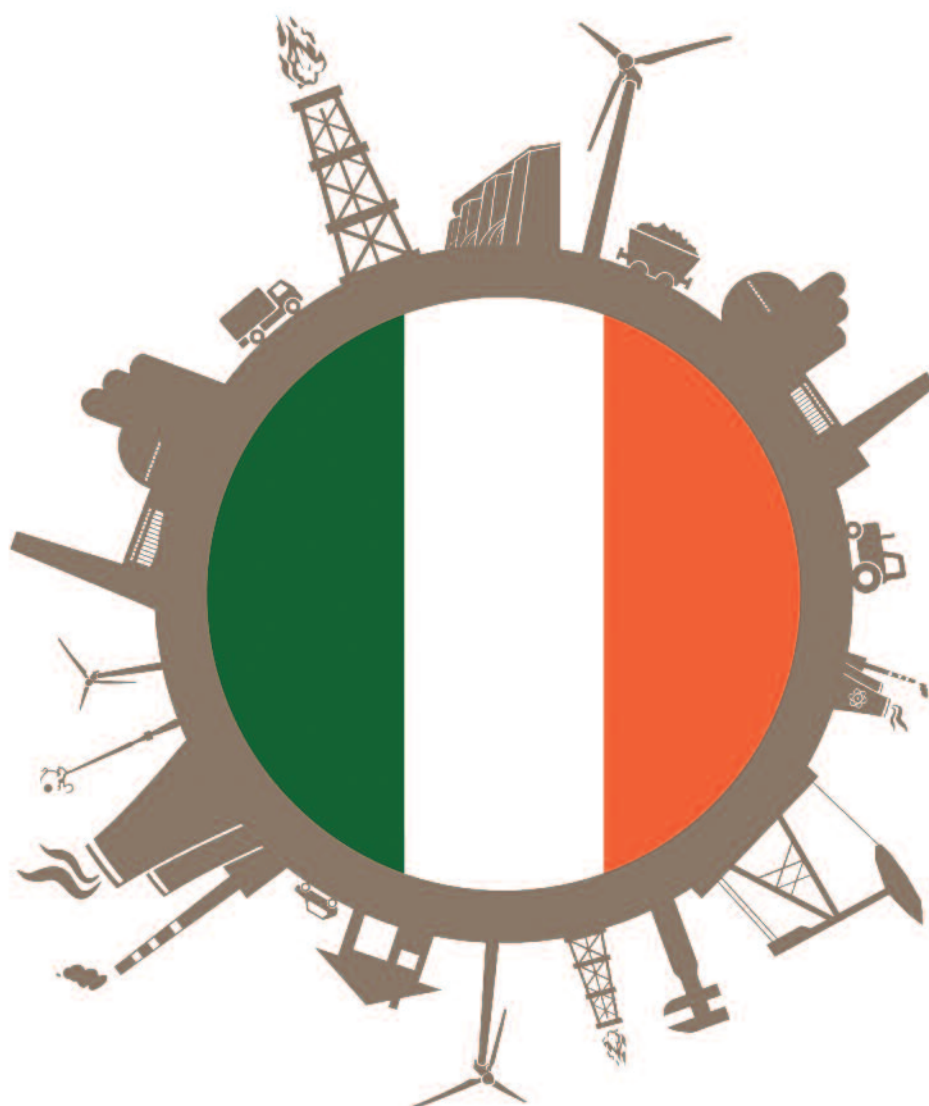


# IrishManufacturing

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><b>November 2019:</b>                      Waste Management &amp; Recycling                      Electronics                      Industry 4.0/IoT                      Applications in Ireland                      Oil &amp; Gas                      HVAC  <b>FOCUS:</b> <i>Power Tools &amp; Tooling Equipment</i></p>	<p><b>May 2020:</b>                      Springs, Fasteners &amp; Shock Absorbers                      Barcoding, Labelling &amp; Packaging                      Hydraulics &amp; Pneumatics                      Storage Optimisation                      Hand, Power Tools &amp; Tooling Equipment                      Waste Management &amp; Recycling  <b>FOCUS:</b> <i>Oil &amp; Gas</i></p>
<p><b>December/January 2020:</b>                      Plastics &amp; Injection Moulding                      Supply Chain                      Machine Building                      Flow &amp; Level Control                      Applications in Ireland                      Energy Management                      Compressed Air                      Datacentres</p>	<p><b>June 2020:</b>                      Injection Moulding                      Springs, Fasteners &amp; Shock Absorbers                      Packaging                      Hydraulics &amp; Pneumatics                      Robotics                      Hand, Power tools &amp; Tooling Equipment                      Boilers, Pumps &amp; Valves  <b>FOCUS:</b> <i>Oil &amp; Gas</i></p>
<p><b>February 2020:</b>                      Sensors &amp; Sensing Systems                      Power Systems                      Military, Aerospace &amp; Defence                      Chemicals &amp; Pharmaceuticals                      Medical Technology  <b>FOCUS:</b> <i>Barcoding, Labelling &amp; Packaging</i>  <b>Show Preview:</b> <i>Facilities Management 2020</i></p>	<p><b>July/August 2020:</b>                      Plastics &amp; Injection Moulding                      Machine Vision                      Lighting &amp; Lighting Controls                      Warehousing &amp; Materials Handling                      Chemicals &amp; Pharmaceuticals                      Applications in Ireland                      Industry 4.0/IoT  <b>Show Preview:</b> <i>IMHX, PPMA, Medical Technology Ireland</i></p>
<p><b>March 2020:</b>                      Wireless Technology                      SCADA &amp; Data Acquisition                      Drives, Controls &amp; Motors                      Machine Vision                      Industry 4.0/IoT                      Energy Management  <b>FOCUS:</b> <i>Food &amp; Beverage</i>  <b>Show Preview:</b> <i>Energy Management Show</i></p>	<p><b>September 2020:</b>                      Test &amp; Measurement                      Storage Optimisation                      Industry 4.0/IoT                      Datacentres                      Applications in Ireland                      Boilers, Pumps &amp; Valves  <b>FOCUS:</b> <i>Medical Equipment &amp; Devices</i>  <b>Show Preview:</b> <i>Data Centres Ireland 2019</i></p>
<p><b>April 2020:</b>                      Electronics                      Sensors &amp; Sensing Systems                      Boilers, Pumps &amp; Valves                      Warehousing &amp; Materials Handling                      Automation                      Applications in Ireland  <b>FOCUS:</b> <i>Chemicals &amp; Pharmaceuticals</i></p>	<p><b>October 2020:</b>                      Springs, Fasteners &amp; Shock Absorbers                      Barcodes, Labelling &amp; Packaging                      Hydraulics &amp; Pneumatics                      Compressed Air                      Automation                      Boilers, Pumps &amp; Valves  <b>FOCUS:</b> <i>Food &amp; Beverage</i></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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