CONNECTINGINDUSTRY.COM

Automation

DataSheet 2013

From its conception in 1995, ***Automation*** has evolved and grown with the market sector it serves and continues to be the only journal in the UK devoted exclusively to the business of automation within the manufacturing industry. It covers every aspect of automation technology including machine design, components, robotics, vision, industrial communication, system design and software.

Where other journals look at automation as a special feature or perhaps as a vertical segment of the market, ***Automation*** covers all aspects in every issue, making it the only source of information required for busy production and manufacturing engineers looking for a solution to improve manufacturing efficiency.

Its feature-based editorial is focussed to provide its high-quality readership with the latest information on technological developments, products, systems and solutions, and is read by all those with an interest in automation equipment. This, in turn, provides advertisers with a direct link to their prime target market, in a proven format designed to generate valuable sales leads.

Working alongside **ConnectingIndustry.com**, the ***Automation*** team can offer inspiring solutions for your marketing plans by structuring a bespoke package of promotion that will provide your company with maximum exposure and leads. Just some of the examples of how we can meet your marketing needs are listed overleaf - please do not hesitate to contact us for further information.

EDITORIAL PROFILE & PROGRAMME

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.

With a 50/50 split of editorial and advertising, every issue publishes information that is of key interest to its readers, in an easy-to-read format and a clean, simple design. The magazine's editorial content is also uploaded to *Datateam's* online industrial information source **ConnectingIndustry.com**, allowing every feature to be seen by a much larger audience from around the world.

It also produces a number of dedicated supplements, all of which are supported by recognised industry associations. These partnerships provide readers with detailed information on the latest products and technologies available, and ensure that ***Automation*** continues to support and work alongside various associations and their members.

Automation is now also available in a digital format. This means that any advertising or editorial included in the printed edition will have live links through to website and e-mail addresses, thus enhancing the impact of your coverage within the magazine.

EDITORIAL SCHEDULE 2013	
JANUARY 13 Machine safety Manufacturing software Machine vision systems ***Industry focus:*** CHEMICALS & PHARMACEUTICALS ***Exhibition preview:*** SOUTHERN MANUFACTURING	**JUNE 13** Drives & controls SCADA & Data acquisition Test systems ***Industry focus:*** AUTOMOTIVE SUPPLY CHAIN ***Special supplement:*** MACHINE SAFETY
FEBRUARY 13 Drives & controls SCADA & Data acquisition Tracking & traceability Test systems ***Industry focus:*** WAREHOUSING & LOGISTICS ***Exhibition preview:*** IMHX 2013	**JULY/AUGUST 13** Aerospace & marine Communications & networking Sensors & sensing systems Pneumatics & hydraulics ***Industry focus:*** OIL & GAS ***Exhibition preview:*** SENSORS & INSTRUMENTATION
MARCH 13 Machine building & frameworks Machine vision systems PLCs & Industrial PCs Materials handling & conveying ***Industry focus:*** MEDICAL EQUIPMENT	**SEPTEMBER 13** Materials handling & conveying PLCs & Industrial PCs Tracking & traceability Packaging machinery ***Industry focus:*** METAL PRODUCTS
APRIL 13 Coding, marking & labelling Communications & networking Sensors & sensing systems Machine safety ***Industry focus:*** FOOD & BEVERAGE	**OCTOBER 13** Machine building & frameworks Robotics & motion control Wireless technology ***Industry focus:*** AUTOMOTIVE SUPPLY CHAIN ***Special supplement:*** MACHINE VISION SYSTEMS
MAY 13 Energy management Manufacturing software Robotics & motion control ***Industry focus:*** PACKAGING ***Exhibition preview:*** TOTAL PROCESSING & PACKAGING	**NOVEMBER/DECEMBER 13** Automated warehousing Communications & networking Sensors & sensing systems Chemicals & Pharmaceuticals ***Industry focus:*** RENEWABLE ENERGY

READERSHIP PROFILE

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

- System Integrators
- Machine Builders
- Component Manufacturers
- End-Users
- Contractors
- Consultants

CIRCULATION PROFILE

By Industry Sector	No.	%
Mining, Quarrying & Mineral Industries	337	2.4%
Food, Drink & Tobacco Industries	1628	11.6%
Textile, Footwear & Clothing Industries	140	1.0%
Wood & Wood Products Industries	98	0.7%
Paper, Printing & Publishing	688	4.9%
Fuel Manufacture - Coke, Petroleum & Nuclear Industries	70	0.5%
Chemical, Pharmaceutical & Man Made Fibres	870	6.2%
Rubber & Plastics Industries	589	4.2%
Metals & Metal Products Manufacture	941	6.7%
Machinery & Equipment Manufacture	2147	15.3%
Electronics & Optical Equipment Manufacture	3017	21.5%
Transport & Equipment Manufacture	575	4.1%
Furniture/Miscellaneous Manufacture & Recycling	252	1.8%
Electricity, Gas & Water	154	1.1%
Construction Industry	224	1.6%
Wholesale & Retail Trades	645	4.6%
Transport & Communications	56	0.4%
Business Services	1320	9.4%
Public Administration & Defence	126	0.9%
Training & Higher Education	155	1.1%
Total	**14032**	**100.0%**

