

UK Manufacturing



CELEBRATING THE UK'S FINEST IN THE MANUFACTURING INDUSTRY

STAY IN TOUCH WITH THE INDUSTRY

UK Manufacturing is distributed to key decision-makers throughout the UK, presenting the latest product developments supported by in-depth articles and comments 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 within the manufacturing industry.

UK Manufacturing is complemented by the Connecting Industry online portal which carries the latest industry news across the Industrial sector. www.connectingindustry.com

EDITORIAL SCHEDULE

January/February 2017 – Winter Issue

Cabinets, Racks & Enclosures
Intralogistics
Boiler, Pumps & Valves
Food & Beverage
Medical Equipment

April/May 2017 – Spring Issue

Rubber & Plastics
Power, Energy & Renewables
Packaging
Aerospace, Military & Defence
Test, Measurement & Control

July/August 2017 – Summer Issue

Electronics
Machinery
Intralogistics
Chemicals & Pharmaceuticals
Boiler, Pumps & Valves
Sensors & Instrumentation Show Preview

October/November 2017 – Autumn Issue

Test, Measurement & Control
Textiles
Electrical Equipment
Health & Safety
Automotive
Power, Energy & Renewables

CIRCULATION PROFILE

Total Average Net Monthly Circulation: 15,038

Companies Primary Activity	
Manufacturer	75.75%
Distribution	11.15%
Consulting	4.56%
Education Establishment	5.21%
Government	1.62%
Marketing/PR	0.9%

Primary Job Function	
General/ Production Management	51.02%
Design Engineering / Production Design / Engineers	21.38%
Warehouse / Handling / Storage Management	10.72%
Sales & Marketing	4.45%
Buyer/ Purchaser / Specifier	4.51%
Health & Safety	3.58%
Work/ Facilities Management	3.18%
Research & Development / Test & Measurement	1.16%

READERSHIP PROFILE

UK Manufacturing is a digital only quarterly publication 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 includes:

- 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

Front Cover Package (Front Cover Image) Full Page Advert Full Page Editorial Contents Repeater	£1600
Full Page Advert + Full Page Editorial	£800
Half Page Advert + Half Page Editorial	£450
Quarter Page Advert + Quarter Page Editorial	£250
Junior Page	£700

CLASSIFIED ADVERTISING

Contact Directory	£250	12 months , Logo, Company Name, Full Contact Details, and 40 word profile.
Advertorials	£100	140 words of text, 1 Colour Image and Full Contact Details
E-Newsletter Entry	£150	800 words, 4 Colour Images, Full Contact Details, Hyperlinks

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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