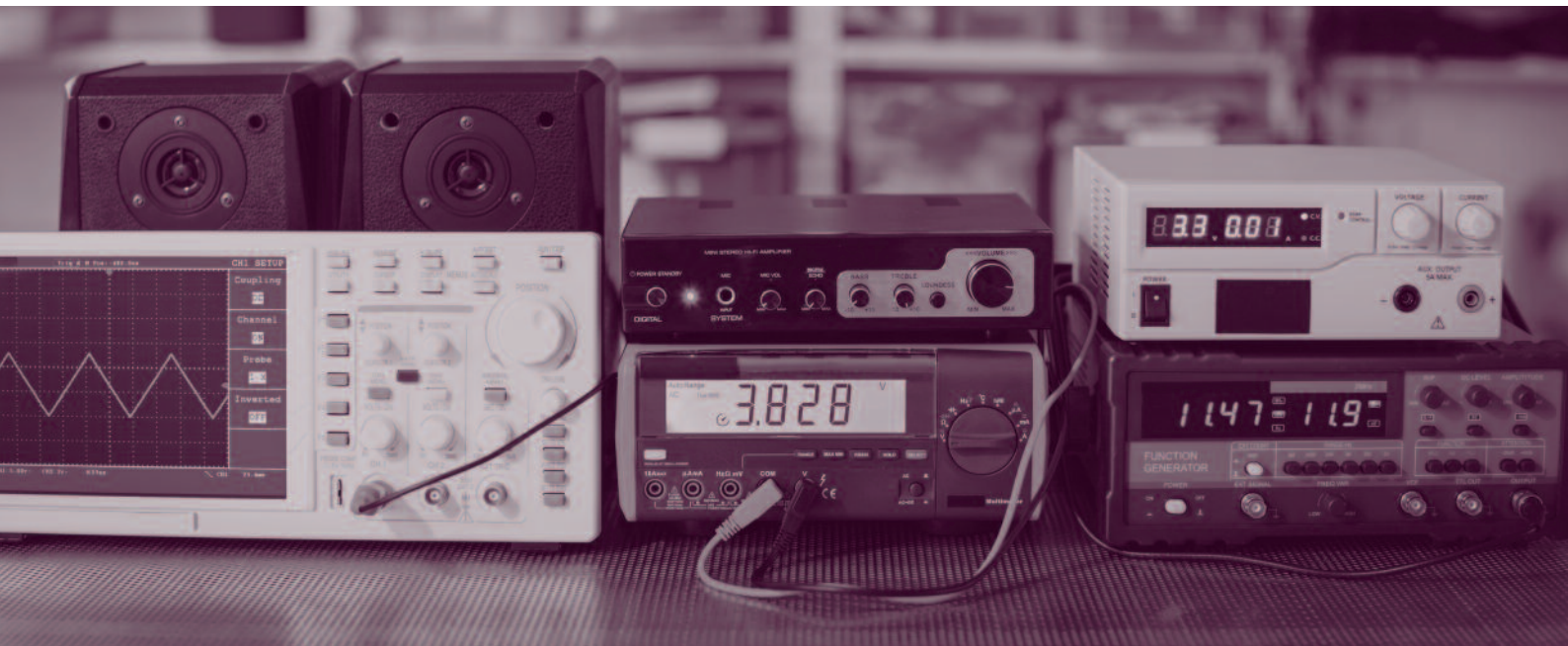




Instrumentation monthly

Your platform for all things: Test | Measurement | Control



Monthly Printed and Digital Magazine • Social Media Platform • Exhibition
Comprehensive Website • App Download • Supplier Directory

MEDIA **PACK**

www.instrumentation.co.uk

STAY IN TOUCH WITH THE INDUSTRY

Launched in 1968, **Instrumentation Monthly** examines all aspects of the instrumentation, test, measurement and control market. Alongside the printed version of the magazine, the digital issue and the bi-weekly E-Newsletters, Instrumentation Monthly is further enhanced by the comprehensive website **www.instrumentation.co.uk**

To celebrate the magazine turning 50 in August 2018, Instrumentation had a makeover and is now Instrumentation Monthly. The magazine website was also relaunched: www.instrumentation.co.uk

Now with the same great content but a brand new look, Instrumentation Monthly houses in-depth technical articles combined with application stories and the latest new products, giving specifiers, purchasers, and users of instrumentation equipment the knowledge they need to source the right product for their application.

Within the Instrumentation portfolio we also have the Instrumentation Directory and Sensors & Instrumentation Live, the UK's only sensors exhibition.

The Instrumentation Directory and the Sensors & Instrumentation exhibition are promoted regularly within Instrumentation Monthly. Because of the varied and proven opportunities we have available within the Instrumentation brand, we can get your company in front of the right people at the right time, making us your perfect media partner.

