MEDIA PACK 2021

Image courtesy of Murrelektronik
www.murrelektronik.co.uk

- Machine building
- Motion solutions
- Electrical & electronic components
- Cables & connectors
- Hydraulics & pneumatics
- Enclosures
- Clutches, brakes & couplings
- Springs & shock absorbers
- Fastenings & adhesives
- Gears & gearboxes
- Mechanical components
- Drives & motors
- IIoT
- Power solutions
- Sensors
- Additive manufacturing & 3D printing
- Materials in design
- Automotive, marine & rail
- Military, aerospace & defence
- Medical & pharmaceutical
- Printing & packaging
- CAD software
Design Solutions was launched in 1971, originally under the title OEM Design. 50 years later and it is still providing the highest quality editorial in order to ensure its readers are kept up to date with the latest products, solutions, technologies and news. Aimed at design engineers, OEMs, machine builders, and those who specify/purchase components, Design Solutions covers a wide range of topics – from Machine building and CAD software, through enclosures, 3D printing and design materials, to a huge variety of both mechanical and electrical/electronic products and components. Added interest can be found in our special Industry Focus sections which cover topics such as Military, aerospace & defence; Rail; Medical & pharmaceutical; Printing & packaging; and Marine. We also regularly feature a Supplement concentrating on Enclosure solutions. The magazine is available in both printed and digital formats, and has a comprehensive website which can be found at www.connectingindustry.com/designsolutions.

**EDITORIAL SCHEDULE**

**February 2021 - Editorial deadline: 22-01-21**
Gears & gearboxes  
Fastenings & adhesives  
Belts, pulleys & chains  
CAD/software  
Linear motion  
Printing & packaging
**Industry focus:** Military, aerospace & defence  
**Supplement:** Enclosure & Panel Building Solutions

**March 2021 - Editorial deadline: 23-02-21**
Drives, controls & motors  
Materials in design & prototyping  
Machine control  
Hydraulics & pneumatics  
Cables & connectors  
**Industry focus:** Medical & pharmaceutical

**April 2021 - Editorial deadline: 23-03-21**
Mechanical components  
Machine building, frameworks & safety  
Clutches, brakes & couplings  
Springs & shock absorbers  
Enclosures  
Power  
**Industry focus:** Automotive

**May 2021 - Editorial deadline: 20-04-21**
Fastenings & adhesives  
Motion control  
Sensors & sensing systems  
Bearings, seals & gaskets  
Additive manufacturing/3D printing  
**Industry focus:** Marine  
**Printing & packaging**

**June 2021 - Editorial deadline: 21-05-21**
Machine building, frameworks & safety  
Drives, controls & motors  
Cables & connectors  
Hydraulics & pneumatics  
Gears & gearboxes  
Belts, pulleys and chains  
**Industry focus:** Rail  
**Supplement:** Enclosure & safety solutions

**July/August 2021 - Editorial deadline: – 01.07.21**
SPECIAL ISSUE:  
50th Anniversary of Design Solutions  
Encompassing all areas!

**September 2021 - Editorial deadline: – 20.08.21**
Bearings & linear motion  
Fastenings & adhesives  
Machine control  
CAD/software  
Printing & packaging  
Sensors & sensing systems  
Power  
**Industry focus:** Military, aerospace & defence

**October 2021 - Editorial deadline: – 21.09.21**
Machine building, frameworks & safety  
Drives, controls & motors  
Hydraulics & pneumatics  
Materials in design & prototyping  
Clutches, brakes & couplings  
**Industry focus:** Rail  
**Supplement:** Enclosures & Enclosure Furniture

**November 2021 - Editorial deadline: – 21.10.21**
Additive manufacturing/3D printing  
Linear motion  
Fastenings & adhesives  
Cables & connectors  
Sensors & sensing systems  
Gears & gearboxes  
Mechanical components

**December/January 2022 - Editorial deadline: 30-11-21**
Machine building, frameworks & safety  
Springs & shock absorbers  
Electrical & electronic components  
Bearings, seals & gaskets  
**Industry sectors**

### CIRCULATION PROFILE

**Companies Primary Activity**
- Manufacturer: 78.20%  
- Distribution: 8.68%  
- Consulting: 7.15%  
- Education Establishment: 4.54%  
- Marketing/PR: 0.74%  
- Government: 0.69%

**Industry Sectors**
- Mechanical engineering  
- Machine building & manufacture  
- Automotive  
- Marine  
- Rail  
- Aerospace  
- Military & defence  
- Medical  
- Food & drink  
- Printing & packaging

**Primary Job Function**
- Production/Department/General Management: 41.83%  
- Design Engineering/Maintenance Engineers: 30.07%  
- Corporate Management: 14.17%  
- Sales & Marketing: 7.78%  
- Research and Development: 3.01%  
- Production Design/Process Design: 2.79%  
- Other: 0.35%

**Total Average Net Monthly Circulation:** 12,596
READERSHIP PROFILE

Design Solutions is read by designers, engineers, managers and senior executives with a purchasing and specifying influence, from within organisations directly or indirectly involved in the design of original equipment, or in the production and supply of engineering materials, components and services.

