

**MAKE
THE
PRECISION**

**www.
toolmakers
.co**

**TOOL
MAKERS.CO**

Media Data & Rate Card 2024



ETMM

**TOOL
MAKERS.CO**

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About

Web Address

www.toolmakers.co

Scopes

Machine tools, cutting tools, mould and die, metalworking, surface and coating, CNC, additive manufacturing, CAD/CAM, metrology, auto parts, etc.

Target Group

Specialists, managers, engineers and purchasing engineers in various manufacturing industries including auto parts, plastics, medical devices, mould and die, electronics industries and design engineering

Language: Thai

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“Make the precision”



VOGEL COMMUNICATIONS
GROUP

ETMM

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Facts and figures

116,747
pageviews

87,417
visits

71,854
users

89.9%
organic search

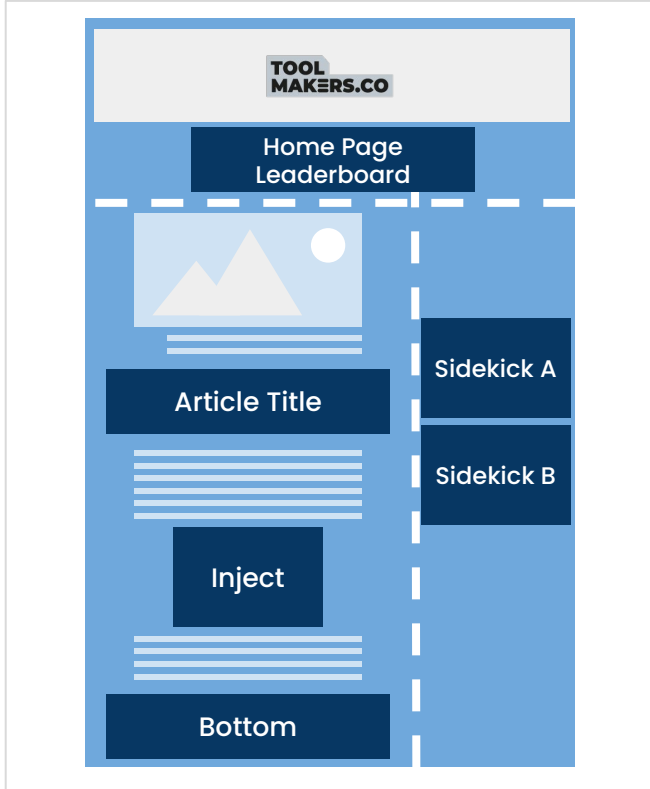
 Google
Analytics
Jul 2022 – Jun 2023

22,592 
Social media followers

17,790 
Youtube & Tiktok subscribers

9,948 
friends on Line OA

Banners



Banner	Display Size (W x H)	Rate / Month (EURO)
Home Page Leaderboard	Home Page 728 x 90 pixels	500
Article Title	Home / Article 728 x 90 pixels	500
Bottom	Article 728 x 90 pixels	350
Sidekick A	Home / Article 300 x 250 pixels	400
Sidekick B	Home / Article 300 x 250 pixels	375
Inject	Article 300 x 250 pixels	450

Each position displays 5 rotating banners. Automatically refresh in 4 seconds without reloading the page.

Only count impressions for the first cycle of banners.

Skyscraper position fits desktop view and some tablets. It is sticky ad which keep moving up and down when users scroll page.

Sidebar shows on mobile devices in lower section.

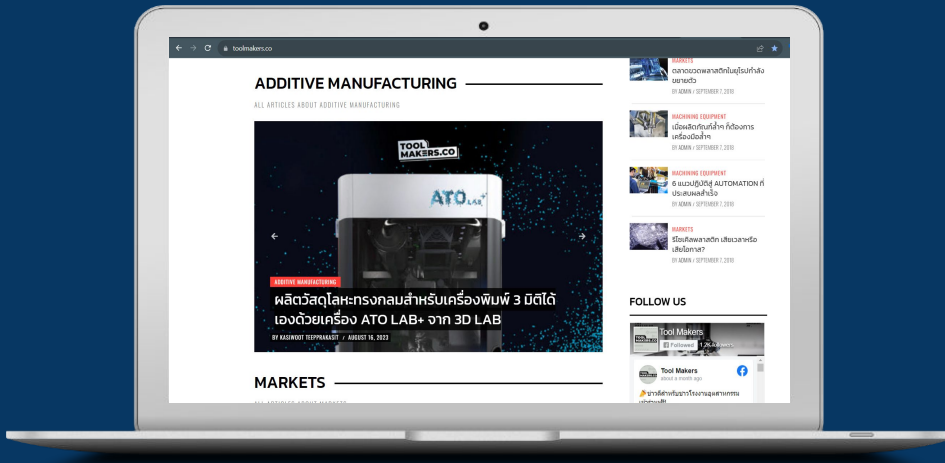
All prices are excluding VAT 7%; and valid until 31 December 2024.

Digital products

Product	Specifications	Rate (EURO)
Advertorial campaign	Price per one advertorial, up to two A4 pages, including cover photo design and social media post. Extra charges for translation and copywriting services.	1125
Social post	Create caption with pictures; and promote selected campaign via Facebook, Twitter, Youtube and Line channels.	200
Infographic for facebook	Create captions design set of 2-5 infographic; and post on facebook page.	875
Email marketing	Price per mailing to 3000 selected recipients (HTML format)	750
Basic video edit	Edit the provided footage with motion graphic, voice over, Thai subtitle to make 3-7 minutes video; and publish via website and youtube channel.	1500
Video production	Onsite service to record interviews, event or factory visit to make a video content; and publish via website and youtube channel.	from 2250
Lead solution	For webinar, whitepaper or promotion campaign	from 5000
Company profile	Price for 12 months including 10 products listed in mmthailand.com and thailandindustrialmarket.com	625
Event news	Publish pre or post-event news on website and facebook e.g. ceremony, seminar, exhibition, etc.	125

Supporting media and activities

Brand	Channels Format
MM Modern Manufacturing	Facebook Social media
Factory Choice	Youtube & Tiktok Video contents
Industrial Forum	Line OA Chat platform
MM Modern Manufacturing	Website Digital contents © The Thai edition of the MM MaschinenMarkt is a publication of Green World Media (Thailand) Co. Ltd., licensed by Vogel Business Media GmbH & Co. KG, 97082 Wuerzburg/Germany.
Factory-Easy	Website e-marketplace
Thailand Industrial Market	Website e-directory
Thailand Industrial Forum	Event Seminar + mini exhibition roadshow + business matching
Automation Expo	Event Trade exhibition
Modern Manufacturing	Twitter Social media



Contact

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