

Media Pack 2026



PRODUCTION ENGINEERING
FOR PROFESSIONALS

Reach an unrivalled audience of engineering professionals

A dedicated B2B route to Engineering Professionals

Inside Every Issue: Connecting with Industry Leaders

Each issue brings you face-to-face with the people behind today's most successful businesses. We offer a dynamic mix of interviews, expert opinions, product launches, technology updates, and the latest in production engineering news, giving readers a deeper understanding of the innovations and inspirations driving the industry forward.

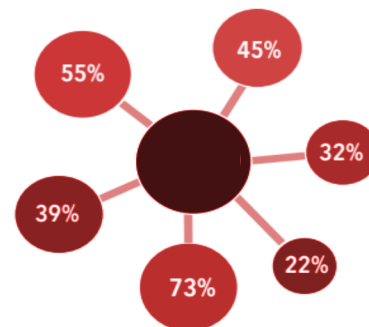
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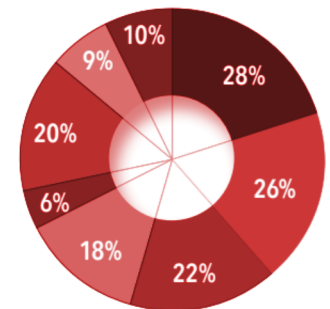
Every issue of ID magazine is sent via print and digital to in excess of 168,000 readers.



DISTRIBUTION BY JOB FUNCTION



DISTRIBUTION BY SECTOR



55% Machine tool purchasing
45% Tooling
22% Quality/Test/Calibration
32% Production engineering/Process control/Control & instrumentation
39% Production, Assembly & Finishing
73% Production management

28% Automotive
26% Aerospace
22% Defence
18% Medical
20% Oil/Gas/Energy
6% FMCG/White/Brown
9% Renewable
10% Rail



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All contacts are verified on a quarterly basis to ensure accuracy. Digital magazines and Electronic Advertising are enhanced with analytics technology to ensure accurate readership statistics and reporting.

About Us



MSL Media Ltd are independent publishers of world leading industrial trade journals. MSL also offer unique new media, database and direct marketing solutions.

With over 20 years experience of offering highly professional media products and services, the company prides itself on offering world class media solutions to a broad range of valued customers.

Features & Focus

6 dedicated editions per year

EVERY issue of MPS will cover a comprehensive range of topical engineering news and product developments, Special Sector focuses, webinars, conferences and events to support the Management of business.

Feb/March

5-AXIS MACHINING | AUTOMATION & ROBOTICS | EDM | MACHINING |
 QUALITY & INSPECTION | TOOLING & WORKHOLDING | ADDITIVE
 MANUFACTURING/ 3D PRINTING | CAD/CAM | COMPONENT CLEANING |
 LASER PROFILING & ADVANCED | CUTTING OILS & COOLANTS |

MACH Preview | SHEET METAL TECHNOLOGY

April/May

5-AXIS MACHINING | AUTOMATION & ROBOTICS | EDM | MACHINING |
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 LASER PROFILING & ADVANCED | CUTTING OILS & COOLANTS |
 SHEET METAL TECHNOLOGY | **Smart Manufacturing Week**

June/July

5-AXIS MACHINING | AUTOMATION & ROBOTICS | EDM | MACHINING |
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 SHEET METAL TECHNOLOGY | EVENTS

Aug/September

5-AXIS MACHINING | AUTOMATION & ROBOTICS | EDM | MACHINING |
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 SHEET METAL TECHNOLOGY | EVENTS

Oct/November

5-AXIS MACHINING | AUTOMATION & ROBOTICS | EDM | MACHINING |
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Dec/January

5-AXIS MACHINING | AUTOMATION & ROBOTICS | EDM | MACHINING |
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 SHEET METAL TECHNOLOGY | **Southern Manufacturing Preview**

Advertising Rates

Online Advertising

Months	x1	x6	x12
Banners Home Page	£450	£2000	£3500
Banners News Story	£350	£1500	£2500
Advertorials	£300	£250	£200
Advertorial With Video	£500	£400	£300
Sponsored News	£400	£350	£300
Bespoke E-cast	POA		

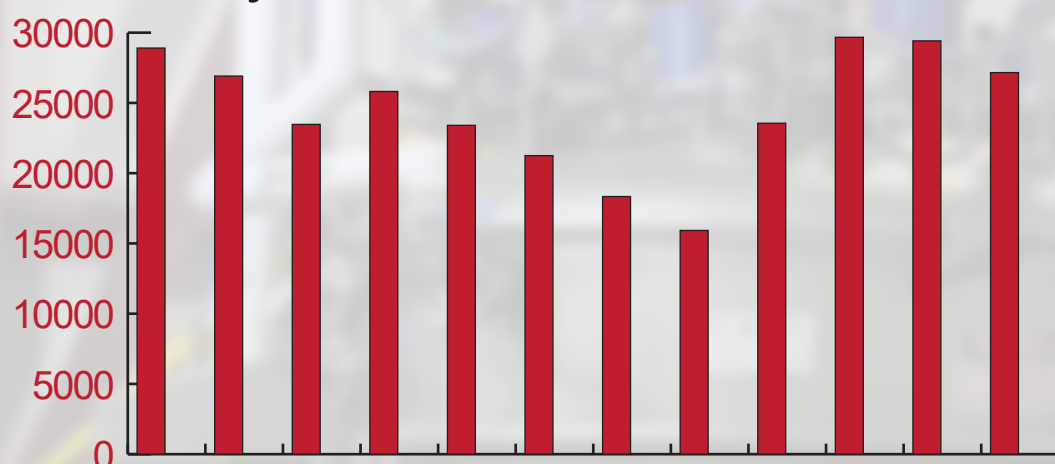
Display Advertising

Editions	x1	x3	x6
Double Page Spread	£3900	£3500	£3200
Full Page	£2200	£2000	£1800
Junior Page	£1800	£1755	£1710
Half Page	£1300	£1100	£990
Quarter Page	£670	£590	£550

