

MANUFACTURING JOURNAL

MEDIA KIT

2026-2027

International B2B Industrial Media & Content Platform

Industry. Insight. Opportunity.

Since 2007

manufacturing-journal.net

advertise@manufacturing-journal.net

01

Industrial Media Since 2007

From established industrial publishing to a digital-first B2B media and content platform.

Manufacturing Journal has covered international industry since 2007.

We help manufacturers, technology providers and industrial service companies turn expertise, investments, products and company developments into clear, credible business communication.

DIGITAL-FIRST

Today, Manufacturing Journal is digital-first.

Website publishing, content-led campaigns and targeted digital visibility are central to our work. For suitable projects, we also retain selected print, reprint, e-magazine and custom-publishing capabilities.

EDITORIAL

Clear industrial stories

Professional presentation with an independent editorial and commercial distinction.

COMMERCIAL

Defined deliverables

Agreed scope, schedule and production requirements without inflated promises.

PRACTICAL

Suitable formats

Content, advertising, selected print and partnership opportunities for the right project.

Our role is practical: present industrial stories professionally, place them in the right B2B context and define agreed deliverables clearly.

02

An International Industrial B2B Audience

Relevant communication for people shaping industrial investment, technology and growth.

Manufacturing Journal is built for an international industrial audience.

Our content is designed to be useful to senior management, company owners, procurement and purchasing teams, sales and marketing leaders, engineering and technical management, suppliers and technology providers.

LEADERSHIP

Senior management
and company owners

PROCUREMENT

Purchasing and
procurement teams

COMMERCIAL

Sales, marketing and
business development

TECHNICAL

Engineering and
technical management

SUPPLIERS

Technology providers
and industrial
suppliers

PARTNERS

Agencies, organisers
and communication
teams

Current campaign-specific audience and distribution information is available on request where verified data is available.

03

Who We Reach

Industrial sectors, decision-makers and organisations connected by practical business relevance.

Manufacturing Journal serves the broad industrial economy.

Automotive

Machinery

Energy

Construction

Food & Beverage

Packaging

Pharmaceuticals

Chemicals

Logistics

Electronics

Automation

AI / industrial technology

WHY THIS MATTERS

Your communication can be aligned with people involved in investment, procurement, production, technology selection, partnerships and business development.

The format is chosen around the business case rather than a one-size-fits-all media package.

04

Content Opportunities

Three clear ways to turn industrial knowledge into professionally presented B2B communication.

READY MATERIAL

Press Release Publication

€250

For approved company news: announcements, investments, launches, partnerships and milestones.

EDITORIAL SUPPORT

Sponsored Industry Article

from €500

For expert content, case studies, practical guides and technology insight with transparent sponsored disclosure.

PREMIUM

Premium Company Feature

from €1,200

A deeper company profile, executive perspective or strategic story with editorial preparation, professional presentation and final approval.

Independent editorial coverage and commercial content remain clearly distinguished. Publication is subject to editorial and commercial approval.

05

Digital Advertising

Visibility, relevance and professional placement around an agreed campaign objective.

Digital campaigns can combine homepage visibility, display advertising, relevant category context and sponsored industrial content.

HOMEPAGE

Homepage Promotion from €250

An agreed campaign presence in a prominent homepage environment.

DISPLAY

Website Banner Campaign Individual quotation

Display visibility through confirmed placement, artwork and campaign period.

SPONSORSHIP

Category / Topic Sponsorship Individual quotation

A closer relationship with a relevant industrial subject or audience.

CAMPAIGN PRINCIPLE

Deliverables are agreed. Views, clicks, enquiries, leads, rankings, sales and commercial outcomes are not guaranteed.

Placement and campaign timing are subject to availability. Final scope, materials and schedule are confirmed before launch.

06

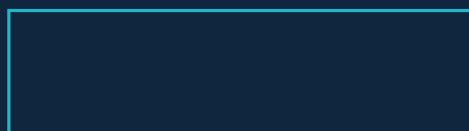
Digital Ad Formats

A premium media-buying format with campaign-specific placement planning.

CONFIRMED STANDARD FORMAT

Wide Display Banner

680 x 180 px



WIDE DISPLAY BANNER

Confirmed environments: homepage, category and article.

MATERIALS

What we need

Final artwork, destination URL, campaign dates and agreed placement.

AVAILABILITY

Additional display formats

Available only after placement confirmation; they are not standard inventory.

Banner campaigns are individually quoted.

07

E-magazine + Selected Print

Digital-first publishing with selected extended-format opportunities for suitable projects.

Manufacturing Journal is digital-first, with selected e-magazine, print, reprint and special-edition opportunities for suitable projects.

