

# Machinist THE HOME SHOP

## READER PROFILE FOR HOME SHOP MACHINIST

- Nearly 99% male readership.
- Average age of 55.
- Annual income of \$85,000+.
- More than 68% are college educated, most in the technical and professional fields.
- Careers are mainly in fields of machining and engineering.
- More than 97% have their own metalworking home workshops, and most of these are equipped with state of the art tools and machines for metalworking and woodworking. Many are interested in advanced machining entrepreneurial projects for hobbyists, small businesses and R & D firms.
- When surveyed at model engineering exhibitions, more than 80% of the subscribers to both publications are engaged in on-going building projects and more than 60% continue to invest thousands of dollars in machines CNC equipment, accessories, tools, project books, and project materials.
- Other hobbies include: #1) woodworking #2) guns and firearms #3) computers, #4) photography, #5) automobile and motorcycle restoration, #6) model railroading.
- Each reader lends his copy to, on average, 1-1/2 others, bringing the readership to close to 100,000 per publication. **Average length of subscription = 12.5 years!**

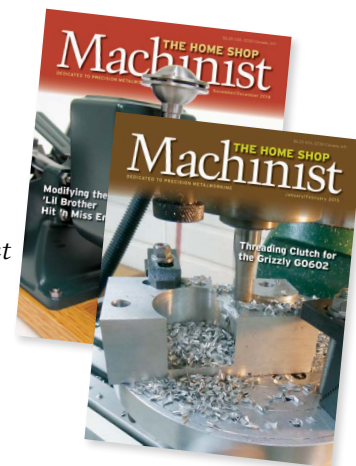
**BACKGROUND & DESCRIPTION:** Published bi-monthly (6 issues per year) *The Home Shop Machinist* circulated throughout North America and internationally through paid subscriptions and newsstands.

**EDITORIAL:** Devoted to metalworking hobbyists, each issue contains model engineering projects of interest to all skill levels. Using and upgrading machine tools such as lathes and mills are also common subjects, covering some of today's most popular machines.

General machining knowledge and techniques are found in every issue, making the magazine the first stop for those entering the hobby. Advanced projects and subject matter is included to challenge skilled machinists. The result is a magazine that attracts newcomers and keeps readers for years – the perfect place to reach your customers!

## THOSE INTERESTED IN ADVERTISING, PLEASE CONTACT:

**Gretchen Christensen**  
Advertising Sales Manager  
[www.homeshopmachinist.net](http://www.homeshopmachinist.net)  
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## Dimensions

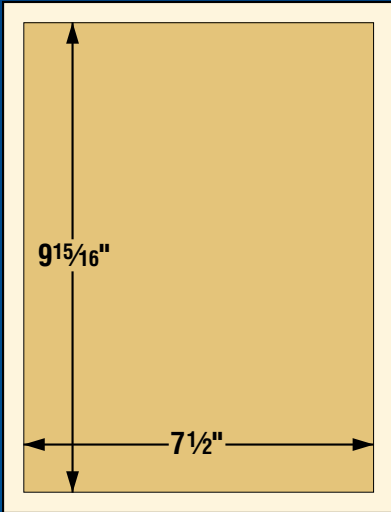
Unit	In inches, width × height	
Cover 2	7-1/2 x 9-15/16"	<b>Marketplace 1/12 page ad:</b> 2-5/16w x 2-7/16h
Cover3	7-1/2 x 9-15/16"	
Cover 4	7-1/2 x 9-15/16"	
Full Page	7-1/2 x 9-15/16"	
2/3 page	4-7/8 x 9-15/16"; 7-1/2 x 6-5/8"	
1/2 page	7-1/2 x 4-15/16"; 3-9/16 x 9-15/16"; 4-7/8 x 7-7/16"	
1/3 page	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" 3-9/16 x 3-1/4"	

