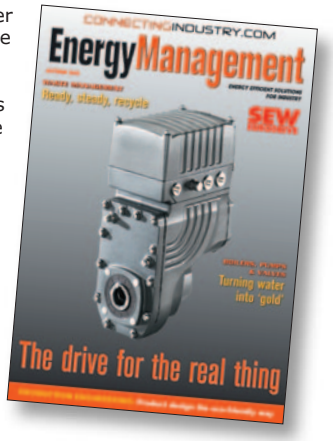
CONNECTINGINDUSTRY.COM

EnergyManagement

DataSheet 2013



With energy costs approaching record highs and the spectre of yet further increases over the coming years, industry at large is now faced with some difficult challenges.

Not only do environmental issues now affect business strategies, but companies also have to take significant measures to secure the profitable future management of their company, by operating in a cost efficient, energy-saving way.

From shop floor to boardroom, manufacturing and engineering businesses have no choice but to continually evaluate and modify their energy management practices and it is important that they keep abreast of the latest information, products, systems and services that enable them to achieve these improvements.

The editorial content of ***Energy Management*** is specifically configured to help make this process easier by presenting a balanced and informative insight into the latest products, systems, services and methods currently available, in a concise and easy-to-read format.

Working alongside **ConnectingIndustry.com**, the ***Energy Management*** 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

Energy Management was initially launched in May 2006 with a pilot issue into the food & drink sector of industry and it quickly became evident that there is an insatiable thirst for the latest up-to-date market intelligence on how to manage energy more efficiently. Within days of this first issue hitting the market many readers had registered their details to receive regular future copies.

Energy Management now follows this pilot issue by broadening its circulation to 10,600 and providing a horizontal distribution across industry.

Following a quarterly schedule, issues will be published in Spring, Summer, Autumn and Winter.

Offering a flexible editorial brief means we can always find space for the very latest news, products, systems and services, whilst still being able to run features and in-depth articles offering solutions to problems that many may be experiencing.

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.

EDITORIAL SCHEDULE 2013

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Spring 2013 Lighting Drives & Controls HVAC Energy Monitoring Automation	**Autumn 2013** Lighting Boilers, Pumps and Valves Motors Inspection & Measurements Energy Solutions Expo
Summer 2013 The Energy Event Thermal Imaging Maintenance Management Seals and Bearings	**Winter 2013** Compressed Air Combined Heat & Power Waste Management Green Energy

READERSHIP PROFILE

The ***Energy Management*** circulation has been carefully sourced from the database that drives *Datateam's* industrial portfolio of publications, including *Automation, Building Automation, Building Services & Environmental Engineer (BSEE), Design Solutions, Electrical Engineering, Electrical Wholesaler, Electronics, Factory Equipment, Instrumentation, Irish Manufacturing* and *Process & Control*, along with a wealth of new data gathered at recent exhibitions and events.

It incorporates senior managers and engineers directly or indirectly involved in the specification, installation, maintenance and efficient operation of plant, equipment and building services, together with all those involved in energy procurement, distribution and use, including the following job functions:

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

CIRCULATION PROFILE

By Industry Sector	No.	%
Mining & Quarrying	68	0.6%
Food, Drink & Tobacco Industries	691	6.5%
Textile, Footwear & Clothing Industries	114	1.1%
Paper, Printing & Publishing	569	5.4%
Fuel Manufacture - Coke, Petroleum & Nuclear Industries	195	1.8%
Chemical, Pharmaceutical & Man Made Fibres	702	6.6%
Rubber & Plastics Industries	340	3.2%
Mineral Processing	840	7.9%
Machinery & Equipment Manufacture	1465	13.8%
Electrical & Optical Equipment Manufacture	2461	23.2%
Transport & Equipment Manufacture	475	4.5%
Furniture/Miscellaneous Manufacture & Recycling	203	1.9%
Electricity, Gas & Water	126	1.2%
Construction Industry	564	5.3%
Wholesale & Retail Trades	228	2.2%
Transport & Communications	87	0.8%
Consulting & Business Services	869	8.2%
Public Administration & Defence	160	1.5%
Training & Higher Education	180	1.7%
Healthcare	263	2.5%
Total	**10600**	**100.0%**

By Employees at Site	No.	%
1000 plus employees	587	5.5%
500 - 999 employees	714	6.7%
200 - 499 employees	1740	16.4%
50 - 199 employees	3239	30.6%
6 - 49 employees	4320	40.8%
1 - 5 employees	0	0.0%
Total	**10600**	**100.0%**

By Job Seniority	No.	%
MD/Chairman/Proprietor	1169	11.0%
Director/Vice President	2613	24.7%
Works/Plant/Group Head/Area Manager	2198	20.7%
Manager/Head/Chief	3462	32.7%
Supervisor/Leader	485	4.6%
Senior/Professional	515	4.9%
Consultant/Adviser	158	1.5%
Total	**10600**	**100.0%**

DISPLAY ADVERTISING

INSERTIONS	1	4
DPS	£2,400	£1,920
Full-page	£1,700	£1,360
Junior-page	£1,300	£1,040
Half-page	£950	£760
Quarter-page	£575	£460
Front cover package*	£2,500*	-
Other cover positions	Add 20%	
Guaranteed positions	Add 10%	
Digitized advertisements	Add 20%	

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

CLASSIFIED ADVERTISING

Contact Directory - standard	£160	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£200	As above with up to 50 words of text
Website Locator	£100	Rate per heading, per annum
Literature Updates	£175	Colour picture or brochure + up to 75 words of text
Product Profiles	£200	Colour picture + up to 100 words of text
Advertorials	£250	Colour picture + up to 150 words of text
Classified	£20	Rate per single column centimetre per insertion

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
Purchase intent questions (PIQs)	£250	Lead generation mechanism giving subscribers detailed information about relevant readers. Rate per question, per insertion
Supplementary response programme (SRP)	£1,000	Lead generation promotional package combining PIQs and the Contact Directory. Rate per annual package
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

ConnectingIndustry.com		1 month	3 months
Banners/skyscrapers	- ***ConnectingIndustry.com*** homepage	£1,000	£2,700
	- ***Energy Management*** homepage	£800	£2,160
	- ***Energy Management*** community	£600	£1,620
	- News story page *(non-exclusive)*	£1,100	£2,970
	- Directory homepage	£800	£2,160
	- Directory product category	£500	£1,350
Newsletters	- Banners	POA	POA
	- Advertorials	£300	£810
Bespoke e-casts		POA	POA

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.

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 gdunmill@datateam.co.uk
- Files over 6MB should be sent, on CD, to the address as detailed below.

PUBLICATION CONTACTS

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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 **supplier's 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 699132 or email sales@connectingindustry.com

Energy Management 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 Energy Management team who will be happy to help you.