



**“LATIN AMERICA’S LEADING MAGAZINE  
IN MACHINE TOOL, TOOLS & ACCESSORIES FOR  
MACHINING”**

Magazine MÁQUINAS E METAIS – MediaKit 2016

MÁQUINAS E METAIS is published monthly by Aranda Editora Técnica e Cultural Ltda., and reports on trade and technical matters in the whole field of machine tool, cutting tool, devices, fixtures and components for machine tool.

#### FIELDS

- Machining
- Quality control
- Manufacturing processes
- Machining automation
- Tool management

#### DISTRIBUTION

There is no subscription fee in Brazil for corporate executives and manufacturing engineers in qualified metalworking plants, engaged in material cutting and processing. All others may subscribe at US\$ 100.00 per year.

#### EDITORIAL CONTENTS

Editorial content includes news, special features, interviews, technical articles based on practical problem solutions, new products, buyer’s guide for machines (EDM, machining center, lathes etc), industrial software, computer hardware, job shop tooling, subcontracting, CAD/CAM, cutting tool, reports on international shows (EMO, Expomafe, Feimec, Feimafe, IMTS, Mecânica, etc.).

#### EDITORIAL COOPERATION AGREEMENT

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10/2015



9/2015



8/2015



7/2015



6/2015



5/2015



4/2015



3/2015



2/2015



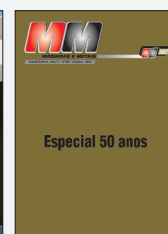
1/2015



12/2014



11/2014



10/2014



Profile (base: 2015 - average)

### READERSHIP

President, Owner, Director	8,946
Managers	2,934
Supervisor, Team Leader, Coordinator	1,613
Engineer, Technician	855
Consultant, Advisor, Designer	132
Professor, Researcher, others	388
<b>TOTAL</b>	<b>14,868</b>

### INDUSTRIAL BRANCHES

Job Shop	3,936
Tool and Die	1.660
Accessories, components and tools for machine tools	1.906
Aeronautic, naval and railway industries	168
Agricultural implements and machinery	348
Automotive and autoparts	719
Defense	63
Electrical, electronic and communication equipment	201
General machinery	1,082
Household electronics	329
Hydraulics and pneumatics	339
Iron, steel and non-ferrous material distributors, dealers and service centers	297
Material handling equipment manufacturers	184
Medical, odontological and hospital equipment	140
Metallurgy (foundry, forging, siderurgy)	624
Schools and research institutes	242
Others	798
<b>TOTAL</b>	<b>13,036</b>

### GEOGRAPHICAL BREAKDOWN – BRAZIL

NORTH - 81	NORTHEAST - 312	MIDDLE WEST - 180	SOUTHEAST - 9,373	SOUTH - 3,090
Amapá 4	Alagoas 11	Distrito Federal 30	Espírito Santo 101	Paraná 805
Amazonas 52	Bahia 102	Goias 90	Minas Gerais 872	Santa Catarina 904
Pará 16	Ceará 67	Mato Grosso 24	Rio de Janeiro 495	Rio Grande do Sul 1,381
Rondônia 7	Maranhão 7	Mato Grosso do Sul 36	São Paulo 7,905	
Tocantins 2	Paraíba 18			
	Pernambuco 72			
	Piauí 8			
	Rio Grande do Norte 16			
	Sergipe 11			

**Number of companies that receive the magazine: 13,036**



## 2016

### JANUARY

ARTICLES:

Performance of resharpened carbide tools when milling P20 steel for moulds and dies

Evaluation of machining forces and surface finishing in turning process using cutting fluids contaminated by microorganisms

GUIDES:

- ▶ **Rotary files**
- ▶ **Boring and facing automatic heads**

### FEBRUARY

ARTICLES:

A review on key aspects of micromachining process

Analysis of machining parameters using virtual machine tool simulation

GUIDES:

- ▶ **Deep hole drilling tools**
- ▶ **Machine tools enclosures**

### MARCH

**SPECIAL: Feimec International Machinery and Equipment Exhibition (May 3<sup>rd</sup> to 7<sup>th</sup>, São Paulo Expo, SP)**

