



Media Information 2005

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ABC

Editorial Programme

Sections	Outline of the content of editorial sections
Plant & Process Control	This section of the magazine is concerned with manufacturing, processing and engineering technology. Here we look at technology that is designed to increase productivity and eliminate downtime. Areas covered include: automation; compressed air; maintenance; drives and motors; instrumentation; pumps; valves, flowmeters; control products; lubrication; bearings; seals; manufacturing software, etc.
Production Engineering	Basically concerned with the equipment and consumables of a typical machine shop, this section includes: machine tools; metalworking fluids; welding equipment and consumables; component cleaning and degreasing; all forms of cutting, grinding, de-burring, finishing, spray painting etc; CMM's; quality testing; DRO's; hand power tools; tool storage
Energy Management	As electricity prices creep upwards the climate change levy will begin to bite. This section will look at topics such as potential government energy policy as well as focusing on new equipment and services for reducing energy consumption. Featuring regularly will be compressed air; drives and motors and monitoring and targeting
Premises Management & Maintenance	This section looks at the fabric of a site. Topics covered include: flooring; cleaning; roofing; aerial access equipment; site security; lighting; facilities software; waste management; space heating; air conditioning etc.
Handling & Storing	This section deals with materials handling in industrial / warehousing environments. Productivity and safety issues abound in this area and IP&E looks to cover them by supplying information on: forklift trucks and attachments; safer manual handling; conveyors; packaging and strapping; barcoding equipment; labelling and printing; loading bays; doors; storing and containers; racking and shelving etc.
Health, Safety & Welfare	Concerned with protecting people in the workplace this section deals with equipment and education.. Readers need information on the latest equipment and information about standards and legislation. Areas are: personal protection equipment; breathing safety; slips, trips and falls; plant and machinery safety; dust and fume extraction; managing safety; training; first aid; signage etc.
In-depth Report	Every issue of IP&E has an in-depth report. These are comprehensive reports, with their own separate front cover bound within the magazine. Taking an area of strong reader interest, in-depth reports cover these topics in terms of legislation, technology and new product and problem solving application stories
Supplement	Each supplement is produced separately and therefore has its own identity and relevance. Concentrating on the core areas of the magazine, the supplements are an opportunity to approach these subjects in great detail. Editorial coverage includes controversial opinion pieces from industry experts as well as products and service information. Supplements are broken down into subject areas, as if they were a vertical title in their own right

Circulation Details

Industry Type					
Mining & Quarrying	421	Other Transport Equipment	246	Other Manufacturing	2103
Electric / Gas / Water Supply	674	Instrument Engineering	579	Distribution	780
Metals & Metal Manufacture	2157	Food / Drink / Tobacco	3043	Transport / Communications	511
Chemicals / Pharmaceuticals /		Textiles	823	Banking / Finance & Government Services	518
Man-made Fibres	1437	Leather & Leather Goods	239	Medical and other Health Services	503
Mechanical Engineering	2598	Wood & Wood Products	576	Other	716
Electrical / Electronic Engineering	1380	Pulp / Paper / Paper Products	1239		
Motor Vehicles & Parts	1118	Rubber & Plastics	1498		
				TOTAL	23159

Job Titles			
Directors		Managers	
Managing	1703	Plant / Maintenance / Engineering	3728
Manufacturing / Operations	571	General / Works / Factory	1632
Works / Plant / Engineering	1167	Project	1731
Technical / Production	774	Manufacturing / Operations	1014
Other	224	Technical / Production / Quality	1450
	Total Directors 4439	Facilities / Energy / Estates	2301
		Warehouse / Stores / Logistics	811
		Purchasing / Materials	503
Engineers		Health & Safety / Training	1018
Chief / Works / Plant / Maintenance	1769	Others	264
Production / Process	1019		Total Managers 14452
Project	728		
Manufacturing / Mechanical / Electrical	304		
Facilities / Energy / Site Service	339		
Other	109		
	Total Engineers 4268		TOTAL 23159

Company Size		
1 – 99		6188
100 – 199		4930
200 – 499		5078
500 – 999		3503
1000+		3460
		TOTAL 23159

Area			
Northern	1765	South East	4241
Yorkshire	2324	London	1014
North West	2427	South West	1507
East Midlands	2731	Wales	900
Midlands	2872	Scotland	1437
East Anglia	1438	Northern Ireland	503
			TOTAL 23159

