



## MEDIA INFORMATION

### SEPTEMBER 2016

#### By Company Function

Aerospace	305
Motor vehicle manufacture	410
Electrical & Electronic Engineering	43
Plating	32
Instrument Engineering	62
Metal fabrication	4338
Metal spinning	25
Architectural Metal	222
Toolmaking	704
Mould making	210
Polishing	281
Precision engineering	3378
	<u>10010</u>

#### By Geographical Area

London & South East	2650
South & South West	1225
East Anglia	588
East Midlands	301
West Midlands	2273
Yorkshire	874
North East	388
North West	925
Scotland	440
Wales	255
Northern Ireland	43
Eire	48
	<u>10010</u>

#### By Job Title

MD, Director, Proprietor	6007
Production Director / Manager	2388
Technical Director / Manager	1025
General / Works Manager	540
Other	50
	<u>10010</u>

#### Publishing Dates:

<b>January</b>	<b>February</b>
<b>March</b>	<b>April</b>
<b>May</b>	<b>June</b>
<b>July</b>	<b>September</b>
<b>October</b>	<b>November</b>

### ADVERTISING RATES & MECHANICAL DETAILS

#### COVER RATES

Front cover package	4 clr	£2200
Inside front cover	4 clr	£1900
Outside back cover	4 clr	£1900

#### DISPLAY RATES

Full page	4 clr	£1700
Junior Page (A5)	4 clr	£1200
1/2 page	4 clr	£ 950
1/4 page	4 clr	£ 550

**CLASSIFIED** Prices on request

**INSERTS** Prices 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 2016

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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