ARTICLES:

Optimizing the use of cutting fluid in machining operations

Deep drilling nickel based alloys

GUIDES:

- ▶ **Reamers**

EXTRA CIRCULATION AT:

- ▶ **Feimec**
- ▶ **Inside 3D Printing (April 4<sup>th</sup> and 5<sup>th</sup>, Centro de Convenções Frei Caneca, SP)**

### APRIL

**SPECIAL: 31ª Mecânica – International Machinery and Industrial Supplier Trade Fair (May 17<sup>th</sup> to 21<sup>st</sup>, Anhembi, São Paulo, SP)**

ARTICLES:

Innovative technologies in turbine blades manufacture

Cutting edge preparation of single lip gun drills

GUIDES:

- ▶ **High speed rotary heads**

EXTRA CIRCULATION AT:

- ▶ **Feimec**
- ▶ **Mecânica**



## 2016

### MAY

**SPECIAL: Tool & dies shops directory**

ARTICLES:

Relation between dimensional quality and the tool pre-setting method used in machining center  
Efficient milling of titanium alloys

GUIDES:

► **Machine tool spindle service suppliers guide**

### JUNE

**SPECIAL: Carbide inserts suppliers guide**

ARTICLES:

Machinability of low carbon free-machining leaded steel ABNT 12L14  
Automating complex workpieces measurement process

GUIDES:

► **Parts washing machines**

### JULY

ARTICLES:

Monitoring the grinding of advanced ceramic using vibration and roughness parameters  
Trends in automotive turbochargers manufacturing

GUIDES:

► **CNC rotary tables**  
► **Oil recovery skimmers**

### AUGUST

ARTICLES:

Analysis of cutting forces during full and pre-hole drilling processes of AISI P20 hardened steel  
Machining screw compressor rotors

GUIDES:

► **Gear cutting tools**  
► **Tombstones, angle plates and subplates for fixing workpieces**

### SEPTEMBER

ARTICLES:

Cutting edge preparation of mixed ceramic tools and its application in turning hardened steel  
Solid gear hob cutters reduce costs in serial production

GUIDES:

► **MQL systems**  
► **Boring bars**



## 2016

### OCTOBER

**SPECIAL:** [The 1st Inventory of robots in Brazilian metalworking companies](#)

**ARTICLES:**

Performance of HSS tools in cryogenic machining of ABNT 1020 steel  
Coating and tool geometry optimize titanium alloys milling process

**GUIDES:**

- ▶ [Vertical turning machines](#)
- ▶ [Micro drills and micromills](#)

### NOVEMBER

**SPECIAL:** [Job shops directory](#)

**ARTICLES:**

Influence of cutting parameters in frontal milling of GG25 gray cast iron with ceramic tools  
Cooling strategies for machining titanium alloys

**GUIDES:**

- ▶ [Honing machines](#)

### DECEMBER

**ARTICLES:**

Improvement of gray iron cast drilling process using carbide twist drills  
Lead free steels with good machinability

**GUIDES:**

- ▶ [Horizontal boring machines](#)
- ▶ [Chip processing equipment](#)



Advertise

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SIZE	4 COLOURS
1/1	4,454.00
2/3	3,562.00
1/2	2,907.00
1/3	2,134.00
1/4	1,552.00
1/6	1,108.00

CLOSING DATE - INSERTION ORDERS:  
20th of preceeding month

CLOSING DATE - MATERIAL:  
5th of cover month

MATERIAL:  
Digital file – resolution: 300 dpi or higher (at full size) – colour: CMYK – format: TIFF/  
JPEG/EPS

CIRCULATION DATE:  
End of the cover month

### OBSERVATION

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Without bleeding:	18,0 x 25,0	12,0 x 25,0	18,0 x 12,0	18,0 x 8,5	6,0 x 25,0	8,5 x 12,0	6,0 x 12,0
Bleed:	21,0 x 28,0	13,0 x 28,0	21,0 x 13,0	21,0 x 9,5	6,7 x 28,0	—	—

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Keep all essential  
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Advertise

## **REQUIREMENTS FOR ELECTRONIC FILES**

Our magazines are produced with computer-to-plate technology for all printed material, and advertisers must supply digital files, according to the following specifications.

