



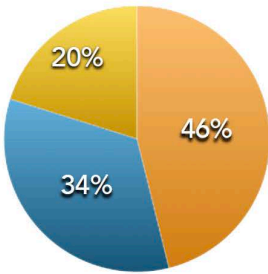
# CUTTING TOOL ENGINEERING<sup>®</sup>



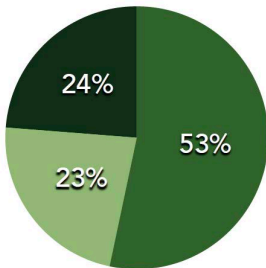
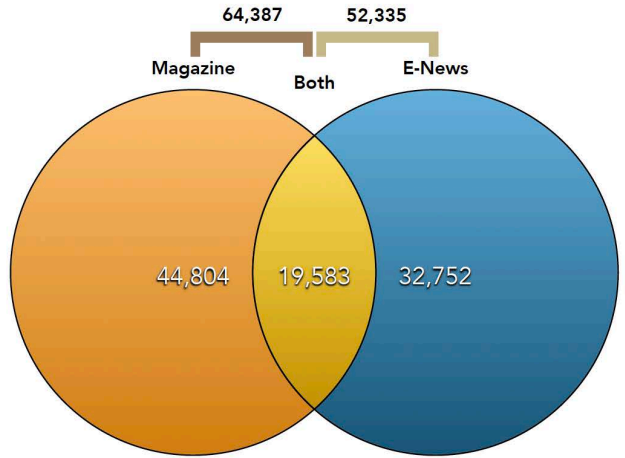
## 2025 MEDIA KIT

# REACH OUR SUBSCRIBER AUDIENCE OF 97,000+ METALWORKING PROFESSIONALS

## Subscribers



## Subscribers by Media Type



## Magazine Subscribers by Edition Type



Scan or click to view CTE's Brand Report

## Audience by Job Function

Audience by Job Function	Subscribers
Corporate Manager	40,113
Engineering Manager	7,749
Engineering Department	10,107
Production Manager	8,261
Production Department	4,613
Design, R&D	2,016
Purchasing	4,902
Quality Assurance/Control	3,454
Other	15,924

## Audience by NAICS Code

Audience by NAICS Code	Subscribers
(331) Primary Metal Manufacturing	8,136
(332) Fabricated Metal Product Mfg. (Machine Shops)	30,000
(333) Machinery Manufacturing	19,338
(334) Computer/Electronic Product Mfg.	3,630
(335) Electrical Equip./Appliance & Comp. Mfg.	3,252
(336) Transportation Equip. Mfg.	8,199
(339) Miscellaneous Mfg.	8,959
(423) Wholesale/Trade/Durable Goods	2,614
(999) Other Mfg. NEC & (337) Furniture Equip./Comp. Mfg.	13,011

# AUDIENCE INSIGHTS

ACROSS ALL CTE MEDIA CHANNELS

**50,000** users visit our website each month

**9 out of 10** subscribers take action after reading ads in CTE magazine

**70,000+** social media followers

**54%** of E-Newsletter subscribers work in management

**70% - 80%** of CTE's audience performs milling, drilling, tapping and turning operations

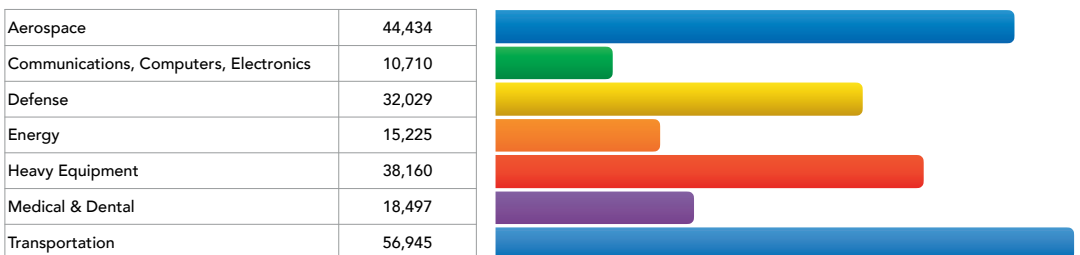
**64%** of CTE magazine subscribers work in management

**50% - 69%** of CTE's audience performs boring, deburring, design, grinding, reaming, sawing, finishing, testing, measuring and gauging operations

**30% - 49%** of CTE's audience performs broaching, marking, tool presetting and tool sharpening operations

**Other operations** performed by CTE's audience include EDMing, rapid prototyping, mold/die making, screw machining, gear cutting, waterjet cutting and laser cutting

CTE Media Subscriber Audience by Industries Served



Data sources: Readex Research and DarwinCX

# MAGAZINE ADVERTISING RATES

All prices gross. Agency commissionable (15%).

