

# 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](http://www.connectingindustry.com)

## EDITORIAL SCHEDULE

### Spring Issue

Springs and Fasteners  
Power  
Packaging  
Test and Measurement  
Sustainability Solutions  
Batteries and Chargers  
Displays  
Rail  
Waste and Waste Management  
Cleaning

**Show Preview:** Southern Manufacturing & Electronics

### Summer Issue

Electronics  
Machinery  
Boilers, Pumps and Valves  
3D Printing  
Mixing Equipment  
Machine Building  
Enclosures  
Gears and Gearboxes  
Linear Motion  
Sensors  
Laboratories  
Air Cleaning

**Show Previews:** EDS

**Show Previews:** PPMa

### Autumn Issue

Power  
Sustainability Solutions  
Batteries and Chargers  
Smart Manufacturing  
Robotics  
Cables & Connectors  
Displays  
Filtration and Fans

**Show Previews:** Instrumentation Live & Electronics Live

**Event Preview:** Instrumentation Excellence Awards

### Winter Issue

Cabinets, Racks and Enclosures  
Electronics  
Linear Motion  
Food & Beverage  
Mixing Equipment  
Boilers, Pumps and Valves  
Measurement Solutions  
3D Printing  
Rail  
Cleaning

## CIRCULATION PROFILE

Total Average Net Monthly Circulation: 24,069

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

<b>Front Cover Package (Front Cover Image) Full Page Advert   Full Page Editorial   Contents Repeater</b>	£2000
<b>Full Page Advert + Full Page Editorial</b>	£1,100
<b>Half Page Advert + Half Page Editorial</b>	£650
<b>Quarter Page Advert + Quarter Page Editorial</b>	£375

## CLASSIFIED ADVERTISING

<b>Contact Directory</b>	£600	12 months , Logo, Company Name, Full Contact Details, and 40 word profile.
<b>Advertorials</b>	£200	140 words of text, 1 Colour Image and Full Contact Details
<b>E-Newsletter Entry</b>	£250	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 (WxH in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	420 x 265	464 x 312	458 x 306
Full-page	195 x 265	235 x 312	229 x 306
1/2-page [H]	195 x 135	-	-
1/2-page [V]	94 x 265	-	-
1/4-page	94 x 135	-	-
1/4-page [H]	195 x 66	-	-

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