MEDIA INFORMATION

JUNE 2015

By Company Function	
Aerospace	278
Motor vehicle manufacture	425
Electrical & Electronic Engineering	38
Plating	37
Instrument Engineering	58
Metal fabrication	4105
Metal spinning	31
Architectural Metal	248
Toolmaking	651
Mould making	185
Polishing	343
Precision engineering	3611
	10010

By Geographical Area	
London & South East	2319
South & South West	1226
East Anglia	655
East Midlands	315
West Midlands	2116
Yorkshire	992
North East	411
North West	1087
Scotland	487
Wales	321
Northern Ireland	40
Eire	41
	10010

By Job Title	
MD, Director, Proprietor	5882
Production Director / Manager	2565
Technical Director / Manager	1051
General / Works Manager	477
Other	35
	10010

Publishing Dates:

January	**February**
March	**April**
May	**June**
July	**September**
October	**November**

ADVERTISING RATES & MECHANICAL DETAILS

COVER RATES

Front cover package	4 clr	£2000
Inside front cover	4 clr	£1800
Outside back cover	4 clr	£1800

DISPLAY RATES

Full page	4 clr	£1600
Junior Page (A5)	4 clr	£1100
1/2 page	4 clr	£ 850
1/4 page	4 clr	£ 500

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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