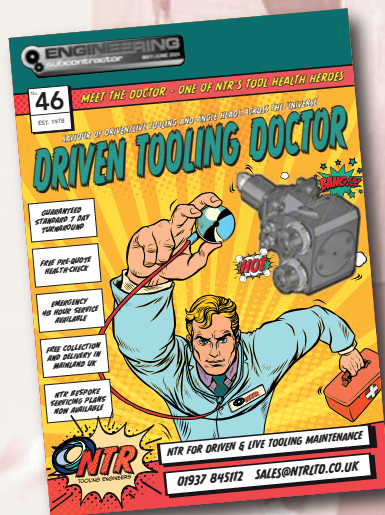




MEDIA PACK 2025



Introduction

Established in 2004, Engineering Subcontractor has gone from strength to strength over the years and the publication remains both accessible and relevant. Popular with readers and advertisers alike, its easy-to-read format and content ensures its continued value to production engineers, engineering managers and directors.

The website, www.engineeringsubcontractor.com, works alongside the printed publication to provide regular news stories and to promote upcoming key events and exhibitions. Visitors to the website will find articles and resources to ensure they are well informed of the latest news and changes in their sector. There are also opportunities to advertise via web advertising or company videos.

Reaching the right audience remains key and Engineering Subcontractor is the perfect tool to ensure companies are reaching the right customers. With its targeted circulation of a combined 12,000 readers in print and digital, advertisers know the magazine is reaching key personnel and decision makers.

Maintaining the correct balance of advertising to editorial content, the magazine continues to make advances in providing tailored editorial content and continues to seek out the very latest information for readers. With easy to find features, each edition includes clearly defined sections to ensure your advert or article is always included in the best possible position in the publication.

Recognising that balance is key in print and digital media, the printed publication remains at the forefront, but there will be some readers who prefer to digest the latest information online. Every issue is available to view and download via our website.

Engineering Subcontractor will once again be published six times in 2025 and we encourage you to follow our LinkedIn page and the website for regular content and updates.

For all editorial submissions and advertising enquiries, you can contact me directly by email: john@rbpublishing.co.uk and I will be pleased to discuss this further.

Thank you for your ongoing support.

John Barber | Publisher | Tel: 01472 210712

2025 EDITORIAL FEATURES

JANUARY/FEBRUARY

Southern Manufacturing Preview
Automation Report
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Sawing & Cutting Off

MARCH/APRIL

Aerospace Report
EDM
Workholding
Sustainability & Waste Management
CAD/CAM
Laser Cutting
Advanced Manufacturing Report
Welding

MAY/JUNE

Automation Report
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Press Brakes
Sawing & Cutting Off

JULY/AUGUST

Aerospace Report
EDM
Machining Centres
Automation
Workholding
CAD/CAM
Laser Cutting
Welding

SEPTEMBER/OCTOBER

EMO 2025 Preview
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Advanced Manufacturing Report
Sawing & Cutting Off

NOVEMBER/DECEMBER

Aerospace Report
EDM
Machining Centres
Automation
Workholding
CAD/CAM
Laser Cutting
Welding

Regular sections:

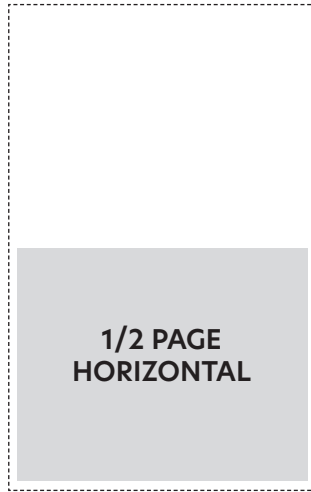
Automation, CAD/CAM, Cutting Tools, Metal Cutting, Metal Forming, Measurement & Inspection, Workholding

(The publisher reserves the right to add or cancel features to reflect market trends)

