



MEASUREMENT & MANUFACTURING

MEDIA SCHEDULE 2025

PRINT MEETS DIGITAL FOR AN ENHANCED READER EXPERIENCE

HIGHLIGHTING METROLOGY &
MANUFACTURING TECHNOLOGY

Welcome to Measurement & Manufacturing

We're thrilled to launch Measurement & Manufacturing, a fresh hybrid magazine focused on bridging the latest in precision measurement and cutting-edge manufacturing trends.

This year is set to be an exciting one, starting with Control 2025 – the annual cornerstone event of the measurement industry. Then we shift our focus to EMO 2025 in September—Europe's largest manufacturing trade show, concluding the year at Advanced Engineering, taking place at the NEC in November.

Measurement & Manufacturing will offer insights into specific measurement technologies and innovations. Expect interviews, reports, and detailed coverage that will arm you with the knowledge needed to stay ahead in the manufacturing industry.

Our team of experts is ready to provide the engaging insights you need to elevate your brand and business.

I look forward to welcoming you to our first edition in March, until then – Stay tuned!



Laura Crawford, Publisher





The magazine

Measurement & Manufacturing is a digital-first publication that offers an unmatched interactive experience for professionals in Quality, Metrology, Instrumentation Engineering, and

Our publication reaches over 12,000 professionals in quality, metrology, instrumentation engineering and management roles across UK manufacturing sites.

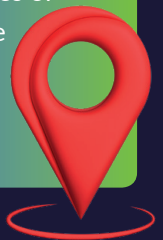
Management roles across the UK's manufacturing sector. Reaching over 12,000 industry professionals, it delivers quality content with a modern twist, combining the authority of print with the immediacy of digital media.

Readers can access product demonstrations, in-depth interviews, and exclusive content, all in an engaging and dynamic format. While we prioritize digital engagement, we recognize the enduring value of print, offering an eco-friendly A5 compact version of the magazine.

To enhance reader interaction, each issue seamlessly integrates print and digital elements, with QR codes embedded throughout the print edition that link directly to the rich media in our digital version. This hybrid format allows for a seamless transition between physical and online content, ensuring a hands-on, versatile experience.

We want to be where the people are!

We understand the value of direct engagement with our audience, which is why we distribute extra copies of our print magazine at trade shows, conferences, and exhibitions.



Let's get digital

At Measurement & Manufacturing Magazine, we seamlessly blend print credibility with digital innovation, offering advertisers a powerful platform to engage audiences across multiple touchpoints. **Our magazines go beyond the page with interactive elements, including embedded videos, clickable content, and downloadable resources.** This allows your potential customers to actively engage with

your brand by watching product demos, exploring technical details, and instantly downloading brochures - all from within the magazine. Yep - awesome!

This digital-first approach maximizes your brand's

impact, creating a more immersive experience that captures attention and drives engagement. By combining the tangible authority of print with the dynamic potential of digital, we offer advertisers a multi-channel opportunity to connect with today's tech-savvy consumers in new and compelling ways.

Your brand, socially amplified

We don't stop at print or digital; **Measurement & Manufacturing is also a powerful force across social media platforms.** We ensure that your brand's message reaches a broader audience, creating buzz and conversations within the manufacturing community. All of our content is optimized for social sharing, amplifying your reach beyond the page and into the wider digital space, where shares, likes, and

FACT

We know first hand that our readers still love print! 50% of registrations still ask for a printed copy.

comments spread your brand message further than ever before. Our readers actively participate, share insights, and help grow your brand's visibility within the sector.

Our website = your hub for manufacturing news

Our website serves as the central hub for all things manufacturing and engineering, offering up-to-the-minute industry news, product updates, and in-depth features. This digital platform keeps our readers connected to the latest advancements and innovations while giving advertisers an additional space to showcase their products and services. Whether you're launching a new tool, highlighting a key innovation, or delivering company updates, our website ensures your message stays visible and relevant. With seamless integration between our magazine, social media, and website, we create a comprehensive digital ecosystem designed to amplify your brand's presence in the manufacturing sector.



Our readership, **your audience**

What makes our readership unique is the continued demand for both print and digital content, reflecting the diverse preferences of modern professionals in the machine tool manufacturing sector.

Despite the rapid digital transformation, 50% of new registrations still opt for a printed magazine, demonstrating the enduring value of physical media in an industry where credibility, detailed content, and tangible resources matter. This dual preference reinforces the importance of offering our readers a multi-channel experience that suits their individual needs, ensuring advertisers can reach audiences through both traditional print and interactive digital formats.

