

MODERN **MACHINE TOOLS**

The largest Machine Tool
magazine in India!



MEDIA KIT 2005

The Market Place

The demand for machine tools in India is growing rapidly since 2002-03. Even better, it is showing signs of sustenance that will last for next several years, thanks to the rapid surge in the manufacturing activity, especially in the automobile & auto components sectors. Indian machine tool industry has further invested in technology and human capital to greatly enhance capacity to meet the growing needs. The industry has products & technology of international standards and is succeeding in the international markets too. Besides, many multinational companies have started their manufacturing activities in the country.

Mission

MODERN MACHINE TOOLS is the leading industrial magazine on machine tools and ancillary industries in India, published by Infomedia India Limited (formerly Tata Infomedia Limited), in association with the country's apex body for the machine tools industry, Indian Machine Tool Manufacturers' Association (IMTMA).

Well-supported by a vast readership base and a strong network of 12 branch offices spread all over India, MODERN MACHINE TOOLS offers a broader platform for the industry. More over, it strives to facilitate effective interaction among several fraternities of the machine tool, cutting tool and user industries by enabling them in reaching out to their prospective buyers & sellers through better trade contacts and more business opportunities.

In short, Modern Machine Tools:

- has the largest circulation
- reaches the right target audience
- presents a unique editorial focus
- maintains extremely high name recognition
- is the preferred magazine at all related events/fairs
- offers most competitive rates on a per name basis

The Readers

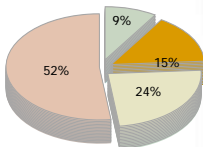
With a readership base of over 125,000 this premium bi-monthly magazine is regularly referred to by the key decision makers in the machine tool, cutting tool and other manufacturing industries that include CEOs, Directors, Senior Managers, as well as Engineers and shop-floor technical personnel. In addition to manufacturers it also reaches out to exporters, dealers, distributors, R&D personnel, educational institutions, consultants, industry associations and trade commissions - almost everyone in the industry who matters. These are the people who determine policy, influence opinion, and plan the future for their businesses.



Readership Profile

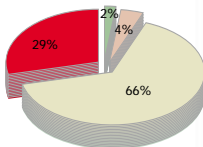
Region Wise

Region	Distribution
North	15%
South	24%
East	9%
West	52%



Hierarchy Wise

Hierarchy	Distribution
Top Management	66%
Middle Management	29%
Executives	2%
Others	4%



Publishers

Infomedia India Limited is India's one of the leading content generation companies. We develop information products by creating strong brands that deliver quality and value to end users in the media of their choice.

We are India's largest publishers of Special Interest Magazines.

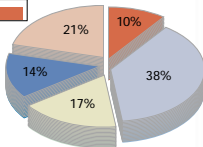
The **Special Interest Publishing Division** was launched to fulfill the quest for knowledge of people with focused interests. The interests are both professional and/or personal, as is very apparent from the various magazines in our portfolio.

Infomedia India publishes a series of special interest magazines, each a leader in its segment: B2C: Better Photography, Overdrive, AV Max, IC-Chip

B2B: Auto Monitor, Search, Photo Imaging, Chemical World, Modern Machine Tools, Electrical & Electronics, Modern Medicare.

Industry Wise

Industry	Distribution
Bearing	17%
Machine Tools Accessories	38%
Production Systems	14%
Automotive Industry	21%
Die & Mould	10%



Total qualified circulation: 25,000 copies

Total readership: 125,000

Editorial Advisory Board

Our stellar Editorial Advisory Board comprises stalwarts from the Indian Machine Tool Industry, who provide critical, insightful inputs to the magazine's content.