4-COLOR	(Placement Per Insertion)			
	1x	3x	6x	9x
FREQUENCY				
DISCOUNT		2%	5%	9%
Full Page Spread	\$15,820	\$15,505	\$15,030	\$14,395
Half Page Spread	\$9,850	\$9,650	\$9,355	\$8,965
Back Cover	\$10,870	\$10,650	\$10,325	\$9,890
Inside Front Cover	\$10,645	\$10,430	\$10,110	\$9,685
Inside Back Cover	\$10,645	\$10,430	\$10,110	\$9,685
Full Page	\$8,740	\$8,565	\$8,300	\$7,950
2/3 Page	\$7,085	\$6,940	\$6,730	\$6,445
Half Island	\$6,050	\$5,930	\$5,745	\$5,505
Half Page	\$5,580	\$5,465	\$5,300	\$5,075
1/3 Page	\$4,560	\$4,470	\$4,330	\$4,150
1/4 Page	\$3,870	\$3,790	\$3,675	\$3,520
1/6 Page	\$3,415	\$3,345	\$3,245	\$3,105
Marketplace	\$800	\$785	\$760	\$725

For premium advertising opportunities, such as an insert, belly band or polybag, contact your sales representative for pricing.

## Ad materials are due 7 days after the close date.

Ad contracts, with the exception of covers and guaranteed positions, may be canceled by advertiser or publisher on written notice in advance of ad closing date.

## Rates subject to change

## INTRODUCING THE FLIPSIDE

Designed to captivate readers and showcase your brand, The Flipside is an innovative print ad space that readers discover when they flip over the magazine. The Flipside replaces our back cover with a secondary cover that serves as an entryway into a special 3-page, 5-page or 7-page advertorial section. The secondary cover includes the CTE logo and the words "SPECIAL SECTION" across the top. The rest of the cover is developed by you. The special section continues inside for the next 2, 4 or 6 pages. This customizable approach ensures your message stands out in a memorable and impactful way, tailored to your needs. Contact your sales representative for pricing.

## CONTACTS

### East Advertising Sales

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### Central Advertising Sales

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### CFO/Director of Sales

**Kenneth Spaeth**

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### Central/West Advertising Sales

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### Publisher

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# 2025 EDITORIAL CALE

## JANUARY/FEBRUARY

AD CLOSE: JAN. 3, 2025

**FEATURE FOCUS:** Medical Manufacturing, Drilling, Coolant Technology, Toolholding.

**DEPARTMENTS:** Industry News, Product News, Machine Technology, Workforce Development, Machinist's Corner, Productive Times.

**ADVERTISER BONUS: Double Display Ad.** Purchase a display ad in the Jan./Feb. issue to be eligible to buy an ad that's double the size — but at the same rate as the Jan./Feb. ad — in time to run in the March, April or May issues.

## MARCH

AD CLOSE: FEB. 5, 2025

**FEATURE FOCUS:** Milling, Tool Monitoring, Deburring Aluminum, Workholding.

**DEPARTMENTS:** Industry News, Product News, Cutting Tool Technology, Ask The Grinding Doc, Financing Matters, Safety First, Productive Times.

**ADVERTISER BONUS: Social Media Exposure.** Advertisers purchasing a half-page or larger size display ad in the March issue are eligible for a free post to reach CTE's more than 70,000 social media followers. Bonus post must run in March.

## APRIL

AD CLOSE: MAR. 3, 2025

**FEATURE FOCUS:** Additive Manufacturing, Machining Centers, Sawing, EASTEC Preview.

**DEPARTMENTS:** Industry News, Product News, Machine Technology, Workforce Development, Machinist's Corner, Productive Times.

**ADVERTISER BONUS: EASTEC Video Package.** Purchase a half-page or larger size display ad in the April and May issues to qualify for a CTE Video Booth Visit at EASTEC 2025. Scan the QR image below to visit our ad specification page and learn more.

