

Manufacturing Today

DECISIVE TOOL FOR MANUFACTURING EXCELLENCE

MEDIA PACK
2024

WWW.MANUFACTURINGTODAYINDIA.COM



4,09,328
TOTAL READERSHIP
BASE

96%*
OF READERS CONSIDER
MANUFACTURING TODAY
EDITORIAL SUPERIOR AS
COMPARED TO OTHER
PUBLICATIONS

82%*
OF READERS HAVE USED
MANUFACTURING TODAY
TO MAKE PURCHASING
DECISIONS



About Manufacturing Today

There have been several compelling reasons to love manufacturing – as this is perhaps the only industry that offers products that are real and has for centuries been the mainstay of countries and global economies – but the space is set to become all the more exciting with the increasing push to develop supply chain and manufacture products as much as possible locally.

India is one of the fastest-growing major economies and is currently ranked as the world's third-largest economy. The current structure of the economy and the emerging dynamics provide us grounds to target achieving 1 trillion dollars from agriculture and allied activities, 1 trillion from manufacturing and 3 trillion from services.

The manufacturing sector will play a key role in India's development as the nation grows more urban and industrialised by providing jobs to a broad spectrum of workers and spurring income growth across different segments of the population.

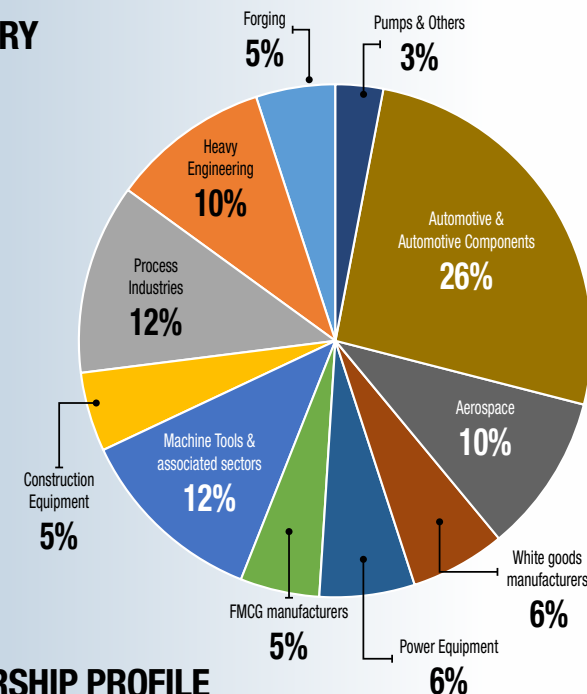
With a close eye on all the latest developments, Manufacturing Today will continue to offer knowledge and information that comes from industry subject matter experts who have been in the field for years, coupled with an incisive look into technology and processes, which is what the sector is all about today.

For an industry that has gone global, this premium B-2-B publication offers content that keeps up with the changing times and helps update manufacturing professionals about the new and the latest in the industry.

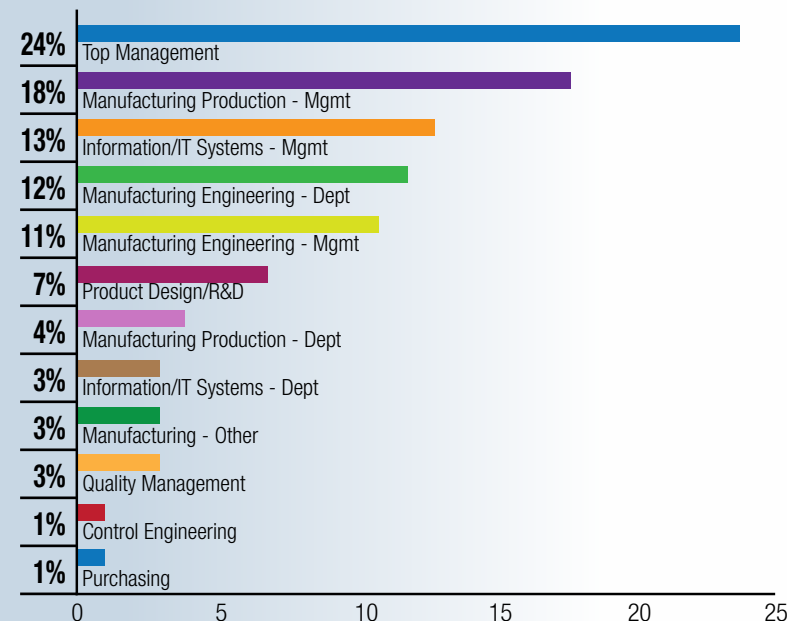
Manufacturing Today reaches key decision-makers and is circulated across the country with content that contains insights and updates, interviews, analysis and well-directed research. The spectrum of industries covered are: Automation, automotive, auto components, aviation, chemicals, dies & moulds, electronics & electricals, equipment manufacturing, heavy engineering, hydraulics & pneumatics, SCM, machine tools, material handling, oil & gas, plastics & polymers, among others.

