

Drives & Controls

MEDIA INFORMATION 2018



THE LEADING MAGAZINE FOR AUTOMATION,
POWER TRANSMISSION AND
MOTION CONTROL

www.drivesncontrols.com



ABC
audited
circulation

MESSAGE FROM THE EDITOR



For more than 30 years, *Drives & Controls* has been the magazine that readers turn to for news and information on the worlds of motion control, automation and mechanical power transmission. We also provide comprehensive coverage of allied subjects such as machine safety, industrial communications, hydraulics, pneumatics and sensors.

Drives & Controls is widely regarded as the leading UK publication in the motion control and automation market. There are several reasons for this.

For a start, we are part of a small, focussed organisation – our only other publications are *Hydraulics & Pneumatics*, *Plant & Works Engineering*, *Power Electronics Europe*, *Aftermarket* and the recently-launched *Smart Machines & Factories* – so we are close to the market we serve, and know it well.

Second, we have built up a reputation for editorial quality and integrity. Unlike many other technical publications, we do not charge so-called “colour separation fees” or demand other payments for items to be included in editorial sections of the magazine. For example, every item in our comprehensive new products section is chosen by the editorial team on the basis of its potential interest to our readers and on its topicality – not on whether someone is prepared to pay for it to be included.

Another distinguishing feature is the breadth and depth of our news coverage of both technological and business issues. We report not only on UK developments, but also on news from the global automation industry, which inevitably has implications for the UK market. As well as the wide-ranging news coverage in our

printed editions, we also carry the latest news on our global Web site, often in greater depth than is possible in the magazine.

Then there is our exhibition, which has established itself as an almost unmissable event for anyone wanting to keep up-to-date with developments in our sector. It has a feelgood factor that is missing from many other exhibitions that are organised by anonymous groups with no real knowledge of the industry their shows are targeting.

The *Drives & Controls Show* is held at the NEC Birmingham, alongside our other key industrial events: Air-Tech, Fluid Power and Systems, Plant & Asset Management and the newly launched Smart Industry Expo, all co-located with MACH thus, creating the UK's biggest engineering event. Held biennially since 2006, it has established itself as the most important meeting place for the UK manufacturing industry. In 2018, the exhibition is moving to new halls at the NEC (Halls 8,9 & 10).

Drives and Controls has carved a unique place among British technical magazines, and we are building and expanding from this solid base. We thank those that have supported us so far, and look forward to working with you again in the future.

Tony Sacks, Editor

DRIVES & CONTROLS EXHIBITION AND CONFERENCE 2018

The UK's leading exhibition for Drives, Automation, Power Transmission and Motion Control Equipment
10-12 APRIL 2018, NEC BIRMINGHAM

Since it was first held, more than two decades ago, the Drives & Controls Show has established itself as the leading UK event for motion engineering, automation and power transmission, and the only one dedicated to this vital sector of engineering and manufacturing. Every two years, leading suppliers of technologies such as variable-speed drives, motors, sensors, PLCs, mechanical power transmission equipment (including gearboxes, chains, belts, bearings, brakes, clutches and couplings) and test & measurement products, gather in Birmingham to exhibit and demonstrate their latest developments. The show also attracts companies offering services such as machine safety engineering, training, and repairs and maintenance.

The Drives & Controls Show runs alongside our other leading industry events that include - Fluid Power & Systems, Air-Tech and Plant & Asset Management and MACH, organised by the MTA. These shows constitute the UK's largest event for the manufacturing sector.

In 2016, we attracted more than 400 exhibitors and over 13,000 visitors.

In 2018, all of these exhibitions, including the Drives & Controls Show, will be moving to the “new” section of the National Exhibition Centre, where they will be joined by our new event - Smart Industry Expo.

To receive a copy of the exhibitor's brochure for the 2018 show, please contact Nigel Borrell 07818 098000 email nigel@drives.co.uk or Sara Gordon 01732 370340 sara@dfamedia.co.uk