By blending timely digital updates with in-depth print features, we deliver an effective, well-rounded platform that continues to engage decision-makers,

engineers, and key industry influencers across the UK manufacturing landscape.

Our publication reaches over 12,000 professionals who hold pivotal roles in quality, metrology and instrumentation engineering across key UK manufacturing sites that rely on machine tools for precision manufacturing. These professionals are responsible for the day-to-day operations, decision-making, and strategic planning that drive their organisations' success in sectors including aerospace, automotive, energy, and medical manufacturing.

By tapping into our audience, advertisers gain access to highly skilled individuals who not only influence purchasing decisions but also shape the future direction of UK manufacturing through technological innovation, process improvement, and automation.

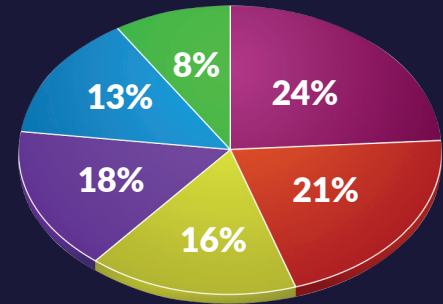
FACT

According to Marketing Profs, consumers still perceive magazines (digital & print) as more trustworthy compared to other forms of advertising.

Industry sector

Our readers state that they operate within:

- Automotive
- Aerospace
- Oil and gas
- Defence
- Medical
- Renewable



Job function

Our readers state that their job function related to:

Quality & Metrology



Precision Engineering



Testing



Control and instrumentation



CNC Machine Tools



Surface finishing



Sustainability matters

At Measurement & Manufacturing, we've embraced a digital-first approach that not only adapts to the evolving preferences of our readers but also prioritizes sustainability. Our commitment to minimizing environmental impact is evident in our decision to pair our digital offerings with a more eco-conscious physical product. **Our A5 unlaminated print magazine is specifically designed to reduce waste and resource usage while maintaining the premium quality our readers expect.** By eliminating unnecessary lamination, we are able to produce a tangible, environmentally friendly magazine that upholds the same industry-leading standards in content while consciously reducing harmful by-products of the traditional printing process.

Our commitment to you

Our dedication to sustainability extends beyond paper and print quality.

Understanding the need for businesses to take

proactive steps toward mitigating climate change, we've introduced a tree replanting scheme.

For every physical magazine printed, trees are planted to offset our carbon footprint, ensuring that our publishing operations contribute positively to the environment.

This initiative not only reflects our commitment to corporate social responsibility but also aligns with our mission to promote sustainable practices across the manufacturing and engineering sectors. Every issue of our magazine represents an ongoing pledge to make environmentally conscious choices while delivering high-value, actionable insights to our audience.

FACT

A shiny laminated front cover can take anywhere from 100 to 1,000 years to biodegrade.



Editorial calendar

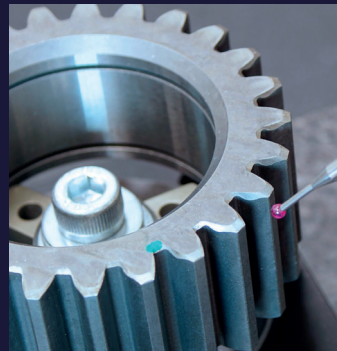
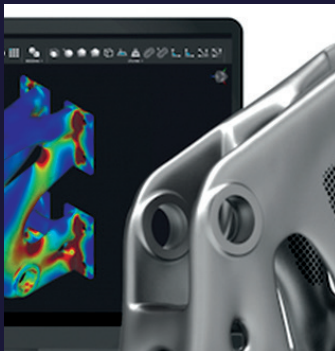
Date	Features								Events
MARCH	Quality metrology & inspection	Coordinate measuring	Surface, roundness, hardness	Scanning / 3D scanning	Non destructive testing	Robotics & automation	Gauges & instrumentation	Software / Calibration	Control 25
JULY	Quality metrology & inspection	Coordinate measuring	Surface, roundness, hardness	Scanning/ 3D scanning	Non destructive testing	Vision & optical inspection	Gauges & instrumentation	Software / Calibration	EMO 2025
NOV	Quality metrology & inspection	Coordinate measuring	Surface, roundness, hardness	Scanning/ 3D scanning	Non destructive testing	Robotics & automation	Gauges & instrumentation	Software / Calibration	Advanced Engineering Review

Control
2025

EMO
2025

ADVANCED
ENGINEERING
REVIEW

We keep our finger firmly on the pulse of the industry, so these features are an indication of what to expect within each of our immersive magazines. Every edition touches upon sustainability, delves into smart manufacturing and highlights technology & processes. We cover a variation of sectors too ie aerospace, automotive, medical, energy, rail & transport. You help your customers test & measure it, we shout about it!



