

EDITORIAL CALENDAR

	EDITORIAL FOCUS	ARTICLES	BI-MONTHLY COLUMNS	INDUSTRY REPORTS & SPECIAL SECTIONS	SHOW PREVIEWS	BONUS DISTRIBUTION	ADVERTISER BONUS	CLOSING / DUE DATES
JAN	Advanced Machining	Multi-Axis Machining: Trends and Predictions • Workholding • Tricks and Tips in Toolpath Development • Presetting • Digital Readout (DRO) Systems	Additive Manufacturing				Tech Sheets (w/full-page ad or larger)	Dec. 3, 2021 Dec. 8, 2021
FEB	Manufacturing Management	Workforce Development • Hybrid Work Place • Horizontal Machine Tools • General Purpose vs. Special Purpose Cutting Tools • Metrology Software	Software Update					Jan. 3, 2022 Jan. 5, 2022
MAR	Machining Centers	Vertical Machine Centers • Machine Calibration • Tricks and Tips in Swiss Machining • Controllers and Software for Machining Centers • Threading Tools	Additive Manufacturing				Half-Page Company Profile (w/half-page ad or larger)	Jan. 28, 2022 Feb. 2, 2022
APR	Additive Manufacturing	Wohlers & Associates AM Outlook • AM Machine and Materials Update • CAD/CAM for AM • End Mills	Software Update		RAPID + TCT	RAPID + TCT May 17-19, Detroit		Feb. 24, 2022 Mar. 1, 2022
MAY	Automation	Robots Expanding Roles • Machine Tools in Work Cells • Flexible Manufacturing Systems • Gear Cutting • Servo Presses	Additive Manufacturing	Additive Manufacturing Industry Report		Automate June 6-9, Detroit		Mar. 25, 2022 Mar. 30, 2022
JUN	New Manufacturing Technologies	Artificial Intelligence in Manufacturing • Digital Twins and Manufacturing • Simulation Software • Parting and Grooving Tools • Scanners in Metrology	Software Update	Tooling & Workholding Industry Report	Smart Manufacturing Experience	Smart Manufacturing Experience, June 7-9, Pittsburgh	Website Profiles (w/half-page ad or larger)	Apr. 22, 2022 Apr. 27, 2022
JUL	IMTS Pre-Show Issue	Tips and Tricks for Low Volume Manufacturing • Cybersecurity • Safety: Best Practices in a Post-COVID world • Advances in Coatings for Cutting Tools IMTS Pavilion Coverage: Quality Assurance; Gear Generation; Machine Components / Cleaning / Environmental; Fabricating & Lasers	Additive Manufacturing	Motorized Vehicle Industry Report	IMTS	IMTS Sept. 12-17, Chicago		May 27, 2022 Jun 1, 2022
AUG	IMTS Show Issue	Measuring Manufacturing Efficiency • Coordinate Measurement Machines (CMM) • Turning Tools • Gaging IMTS Pavilion Coverage: Metal Removal; Tooling and Workholding Systems; Abrasive Machining /Sawing /Finishing; Controls and CAD/CAM; Additive Manufacturing	Software Update	Manufacturing Technology Industry Report	IMTS	IMTS Sept. 12-17, Chicago	Advertising Study Issue (w/half-page ad or larger)	June 17, 2022 June 22, 2022
SEP	Motorized Vehicles	Motorized Vehicles • Motorized Vehicle Trends • The Changing Automotive Supply Chain • Integrated CAD/CAM/CAE Software • Milling: Choosing the Right Machines and Cutting Tools • Modular Workholding	Additive Manufacturing	Aerospace & Defense Industry Report				July 22, 2022 July 27, 2022
OCT	FABTECH Technologies	Cutting and Welding Technologies • Waterjets • Abrasive Machining • EDMs (Electrical Discharge Machining)	Software Update	Laser Special Section	FABTECH	FABTECH 2022 Nov. 8-10, Atlanta		Aug. 19, 2022 Aug. 24, 2022
NOV	Aerospace and Defense	Automation for Aerospace Manufacturing • Machining Composites • Technologies for Maintenance, Repair & Operations (MRO) • Large Envelope Machining Centers • Aerospace Metrology	Additive Manufacturing				Half-Page Company Profile (w/half-page ad or larger)	Sept. 23, 2022 Sept. 28, 2022
DEC	Energy Parts Manufacturing	Energy Parts Manufacturing • Tooling and Workholding Trends • Machine Tool Trends • Design for Manufacturing	Software Update				Website Profiles (w/half-page ad or larger)	Oct. 21, 2022 Oct. 26, 2022

In Every Issue **Up Front:** A letter from the editor; **SME Speaks:** Showcasing SME activities and impact on manufacturing; **Advanced Manufacturing Now:** Insights into innovation in manufacturing processes; **News Desk:** Trends and ideas in manufacturing; **Shop Solutions:** Problem-solving on the shop floor; **Workforce Pipeline:** Perspectives on workforce development