C P Rangachar

President, Indian Machine Tool Manufacturers' Association (IMTMA); and
Managing Director, Yuken India Ltd

H R Gupta

Vice President, IMTMA; and
Managing Director, BeQuest TQM Services

R Srinivasan

Past President, IMTMA; and
Managing Director, RAS Transformation Technologies

M Lokeshwara Rao

Chairman, Regional Council (South), IMTMA; and
Managing Director, Lokesh Machines Ltd

N K Dhand

Chairman, Regional Council (North), IMTMA; and
Chairman & Managing Director, Micromatic Grinding Technologies Ltd

S N Mishra

Past President, IMTMA; and
President & CEO, Bharat Fritz Werner Ltd

Editorial Content

MODERN MACHINE TOOLS provides a refreshing insight into the machine tools and ancillary industries in India in terms of in-depth editorial content. It includes the latest trends & technologies, highly useful technical articles & case studies, business strategies, views & vision of industry leaders and one of the largest ranges of machine tools/ cutting tools. Of course there are current national & international news, upcoming projects, tenders, events and much more that help the readers more effectively manage their business.

Every issue is divided into well- defined sections. Each of these contains nuggets of updated information that will open the doors to a successful future in the industry. Some of the popular sections include:

- **NEWS - National & International**
News briefs on various activities and happenings in industry
- **TECH BITS**
Technology snippets
- **COVER STORY / SPECIAL FOCUS**
A comprehensive feature on a current topic with interviews/ comments from industry experts
- **INTERFACE**
Interview with a senior industry person
- **TECHNOFOCUS**
Articles on new technologies and trends, written by industry experts
- **MANAGEMENT**
Articles on business management, strategies, management tools, etc
- **SPOTLIGHT / COMPANY NEWS / CASE STUDY**
Profile of a manufacturing facility / R&D centre / success story of a company
- **PROJECTS**
Information on upcoming industrial projects in India and abroad
- **BOOK REVIEW**
Review of books on technical and management topics
- **EVENTS**
Calendar of forthcoming trade fairs / conferences / seminars
- **PREVIEW / REPORT**
Pre-event / post-event reports
- **TECHNOLOGY TRANSFER**
A collection of technologies offered and required
- **TENDERS**
Information on the upcoming tenders
- **PRODUCT UPDATE**
Information on new products in the market

SPECIAL FOCUS CALENDAR

April '05	CNC retrofitting and reconditioning
June '05	Control systems for machine tools
August '05	High-speed machining
October '05	Machining centres
December '05	CAD/ CAM
February '06	Metrology



Advertising Rates

RATES (In USD)	
SIZE	1 INSERTION
4 Colour	
Full Page	2380
Half Page	1570
Quarter Page	1050
Double Spread	4285
Black & White	
Full Page	1670
Half Page	1100
Quarter Page	735
Double Spread	3005

PREMIUM POSITIONS (In USD)	
SIZE	1 INSERTION
Back Cover	2975
Front Inside	2855
Back Inside	2735

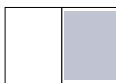
Issue Dates

Issue	Publication Date	Material Deadline
April 2005	April 1	March 11
June 2005	June 1	May 11
August 2005	August 1	July 11
October 2005	October 1	September 11
December 2005	December 1	November 11
February 2006	February 1	January 11

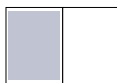
Specifications



Back Cover
Non-bleed: 18cm x 25cm
Bleed: 21.1cm x 28.1cm



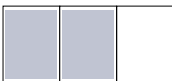
Back Inside Cover
Non-bleed: 18cm x 25cm
Bleed: 21.1cm x 28.1cm



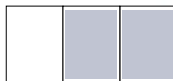
Front Inside Cover
Non-bleed: 18cm x 25cm
Bleed: 21.1cm x 28.1cm



Double Spread
Non-bleed: 39cm x 25cm
Bleed: 41.6cm x 28.1cm



Front Gatefold
Non-bleed: 38cm x 25cm
Bleed: 40.7cm x 28.1cm



Back Gatefold
Non-bleed: 38cm x 25cm
Bleed: 40.7cm x 28.1cm



Full page
Non-bleed: 18cm x 25cm
Bleed: 21.1cm x 28.1cm



Half Page-Horizontal
Size: 18cm x 11.5cm



Half Page-Vertical
Size: 8.75cm x 23.5cm



Quarter Page
Size: 8.75cm x 11.5cm

Material requirement

Softcopy in following specifications

Mode : CMYK with SWOP v2 standards

Format : TIFF or Press optimised PDF (Hires & Composite)

Resolution : 300 dpi



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