

CIRCULATION BREAKDOWN JANUARY 2011

By Company Function

Aerospace	228
Motor vehicle manufacture	351
Electrical & Electronic Engineering	45
Plating	48
Instrument Engineering	60
Metal fabrication	4005
Metal spinning	45
Architectural Metal	285
Toolmaking	722
Mould making	225
Polishing	430
Precision engineering	3570
	<u>10014</u>

By Geographical Area

London & South East	2057
South & South West	1177
East Anglia	695
East Midlands	307
West Midlands	2104
Yorkshire	1085
North East	469
North West	1271
Scotland	448
Wales	334
Northern Ireland	42
Eire	25
	<u>10014</u>

By Job Title

MD, Director, Proprietor	5720
Production Director / Manager	2552
Technical Director / Manager	1165
General / Works Manager	515
Other	52
	<u>10014</u>

Publishing Dates:

January	February
March	April
May	June
July	September
October	November

ADVERTISING RATES & MECHANICAL DETAILS

COVER RATES

Front cover package	4 clr	£1800
Inside front cover	4 clr	£1700
Outside back cover	4 clr	£1700

DISPLAY RATES

Full page	4 clr	£1500
Junior Page (A5)	4 clr	£1000
1/2 page	4 clr	£ 800
1/4 page	4 clr	£ 450

Guaranteed edited entry (PRODUCT FOCUS ONLY) £90

INSERTS Prices on request - according to weight and size

TYPE AREA

Full page Bleed	303 x 216mm
Full Page Trim	297 x 210mm
Full Page Type Area	265 x 185mm

Half Page (landscape)	128 x 185mm
Half Page (portrait)	265 x 90mm

Quarter Page (landscape)	62 x 185mm
Quarter Page (portrait)	128 x 90mm

Cancellation: 6 weeks preceding publication date.
Agency commission 10% on display advertising only
Rate card effective: September 2004

All artwork to be supplied electronically. Files accepted: QuarkXpress, Adobe Photoshop, Adobe Illustrator, Freehand with all support files and fonts included.

IMAGES: TIFF, JPEG and EPS. Resolution should be 300dpi at the size to be published, all images saved as CMYK or Grayscale.

All PDFS should be saved as print ready and at the highest compression with all fonts embedded.

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