## MAY

AD CLOSE: APR. 2, 2025

**FEATURE FOCUS:** Aerospace & Defense Market, Tapping, Facemilling, Automation.

**DEPARTMENTS:** Industry News, Product News, Cutting Tool Technology, Ask The Grinding Doc, Financing Matters, Safety First, Productive Times.

**ADVERTISER BONUS: Social Media Exposure.** Advertisers purchasing a half-page or larger size display ad in the May issue are eligible for a free post to reach CTE's more than 70,000 social media followers. Bonus post must run in May.

## JUNE/JULY

AD CLOSE: JUNE 2, 2025

**FEATURE FOCUS:** Hole Finishing, Swiss-Style Machining, High-Speed Spindles, Tool Presetters.

**DEPARTMENTS:** Industry News, Product News, Machine Technology, Workforce Development, Machinist's Corner, Productive Times.

**ADVERTISER BONUS: Ad Perception Study.** Purchase a half-page or larger size ad in the June/July issue to receive an ad perception study — produced by Readex Research — describing how CTE readers react to your display ad in the issue.



Download our specs and terms of advertising at  
[ctemag.com/specs](https://ctemag.com/specs)

# NDAR & AD BONUSES

## AUGUST

AD CLOSE: JULY 7, 2025

**FEATURE FOCUS:** Automotive Industry Needs, Setup Advancements, Part Inspection, Toolholding.

**DEPARTMENTS:** Industry News, Product News, Cutting Tool Technology, Ask The Grinding Doc, Financing Matters, Safety First, Productive Times.

**ADVERTISER BONUS: Double Display Ad.** Purchase a display ad in the August issue to be eligible to buy an ad that's double the size — but at the same rate as the August ad — in time to run in the Sept., Oct. or Nov./Dec. issues.

## SEPTEMBER

AD CLOSE: AUG. 4, 2025

**FEATURE FOCUS:** Tool Cutter Grinders, Tool Coatings, Workholding, WESTEC Preview.

**DEPARTMENTS:** Industry News, Product News, Machine Technology, Workforce Development, Machinist's Corner, Productive Times.

**ADVERTISER BONUS: WESTEC Video Package.** Purchase a half-page or larger size display ad in the Sept. and Oct. issues to qualify for a CTE Video Booth Visit at WESTEC 2025. Scan QR image (below, left) to visit our ad specification page and learn more.

## OCTOBER

AD CLOSE: SEPT. 1, 2025

**FEATURE FOCUS:** EDMing, Design Technology, Tool Sharpening, Finishing.

**DEPARTMENTS:** Industry News, Product News, Cutting Tool Technology, Ask The Grinding Doc, Financing Matters, Safety First, Productive Times.

**ADVERTISER BONUS: Social Media Exposure.** Purchase a half-page or larger size display ad in the October issue to be eligible for a free post to reach CTE's more than 70,000 social media followers. Bonus post must run in October.

## NOVEMBER/DECEMBER

AD CLOSE: NOV. 3, 2025

**FEATURE FOCUS:** Turning, Broaching, 2026 Industry Outlook, Buyers Guide Preview.

**DEPARTMENTS:** Industry News, Product News, Machine Technology, Workforce Development, Machinist's Corner, Productive Times.

**ADVERTISER BONUS: Freeze Advertising Rates.** Purchase a half-page or larger size display ad in the November/December issue to freeze CTE ad rates at 2025 pricing for any print ads purchased during 2026.

## DIGITAL ADVERTISING SPECIAL POSITIONS

### Enhanced Buyers Guide Listing —Download Specs

For just \$89 per month, you get: Top-Position — Your logo prominently displayed at the top of the Buyers Guide page. Enhanced Content — Add a company description, video and social media links to your page. Front-Page Exposure — A link to your page included in a rotation on the home page of our website.

### Sponsored Social Media Posts—Download Specs

Enhance your brand visibility with a single post across all our social media channels for \$1,990. Your content—whether a photo, video, or text-based call to action—will reach our combined audience of 70,000 followers.

### Featured Video—Download Specs

Video produced by advertiser is featured for one month on the CTE website home page and at the top of the CTE website video page. Your video also will be featured in one edition of our CTE E-Newsletter — emailed weekly to about 60,000 subscribers.

# DIGITAL MEDIA ADVERTISING

All prices gross. Agency commissionable (15%).