Our Reach

INDUSTRY



READERSHIP PROFILE





Editorial calendar

MONTH	TRENDING TECHNOLOGY	PRODUCT FOCUS	SECTOR FOCUS	SPECIAL FEATURE	PROCESS CENTRIC TOPIC
JANUARY	IMTEX Forming 2024 – Preview Special Coverage	Machine Tools & Allied Industry Eco-System: Reliability, Scalability and Flexibility for machine tool industry	Automotive sector: New materials shaping the future of mobility	The sustainability agenda	IMTEX - Pre event report
FEBRUARY ANNIVERSARY ISSUE	Power list 2024 India Top 100 Plant Heads			IMTEX Forming post event Special Issue	DIE & MOULD 2024 + Preview Feb 14-17, 2024
MARCH	Automation (Drives & Encoders): Intelligent Platforms for control and efficiency	Cutting Tools for Aerospace & Defense Industry	Aerospace Engineering: New Materials and manufacturing processes	Coolant & Lubricants: Trends & Technologies	4 ANNUAL SMART FACTORY SUMMIT
APRIL	Machine Tools	ERP/ CAD /CAM in Discrete / Process Industry:	Electric Vehicle & Battery management systems for safety	Automotive ShopFloor: Plants and processes in ICE vehicles mfg	ECOMMECE TECHNOLOGY
MAY	5G	Cutting Tools Applications for Auto & Auto Components mfg.	Supply Chain & Logistics: Data-driven procurement	Farm Equipment: Agriculture Machinery for a Sustainable and Efficient Mechanization	Defense manufacturing
JUNE	Automation & Robotics: (Network & Connectivity)	Artificial Intelligence & Virtual Reality: Cybersecurity	Heavy Engineering and Equipment Manufacturing: Smart factory initiatives	8th Smart Manufacturing Summit 2024	Renewable Energy: Hydrogen sector
JULY	R&D in Auto & Auto Components Manufactures	Cutting Tools for Construction & Energy	Aerospace Engineering: Artificial Intelligence and Automation in Aerospace & Defense	India's Best Shop Floors	
AUGUST	Automation & Drives + Preview of Automation 2024	Pumps & Valves – WATER TECHNOLOGY	Railways Modernisation & Safety	Mobile & Accessories Manufacturing	White Good Manufacturers
SEPTEMBER	Digitalization In Manufacturing Industries	Material Handling	Automotive Engineering: Hybrid Sensors	IoT & Predictive Maintenance	
OCTOBER AWARDS SPECIAL ISSUE	Machine Tools Design	Industrial Bearings	Electronics Manufactures	12th Annual Manufacturing Today Awards: Post event report	
NOVEMBER	Testing, Measurement & Instrumentation	Coolant & Lubricants	Electric Vehicle: Charging Ecosystem	CAD/CAM in the discreet industry	Industry 4.0 – Digital Factory - SCM SUMMIT
DECEMBER	IMTEX 2025 Preview & Cover Story	Machine Tools: Machining Technologies	Technology Transformaing the Ecommerce	Cutting Tools	Trending Technologies In Manufacturing Industries

Flagship Events

Smart Factory 2024 Leading into the Future

March

As enterprises are rapidly adopting smart manufacturing, the annual Smart Factory Summit is one such event that manufacturers can't afford to miss if they want to achieve a holistic digital transformation and stay on top of the game.



