Automation is the only journal in the UK devoted exclusively to covering automation technology within the manufacturing sector. Automation’s feature-led editorial looks at the latest automation technologies, products and trends within the UK’s manufacturing industry, while in-depth application stories examine real-life automation projects and the technologies employed. Importantly, all editorial focuses on the benefits of integrating an automation solution to help improve manufacturing efficiency.

The magazine also produces a number of dedicated supplements which are supported by recognised industry associations. Automation is also available in a digital format and is complemented by regular dedicated e-newsletters, social media channels and the ConnectingInIndustry.com online portal which carries up-to-the-minute industry news, articles and updates.

**EDITORIAL SCHEDULE**

**January 2019**
- Coding, Marking & Labelling
- Machine Safety
- Machine Vision Systems
- Manufacturing Software & Data Acquisition
- Industry Focus: Chemicals & Pharmaceuticals
- Special Supplement: Industry 4.0 & IIoT
- Exhibition Preview: Southern Manufacturing

**February 2019**
- Tracking & Traceability
- Wireless Technology
- PLCs, Industrial PCs & HMIs
- Special Supplement: Robotics & Motion Control
- Exhibition Preview: InterLogix

**March 2019**
- Industry 4.0 & IIoT
- Machine Building & Frameworks
- Materials Handling & Conveying
- Packing Machinery
- Industry Focus: Medical Equipment/Metal Products
- Special Supplement: Machine Vision Systems
- Exhibition Preview: Hannover Messe
- Industry 4.0 Summit

**April 2019**
- Communications & Networking
- Pneumatics & Hydraulics
- Sensors & Sensing Systems
- Tracking & Traceability
- Industry Focus: Food & Beverage/Renewable Energy
- Special Supplement: Drives, Controls & Motors

**May 2019**
- Energy Management
- Robotics & Motion Control
- Test Systems
- Packing Machinery
- Industry Focus: Warehousing & Logistics
- Exhibition Preview: Photomet Scotland
- UKIVA Machine Vision Conference
- Special Supplement: Machine Vision Systems

**June 2019**
- Coding, Marking & Labelling
- Drives, Controls & Motors
- Machine Vision Systems
- PLCs, Industrial PCs & HMIs
- Industry Focus: Automotive Supply Chain/Chemicals & Pharmaceuticals
- Special Supplement: Machine Safety

**July 2019**
- Industry 4.0 & IIoT
- Pneumatics & Hydraulics
- Robotics & Motion Control
- Sensors & Sensing Systems
- Industry Focus: Aerospace & Marine/Oil & Gas
- Special Supplement: Communication & Networking
- Exhibition Preview: PPMA Show
- Future Robotics

**August 2019**
- Drives, Controls & Motors
- Machine Safety
- Packaging Machinery
- Food & Beverage
- Warehousing & Logistics
- Exhibition Preview: Sensors & Instrumentation
- IMHX

**September 2019**
- Communications & Networking
- Materials Handling & Conveying
- PLCs, Industrial PCs & HMIs
- Tracking & Traceability
- Industry Focus: Medical Equipment/Metal Products
- Special Supplement: Machine Vision Systems
- Exhibition Preview: Photonex/Vision UK

**October 2019**
- Machine Building & Frameworks
- Machine Safety
- Wireless Technology
- Drives, Controls & Motors
- Industry Focus: Food & Beverage/Automotive Supply Chain
- Exhibition Preview: SPS Drives
- Advanced Engineering

**November 2019**
- Automated Warehousing
- Communication & Networking
- Sensors & Sensing Systems
- Test Systems
- Packing Machinery
- Industry Focus: Renewable Energy
- Special Supplement: PLCs, Industrial PCs & HMIs

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**READERSHIP PROFILE**

Automation is read by engineers, managers and senior executives, across all industry sectors, who have a purchasing and/or specifying responsibility for industrial automation products and equipment aimed at improving manufacturing efficiency.