A. MANUFACTURING ENGINEERING 4C DISPLAY AD RATES

AD RATES	1X	3X	6X	12X	24X
FULL PAGE	\$10,110	\$9,880	\$9,630	\$8,220	\$7,700
1/2 PAGE (ISLAND)	\$7,050	\$6,900	\$6,720	\$5,740	\$5,450
1/2 PAGE	\$6,260	\$6,120	\$6,000	\$5,140	\$4,860
1/3 PAGE	\$4,820	\$4,740	\$4,640	\$4,080	\$3,850
1/4 PAGE	\$4,080	\$4,000	\$3,930	\$3,470	\$3,340

B. FREQUENCY DISCOUNTS

The rate earned is determined by the number of insertions or different advertisements contracted for and used in any one or more issues within any 12-month period. Spreads count as two single page insertions. No space under one-quarter page may be included as a "rate-holder" to earn frequency discounts on larger space.

C. COMBINATION DISCOUNTS

Insertions in *Smart Manufacturing*, Special Sections and Industry Reports apply toward total earned frequency in *Manufacturing Engineering*.

D. COVERS AND SPECIAL POSITIONS

All covers and special positions are sold on a non-cancelable 6x (every other month) and 12x basis. Includes 4-color process.

COVERS & SPECIAL POSITIONS	6X	12X
COVER 2	\$10,140	\$8,670
COVER 3	\$9,690	\$8,230
COVER 4	\$10,610	\$9,030

E. CUSTOM PRINT OPTIONS

(Available on request.) Contact your sales representative for rates and mechanical specifications.

GATEFOLDS

A custom oversized page with a folded flap.

BELLY BAND

A custom ad wrapped around the publication. Content can appear on the front and back of the belly band.

REMOVABLE COVER BOOKMARK

Removable full-height bookmark affixed to the cover.

STICKY NOTES

A custom note that's placed on the cover of our publications.

REMOVABLE INSERT

An easily removable page or booklet that enables readers to keep your company's information front and center after the magazine has been read and filed.

CUSTOM SUPPLEMENT

Be center stage with a dedicated supplement mailed alongside *Manufacturing Engineering* magazine, showcasing your company, products, technology, partners or thought leadership. Available in a variety of sizes, a custom supplement will help you tell your story.



F. CLASSIFIED ADVERTISING

1. Classified display section

Ads occupy individual space within border rules. Nine lines to an inch (7/8"). Maximum size 2"; minimum size 1".

CLASSIFIED DISPLAY SECTION	1X	6X	12X
	\$200/in.	\$180/in.	\$170/in.

2. Classified non-display section

Set in want-ad style. One paragraph. No display. Seven words/line average. Five line minimum. Rate per line (per insertion): \$35 (non-commissionable).

3. Classified advertising section rates

- Units restricted to maximum mechanical sizes listed.
- Units of varying sizes can earn frequency rates.
- Advertising in the classified advertising section cannot be applied to regular R.O.P. display contracts or used as "rate-holders."

CLASSIFIED AD SECTION RATES	1X	6X	12X
1/9 UNIT (2-3/16" X 3-3/8")	\$900	\$880	\$840
1/8 UNIT (3-3/8" X 2-1/4")	\$1,020	\$990	\$970
1/6 UNIT (2-3/16" X 4-7/8")	\$1,345	\$1,330	\$1,290
2/9 UNIT (4-1/2" X 3-3/8")	\$1,370	\$1,770	\$1,700

4. Color ads

- Standard 2nd color - Inch: \$100, Unit: \$240
- 4 color - Inch: \$120, Unit: \$470

G. COMMISSIONS AND TERMS

1. Agency commission: 15% of gross billings allowed to recognized agencies on space, color, and position, provided the account is paid 30 days from date of invoice. Commission not allowed on mechanical or production charges or on charges such as back-up inserts, special binding of inserts, trimming, printing of inserts or reprints, and the like.
2. Terms are net 30 days: Agency commissions will not be allowed on unpaid invoices over 90 days. All unpaid invoices over 120 days are automatically turned over to collection, and further insertions are suspended.
3. Liability for payment: The advertiser is responsible for all payments. In the event an agency was paid, but the agency fails to pay the amount owing (for whatever reason), it will remain the obligation of the advertiser to see the account is paid. Further, for agencies having exhibited a poor financial record, the publisher reserves the right to bill the advertiser direct and remit commissions when paid.

H. CANCELLATIONS

Notification of space cancellations must be received by the advertising sales representative via email or writing by the space closing deadline. If space is canceled after deadline, or material is received late, the advertiser will be charged for the insertion. If an advertiser fails to complete a schedule that earns a discounted rate, a short-rate will be applied.

I. MULTIPLE MEDIA PLATFORMS

All paid ads will be placed in the print, digital and mobile editions of *Manufacturing Engineering* for a single advertising rate. However, additional charges will apply for digital/mobile features like embedded video, rich media, pulsing links, voiceovers, etc.

Materials for *Manufacturing Engineering* and all SME Media publications are delivered via the SME Media Ad Portal. Contact SME Media Production at 313-425-3160 or admedia@sme.org.

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