### **Platform:** PC

**Media:** by e-mail (to [adfiles@arandanet.com.br](mailto:adfiles@arandanet.com.br), size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, [www.swop.org](http://www.swop.org))  
1. PDF, should be distilled using Press Quality job options. Ensure all links are valid and images are 300 dpi CMYK tiffs or eps. Set the PDF compatibility to Acrobat 4 (PDF 1.3). Object level compression should be off, binding left, resolution of 2400 dpi. Down sample CMYK images over 330 dpi to 300 dpi. Use ZIP or CCITT compression, never JPEG. Embed all fonts.

Color settings to color management OFF and preserve transfer functions.

2. TIFF, 300 dpi minimum, CMYK for color ads, grayscale for B/W ads. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

3. EPS, convert all fonts to outlines. Use only CMYK images. Do not trap colors.

4. NATIVE, PageMaker, InDesign and Quark files are accepted, but may require additional time for processing. Include all fonts, images and a file list/report.

**File name:** write proper file extensions in the file name (.PDF, .TIF, .EPS, .QXD, .PMD, etc.). Do not use forward slashes, backslashes or quote marks in file name.

**Mechanica:** trim size is 210 x 280 mm. Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim. Total density maximum <280%. Trapped files are not accepted. All color images must be 300 dpi CMYK tiff or eps with color management/embedded ICC Profiles OFF. Color cannot be guaranteed if any images must be converted to CMYK from other modes such as RGB or LAB. Unless otherwise requested, disks will be discarded.

**Color proofs:** at 100% with crop marks must accompany all electronic files.

Contract-quality color proofs matching SWOP standards (Matchprint, Kodak Approval, Cromalin) are preferred and required for color guidance on press. Laser or inkjet printouts may be accepted for content only. If color is not critical, and no color proof will be submitted for press guidance, the information must be in writing.

**Register marks:** film for color ads should have four centered register marks identical in each color located approximately 10 mm outside the "live" area of the ad. Where ads are less than full page (non-bleed) it may be necessary for the printer to remove the register marks before plating. Any removal of register marks required for page form assembly is the responsibility of the printer. Register marks should include solid lines at least 5 mm long on both axes. The lines should be precisely the same width (thickness) in each color.



Online advertise

**SIZES AND PRICES FOR RELEASE ONLINE 2016**  
(measured in pixels)



**ADE – Highlight Advertisement of the Issue**  
(Advertisement by the cover of the magazine of the month)  
**Period:** Maximum of 3 ads at an interval of 12 month  
**Ad measures:** 380x169 pixels, maximum of 25 kb jpg/png  
**Value:** US\$ 3,107.00 per issue  
**Payment:** 15 days after publication



**APG – Main Advertisement of the Buyer's Guide**  
(Advertisement on the main page of the site)  
**Period:** 12 months  
**Ad measures:** 925x131 pixels, maximum of 75 kb jpg/png  
**Value:** US\$ 1,243.00 per month (insertion of the banner also in the inner part of the guide)  
**Payment:** 15 days after publication



**AIG – Internal Advertisement in the Guide**  
(Ad in the guide that directs to the company web site)  
**Period:** 12 months  
**Ad measures:** 925x131 pixels, maximum of 75 kb jpg/png  
**Value:** US\$ 621.00 per month  
**Payment:** 15 after publication



**ASE – Advertisement in the Summary of the Issue**  
(Advertisement on e-mail disclosure issue)  
**Base:** 28,000 e-mails  
**Period:** Maximum of 4 shots at an interval of 12 months  
**Ad measures:** 200x1200 pixels, maximum of 110 kb jpg/png  
**Value:** US\$ 3,107.00 per shot  
**Payment:** 15 days after publication

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