



MEDIA INFORMATION

SEPTEMBER 2017

By Company Function

Aerospace	325
Motor vehicle manufacture	417
Electrical & Electronic Engineering	41
Plating	32
Instrument Engineering	61
Metal fabrication	4329
Metal spinning	27
Architectural Metal	218
Toolmaking	712
Mould making	216
Polishing	272
Precision engineering	3360
	<u>10010</u>

By Geographical Area

London & South East	2614
South & South West	1237
East Anglia	588
East Midlands	301
West Midlands	2271
Yorkshire	879
North East	395
North West	933
Scotland	431
Wales	252
Northern Ireland	44
Eire	65
	<u>10010</u>

By Job Title

MD, Director, Proprietor	6010
Production Director / Manager	2391
Technical Director / Manager	1027
General / Works Manager	535
Other	47
	<u>10010</u>

Publishing Dates:

January	February
March	April
May	June
July	September
October	November

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

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

CLASSIFIED Prices on request

INSERTS Prices according to weight and size

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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