

MetalMakina

Platforms Media Kit 2022

Marketing Platform of Metal and Machinery Industry

www.metalmakina.com

Metalworking and Machinery Manufacturing Technology Magazine

MetalMakina

Temmuz-Ağustos 2021 Sayı:250 Fiyat:30 ₺ ISSN1303-6378 Metal İşleme ve Makina İmalat Teknolojileri Dergisi



Fotoğraf: FAULHABER



Çelik Hasır Bantlı Kumlama Makinesi Artık Türkiye'de Üretiliyor



Özgün Türk Motoru, Erin Motor



Geleceğin Rekabetçi Üretimi İçin İleri Teknoloji



Tek Yüzeyler İçin Güvenli İşleme



www.metalmakina.com



Reach New Customers in 2022 with MetalMachine Platforms

Since 1989, MetalMakina Platforms, which bring together the companies in the Metal and Machinery Sector with their target audiences, are at your service.

If the manufacturers, users and suppliers in the Metal and Machinery sector are your customers, MetalMakina Platforms offer reputable and effective marketing communication channels through which you can regularly deliver your company's products and services.

MetalMachinery Platforms:

- ▶ WEBSITE ▶ SOCIAL MEDIA PAGES ▶ MAILING
- ▶ E-MAGAZINE ▶ FAIRS ▶ SYMPOSIUMS ▶ CONFERENCES
- ▶ PRINTED MAGAZINE



Website :

- Sharing of your company's news, products, events, articles by giving backlinks,
- Banner Broadcast
- Publishing your company's product videos
- Publishing your logo alternately by giving a link in the sponsors section on the left side of the website.
- Giving a link to your web page by rotating the advertisement page published in the magazine in the banner area at the bottom of the section with the author on the right side of the website.

- Publishing in the sectoral catalogs section of your company's e-Catalogue at <https://edergi.ajansmik.com/> and providing a link to your website through your catalog pages

- website views per year: 898.000 k

- website clicks per year: 155.000 k



Social media :

- Banner sharing on social media pages specific to your company.
- Content sharing on social media pages specific to your company.
- Sharing your advertisements and articles published in print and e-magazine on our social media pages.
- Sharing the banner of your company in the sectoral groups in the target audience of your company, of which we are a member, on facebook.
- Reaching the target audience with the advertising campaign according to the target audience and region on the social media pages.

Number of Social Media Followers:

facebook: 1.779

twitter: 2.278

linkedin: 6.795

Instagram: 1.892

Total Followers: 12.744

Number of Professional Groups on Facebook: 325



Mailing:

- Sending e-magazine to 30,000 domestic, 6,000 international professional mail data
- Bulk e-bulletin sending to 30,000 domestic, 6,000 international professional mail data
- Sending your company's bulk e-bulletins or advertisements to 30,000 domestic, 6,000 international professional mail data
- Number of Mail Data: 30,000 domestic, 6,000 international



E-Magazine:

- Publication of your company's advertisement, news, product, article and interview in e-magazine.
- Providing a link to your website through the Advertisement and content pages published in the e-magazine.
- Reaching your company's e-magazine readers by publishing your e-magazine on **Turkcell magazine holder**, **edergi.ajansmik.com** and **Magzter** digital publishing platforms.
- Sending the e-magazine regularly to 30,000 domestic, 6,000 international e-mail addresses by mass mail every month

- Delivering the advertisements and contents in the e-bulletin and e-magazine to 30,000 domestic, 6,000 international professional e-mail addresses by mass mail on a monthly basis

Turkcell Magazine, PDF downloads: **1.564**

edergi.ajansmik.com PDF downloads: **4.828**

Magzter digital platform PDF downloads: **2.297**

30,000 domestic, 6,000 international **mass mail** to **e-magazine** clicks: **3.485**



Print Magazine:

- Publication of your company, advertisement, news, product, article and interview in the magazine.
- Publishing your advertisement and content pages published in the magazine by giving a backlink on the website.
- Sharing advertisements and articles published in the magazine with our followers on our social media pages
- Opportunity to reach with your advertisements and articles published in the magazine that will be distributed to exhibitors and visitors at 19 different sectoral fairs, symposiums and conferences to be held in Turkey in 2022.
- Opportunity to reach magazine followers
- Targeted Total Distribution in 2022: **30,000**

TAG

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Publication Calendar for 2022