## Issue & Closing Dates

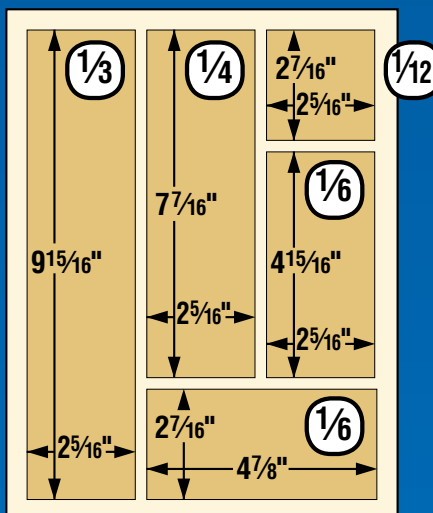
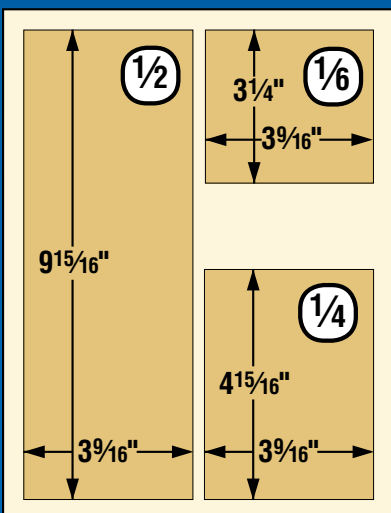
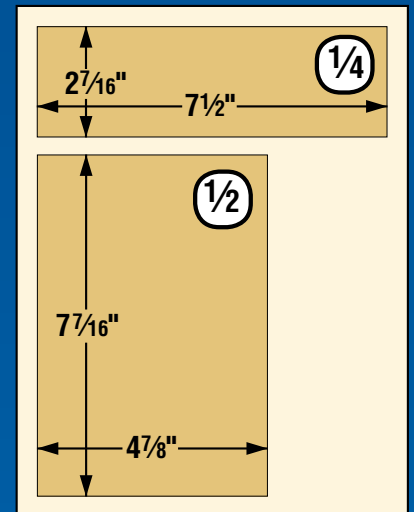
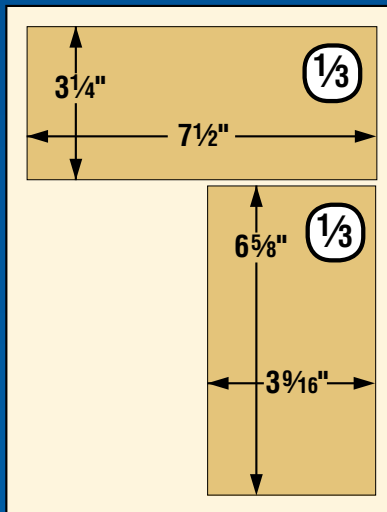
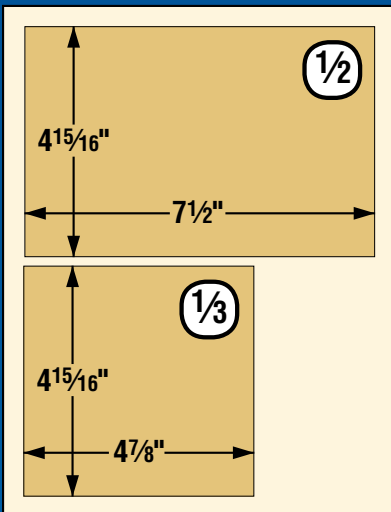
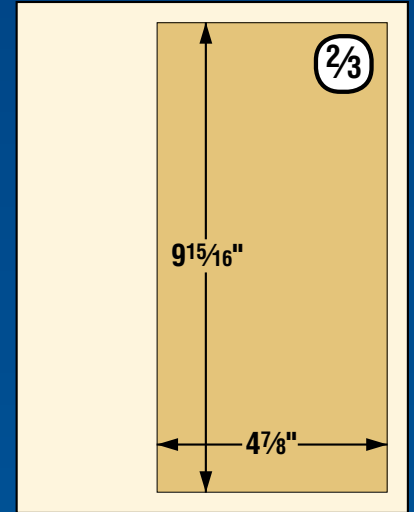
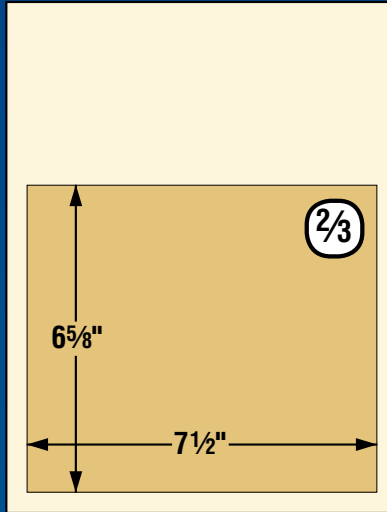
ISSUE	SPACE DEADLINE	COPY DEADLINE	APPROX. MAIL DATE
Jan/Feb	Nov 10	Nov 17	Dec 8
Mar/Apr	Jan 10	Jan 17	Feb 11
May/June	Mar 10	Mar 17	Apr 14
Jul/Aug	May 10	May 17	June 9
Sep/Oct	Jul 10	Jul 17	Aug 11
Nov/Dec	Sep 10	Sep 17	Oct 13

# AD SIZES

Trim Size 8<sup>1</sup>/<sub>8</sub>" 10<sup>3</sup>/<sub>4</sub>" (no additional charge for bleed on full page)



Full Page Covers



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