By Employees at Site	No.	%
1000 plus employees	688	4.9%
500 - 999 employees	856	6.1%
200 - 499 employees	1319	9.4%
50 - 199 employees	4785	34.1%
6 - 49 employees	4855	34.6%
1 - 5 employees	1529	10.9%
Total	**14032**	**100.0%**

By Job Seniority	No.	%
MD/Chairman/Proprietor	1207	8.6%
Director/Vice President	2104	15.0%
Senior/Group/Area Manager	239	1.7%
Manager/Head/Chief	4364	31.1%
Supervisor/Leader	477	3.4%
Senior/Professional	1439	10.4%
Officer/Executive	3648	26.0%
Lecturer/Student	56	0.4%
Consultant/Adviser	478	3.4%
Total	**14032**	**100.0%**

DISPLAY ADVERTISING

INSERTIONS	1	5	10+
DPS	£2,900	£2,610	£2,320
Full-page	£1,800	£1,620	£1,458
Junior-page	£1,300	£1,170	£1,053
Half-page	£1,000	£900	£810
Quarter-page	£500	£450	£405
Front cover package*	£3,000*	-	-
Other cover positions	Add 20%		
Guaranteed positions	Add 10%		
Digitised advertisements	Add 20%		

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

BUYERS GUIDE - 10 ISSUES

1/8 page	£1,750
1/4 page	£3,000
1/2 page	£5,500

CLASSIFIED ADVERTISING

Advertorials	£250	Colour picture + up to 150 words of text

SPECIAL PROMOTIONS

Inserts - loose or bound-in	POA	Price dependent 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
Purchase intent questions (PIQs)	£250	Lead generation mechanism giving subscribers detailed information about relevant readers. Rate per question, per insertion
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	£900pm CI home page/£700pm magazine pages
Banner Bottom ad	728 x 90 pixels	4 x 1	£550pm CI home page/£350pm magazine pages
Button	120 x 90 pixels	4 x 10	£300pm CI home page/£250pm magazine pages
Skyscraper	160 x 600 pixels	4 x 1	£800pm CI home page/£600pm magazine pages
Spot	160 x 80 pixels	4 x 9	£500pm CI home page/£350pm magazine pages
MPU	300 x 250 pixels	4 x 3	£1,000pm CI home page/£800pm magazine pages
Background	Width < 958 pixels	1 x 1	£2,000pm CI home page/£1,500pm magazine pages
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	Two packages - £750pa & £1,000pa

This is just a small selection of the many online branding opportunities we are able to offer.
Please contact sales@connectingindustry.com for the full list of online promotions available.

***Enhanced entries**

Package 1 - £750pa
250 word company profile with logo
Choose 25 product categories
Include headline links to articles
Hyperlink to company website

Package 2 - £1,000pa
1,000 word company profile with logo
Choose up to 70 product categories
Colour image
Video presentation
Include headline links to articles
Unlimited changes to the profile text
Hyperlink to company website

All rates exclusive of VAT

Agency discount	:	Less 10%
Publication date	:	1st week of publication cover date
Copy deadline	:	14th of the month prior to the publication cover date
Cancellation	:	Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

MECHANICAL DATA

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	-	-

COPY REQUIREMENTS

- All artwork must be supplied in digital file format
- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)
- Files must contain all images in HIGH RESOLUTION, 4-colour CMYK format - with all fonts embedded.
- Files under 6MB may be transmitted via email to jpilcher@datateam.co.uk
- Files over 6MB should be sent, on CD, to the address as detailed below.

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CONNECTINGINDUSTRY.COM

ConnectingIndustry.com is *Datateam's* online industrial information source. It has recently undergone considerable investment to maintain its well respected position in the online market and deal with the increasing demand for up-to-date information, breaking news and instant results. Pulling together the resources and content from its portfolio of leading magazines, **ConnectingIndustry.com's** team of experienced editors continue to track the latest developments and are often the first to break news, opinions and features that form industry's most in-depth coverage.

The site's improved interface enhances readers' ability to browse through **editorial content**, find related articles of interest and then easily request more information about these stories by using the fast-track enquiry service. Users can also email news to colleagues and submit comments about specific stories for other readers to view and respond to.

The website is also partnered by a full suite of **electronic newsletters**. Emailed to readers every week, they range from magazine focused newsletters with a broad circulation, to targeted editions aimed at niche areas of industry.

The search facility in its comprehensive **suppliers database** has also been upgraded, providing users with an advanced feature that finds companies by product category, geographical location, alphabetically or by keyword search.

For further information or to discuss the many web-based branding opportunities on offer, please call +44 (0)1622 699195 or email kbyne@datateam.co.uk

Automation is just one of *Datateam's* full suite of **ConnectingIndustry.com** titles:

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