Months/Issue	Contents	Advertising and Article Sending Date	Publishing Date
January/February 253	Machinery Safety and Automation Technologies	14 January	24 January
March/April 254	Sheet Metal Machines and Welding Technologies	11 March	21 March
May/June 255	Metallurgy and Material Technologies	13 May	23 May
July/August 256	Cnc Technologies and Equipment	08 July	18 July
September/October 257	Mold Technologies and Design	09 September	19 September
November/December 258	Robot Applications in Metalworking	11 November	21 November

SECTORAL FAIR Special Issue

- WIN EURASIA 2022 FAIR Special Issue
- MAKTEK EURASIA 2022 FAIR Special Issue
- ANKIROS-ANNOFER-TURCAS 2022 FAIR Special Issue
- BURSA MACHINE 2022 FAIR Special Issue

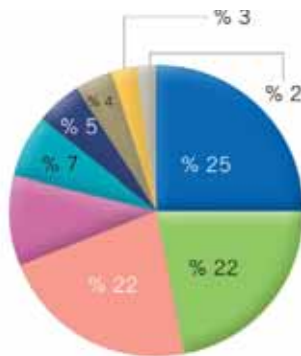
ABOUT US

MetalMakina Magazine, which started its publication life in 1989, is prepared and published with a content that includes translations, technical articles, articles, news, product promotions and interviews in Metal Processing and Machinery Manufacturing Technologies. Due to the increase in raw material and cargo prices.

MetalMakina Magazine will be printed on 80 gr 2nd pulp paper in 2022 and each issue will be distributed to the visitors in the industrial zones to be determined and at the fairs we attend. Targeted **Printed Magazine Circulation: 5,000** copies e-magazine, 30,000 domestic, 6,000 international mail data is sent.

READER PROFILE

- 25% Sector Companies
- 22% Industrial Facilities, Organized Industrial Zones
- 22% Dealers and Services
- 10% Project and Contracting Companies
- 7% Official Institutions and Municipal Workshops
- 5% Educational Institutions and Academics
- 4% Subscribers
- 3% Professional Organizations 2% Other



Websites of Fairs We Will Attend in 2022

1. <https://win-eurasia.com/tr>
2. <https://www.maktekfuari.com/>
3. <https://www.metalexpo.com.tr/>
4. <https://ankiros.com/>
5. <https://aluexpo.com/>
6. <https://www.kalitefuari.com/>
7. <http://www.paintexpo Eurasia.com/>
8. <http://www.surtecheurasia.com/>
9. <https://www.sahaexpo.com/>
10. <https://bursamakinefuari.com/>
11. <http://hpkon.net/>
12. <https://ihtisasfuari.com.tr>
13. <https://packagingfair.com/>
14. <https://madenturkiyefuari.com/>
15. <https://komatek2020.com/>
16. <https://konyatarimfuari.com/>
17. <https://www.foodtecheurasia.com/>
18. <http://woodtechistanbul.com>
19. <https://automechanika-istanbul.tr.messefrankfurt.com/istanbul/tr.html>

Developments in Metal and Machinery Sector

MetalMakina

e-Magazine Follow



www.metalmakina.com

E-Magazine Advertisement Price List



Page	1 issue	3 issue	6 issue	Page Size
Full Page	750 €+VAT	650 €+VAT	500 €+VAT	18,5*26,5 cm
1/2 Horizontal	500 €+VAT	400 €+VAT	300 €+VAT	17,5*12 cm
1/2 Vertical	500 €+VAT	400 €+VAT	300 €+VAT	9,5*27,5 cm
Double Page	1.300 €+VAT	1.100 €+VAT	900 €+VAT	37*26,5 cm
Top 10 Right	900 €+VAT	800 €+VAT	700 €+VAT	18,5*26,5 cm
Top 10 Left	800 €+VAT	700 €+VAT	600 €+VAT	18,5*26,5 cm
Front cover	4.000 €+VAT	3.000 €+VAT	2.000 €+VAT	19,5*14,5cm
Inside Front Cover	1.500 €+VAT	1.000 €+VAT	850 €+VAT	21*29,7 cm
Back cover	3.000 €+VAT	2.500 €+VAT	2.000 €+VAT	21*29,7 cm
Inside Back Cover	1.250 €+VAT	1.000 €+VAT	750 €+VAT	21*29,7 cm



Communication Platform of Metal and Machinery Industry

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Printed Magazine Advertisement Price List