SMART MANUFACTURING SUMMIT 2024

June

The annual summit has been designed to help companies achieve digital transformation and Industry 4.0 goal by bringing manufacturers and technology providers on the same platform.



September



The manufacturing industry's biggest award turned 11 last year. Now entering into the next decade, the event is set to become bigger and better with greater participation from a wide spectrum of manufacturing companies. The annual award has set a benchmark with its impeccable track record built on transparency and credibility, drawing huge respect and acceptability from the who's who of the industry.

May



The annual case-study competition establishes 'Reinventing the Future 2024' as a premier platform for showcasing innovative ideas implemented in manufacturing centres across India. The event platform turned out to be arena for the most formidable names among the manufacturing companies from widely diverse sectors to engage in stiff competition while volunteering to learn from each other.



Digital Media

Advertising opportunities for **manufacturing properties**

 **LinkedIn: Manufacturing Today India**

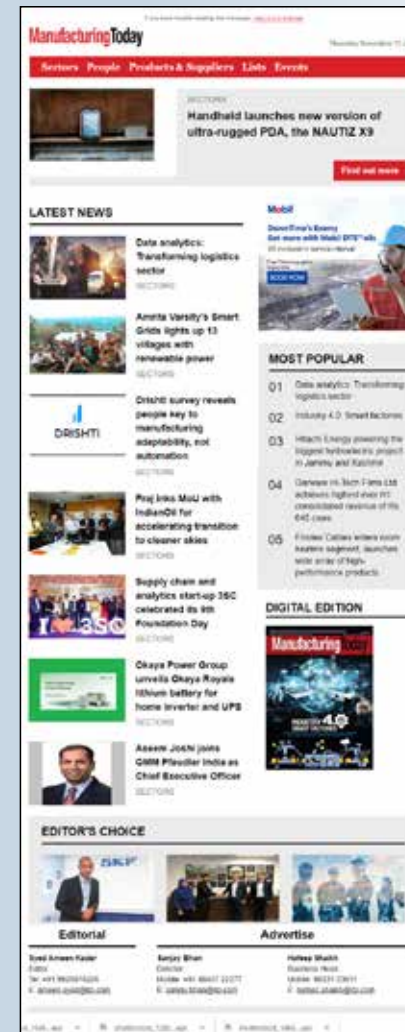
 **Facebook: @MfrgTodayIndia**

 **Twitter: @MfrgTodayIndia**

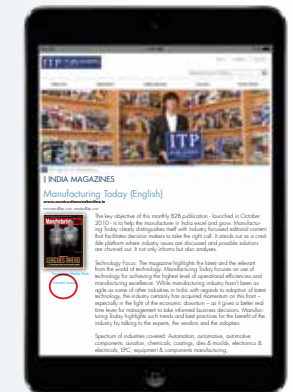
 **www.manufacturingtodayindia.com/**

 **Instagram: @manufacturing_today**

Newsletter



DOWNLOAD YOUR
DIGITAL COPY FROM
www.itp.com



Go to Apple App Store or Google Play
and search for Manufacturing Today



Advertisement Rates

SIZE	RUPEES
Full Page	1,20,000/-
Half Page	65,000/-
Double Spread	2,30,000/-
Front Gatefold	3,50,000/-

SIZE	RUPEES
Back Gatefold	3,00,000/-
Back Cover	2,50,000/-
Front Inside Cover	2,20,000/-
Back Inside Cover	1,90,000/-

TYPE	SPECIFICATIONS	RUPEES
Leaderboard	728 pixels x 90 pixels	1,50,000
Billboard	970 pixels x 250 pixels	1,75,000
MPU	300 pixels x 250 pixels	1,10,000
MPU2	300 pixels x 250 pixels	1,00,000

GST Applicable

FORMAT REQUIRED:

- Artwork Format – PDF/ EPS • Colour Format - CMYK • Creatives – High resolution (300 dpi)



* MT Readership Survey 2020



For Advertising:

Hafeez Shaikh, Business Head

M: +91 98331 03611 E-mail: hafeez.shaikh@itp.com

For Editorial:

Sujatha Vishnuraj, Editor

T: +91 98920 09560 E-mail: sujatha.vishnuraj@itp.com