The Home of Automation

www.drives-expo.com

DRIVES & CONTROLS 2018 EDITORIAL PROGRAMME

Issue	Special Promotions & Bonus Distribution	In-depth Reports	Focus Features		Editorial Copy Date	Advert Copy Date	Publish Date
2018 January	Southern Manufacturing	Variable Speed Drives	Gears and Gearboxes		10 November	8 December	2 January
February	SPS IPC Drives Report	Robotics and Automated Manufacturing	Sensors and Encoders	Hazardous Areas, Oil and Gas	15 December	12 January	2 February
March		2018 Drives & Controls Show Preview	Bearings, Belts and Chains	Service and Repairs	19 January	9 February	2 March
April	2018 Drives & Controls Show Issue and Catalogue				16 February	9 March	3 April
	Hannover Fair Preview	Machine Vision	Conveyors and Materials-Handling	Machine Tools			
May		Motors	Linear Motion	Aerospace and Defence	28 March	18 April	10 May
June		Hannover Fair Report	Brakes, Clutches and Couplings	Communications, Security and Networking	2 May	23 May	13 June
July/August	2018 Annual Buyer's Guide for Drives, Automation, Power Transmission & Motion Control				29 June	20 July	10 August
	AEMT Supplement	Renewable Energy	Transportation (Automotive, Aerospace, Railways, Marine)				
September	PPMA / Engineering Design Show / Sensors & Instrumentation	Energy Efficiency	Precision Engineering and Motion Control	Building Services including HVAC	3 August	24 August	14 September
October	SPS IPC Drives	Machine Building	Food and Beverage	Water Industry	12 September	2 October	24 October
November/December		Safety	Controlgear and Enclosures	Controllers, HMIs and Software	12 October	2 November	28 November
2019 January	Southern Manufacturing	Variable Speed Drives	SPS IPC Drives Report	Gears and Gearboxes	16 November	6 December	2 January

This information is provisional and subject to change

DRIVES & CONTROLS EMAIL NEWSLETTER

Drives & Controls' Newsletter is emailed to more than 22,500 subscribers every month. It carries the latest news from the global automation and motion engineering industry.

There are opportunities in the newsletters for leaderboard and skyscraper advertisements, as well as for sponsored panels. See *Online Advertising & Specifications* section for details on rates.

*These are provisional dates.

The actual despatch dates may vary by a few days.

Despatch dates* 2018 Advert deadline

3 January	22 December
31 January	24 January
28 February	21 February
28 April	21 March
8 May	1 May
11 June	4 June
4 July	21 June
8 August	1 August
11 September	29 August
22 October	15 October
21 November	7 November
21 December	6 December



CIRCULATION ACTIVITY

Data provided by DFA Media

COMPANY SIZE

Description	TOTAL
1-49 Employees	.9321
50-99 Employees	.2226
100-199 Employees	.2654
200-499 Employees	.2659
500+ Employees	.3140
TOTAL	.20000

JOB FUNCTION

Description	TOTAL
Design	.9506
General/Corporate Management	.4617
Production	.2483
Research & Development	.1153
Purchasing	.581
Sales & Marketing	.635
Education	.443
Consultant	.582
TOTAL	.20000

GEOGRAPHY

Description	TOTAL
East Anglia	.878
East Midlands	.2368
London	.401

Midlands	.3413
North West	.2315
Northern Ireland	.147
Northern	.739
South East	.4473
South West	.1701
Scotland	.766
Wales	.883
Yorkshire	.1845
Other United Kingdom	.71
TOTAL	.20000

MAIN ACTIVITY

Description	TOTAL
Aerospace	.955
Automotive / Auto Components	.518
Banking, Insurance & Commerce	.72
Bricks, Pottery, Glass & Cement	.834
Chemical & Allied Trades (inc Plastic & Rubber)	.568
Construction	.630
Consulting, Professional & Scientific Services	.963
Defence	.317
Education	.174
Electrical/Electronic Manufacturing	.5102

Food, Drink & Tobacco	.1572
Gas, Water, Electricity & Nuclear	.681
Health Service / Medical	.318
Instrument Engineering/Manufacture	.104
Mechanical Engineering	.1688
Metal Production	.833
Mining and Quarrying	.555
Oil Production & Exploration (Other) Manufacturing Industries	.235
Pharmaceutical Industry	.288
Printing, Paper & Packaging	.537
Public Admin / Local Authority	.1266
Shipbuilding & Marine Engineering	.161
Textiles, Clothing & Footwear	.253
Transport & Communications	.230
Warehousing & Distribution	.190
TOTAL	.956
TOTAL	.20000

READERSHIP BY PRODUCT INTEREST

Description	TOTAL
Mechanical	.17296
Electrical	.17584
Control	.19262
Hydraulic	.3014
Pneumatic	.4028

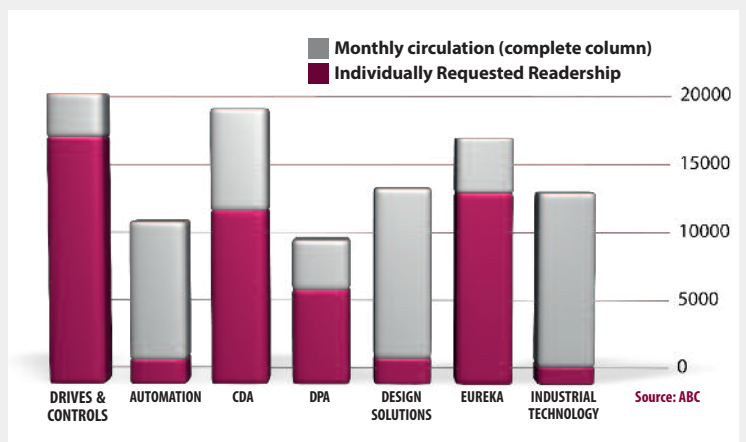
CIRCULATION COMPARISON

For more than a quarter of a century *Drives & Controls* has been the magazine that readers turn to for news and information in the world of Automation, Motion Engineering and Power Transmission.

