Latest products & practical applications...

- Chemicals & Pharmaceuticals
- Food & Beverage
- Warehousing & Materials Handling
- Robotics
- Industry 4.0 / IIoT
- Sensors & Sensing Systems
- Energy Management
- Machine Vision
- Test & Measurement
- Compressed Air

www.ConnectingIndustry.com/IrishManufacturing • Twitter: @CI_Irish
Irish Manufacturing is distributed to key decision-makers throughout both the Republic of Ireland and Northern 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.

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**EDITORIAL SCHEDULE**

<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>December/January</td>
<td>Plastics &amp; Injection Moulding, Boilers, Pumps &amp; Valves, Test &amp; Measurement, Food &amp; Beverage, Machine Building, Flow &amp; Level Control, Compressed Air</td>
</tr>
<tr>
<td>May 2020</td>
<td>Springs &amp; Fasteners, Storage Optimisation, Energy Management, Test &amp; Measurement, Industrial 4.0/IoT, Applications in Ireland, Data Centres, Chemicals &amp; Pharmaceuticals</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>Machine Vision, Sensors &amp; Sensing Systems, Warehousing &amp; Materials Handling, Applications in Ireland, Industry 4.0/IoT, Medical Equipment &amp; Devices</td>
</tr>
<tr>
<td>October 2020</td>
<td>Springs &amp; Fasteners, Sensors &amp; Sensing Systems, Automation, Hydraulics &amp; Pneumatics, Compressed Air, Applications in Ireland, Food &amp; Beverage</td>
</tr>
</tbody>
</table>

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**CIRCULATION PROFILE**

<table>
<thead>
<tr>
<th>Companies Primary Activity</th>
<th>Circulation: 7,062</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer</td>
<td>61.97%</td>
</tr>
<tr>
<td>Distribution</td>
<td>26.22%</td>
</tr>
<tr>
<td>Consulting</td>
<td>7.28%</td>
</tr>
<tr>
<td>Education Establishment</td>
<td>2.75%</td>
</tr>
<tr>
<td>Government</td>
<td>1.62%</td>
</tr>
<tr>
<td>Press/Media/PR</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Job Function</th>
<th>Circulation: 7,062</th>
</tr>
</thead>
<tbody>
<tr>
<td>General/Production Management</td>
<td>47.26%</td>
</tr>
<tr>
<td>Design Engineering/Production Design/Engineers</td>
<td>21.35%</td>
</tr>
<tr>
<td>Warehouse/Handling/Storage Management</td>
<td>14.73%</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>4.57%</td>
</tr>
<tr>
<td>Buyer/Purchaser/Specifier</td>
<td>4.45%</td>
</tr>
<tr>
<td>Works/Facilities Management</td>
<td>3.20%</td>
</tr>
<tr>
<td>Health &amp; Safety</td>
<td>2.51%</td>
</tr>
<tr>
<td>Consultancy</td>
<td>1.03%</td>
</tr>
<tr>
<td>Automation</td>
<td>0.57%</td>
</tr>
<tr>
<td>Materials/Supplies</td>
<td>0.33%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>1</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>£3,400</td>
<td>£3,060</td>
</tr>
<tr>
<td>Full-page</td>
<td>£2,200</td>
<td>£1,980</td>
</tr>
<tr>
<td>Junior-page</td>
<td>£1,700</td>
<td>£1,530</td>
</tr>
<tr>
<td>Half-page</td>
<td>£1,200</td>
<td>£1,080</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>£700</td>
<td>£630</td>
</tr>
<tr>
<td>Front cover package*</td>
<td>£3,500*</td>
<td>-</td>
</tr>
</tbody>
</table>

*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 Colour picture + up to 150 words of text
- Advertorials: £250 Rate per heading, per annum
- 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Specs (Width x Height)</th>
<th>Rot x Pos</th>
<th>Price</th>
</tr>
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<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>
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<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>
</tr>
<tr>
<td>Enhanced Entry</td>
<td>N/A</td>
<td>N/A</td>
<td>Four packages available starting from £250</td>
</tr>
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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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<tbody>
<tr>
<td>DPS</td>
<td>272 x 393</td>
<td>303 x 426</td>
<td>297 x 420</td>
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<tr>
<td>Full-page</td>
<td>272 x 191</td>
<td>303 x 216</td>
<td>297 x 210</td>
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<tr>
<td>Junior-page</td>
<td>188 x 135</td>
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<td>-</td>
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<tr>
<td>1/2-page [H]</td>
<td>124 x 191</td>
<td>145 x 216</td>
<td>139 x 210</td>
</tr>
<tr>
<td>1/2-page [V]</td>
<td>272 x 86</td>
<td>303 x 102</td>
<td>297 x 96</td>
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<tr>
<td>1/4-page</td>
<td>124 x 86</td>
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<tr>
<td>1/4-page [H]</td>
<td>65 x 191</td>
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</tr>
<tr>
<td>1/4-page [V]</td>
<td>272 x 44</td>
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Irish Manufacturing 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 Irish Manufacturing team who will be happy to help you.