TARGETED DIGITAL EDITION SUPPLEMENTS

Focused on one topic, a targeted digital edition supplement curates feature articles and/or columns from recent issues of Cutting Tool Engineering magazine and repackages them with a relevant CTE+ video report, along with content from our advertising sponsorship partner. Accessible via smartphones, tablets and desktop computers, the digital supplement also is featured in the table of contents of our monthly print magazine. PLUS, the video reports featured within the digital supplement are streamed across our CTE+ app for mobile devices and smart TVs!

DISSEMINATION

Cutting Tool Engineering leverages all of our media channels to distribute each targeted digital supplement.

CTE eNewsletter. The digital supplement will be highlighted in one issue of our weekly CTE eNewsletter. Current email opt-in list is at more than 60,000.

Print Magazine. Each supplement will be featured in the table of contents section of the print magazine.

Digital Media. Each supplement will be featured on our website and in our CTE+ app for mobile devices. Plus, any video contained in the supplement will be featured on our CTE+ smart TV app.

Digital Edition Email. Among our print magazine subscribers are about 9,000 who also receive notice of our digital edition via email. Each supplement will be emailed to these digital edition subscribers.

CTE app for smart TVs. The video reports embedded in the supplement will be featured at the top of the CTE+ smart TV app, which offers our subscribers an ideal home viewing experience that frees them from their home computers and mobile devices.
Targeted Digital Edition Supplement Materials & Specifications

Maximum length of Targeted Digital Edition Supplement is 10 pages.

Advertiser supplies:

A Targeted Topic for the Digital Supplement – For instance, workholding, or spindles, or waterjet cutting, or Milling, or 5-axis machining.

Choice of CTE feature article and/or Column to be included in the Digital Supplement – For instance, if workholding is the targeted topic for the supplement, then the advertiser may want to feature the Cutting Tool Engineering article on "Building chucks to hold wheels" that ran in the June 2017 issue and/or the article on "Workholding solutions for 5-axis applications" that ran in the July 2017 issue.

Choice of CTE video report to be included in the Digital Supplement – Continuing the workholding example, the advertiser may decide to include a relevant CTE video report such as "Shop Ingenuity: A dream come true," which was posted in April 2017 about the Dream Chuck Stop.

Advertiser feature article – Though not mandatory, the advertiser also may want the Digital Supplement to include a relevant feature article written by the advertiser. Requirements: 1. Articles authored by an advertiser must NOT have been published in a competing magazine (ie. Modern Machine Shop, Manufacturing Engineering, etc.). 2. Articles should be 1,000 to 1,500 words and accompanied with relevant photos, illustrations, tables and graphs. 3. Articles should include contact information regarding the author(s) of the article.

Table of Contents (TOC) teaser copy for the print issue of Cutting Tool Engineering that month – Sentence should briefly describe the content of the Digital Supplement. Requirements: 1. A two-line headline, maximum character count of 12 characters each per line (including spaces). 2. A descriptive sentence about the Digital Supplement, maximum character count of 140 characters (including spaces).

Full Page Ads for Digital Supplement – Advertiser may include up to 4 full page ads. Full page ad specs are the same as for the CTE print magazine.

NOTE: The TOC teaser copy and a thumbnail of the Final Cover will run in one issue of our weekly CTE eNewsletter as well as the monthly email to the print magazine Digital Edition subscribers.