In addition, we also provide comprehensive coverage of allied subjects such as machine safety, robotics, industrial communications, hydraulics & pneumatics, sensors and machine vision.

Drives & Controls is widely regarded as the No 1 publication for design engineers working within the automation and motion engineering markets. Our circulation currently stands at 20,041 copies monthly, and is the highest of all the engineering magazines claiming to cover our industry, furthermore we have the highest individually requested readership as confirmed by the Audit Bureau of Circulations of 17,067. Check for yourself at www.abc.org.uk

For further information, please contact –
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WHO'S READING THE MAGAZINE? WHAT THE ABC FIGURES MEAN

The best objective data on who's reading a magazine comes from the independent Audit Bureau of Circulation (ABC) which every year analyses and certifies the circulation of many – but not all – trade magazines. Publishers have to meet strict criteria to qualify for an ABC certificate. Some of them fail to achieve these criteria. Others don't even apply for certification.

As well as showing the total number of copies of a magazine being distributed, the ABC certificates also breaks down circulations into "controlled" and "non-controlled".

Non-Controlled. Non-controlled copies can be sent to anyone. ABC doesn't audit who is getting these copies. *Drives & Controls* has no non-controlled circulation. But for some other titles in the industrial press, up to 90% of their circulation is non-controlled.

Controlled. Controlled copies are sent free only to individuals who meet "terms of control" that define their job title or field of activity.

ABC breaks controlled circulation down into three categories:

- Copies requested by individuals.
- Copies requested for an individual by someone else in an organisation.
- "Non-requested" copies where the publisher has to show that the addressee fits the criteria for a defined target group. These subscriptions may be going to companies that no longer exist or to individuals who are no longer with a company. For some magazines, more than 90% of their circulation is non-requested.

The number of requested readerships is therefore the best indication of who is actually reading a magazine – and who regard the publication highly enough to ask to subscribe to it. (See graph above.)

Another important factor is how recently people have asked to subscribe. In some cases, it may be three years since a subscriber asked to receive a magazine. The best publishers invest heavily to keep their requested circulations up-to-date. More than 80% of *Drives & Controls* readers have asked to subscribe in the past 24 months.



DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	3	6	10
Full page	£3220	£3170	£3100	£3020
Half page	£2280	£2205	£2140	£2075
Third page	£1977	£1830	£1760	£1699
Quarter page	£1288	£1240	£1205	£1185

ADDITIONAL CHARGES

Facing Matter Guaranteed	£188
Guaranteed Page Position	£205
Solus	£385

GATEFOLD FRONT COVER

3 pages + front cover panel (max 2 per company)	£10,119
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FRONT COVER PACKAGE

Front Cover Panel + Inside Front Cover	£5800
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PRODUCTS & SERVICES DIRECTORY

Standard size 80 x 40mm: £1080 per annum for 10 issues
 Double size 160 x 40mm: £2000 per annum for 10 issues

APPOINTMENTS

Quarter Page	£988
Half Page	£1655
Full Page	£2680

DFA DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA's full range of titles and 80k+ contacts from Hydraulics and Pneumatics, Plant & Works Engineering, Smart Machines & Factories, Power Electronics Europe and DFA exhibition's visitor data.

Select by: ■ Business ■ Activity ■ Job Function ■ Areas of Interest ■ Number of Employees

Select from E-Cast or Post.

- Target your campaign to the second, direct to your clients
- Ability to interrogate results and measure campaign effectiveness
- Plan for future programmes with confidence

Direct Mail/List rental: £210 per 1,000 (minimum order £500)

E-Cast rate: £420 per 1,000

Example of E-Cast



ONLINE ADVERTISING & SPECIFICATIONS

Drives & Controls' frequently updated global Web site (www.drivesncontrols.com) has established itself as a leading online resource for design engineers and technical managers around the world who are involved in automation, power transmission and motion control.

Each month, the site typically attracts well over 25,000 page views and more than 18,000 users, and the numbers are continuing to grow. (Data from Google Analytics). Banner advertising on the Web site is available on a cost per month basis.