This includes:
- System Integrators
- Machine Builders
- Component Manufacturers
- End-users
- Contractors
- Consultants

**CIRCULATION PROFILE**

Total Average Net Monthly Circulation: 11,201

Industry Sector Breakdown
- Mining, Quarrying & Mineral Industries
- Food, Beverage & Tobacco Industries
- Textile, Footwear & Clothing Industries
- Furniture, Wood & Wood Products Industries
- Paper, Printing & Publishing
- Fuel Manufacture - Coke, Petroleum & Nuclear Industries
- Chemical, Pharmaceutical & Manmade Fibres
- Rubber & Plastics Industries
- Metals & Metal Products Manufacture
- Machinry & Equipment Manufacture
- Electronics & Optical Equipment Manufacture
- Transport & Equipment Manufacture
- Electricity, Gas, Water & Utilities
- Construction Industry
- Wholesale & Retail Trades
- Renewals & Recycling
**ADVERTISING**

**DISPLAY ADVERTISING**

<table>
<thead>
<tr>
<th>INSERTIONS</th>
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<th>5</th>
<th>10+</th>
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<tr>
<td>DPS</td>
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<tr>
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<td>£1,760</td>
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<td>£1,360</td>
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<td>Front cover package*</td>
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*Package comprising editorial style front cover, contents page repeater + full page advertorial/advertising mix

**MONTHLY: SPECIALISED E-NEWSLETTER**

**CLASSIFIED ADVERTISING**

<table>
<thead>
<tr>
<th>Advertorials</th>
<th>£250</th>
<th>Colour picture + up to 150 words of text</th>
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<tbody>
<tr>
<td>Monthly E-Newsletter Entry</td>
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<tr>
<td>Specialised E-Newsletter Entry</td>
<td>£200</td>
<td>800 words, up to 4 images + contact details</td>
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**Circulation: 10,710**

**MECHANICAL DATA**

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<tr>
<th>PAGE SIZE (HxW in mm)</th>
<th>TYPE AREA</th>
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<th>TRIM SIZE</th>
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<tr>
<td>1/2-page [V]</td>
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<td>297 x 96</td>
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* File format: PDF / TIFF / JPEG / Illustrator / Quark
* Print quality: Minimum 300 dpi (or pixels per inch)
### ONLINE PROMOTIONS

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<tr>
<th>Description</th>
<th>Specs (Width x Height)</th>
<th>Rot x Pos</th>
<th>Price</th>
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<td>Banner Top ad</td>
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<td>£700pm</td>
</tr>
<tr>
<td>Banner Bottom ad</td>
<td>728 x 90 pixels</td>
<td>4 x 1</td>
<td>£350pm</td>
</tr>
<tr>
<td>Button</td>
<td>120 x 90 pixels</td>
<td>4 x 10</td>
<td>£250pm</td>
</tr>
<tr>
<td>Skyscraper</td>
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<td>Spot</td>
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<tr>
<td>MPU</td>
<td>300 x 250 pixels</td>
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</tr>
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<td>£1,500pm</td>
</tr>
<tr>
<td>Article Banner</td>
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<td>4 x articles</td>
<td>£400pm (Can be linked to top story)</td>
</tr>
<tr>
<td>Featured Event</td>
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<td>£200pm (Includes adding extra content to entry)</td>
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<tr>
<td>Enhanced Entry</td>
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<td>N/A</td>
<td>Four packages available starting from £250</td>
</tr>
</tbody>
</table>

All rates exclusive of VAT
Agency discount : Less 10%
Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

### Companies Primary Activity

- **Manufacturer**: 80.42%
- **Distribution**: 12.01%
- **Consulting**: 5.66%
- **Marketing/PR**: 0.83%
- **Education Establishment**: 0.59%
- **Government**: 0.47%
- **Other**: 0.02%

### Primary Job Function

- **Production Management**: 44.57%
- **Production Engineering**: 9.53%
- **Automation/Automation Engineering**: 8.97%
- **Design Engineering**: 7.93%
- **Software Engineering**: 5.25%
- **Process Engineering**: 3.92%
- **Production Design**: 3.60%
- **Plant Maintenance**: 3.48%
- **Control Engineering**: 3.26%
- **Other**: 0.05%

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**Also available for any new PR our general monthly e-newsletter, please enquire for deadlines**