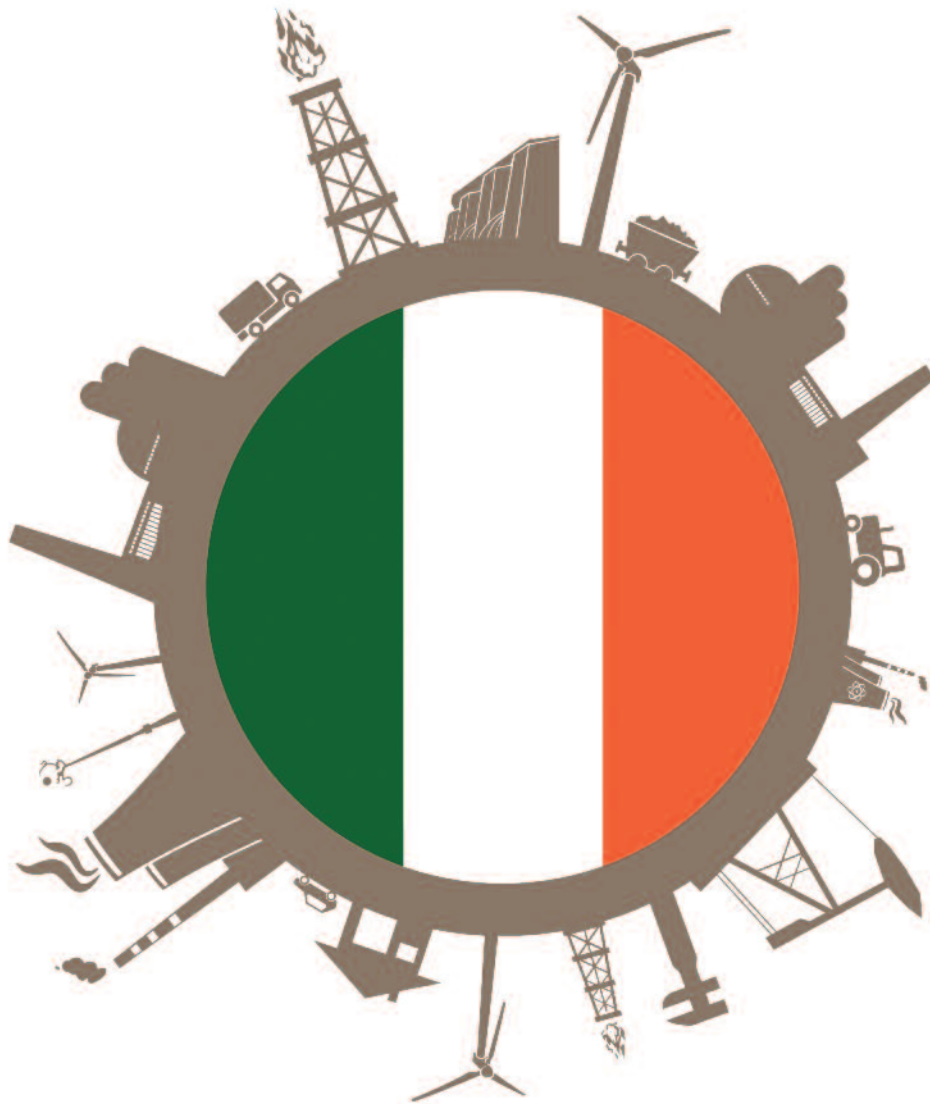


IrishManufacturing

SOLUTIONS FOR INDUSTRIAL EFFICIENCY

- Print
- Digital
- Online
- Social

Latest products & practical applications...



- Chemicals & Pharmaceuticals
- Electronics
- Food & Beverage
- Medical Equipment
- Packaging & Labelling
- Hazardous Areas
- Wireless Technology
- Boilers, Pumps & Valves
- Test & Measurement
- Robotics & Motion Control

STAY IN TOUCH WITH THE INDUSTRY

Irish Manufacturing is distributed to key decision-makers throughout northern and southern Ireland, presenting the latest product developments supported by in-depth articles and comment from key players in manufacturing and processing. Concise case studies highlight recent and ongoing projects that provide practical application of the latest technologies designed to improve efficiency in the electronics, chemical & pharmaceutical, food & beverage, medical device and packaging sectors.

Irish Manufacturing is complemented by the ConnectingIndustry online portal which carries the latest industry news, comment and technologies for manufacturing and processing efficiency.