E-NEWSLETTERS:

Drives & Controls e-newsletter is sent to approximately 22,500 design engineers every month.

E-Newsletter Sponsored Panel:

We have created a new initiative which gives a platform to promote new products or a technical article of your choosing. This can be linked to your website for further information. The cost is £650 per month.

Web site Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Leaderboard Banner	£670	728 x 90	20kB	72dpi	gif/jpg/html
Full Banner	£490	468 x 60	20kB	72dpi	gif/jpg/html
Leaderboard Tile	£360	125 x 125	15kB	72dpi	gif/jpg/html
Narrow Skyscraper	£620	120 x 600	20kB	72dpi	gif/jpg/html
Skyscraper	£720	160 x 600	20kB	72dpi	gif/jpg/html

E-Newsletter Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Leaderboard Banner	£770	468 x 60	20kB	72dpi	gif/jpg/html
Skyscraper Banner	£670	120 x 600	20kB	72dpi	gif/jpg/html



Example of Sponsored Panel

DRIVES & CONTROLS ONLINE ANNUAL BUYER'S GUIDE ADVERTISING

Home page:	£2290
Sectional sponsorship:	£1360 (there are 24 dedicated sections in the Guide)
Enhanced entry with logo:	£570 (includes logo with your entry in the July/August printed Buyer's Guide)



INSERTS

A great way to attract sales leads by inserting your company literature into the main body of *Drives & Controls*. Full circulation of 20,000 or split regional runs available.

Example: A4 single sheet full run £1970

A4 Inserts - printed on maximum 135gsm

	Loose	Bound
2 Pages - Single Sheet	£1970	£2360
4 Pages - Double Sheet	£3380	£3780
6 Pages - Three Sheet	£4400	£4780
8 Pages - Four Sheet	£5240	£5600

A4 Inserts - printed on maximum 170gsm

	Loose	Bound
2 Pages - Single Sheet	£2220	£2600
4 Pages - Double Sheet	£3780	£4160
6 Pages - Three Sheet	£4940	£5320
8 Pages - Four Sheet	£5900	£6260

A4 Inserts - printed on maximum 250gsm

	Loose	Bound
2 Pages - Single Sheet	£2920	£3300
4 Pages - Double Sheet	£4760	£5680
6 Pages - Three Sheet	£6220	£6600
8 Pages - Four Sheet	£7220	£7600

A5 Inserts (Loose only)

	135gsm	170gsm	250gsm
2 Pages	£1380	£1540	£1700
4 Pages	£1960	£2220	£2960
6 Pages	£2660	£3000	£3780
8 Pages	£3360	£3780	£4760

MECHANICAL DATA

MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as QuarkXpress or InDesign files (including all support files and fonts), high-resolution, press-optimized pdf, eps, tiff or jpg files. All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK or grayscale for mono. Please also supply a colour proof to the Production Manager at the address below as we cannot be held responsible for any colour variations otherwise. Please contact our Production Manager, Sarah Blake, with any queries regarding supply of material, reproduction, etc.

LOOSE AND BOUND INSERTS

Please contact the Production Manager for mechanical data. The price for 'tipping-on' is passed on at cost i.e. £75 per thousand for hand tipping or £65.00 per thousand for machine tipping. Folding or extra cutting/trimming of inserts will be charged at cost.

CANCELLATIONS 4 weeks preceding the publication date.

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Front Cover/Supplement Cover Panel

Type182 x 190

Full Page

Type254 x 178

Trim297 x 210

Bleed303 x 216

Half Page Horizontal

Type124 x 178

Trim146 x 210

Bleed152 x 216

Half Page Vertical

Type254 x 86

Trim297 x 96

Bleed303 x 102

Third Page

Horizontal Type80 x 178

Horizontal Trim104 x 178

Horizontal Bleed110 x 178

Vertical Type254 x 72

Vertical Trim297 x 72

Vertical Bleed303 x 78

Quarter Page

Standard124 x 86

Horizontal Type59 x 178

Horizontal Trim77 x 210

Horizontal Bleed83 x 216

Vertical Type254 x 43

Vertical Trim297 x 52

Vertical Bleed303 x 58

Junior Page190 x 130

Double Page Spread

Type254 x 394

Trim297 x 420

Bleed303 x 436

Half Page Spread

Type124 x 394

Trim146 x 420

Bleed152 x 436

Third Page Spread

Type80 x 394

Trim104 x 420

Bleed110 x 436

Quarter Page Spread

Type59 x 394

Trim77 x 420

Bleed83 x 436

Products & Services advert

Standard entry80 x 40

Double entry160 x 40

(Dimensions: height x width mm)