Advertising Rates

Hybrid Advertising eh? We're living in the future! We blend the best of both worlds. Together, print and web deliver a seamless and immersive reader experience.

Magazine

Size	Price per single	Price for 3 (each)	Price for 6 (each)
Double page	£2100	£1900	£1700
Full page	£1500	£1400	£1300
Half page	£750	£700	£650
Quarter page	£550	£500	£450
Advertorial	£375	£350	£325
Front cover	From £3500		

All adverts include digital interactivity - That's a video, special URL or a download

Website

Media	6 months	12 months
Lead sponsor banner 1/3 rotating	£1995	£2995
Standard banner feature page	£1495	£2395
Sponsored home page video	£1995	£2995
Advertorial with video	£250	£250

Be seen on our website - the hub of manufacturing news

Email

Type	
Direct email marketing	£1250 each
Targeted theme newsletters	From £500
Editorial newsletter sponsorship	From £500

Get your tailored message delivered straight to the inboxes of potential customers

Lights, camera, action:

Video production now available

Bring your brand to life with our new video production services! Whether you're looking to create an engaging workshop tour, a captivating product demonstration, or a behind-the-scenes look at your operations, we've got you covered. Our team of skilled

videographers, engineer-led

storytellers, and production

specialists will handle

every detail—from creative

concept development to

polished post-production 2

minute video.

Professional camera work,

crisp editing, and tailored storytelling are all part of

our service to ensure your company's strengths are

showcased in the best possible light. These high-

quality videos are perfect for enhancing your website,

boosting social media engagement, or making an

impact at presentations and events. Let us help you

create video content that drives results and helps your

business stand out.

£1250 per video

FACT

Our expert content and design services help you create marketing materials that grab attention! Don't be shy, ask for a quote!

Engagement Pro full-year coverage

Elevate your brand with full-year coverage.

Boost your visibility and engage your audience across multiple platforms with our comprehensive package.

1 Three full-page hybrid advertisements:

Ads will be featured across all 3 issues, ensuring sustained exposure for 12 months. Don't forget the extra attention from the industry events that we distribute the magazine from too.

2 An expertly written article:

Our engineer-led editorial team will produce an in-depth article that highlights your brand's story, products, or services. The article will be placed in a key section of our publication to attract the most relevant audience. After publication, you retain rights to share the article on your website, blogs, or other marketing channels.

3 Custom video production:

We collaborate with you to develop a compelling video concept that aligns with your

brand's goals. Our professional video team will handle all aspects of production, including scriptwriting, filming, and editing. The final video will be delivered to you in high-resolution format, with full rights for you to distribute and use in any way you see fit.

4 Website banner advertising:

To increase your brand's visibility, we offer premium placement of your banner ad on our website. This ensures that your brand gets noticed by our highly targeted online audience, with thousands of visitors accessing our site for industry news and updates.

5 Social media article sharing:

We'll help amplify your message by sharing your articles across our social media platforms. With a strong presence on LinkedIn, Twitter, and other industry-focused channels, we'll ensure that your content reaches an engaged audience.

12 months exposure £6,995



Key benefits

Multi-platform exposure: Your brand will reach a wide audience through both print, digital and social channels.

Content ownership: Retain all rights to the articles and video for future use, maximizing your return on investment.

Enhanced Brand Image: Professional content and high-quality production will reinforce your brand's credibility and appeal.

Great value!

Meet the team

With over 120 years of combined experience in engineering, marketing, publishing, and media, we bring unparalleled expertise to the table. Our team has been meticulously built to ensure every project benefits from seasoned professionals. While we may be a small team, our impact is anything but—delivering big results with agility, innovation, and personalised attention.



Laura Crawford
Publisher & Owner



Steed Webzell
Technical Writer



Mark Deadman
Business Development



Laura Collins
Accounts & Social



Charlotte England
All things digital



Imran Kelly
Graphic Designer

We support UK manufacturing

We proudly stand behind UK manufacturing (#UKMFG) and its vital role in shaping the nation's industrial strength. As a cornerstone of the economy, UKMFG drives innovation, economic growth, and job creation. Through initiatives that champion sustainability, technological advancement, and skills development, we align ourselves with the future of British industry. Our dedication extends to supporting STEM education, encouraging engineering talent, voluntary efforts, and ongoing advocacy for UK Manufacturing. If you'd like to discuss a project or partnership, please contact us.



Contact us



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www.linkedin.com/company/measurement-manufacturing