EDITORIAL SCHEDULE	
<p>February/March Copy Deadline - 5th February Wireless Technology SCADA & Data Acquisition Drives, Controls & Motors Seals & Bearings Machine Vision Applications in Ireland FOCUS: Food & Beverage Show Previews: Facilities Management Ireland and The Energy Show Ireland</p> <p>April/May Copy Deadline - 5th April Electronics Sensors & Sensing Systems Boilers, Pumps & Valves Communications & Networking Materials, Handling & Conveying Robotics & Motion Control Applications in Ireland FOCUS: Chemicals & Pharmaceuticals</p> <p>June/July Copy Deadline - 5th June Springs, Fasteners & Shock Absorbers Packaging Hydraulics & Pneumatics Racking, Shelving & Storage Hand, Power tools & Tooling Equipment Boilers, Pumps & Valves FOCUS: Oil & Gas</p>	<p>August/September Copy Deadline - 6th August Energy Management Drives, Motors & Controls Flow & Level Control Pneumatics & Hydraulics Machine Safety & Hazardous Areas Cabinets, Racks & Enclosures Applications in Ireland FOCUS: Packaging Machinery & Labelling Show Preview: Medtec Ireland and datacentres Ireland</p> <p>October/November Copy Deadline - 5th October Communications & Networking Test & Measurement Warehousing, Handling & Storage Industry 4.0 Electronics Applications in Ireland FOCUS: Medical Equipment/Devices</p> <p>December/January Copy Deadline - 5th December Springs, Fasteners & Shock Absorbers Packaging Hydraulics & Pneumatics Compressed air Robotics Boilers, Pumps & Valves FOCUS: Food & Beverage</p>

CIRCULATION PROFILE

Circulation: 7,050

Companies Primary Activity	
Manufacturer	61.97%
Distribution	26.22%
Consulting	7.28%
Education Establishment	2.75%
Government	1.62%
Press/Media/PR	0.16%

Primary Job Function	
General/Production Management	47.26%
Design Engineering/Production Design/Engineers	21.35%
Warehouse/Handling/ Storage Management	14.73%
Sales & Marketing	4.57%
Buyer/Purchaser/Specifier	4.45%
Works/Facilities Management	3.20%
Health & Safety	2.51%
Consultancy	1.03%
Automation	0.57%
Materials/Supplies	0.33%



READERSHIP PROFILE

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

These include:

- Operations Managers/Directors
- Production Engineers/Managers/Directors
- Plant Engineers/Managers/Directors
- Maintenance Engineers/Managers/Directors
- Technical Engineers/Managers/Directors
- Process & Control Engineers
- Electrical Engineers
- Mechanical Engineers
- Design Engineers
- Project Engineers/Managers/Directors
- Energy Managers/Directors
- Environmental Engineers/Managers/Directors
- Financial Managers/Directors

DISPLAY ADVERTISING

INSERTIONS	1	4
DPS	£3,400	£3,060
Full-page	£2,200	£1,980
Junior-page	£1,700	£1,530
Half-page	£1,200	£1,080
Quarter-page	£700	£630
Front cover package*	£3,500*	-

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

CLASSIFIED ADVERTISING

Contact Directory - standard	£350	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£600	As above with up to 50 words of text
Website Locator	£100	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

SPECIAL PROMOTIONS

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

ONLINE PROMOTIONS

Description	Specs (Width x Height)	Rot x Pos	Price
Banner Top ad	728 x 90 pixels	4 x 1	£700pm
Banner Bottom ad	728 x 90 pixels	4 x 1	£350pm
Button	120 x 90 pixels	4 x 10	£250pm
Skyscraper	160 x 600 pixels	4 x 1	£600pm
Spot	160 x 80 pixels	4 x 9	£350pm
MPU	300 x 250 pixels	4 x 3	£800pm
Background	Width < 958 pixels	1 x 1	£1,500pm
Article Banner	450 x 60 pixels	4 x articles	£400pm (Can be linked to top story)
Featured Event	240 x 125 pixels	10 x 1	£200pm (Includes adding extra content to entry)
Enhanced Entry	N/A	N/A	Four packages available starting from £250

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)

PAGE SIZE (HxW in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	272 x 393	303 x 426	297 x 420
Full-page	272 x 191	303 x 216	297 x 210
Junior-page	188 x 135	-	-
1/2-page [H]	124 x 191	145 x 216	139 x 210
1/2-page [V]	272 x 86	303 x 102	297 x 96
1/4-page	124 x 86	-	-
1/4-page [H]	65 x 191	-	-
1/4-page [V]	272 x 44	-	-

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For further information on any of the above titles, please contact one of the Irish Manufacturing team who will be happy to help you.