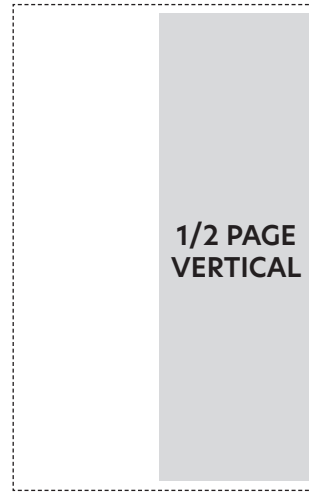
Advertisement Technical Specifications



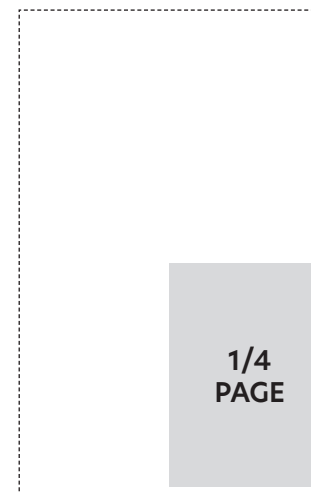
Trim: 210 mm wide x 297 mm high



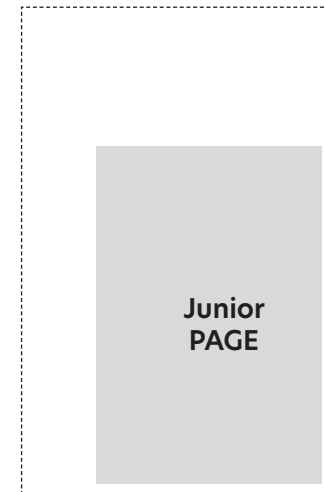
Trim: 184 mm wide x 125 mm high



Trim: 90 mm wide x 254 mm high



Trim: 90 mm wide x 128 mm high



Trim: 137 mm wide x 194 mm high

COVER RATES

Front cover package	£2800
Inside front cover	£2300
Inside back cover	£1800
Outside back cover	£2300

DISPLAY RATES

Full page	£2200
Junior Page	£1600
1/2 page	£1200
1/4 page	£ 750

2025 PUBLICATION DATES:

January - 13th January

March - 10th March

May - 12th May

July - 14th July

September - 1st September

November - 3rd November

Copy Requirements

Images

TIFF, JPEG and EPS formats. All images should be saved as CMYK and have a minimum resolution of 300 dpi.

PDF Files

Press-ready PDFs should be created using CMYK High/Press Quality setting, all fonts embedded.

Transparencies flattened. Please ensure you have minimum 3 mm bleed on all sides and printer marks/trim marks are included. Please refer to www.pass4press.com for more detailed information. Please note we cannot be held responsible for colour variations.

PRINT CIRCULATION BREAKDOWN

Engineering Subcontractor is mailed to a controlled printed circulation of 9,000 readers with a legitimate interest in the content.

Circulation by Company Function

Aerospace	251
Motor vehicle manufacture	243
Electrical & Electronic Engineering	46
Plating	27
Instrument Engineering	31
Metal fabrication	4034
Architectural Metal	127
Toolmaking	851
Mould making	134
Polishing	79
Precision engineering	3167

Circulation by Geographical Area

London & South East	2356
South & South West	1183
East Anglia	412
East Midlands	287
West Midlands	2319
Yorkshire	784
North East	313
North West	762
Scotland	341
Wales	186
Northern Ireland	57

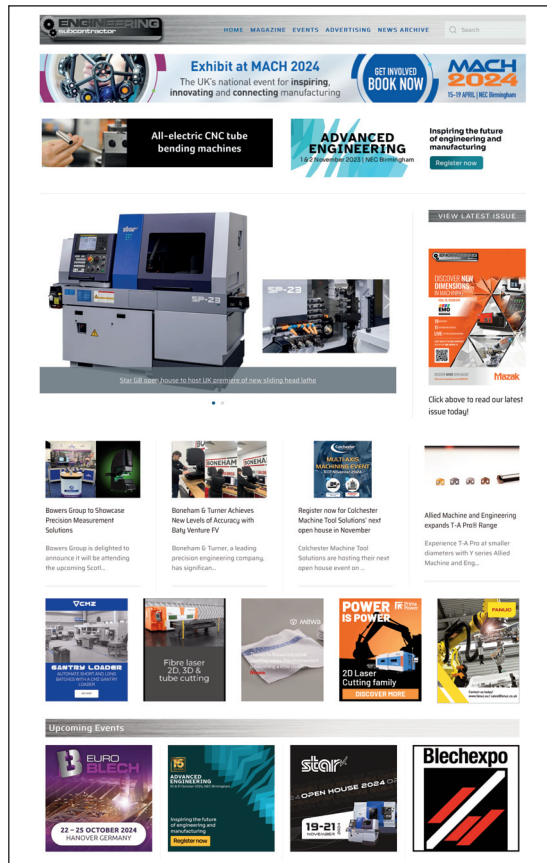
Circulation by Job Title

MD, Director, Proprietor	6089
Production Director / Manager	1976
Technical Director / Manager	629
General / Works Manager	283
Other	23



DIGITAL ADVERTISING

www.engineering subcontractor.com



Leaderboard advert

Ensure maximum exposure to promote your brand or latest event. This advertising position is not shared with any other company.

Rate: £800 per month

Spec: 1200 pixels wide by 120 pixels high

Banner advert

This prime position provides great visibility appearing above the latest news stories.

Banner advert (Non-rotating)

Rate: £400 per month

Spec: 600 pixels wide x 125 pixels high

Banner advert

Company logo (non-rotating)
An affordable monthly advertising option

Rate: £200 per month

Spec: 288 pixels wide by 360 pixels high



Engineering Subcontractor has a targeted email circulation of 3,000. Each issue is sent to a controlled digital distribution list. The digital reach continues to grow each month and provides an alternative way of receiving the latest issue alongside the traditional printed version.

To register for a regular copy sent straight to your email inbox contact - circulation@rbpublishing.co.uk