

Machinist's WORKSHOP

READER PROFILE for Machinist's Workshop

- 99% male readership.
- Average age of 45.
- Annual income of \$80,000+.
- Careers are mainly in fields of machining and engineering.
- More than 75% have their own metalworking home workshops, and most of these are equipped with state of the art tools and machines for metalworking and woodworking. These readers are traditional machinists interested in machine, gunsmith and tool accessory projects.
- When surveyed at model engineering exhibitions, more than 80% of the subscribers are engaged in on-going building projects
- Other hobbies include woodworking, guns and firearms, photography, automobile and motorcycle restoration, electronics and model railroading.
- Each reader lends his copy to, on average, 1-1/2 others, bringing the readership to close to 75,000 per publication. Avg. length of a subscription is 10-1/2 years.

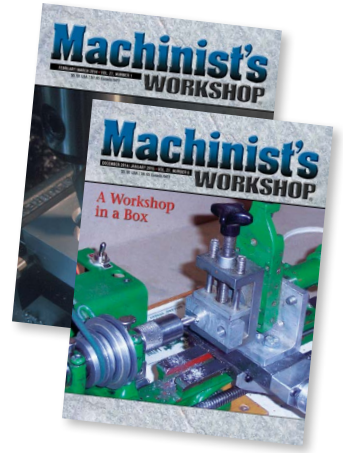
Machinist's Workshop is published bi-monthly [6 issues per year].

This publication covers a wide range of material of interest to the home metalworker. Articles and projects are selected to appeal to all levels of hobbyists – from beginner to expert. Subjects such as machine tool modification and repair, shop tooling and accessory projects, foundry and forging work, welding, metal fabrication, and instruction on machining techniques will be found between the covers.

In addition, Machinist's Workshop is the only place to find gunsmithing articles written for the home machinist. Steve Acker's long-running and popular column appears in every issue, along with contributions from other talented authors.

THOSE INTERESTED IN ADVERTISING, PLEASE CONTACT:

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Dimensions

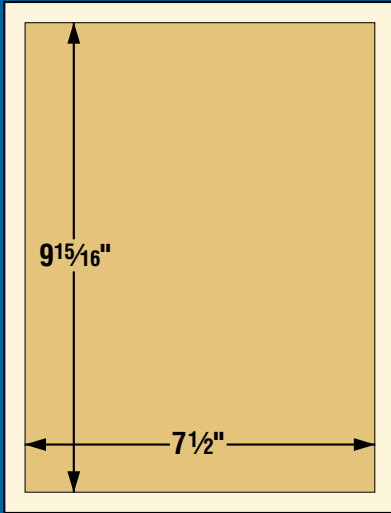
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Cover 4	7-1/2 x 9-15/16"	Marketplace 1/12 page ad:
Cover 2	7-1/2 x 9-15/16"	
Cover3	7-1/2 x 9-15/16"	2-5/16w x 2-7/16h
Full Page	7-1/2 x 9-15/16"	
2/3 page	4-7/8 x9-15/16"; 7-1/2 x 6-5/8"	
1/2 page	7-1/2 x 4-15/16"; 3-9/16 x 9-15/16"; 4-7/8 x 7-7/16"	
1/3 page	2-5/16 x 9-15/16"; 4-7/8 x 4-15/16"	
1/4 page	3-9/16 x 4-15/16"; 7-1/2 x 2-7/16"; 2-5/16 x 7-7/16"	
1/6 page	4-7/8 x 2-7/16"; 2-5/16 x 4-15/16"	

