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](http://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](http://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

**FEBRUARY**
- Automotive and motorsport
- Cases and Enclosures
- Connectors and Cables
- Sensors and Transducers
- Test & Measurement

**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

**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

**SUPPLEMENT: Sensors & Instrumentation Live**

**JULY/AUGUST**
- Cases and Enclosures
- Monitoring and Metering
- Metrology
- Sensors and Transducers
- Signal Conditioning
- Test & Measurement

**SEPTEMBER**
- Calibration
- Connectors and Cables
- Data Acquisition
- Test & Measurement

**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**

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**Series discounts**

- 3 advertisements: 10% discount
- 6 advertisements: 20% discount
- Directory: Packages start at just £350

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<th>DIGITAL ISSUE OPTIONS</th>
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<td>Digital Belly band</td>
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<td>Digital Barn door</td>
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<td>Ticker Tape</td>
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**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 |

**EVENTS**

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<th>SENSORS &amp; INSTRUMENTATION SHOW PRICE</th>
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<td>Shell Scheme:</td>
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All rates exclusive of VAT

*Agency discount*: 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

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<tr>
<td>January</td>
<td>Flow, level &amp; control</td>
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<td>February</td>
<td>Instrumentation, Analysis and Testing Exhibition show preview</td>
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<td>June</td>
<td>Sensors &amp; Instrumentation Live show preview</td>
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<td>September</td>
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<td>November</td>
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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)

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