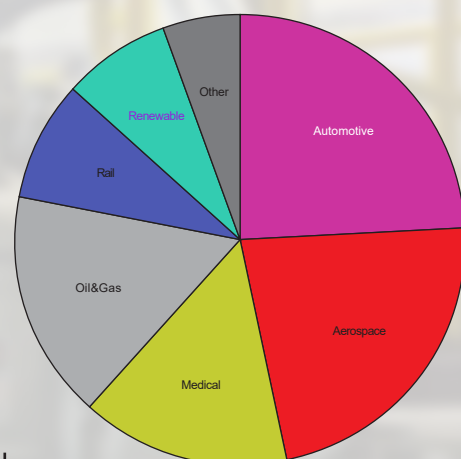
Bespoke GDPRcompliant data packages available from £495. Please contact us for further details

Website Traffic Analysis

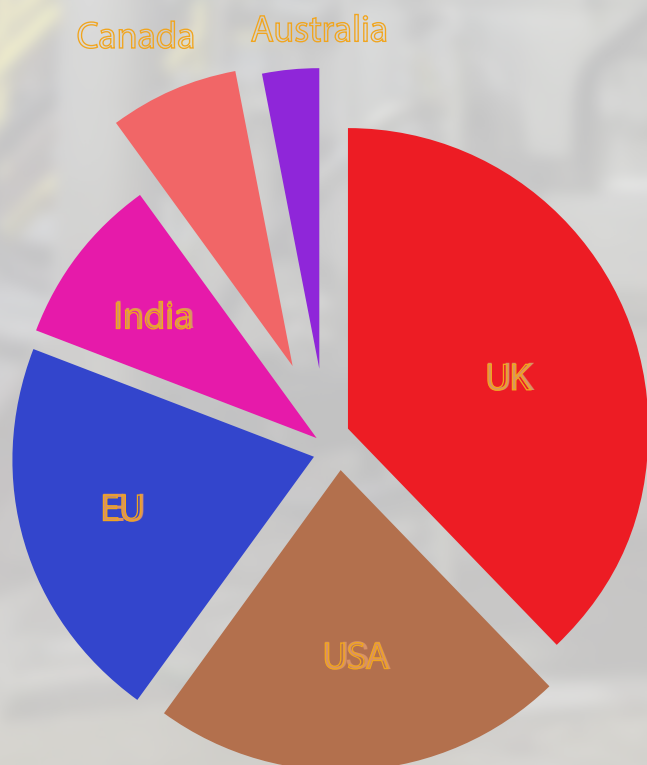
Monthly Visitors - Jan 24 - Dec 25



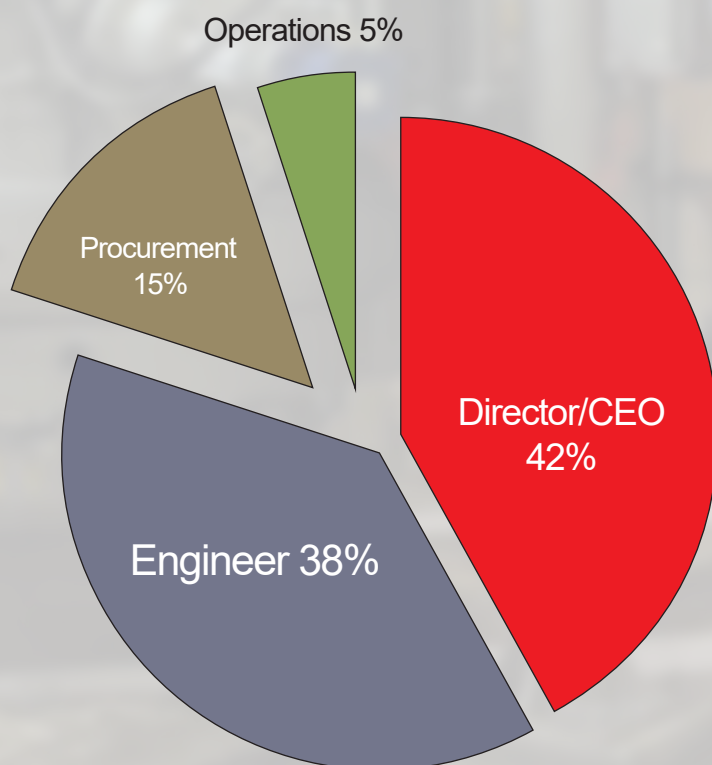
By Sector Breakdown



Visitors By Country



Online Registrations By Job Title





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