January	March	May	July	September	November
Machine Building & MTEC Show Previews	Instrumentation Bearings & Lubrication	Plant & Works Maintenance	Process Engineering	Motors, Drives & Controls (Drives & Controls Preview)	Sensors & Machine Vision Manufacturing Software
Welding Equipment & Consumables	Machine Tool Technology	Metal Working Fluids	Component Cleaning, Finish & Preparation	Machine Shop Equipment	Quality & Tolerance Testing
Motors & Drives	Boilers & Burners	See Supplement	"Energy 2005" Show Preview	Compressed Air	Monitoring & Targeting
Flooring inc. Cleaning & Maintenance	See In-depth Report	Powered Access Equipment	Washroom Equipment	HVAC	See Supplement
Forklift Trucks & Ancillaries	Conveyor Technology	See In-depth Report	Safer Materials Handling	See Supplement	Loading Bays & Doors
Personal Protection Equipment	See Supplement	Plant & Machinery Safety	Personal Protection Equipment	Breathing Safely	See In-depth Report
Compressed Air	Facilities & Premises Management	Handling & Storing	Site Safety – Slips, Trips & Falls	Efficient Maintenance	Health & Safety at Work
Making Maintenance Efficient (Maintec Preview)	Health & Safety (Safety & Health Expo Preview)	Energy Efficient Solutions	AirUser 2005/6 (see below)	Handling & Storing	Premises Management

AirUser 2005 Edition

In July 2005 IP&E will publish the ninth edition of Air User – The Guide to Air Powered Systems. Air User is circulated to the readers of IP&E as well as 800 distributors of compressed air equipment across the UK.

Air User is a unique three part reference guide for specifiers of compressed air equipment. The first part of the guide comprises editorial information sourced from trade associations and Government bodies such as BCAS and Action Energy. These bodies provide expert knowledge regarding forthcoming legislation, trends and requirements. Specialist information of this kind is also provided by suppliers of equipment/services and consultants.

The second part of Air User provides technical information from the major names in the compressed air and ancillary equipment market place. Companies supply information in the form of diagrams, charts, tabular matter, illustrations, photographs and descriptive text.

This technical data is supported by the third section of the guide – a comprehensive index of distributors, manufacturers and products. The three parts combine to provide an essential reference source that users regard as 'the compressed air industry bible'.

Single A4 pages and double pages in full colour are available.



Website Advertising

IP&E's new website www.ipesearch.com will be live from January 2005. A comprehensive and fully searchable database of products and suppliers, this website will fulfil part of your marketing programme for 2005.

For advertising options and further information, please contact us on 01342 314300.



Classified

'Industrial Connections'

- 12 months exposure
- Heading to suit company products
- 2 Options: Text + logo - full colour £310
Special boxed entry - full colour £400

Literature/Product Panels

- Promote brochures / catalogues / new products
- Up to 65 words of accompanying text + full contact details
- 1 full colour image
- Discounts for series bookings
- FREE personal reader enquiry number and service
 - 1 x Issue - £295
 - 3 x Issue - £255 each
 - 6 x Issue - £215 each

'IPE Search'

- Cost £125 – A full years coverage
- Prime position on inside back cover
- Listed under Section & Heading



Product Cards

Industrial Plant & Equipment publishes the fastest growing pack of product cards in the industrial market, a growth driven by the successes of regular advertisers. Each pack is mailed individually to a carefully selected and regularly updated circulation of named decision makers responsible for specifying and purchasing industrial plant, equipment and services.



Product Card Rates	1	3	6	
Full Colour	£1050	£990	£930	Bi-monthly packs available.

Production Data Trim Size – 135mm x 80mm • Type Area – 130mm x 76mm

Rates and Data

Display Rates	1	3	6
Full Page	£2050	£1970	£1890
IFC/IBC/OBC	£2300	£2200	£2100
Half Page	£1050	£1010	£970
Quarter Page	£535	£515	£495
Double Page Spread	£3800	£3600	£3400
Supplement Cover Package	£2500	-	-

Other special positioning requirements by arrangement.

Insert and onsert rates, available on request.

Supplement cover package comprises front cover artwork plus 1 page cover story.

Production Data (Allow 3mm for bleed where appropriate)

A4 full page	trim size 210mm x 297mm		
	type area 200mm x 287mm		
DPS	trim size 420mm x 297mm		
	type area 410mm x 287mm		
1/2 vertical	92mm x 270mm	1/2 landscape	190mm x 130mm
1/4 portrait	92mm x 128mm	1/4 horizontal strip	190mm x 64mm
1/4 vertical strip	44mm x 270mm	Junior page	140mm x 195mm

Copy Requirements:

- ISDN on 01342 300552
- Email: production@western-bp.co.uk
- PDF (pass4press compliant), QuarkXPress (ver. 4 or 5), Photoshop, Illustrator, Freehand
- Images as either EPS, TIFF or JPEG – CMYK at 300dpi
- Please supply any relevant fonts.
- Microsoft Publisher, Powerpoint etc are not acceptable, and may incur additional charges.

Please call if bleed specifications are required for half and quarter page advertisements.
(All measurements are width x height).

Copy Deadlines: Last week of the month prior to publishing.



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