CONNECTINGINDUSTRY.COM

IndustrialCompliance

DataSheet 2013

Industrial Compliance provides the UK industry with a dedicated publication that addresses the introduction, impact and effect of all the standards, directives and legislation applicable in today's complex industrial environments.

Bringing together the key elements of hazardous area, environmental and health & safety issues in a concise and easy-to-read format, this important 'legislation-driven' information provision is published on a quarterly basis, with issues coming out in Spring, Summer, Autumn and Winter.

It precisely targets engineers, managers, officers and directors involved in the specification, installation, maintenance and safe operation of electrical or mechanical plant equipment and machinery within hazardous areas, together with those tasked with maintaining environmental balance and the implementation of good health & safety practices. 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 ***Industrial Compliance*** 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

The editorial content of ***Industrial Compliance*** is configured to provide its high-quality readership with a balanced and informative point of view, focussing on hazardous area, environmental and health & safety issues.

Offering a flexible editorial brief means that each issue is able to feature the very latest products, systems, services and solutions that take account of the new rules & regulations governing the safe and efficient operation of industrial plant and equipment, 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	
Spring 13 PPE – Personal Protective Equipment Machine Safety Energy Management Gas Detection **Safety & Health Expo Preview**	**Autumn 13** PPE – Personal Protective Equipment Machine Safety Energy Management Electrical Safety **Offshore Europe Preview**
Summer 13 Test & Certification Fire Safety ATEX Certified Products Safety In The Workplace Waste Management	**Winter 13** Test & Certification Waste Management Fire Safety ATEX Certified Products Safety In The Workplace Lighting

Each issue of Industrial Compliance contains the latest news, views and products relating to Hazardous Areas, Health & Safety and Environmental issues.

READERSHIP PROFILE

The ***Industrial Compliance*** 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 professionals directly or indirectly involved in the specification, installation, maintenance and safe efficient operation of electrical or mechanical plant, equipment and machinery within hazardous areas, together with all those tasked with maintaining environmental balance and the implementation of good health and safety practices. This includes:

- Hazardous Area Specialists/Consultants
- Environmental Engineers/Managers/Directors
- Health & Safety Officers/Managers/Directors
- Engineering Managers/Directors
- Technical Engineers/Managers/Directors
- Operations Managers/Directors
- Electrical Engineers
- Electronics Engineers
- Mechanical Engineers
- Control & Instrumentation Engineers
- Project Engineers/Managers/Directors
- R&D Engineers/Managers/Directors
- Production Engineers/Managers/Directors
- Maintenance Engineers/Managers/Directors
- Plant Engineers/Managers/Directors
- Works Engineers/Managers/Directors
- Water & Waste Managers/Consultants
- Consultants

CIRCULATION PROFILE

Job Titles/Functions	No.	%
Application Engineers/Managers	326	4.0%
Control Engineers/Managers	164	2.0%
Design	980	12.0%
Electrical Engineers/Managers	2695	33.0%
Engineering Managers/Directors	1633	20.0%
Health & Safety	408	5.0%
Maintenance Engineers/Managers	82	1.0%
Operation Managers/Directors	164	2
Production/Process Managers/Directors	1715	21
Distribution	8167	100.0%
Profile of Industrial Compliance Distribution		

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
Product Profiles	£200	Colour picture + up to 100 words of text
Advertorials	£250	Colour picture + up to 150 words of text
E-Newsletters	£200	800 words + 2 images + hyperlinks

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
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	:	2nd 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.

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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 699199 or email pdugmore@datateam.co.uk

Industrial Compliance 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 Industrial Compliance team who will be happy to help you.