Page	1 issue	3 issue	6 issue	Page Size
Full Page	1.000 €+VAT	850 €+VAT	650 €+VAT	18,5*26,5 cm
1/2 Horizontal	750 €+VAT	650 €+VAT	550 €+VAT	17,5*12 cm
1/2 Vertical	750 €+VAT	650 €+VAT	550 €+VAT	9,5*27,5 cm
Double Page	1.800 €+VAT	1.700 €+VAT	1.600 €+VAT	37*26,5 cm
Top 10 Right	1.300 €+VAT	1.200 €+VAT	1.100 €+VAT	18,5*26,5 cm
Top 10 Left	1.200 €+VAT	1.100 €+VAT	1.000 €+VAT	18,5*26,5 cm
Front cover	5.000 €+VAT	4.000 €+VAT	3.000 €+VAT	19,5*14,5cm
Inside Front Cover	2.000 €+VAT	1.500 €+VAT	1.000 €+VAT	21*29,7 cm
Back cover	3.000 €+VAT	2.500 €+VAT	2.000 €+VAT	21*29,7 cm
Inside Back Cover	1.500 €+VAT	1.250 €+VAT	1.000 €+VAT	21*29,7 cm





www.metalmakina.com Site Banner Sizes and Prices

Banner Area	Size	Price 1 month	Price 3 months	Price 6 months
Fixed Banner Above Logo	1270*200	1.250 Euro x1+18%VAT	1.000 Euro x3+18%VAT	750 Euro x6+18%VAT
Logo Six Fixed Banner	600*100	750 Euro x1+18%VAT	650 Euro x3+18%VAT	500 Euro x6+18%VAT
Vertical Fixed Banner (left of page)	190*500	1.000 Euro x1+18%VAT	750 Euro x3+18%VAT	500 Euro x6+18%VAT
Vertical Rotation Banner (left of page)	190*500	750 Euro x1+18%VAT	500 Euro x3+18%VAT	250 Euro x6+18%VAT
Square Fixed Banner (right of page)	300*250	750 Euro x1+18%VAT	500 Euro x3+18%VAT	250 Euro x6+18%VAT
Square Rotation Banner (right of page)	300*250	650 Euro x1+18%VAT	450 Euro x3+18%VAT	200 Euro x6+18%VAT
Ribbon Fixed Banner (On Main and Category Pages)	728*100	550 Euro x1+18%VAT	400 Euro x3+18%VAT	250 Euro x6+18%VAT
Ribbon Rotation banner (On Main and Category Pages)	728*100	450 Euro x1+18%VAT	350 Euro x3+18%VAT	200 Euro x6+18%VAT

Social Media Banner Sharing Prices

Time	Sharing	Page	Page	Page	Page	Price
1 month	1 time per month	facebook	Linkedin	instagram	Twitter	600 Euro x1+18%VAT
3 months	2 time per month	Facebook	Linkedin	Instagran	Twitter	500 Euro x3+18%VAT
6 months	3 time per month	Facebook	Linkedin	Instagran	Twitter	300 Euro x6+18%VAT
12 months	4 time per month	Facebook	Linkedin	Instagran	Twitter	200 Euro x12+18%VAT

E-Magazine Mass Mail Banner Sizes and Prices Sent to 30.000 Mail Data

Duration	Shipment	Size	Price
1 month	e-magazine	850*135 px	700 Euro x1+18%VAT
3 months	e-magazine	850*135 px	600 Euro x3+18%VAT
6 months	e-magazine	850*135 px	500 Euro x6+18%VAT
12 months	e-magazine	850*135 px	400 Euro x12+18%VAT

E-Newsletter Mass Mail Banner Dimensions and Prices Sent to 30.000 Mail Data

Duration	Shipment	Size	Price
1 month	e-Newsletter	850*135 px	700 Euro x1+18%VAT
3 months	e-Newsletter	850*135 px	600 Euro x3+18%VAT
6 months	e-Newsletter	850*135 px	500 Euro x6+18%VAT
12 months	e-Newsletter	850*135 px	400 Euro x12+18%VAT

e-Newsletter

Our Social Media Accounts



MetalMakina Magazine follows the social media channels of **12.744** professionals.

www.facebook.com/metalmakinacom

www.instagram.com/metalmakinacom

www.linkedin.com/in/metalmakina-dergisi

www.twitter.com/MetalMakina

e-magazine Digital Publishing Platforms



Published on digital platforms, MetalMakina e-magazine reached **221.827 followers** as of the end of October 2021.

Reach New Customers in 2022 with Metal Machine Platforms



www.metalmakina.com

- Website
- Banner
- Social media
- Magazine

- e-Magazine
- Fairs
- Symposiums
- Conferences



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