This includes:
- Design Engineers
- R&D Engineers/Managers/Directors
- Development Engineers/Managers/Directors
- Production Engineers/Managers/Directors
- Project Engineers/Managers/Directors
- Design and Draughtsmen
- Consultants

DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>1</th>
<th>5</th>
<th>10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>£3,400</td>
<td>£3,060</td>
<td>£2,720</td>
</tr>
<tr>
<td>Full-page</td>
<td>£2,200</td>
<td>£1,980</td>
<td>£1,760</td>
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<tr>
<td>Junior-page</td>
<td>£1,700</td>
<td>£1,530</td>
<td>£1,360</td>
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<tr>
<td>Half-page</td>
<td>£1,200</td>
<td>£1,080</td>
<td>£960</td>
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<tr>
<td>Quarter-page</td>
<td>£700</td>
<td>£630</td>
<td>£560</td>
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<tr>
<td>Front cover package*</td>
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<td></td>
<td>£3,500*</td>
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</table>

*Package comprising editorial style front cover, contents page repeater + full page advertorial/ advertising mix

CLASSIFIED ADVERTISING

- Contact Directory - standard £400 Rate per heading, per annum - name, address, tel/fax/e-mail + logo
- Contact Directory - enhanced £500 As above with up to 50 words of text
- Classified Buyers Guide POA £200 Rate per heading, per annum
- Advertorials £250 Colour picture + up to 150 words of text
- Monthly E-Newsletter Entry £150 800 words, up to 4 images + contact details
- Specialised E-Newsletter Entry £200 800 words, up to 4 images + contact details

MONTHLY: E-NEWSLETTERS

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

SPECIAL PROMOTIONS

<table>
<thead>
<tr>
<th>Inserts - loose or bound-in</th>
<th>POA</th>
<th>Price dependant on weight of item</th>
</tr>
</thead>
<tbody>
<tr>
<td>List rental/direct mail</td>
<td>POA</td>
<td>Selections available by job title, job function, company size, industry sector (SIC), purchasing influence &amp; by region</td>
</tr>
<tr>
<td>Bespoke market research</td>
<td>POA</td>
<td>Specially commissioned surveys produced in conjunction with our editorial team, tailored to meet individual clients needs</td>
</tr>
<tr>
<td>Reprints</td>
<td>POA</td>
<td>Price on application</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>POA</td>
<td>Various and unique opportunities to build valuable company/brand awareness</td>
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ONLINE PROMOTIONS

<table>
<thead>
<tr>
<th>Description</th>
<th>Specs (Width x Height)</th>
<th>Rot x Pos</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Banner Top ad</td>
<td>728 x 90 pixels</td>
<td>4 x 1</td>
<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>
<td>160 x 600 pixels</td>
<td>4 x 1</td>
<td>£600pm</td>
</tr>
<tr>
<td>Spot</td>
<td>160 x 80 pixels</td>
<td>4 x 9</td>
<td>£350pm</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250 pixels</td>
<td>4 x 3</td>
<td>£800pm</td>
</tr>
<tr>
<td>Background</td>
<td>Width &lt; 958 pixels</td>
<td>1 x 1</td>
<td>£1,500pm</td>
</tr>
<tr>
<td>Article Banner</td>
<td>450 x 60 pixels</td>
<td>4 x articles</td>
<td>£400pm (Can be linked to top story)</td>
</tr>
<tr>
<td>Featured Event</td>
<td>240 x 125 pixels</td>
<td>10 x 1</td>
<td>£200pm (Includes adding extra content to entry)</td>
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<tr>
<td>Enhanced Entry</td>
<td>N/A</td>
<td>N/A</td>
<td>Four packages available starting from £250</td>
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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

MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

<table>
<thead>
<tr>
<th>PAGE SIZE (HxW in mm)</th>
<th>TYPE AREA</th>
<th>BLEED SIZE</th>
<th>TRIM SIZE</th>
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<tr>
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<td>303 x 426</td>
<td>297 x 420</td>
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<tr>
<td>Full-page</td>
<td>272 x 191</td>
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<td>188 x 135</td>
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<td>-</td>
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<td>1/2-page [H]</td>
<td>124 x 191</td>
<td>145 x 216</td>
<td>139 x 210</td>
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<td>1/2-page [V]</td>
<td>272 x 86</td>
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<tr>
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For further information on any of the above titles, please contact one of the Design Solutions team who will be happy to help you.