PLACEMENT

E-magazine Article Placement

from €500

PREMIUM

Premium E-magazine Feature

from €1,200

SPONSORSHIP

Section Sponsorship

from €1,500

ISSUE

Issue Sponsorship

from €3,000

SELECTED PRINT

Print, reprint and special-edition projects are scoped individually and quoted separately.

E-magazine opportunities are subject to issue schedule and editorial confirmation.

08

Print Advertising Formats

Selected print and special-edition specifications for projects where print production is confirmed.

Established print advertising dimensions are available for selected print, reprint and special-edition projects.

Format	Technical size	Position
1/8 page	90 x 60 mm / 185 x 30 mm	Vertical / horizontal
1/4 page	90 x 125 mm / 185 x 60 mm	Vertical / horizontal
1/3 page	60 x 260 mm / 185 x 85 mm	Vertical / horizontal
1/2 page	90 x 260 mm / 185 x 125 mm	Vertical / horizontal
Full Page	210 x 297 mm + 3 mm bleed	Selected print
Double Page	420 x 297 mm + 3 mm bleed	Special edition
Cover / premium position	Confirmed per project	Individual quotation

Selected print and special-edition projects are individually scoped and quoted. Print artwork: CMYK, 300 dpi where applicable and 3 mm bleed where required.

09

Extended Media Options

Useful visibility, distribution and reprint options around an agreed core publication or campaign.

SOCIAL

Social-media support

€100–250

According to the agreed channel, content and scope.

EPRINT

ePrint PDF

€250

A dedicated digital reprint, normally available as an add-on to a Premium Company Feature.

NEWSLETTER

Newsletter inclusion

Considered where campaign scope and current distribution availability support it.

PRINT

Custom Print & Reprints

Individual quotation

Printed copies, bespoke brochures, reprints and selected special-format material.

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Partnerships + Agencies

One industrial media partner for recurring company activity and multiple client accounts.

PREMIUM COOPERATION

Annual Content Partnership

€3,500–7,000/year

Planned publication activity, recurring content, selected visibility extensions and flexible annual collaboration.

Agency Partnerships

One industrial media partner for multiple client accounts.

AGENCY

5

**Request
Agency Terms**

Focused recurring
cooperation

AGENCY

10

**Request
Agency Terms**

Structured multi-client
planning

AGENCY

20

**Request
Agency Terms**

Volume and annual
cooperation

Agency terms are confirmed individually. No public percentage discount is promised.

Q1 Investment, Engineering and Industrial Transformation

Automation, energy, machinery, construction, manufacturing strategy and technology investment.

Q2 Production, Materials and Supply Chains

Automotive, chemicals, packaging, food and beverage, logistics, procurement and operational excellence.

Q3 Technology, Efficiency and Market Development

Industrial technology, AI, digitalisation, maintenance, energy efficiency and business development.

Q4 Partnerships, Planning and Sector Outlook

Annual planning, sector outlooks, partnerships, product development and future investment.

Selected trade fairs, industry events and media partnerships may be incorporated throughout the year where relevant and confirmed.

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Rates at a Glance

Clear entry points, practical availability rules and essential production requirements.

Service	Rate
Press Release Publication	€250
Sponsored Industry Article	from €500
Premium Company Feature	from €1,200
Homepage Promotion	from €250
Banner Campaign	Individual quotation
Category / Topic Sponsorship	Individual quotation
E-magazine Article Placement*	from €500
Premium E-magazine Feature*	from €1,200
Section Sponsorship*	from €1,500
Issue Sponsorship*	from €3,000
Social-media support	€100–250
ePrint PDF	€250
Custom Print / Reprints	Individual quotation
Annual Content Partnership	€3,500–7,000/year

TECHNICAL ESSENTIALS

Digital artwork according to agreed dimensions.

Print artwork preferably CMYK.

300 dpi where applicable.

3 mm bleed where required.

PDF, EPS, AI, SVG and suitable high-resolution raster files.

Materials through an agreed secure file-sharing link.

*** Subject to availability, issue schedule and editorial confirmation. Final scope, availability, schedule and commercial terms are confirmed before work begins.**

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How We Work

From a clear objective to an agreed, professionally delivered industrial campaign.

01

Tell us your objective

Company, market, audience, timing and desired outcome.

02

We recommend the right format

Content, campaign, placement or partnership route.

03

You receive a proposal

Agreed scope, price, materials and schedule.

04

Materials are supplied

Brief or text, logo, images, details, URLs, timing and artwork.

05

Editorial / technical review

Relevance, rights, disclosure and production requirements.

06

Publication / campaign delivery

After editorial approval and commercial confirmation.

07

Final confirmation

Final links, deliverables and agreed reporting as applicable.

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