Issue & Closing Dates

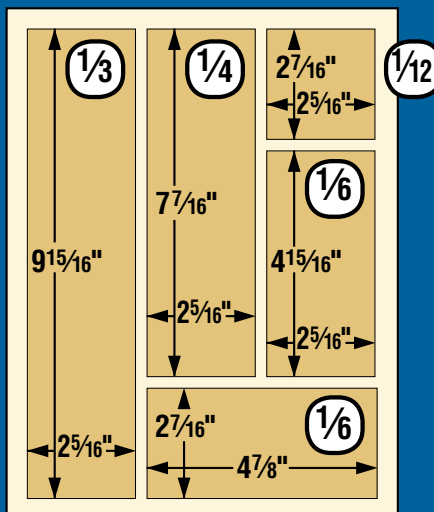
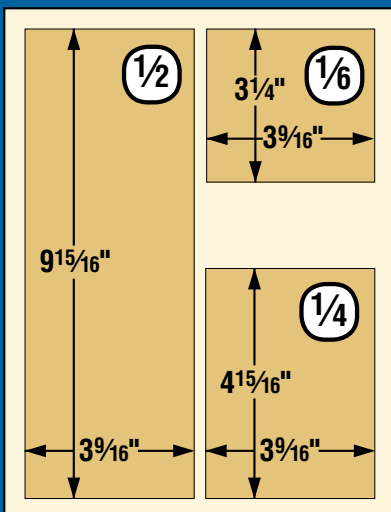
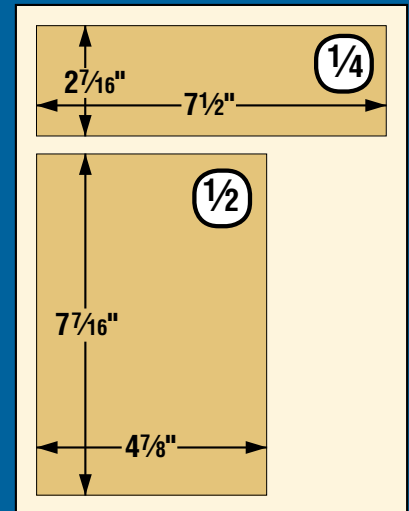
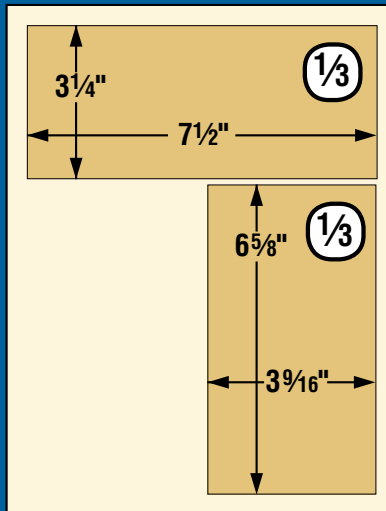
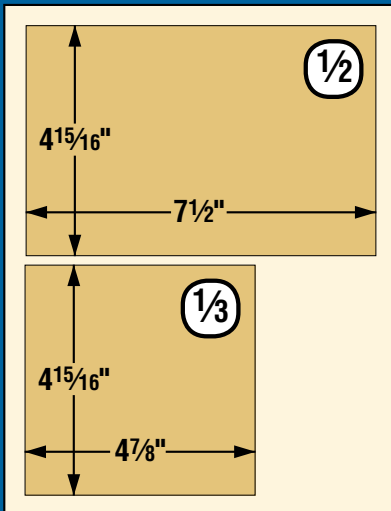
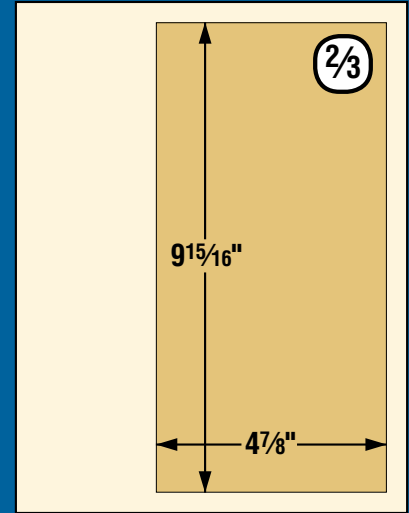
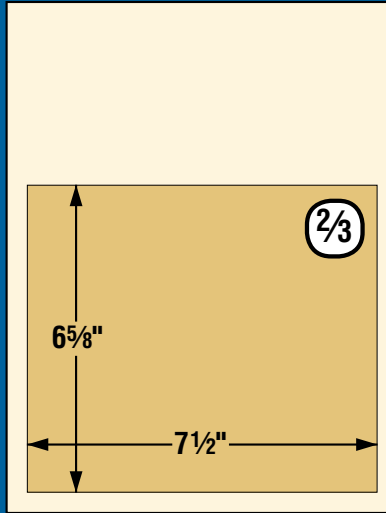
ISSUE	SPACE DEADLINE	COPY DEADLINE	APPROX. MAIL DATE
Feb	Dec 10	Dec 17	Jan 12
Apr	Feb 10	Feb 17	Mar 10
Jun	Apr 10	Apr 17	May 12
Aug	Jun 10	Jun 17	Jul 14
Oct	Aug 10	Aug 17	Sep 8
Dec	Oct 10	Oct 17	Nov 10

AD SIZES

Trim Size 8¹/₈" 10³/₄" (no additional charge for bleed on full page)



Full Page Covers



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