Website Display				Download Specs
	CPM <sup>1</sup>	Sticky	Width <sup>2</sup>	Height <sup>2</sup>
Billboard	\$70	N	970	250
Super Leaderboard	\$70	Y	970	90
Skyscraper	\$40	Y	300	600
Box	\$45	N	300	250
Button	\$25	N	120	90

Special Positions				Download Specs
	PLACEMENT PER MONTH			
FREQUENCY	1x	3x	6x	9x
DISCOUNT		2%	5%	9%
Wallpaper	\$3,000	\$2,940	\$2,850	\$2,730
Featured Video	\$2,705	\$2,650	\$2,570	\$2,460
Digital App	\$450	\$440	\$425	\$410

E-Newsletter <sup>2</sup>				Download Specs
	PLACEMENT PER E-NEWSLETTER			
FREQUENCY	1x	3x	6x	9x
DISCOUNT		2%	5%	9%
Leaderboard (600 x 125)	\$2,705	\$2,650	\$2,570	\$2,460
Box (300 x 250)	\$1,500	\$1,470	\$1,425	\$1,365
Advertorial (300 x 250)	\$1,210	\$1,185	\$1,150	\$1,100
Button (120 x 90)	\$320	\$315	\$305	\$290
Video E-Blast	\$1,210	\$1,185	\$1,150	\$1,100

Email Blasts <sup>3</sup>				Download Specs
	PLACEMENT PER EMAIL BLAST			
FREQUENCY	1x	3x	6x	9x
DISCOUNT		2%	5%	9%
Full List	\$6,595	\$6,460	\$6,265	\$6,000
Half List	\$4,145	\$4,060	\$3,935	\$3,770
Targeted List (10K subscribers)	\$2,000	\$1,960	\$1,900	\$1,820

Ask your sales representative about webinar sponsorship opportunities

1. Pricing for each ad type is based on cost per thousand ad impressions delivered.

2. Width and height of ad creative is represented in pixels. Acceptable digital ad formats : PNG or JPG for Wallpaper; PNG, JPG or animated GIF for Billboard, Box and Button; PNG or JPG for CTE eNewsletter Leaderboard, Box and Advertorial.

3. An Email Blast cannot be canceled less than 2 weeks before the scheduled blast date.



# MONETIZE AND AMPLIFY YOUR BRAND WITH CTE MAGAZINE

At CTE Magazine, we're excited to offer unique collaboration opportunities through our "Bourbon With The Editor" Podcast and "Ask CTE Contributors" Webinars. Here's how you can partner with us to reach a targeted audience and amplify your brand:

## 1

### Highlight Clip Content Sponsorship

- Highlight Clips: \$300 per clip (from 30 seconds to 2 minutes at discretion of advertiser) that captures key moments from our webinars or podcasts. Perfect for sharing on social media.
- Extended Highlight Package: \$950 for a series of 5 clips that offer in-depth coverage and multiple touch points across social media.
- Content Amplification Package: add'l \$1,000 — Advertiser chooses Highlight Clips for CTE to release across all Social Channels.

## 2

### Podcast Episodes

- Pricing: minimum \$25,000 advertising threshold must be met, podcast itself is free.
- Content Amplification Package: \$3,000 for sponsored podcast promotion.
- Full Blast + resend before event.
- Button ad placement in every weekly CTE E-Newsletter leading up to live podcast event. (The exact number of newsletter placements determined based on the contract signing date and the scheduled release of the episode.)
- Social media posts across all CTE channels after event using clips from Extended Highlight Package

## 3

### Webinar Episodes

- Pricing: Free. No minimum advertising threshold required to be met.
- Content Amplification Package: \$2,000 for sponsored webinar promotion.
- Full Blast + resend before event.
- Advertorial placement in CTE E-Newsletter one week before the live event.
- Advertorial placement in CTE E-Newsletter on the morning of live event. (Webinars take place on Wednesdays at Noon Central time.)
- Capture leads generated from webinar registration via Vimeo.

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## COMPREHENSIVE DIGITAL ANALYTICS

Our detailed, interactive reports are accessible through the Advertiser Client Center, which offers more than just analytics. This platform provides a complete suite of tools for managing your campaigns, including invoice payments, insertion order approvals, artwork uploads, and in-depth analytics for all forms of our digital advertising offerings. The Advertiser Client Center ensures a streamlined experience, showcasing your return on investment (ROI) and supporting efficient campaign management.