm | 4-¾" / 12 cm | 2-¼" / 5.7 cm | 9-¾" / 24.8 cm |
| Quarter page | 7" / 17.8 cm | 2-¾" / 6 cm | 3-¾" / 8.5 cm | 4-¾" / 12 cm |
| Sixth page | 4-½" / 11.4 cm | 2-¾" / 6 cm | 2-¼" / 5.7 cm | 4-¾" / 12 cm |
| Full Spread Bleed | 15-¾" / 40 cm | 10-¾" / 27.3 cm | | |
| Half Spread Bleed | 15-¾" / 40 cm | 5-¾" / 13.7 cm | | |
| Marketplace | Click here for detailed Marketplace print ad specs. | | | Download Specs |

PRINTING SPECIFICATIONS

PDF Submission for Print Ads

Required format: High-resolution PDF. PDF files must be PDF/X-1a compliant. No other formats will be accepted. To ensure an exact color match, 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 files via FTP site or email with attachments no larger than 10MB.

Production Charges

PDF files that do not meet the specifications stated here will be corrected by the production department at its discretion. Any production charges will be billed to the advertiser. All advertising material must 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. Production charges start at \$100 an hour.

Bleed Specifications

When preparing full-page bleed ads, there should be at least ¾" on all sides of the ad between the trim edge and any type and/or illustration.

Insert Specifications

Insert size determined with quote. Keep type, etc., at least ¾" from outside edges and ½" 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.

Contract Cancellation

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

Billing

Billing is issued on scheduled publication dates. Terms are net 30 days. A late charge of 1½ percent 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.

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.

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.

DIGITAL AD OPTIONS

All prices gross. Agency commissionable (15%).

| Frequency | 1x | 3x | 6x | 9x | 12x | |
|--|----------|----------|----------|----------|----------|----------------|
| Frequency Discount | | -3% | -6% | -10% | -18% | |
| Website Display ¹ (width × height dimensions in pixels) | | | | | | |
| Wallpaper (1,600 × 1,100) | \$2,215 | \$2,150 | \$2,080 | \$1,995 | \$1,815 | Download Specs |
| Billboard (970 × 250) | \$3,475 | \$3,370 | \$3,265 | \$3,130 | \$2,850 | Download Specs |
| Box (300 × 250) | \$2,070 | \$2,010 | \$1,945 | \$1,865 | \$1,695 | Download Specs |
| Button (120 × 90) | \$795 | \$770 | \$745 | \$715 | \$650 | Download Specs |
| Featured Video | | | | | | |
| Website Home Page | \$2,705 | \$2,625 | \$2,540 | \$2,435 | \$2,215 | Download Specs |
| CTE E-Newsletter ¹ (width × height dimensions in pixels) | | | | | | |
| Leaderboard (600 × 125) | \$2,705 | \$2,625 | \$2,540 | \$2,435 | \$2,215 | Download Specs |
| Box (300 × 250) | \$1,500 | \$1,455 | \$1,410 | \$1,350 | \$1,230 | Download Specs |
| Advertorial (300 × 250) | \$1,210 | \$1,175 | \$1,135 | \$1,090 | \$990 | Download Specs |
| Video E-Newsletter (Jan, Mar, May, Jul, Sep, Nov) | \$1,210 | \$1,175 | \$1,135 | \$1,090 | \$990 | Download Specs |
| Email Blasts ² | | | | | | |
| Full List | \$6,595 | \$6,400 | \$6,200 | \$5,935 | \$5,410 | Download Specs |
| Half List | \$4,145 | \$4,020 | \$3,895 | \$3,730 | \$3,400 | Download Specs |
| Targeted (up to 5,000 email addresses) | \$1,350 | \$1,310 | \$1,270 | \$1,215 | \$1,105 | Download Specs |
| Webinar Sponsorship ³ | | | | | | |
| Ask CTE Contributors <small>CTE moderates multiple advertiser presenters live</small> | \$2,000 | \$1,940 | \$1,880 | \$1,800 | \$1,640 | Download Specs |
| 1 Hour Exclusive <small>CTE moderates solo advertiser presenter live</small> | \$12,585 | \$12,205 | \$11,830 | \$11,325 | \$10,320 | Download Specs |
| ½ Hour Exclusive <small>CTE moderates solo advertiser presenter live</small> | \$7,335 | \$7,115 | \$6,895 | \$6,600 | \$6,015 | Download Specs |
| On Demand Exclusive <small>Solo advertiser presents pre-recorded webinar</small> | \$5,195 | \$5,040 | \$4,885 | \$4,675 | \$4,260 | Download Specs |

- 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.
- An Email Blast cannot be canceled less than 2 weeks before the scheduled blast date.
- To properly promote advertiser exclusive webinar sponsorships, CTE requires a signed insertion order and all promotional webinar materials at least 75 days in advance of a scheduled one-hour webinar; 45 days for a half-hour webinar.

MORE DIGITAL OPTIONS

Utilize our Adaptive Content Engine to extend the reach of your advertising in our digital magazine by leveraging multiple ad positions available on desktop, mobile, and apps. All ad positions can be served through Google Ad Manager.

All prices gross. Agency commissionable (15%).

| Frequency | 1x | 3x | 6x | 9x | 12x | |
|-------------------------------|-------|-------|-------|-------|-------|----------------|
| Frequency Discount | | -3% | -6% | -10% | -18% | |
| Digital Magazine Ad Placement | | | | | | |
| Top or Bottom Banner | \$900 | \$870 | \$845 | \$810 | \$740 | Download Specs |
| TOC/Content Hub | \$800 | \$775 | \$750 | \$720 | \$655 | Download Specs |
| Inline Article View | \$600 | \$580 | \$565 | \$540 | \$490 | Download Specs |
| Pop-Ups | \$500 | \$485 | \$470 | \$450 | \$410 | Download Specs |



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.

DOWNLOAD SPECS



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.



DOWNLOAD SPECS

MOST REQUESTED INDUSTRY MAGAZINE



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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www.ctemag.com