EDITORIAL SCHEDULE

DECEMBER/JANUARY

Calibration
Flow, Level and Control
Test & Measurement
Pharmaceutical and Medical
Pressure Measurement
Signal Conditioning
Show Preview: Southern Manufacturing & Electronics

FEBRUARY

Automotive and motorsport
Cases and Enclosures
Connectors and Cables
Sensors and Transducers
Test & Measurement
Event Preview: Instrumentation, Analysis and Testing
Exhibition Preview

MARCH

Calibration
Data Acquisition
Displays
Non Contact Measurement and Inspection
Oil & Gas
Signal Conditioning
Test & Measurement

APRIL

Flow, Level and Control
Monitoring and Metering
Thermal Imaging and Vision Systems
Test & Measurement
Water Monitoring
Show Preview: Sensor + Test – Nuremberg

MAY

Cases and Enclosures
Data Acquisition
Handheld Instruments
IoT
Pressure Measurement
Sensors and Transducers
SUPPLEMENT: Test & Measurement

JUNE

Calibration
Flow, Level and Control
Gas Sensing
Non Contact Measurement and Inspection
Pharmaceutical and Medical
Test & Measurement
The Instrumentation Directory

JULY/AUGUST

Cases and Enclosures
Monitoring and Metering
Metrology
Sensors and Transducers
Signal Conditioning
Test & Measurement
Show Preview: Flood Expo & SPE Offshore Europe

SEPTEMBER

Calibration
Connectors and Cables
Data Acquisition
Test & Measurement
SUPPLEMENT: Sensors & Instrumentation Live

OCTOBER

Displays
Flow, Level and Control
Handheld Instruments
Oil & Gas
Predictive Maintenance and Condition Monitoring
Test & Measurement

NOVEMBER

Cases and Enclosures
Data Acquisition
IoT
Monitoring and Metering
Test & Measurement
Thermal Imaging and Vision Systems
Water Monitoring

Instrumentation Monthly targets individuals in the following industries: manufacturing, distribution, consulting, education, government or press/media/PR. Individuals with purchase specification or that have involvement in sensors, test, measurement and control based instrumentation products.

READERSHIP PROFILE

Instrumentation Monthly is read by engineers, managers and senior executives who have a purchasing and/or specifying responsibility for test, measurement or control-based instrumentation components, products and equipment.

This includes:

- Instrumentation Engineers
- Control Engineers
- Process & Control Engineers
- Control & Instrumentation Engineers
- System Integrators
- Test Engineers
- Design Engineers
- R&D Engineers/Managers/Directors

CIRCULATION PROFILE

Total Average Net Monthly Circulation: 11,001

COMPANIES PRIMARY ACTIVITY

- Manufacturer
- Distribution
- Consulting
- Education Establishment
- Government
- Press/Media/PR

PRIMARY JOB FUNCTION

- Automation Engineering
- Buyer / Purchaser / Specifier
- Buying Director/Manager
- Control Engineering
- Design Engineering
- Director
- Electrical/Electronic Engineer
- Engineer
- Engineering Management
- Environmental Engineer
- Instrument / Control Engineering
- Laboratory Management
- Management
- Manufacturing & Production
- Measurement Engineering
- Medical Research
- Other
- Project Engineering
- Project / Contracts Director / Manager
- Proprietor / Owner
- Research & Development
- Senior Management / Board Member
- Press / Media / PR
- Sales Marketing
- Test & Measurement
- Training / Education

PRINT & DIGITAL

| DISPLAY | PRICE |
|---------------------|--------|
| Front Cover Package | £3,500 |
| Double page spread | £3,200 |
| Full page | £2,100 |
| Half page | £1,150 |
| Quarter page | £675 |
| Inserts (10 gram) | £1400 |

| ADVERTORIAL & CLASSIFIED | PRICE |
|------------------------------------|-----------------------------|
| Full page | £1200 |
| Half Page | £650 |
| Latest Technology: Sixth of a Page | £250 |
| Series discounts | |
| 3 advertisements | 10% discount |
| 6 advertisements | 20% discount |
| Directory | Packages start at just £350 |

| DIGITAL ISSUE OPTIONS | PRICE |
|-----------------------|-------|
| Digital Belly band | £995 |
| Digital Barn door | £995 |
| Ticker Tape | £895 |

ONLINE PROMOTIONS

| | |
|--------------------------|----------|
| Site Takeover | £1,500pm |
| Leaderboard Banner | £900pm |
| Article Banner | £750pm |
| MPU | £800pm |
| Button | £300pm |
| White papers of the week | £350 |
| Video of the week | £300 |
| Bespoke email | POA |

E-NEWSLETTER

| | |
|-----------|----------------|
| Banner | £350 per issue |
| Spotlight | £250 per issue |
| Entry | £200 |

EVENTS

| SENSORS & INSTRUMENTATION SHOW PRICE | |
|--------------------------------------|---------|
| Shell Scheme: | £299sqm |
| Space Only: | £275sqm |

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

MONTHLY: SPECIALISED E-NEWSLETTER

Circulation: 19,331

| MONTH | SUBJECT |
|-----------|---|
| December | Best of the year |
| January | Flow, level & control |
| February | Test & measurement |
| March | Instrumentation, Analysis and Testing Exhibition show preview |
| April | Flow, level & control |
| May | Sensors |
| June | Flow, level & control |
| July | Calibration |
| August | Test, measurement & control |
| September | Sensors & Instrumentation Live show preview |
| October | Flow, level & control |
| November | Monitoring & metering |

Also available for any new PR our general monthly e-newsletter, please enquire for deadlines

MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

| PAGE SIZE (WXH) | TYPE AREA | BLEED SIZE | TRIM SIZE |
|------------------|-----------|------------|-----------|
| Full Page | 195 x 265 | 235 x 312 | 229 x 306 |
| Double Page | 420 x 265 | 464 x 312 | 458 x 306 |
| Half Page [H] | 195 x 135 | | |
| Half Page [V] | 94 x 265 | | |
| Quarter Page [V] | 94 x 135 | | |
| Quarter Page [H] | 195 x 66 | | |

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