Another report on the cobot market,

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 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. 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.

Drives & 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

For the first time in 2020, Drives & Controls will be offering companies the opportunity to co-host and sponsor round-table forums. These sessions will offer them a suite of marketing opportunities in the form of pre-event, during event and post-event activities, through printed, digital, social and direct media. The aim of these small and intimate events is to offer attendees a high-level learning environment, that will benefit them and their organisations through group discussions and the meeting of minds. Subject matters will be chosen and agreed between the sponsor and the Drives & Controls team. The events team at Drives & Controls will then source and confirm the attendees in accordance with the sponsor’s brief, and handle all of the legwork and organisation on your behalf. This is a unique opportunity to support your industry, build relationships and showcase your business as a market and thought leader!

The UK’s leading exhibition for Drives, Automation, Power Transmission and Motion Control Equipment

25-27 JANUARY 2021 | HALLS 9 & 10 | NEC BIRMINGHAM

To receive a copy of the exhibitor’s brochure for the 2021 show, please contact:

Damien Oxlee on +44 (0)1732 370342 / +44 (0) 7951 103754 damien.oxlee@dfamedia.co.uk

Andy Wylie on +44 (0)1732 370341 / +44 (0) 7939 607855 andy.wylie@dfamedia.co.uk
<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Promotions &amp; Bonus Distribution</th>
<th>In-depth Reports</th>
<th>Focus Features</th>
<th>Editorial Copy Date</th>
<th>Advert Copy Date</th>
<th>Publish Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 January</td>
<td>Southern Manufacturing</td>
<td><strong>Variable Speed Drives</strong></td>
<td>Packaging, Printing &amp; Paper</td>
<td>17 November</td>
<td>5 December</td>
<td>2 January</td>
</tr>
<tr>
<td>February</td>
<td>SPS Report</td>
<td><strong>Robotics and Automated Manufacturing</strong></td>
<td>Sensors and Encoders</td>
<td>13 December</td>
<td>14 January</td>
<td>4 February</td>
</tr>
<tr>
<td>March</td>
<td></td>
<td><strong>Bearings, Belts and Chains</strong></td>
<td>Building Services (inc HVAC)</td>
<td>17 January</td>
<td>14 February</td>
<td>6 March</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td><strong>Machine Vision</strong></td>
<td>Conveyors and Materials-Handling</td>
<td>25 February</td>
<td>24 March</td>
<td>14 April</td>
</tr>
<tr>
<td>May</td>
<td><strong>35TH ANNIVERSARY ISSUE</strong></td>
<td><strong>Motors</strong></td>
<td>Scientific, pharmaceutical &amp; medical engineering</td>
<td>25 March</td>
<td>22 April</td>
<td>13 May</td>
</tr>
<tr>
<td>June</td>
<td></td>
<td><strong>Hannover Fair Report</strong></td>
<td>Communications, Security and Networking</td>
<td>27 April</td>
<td>22 May</td>
<td>15 June</td>
</tr>
<tr>
<td>July/August</td>
<td><strong>2020 Annual Buyer’s Guide for Drives, Automation, Power Transmission &amp; Motion Control</strong></td>
<td><strong>Renewable Energy</strong></td>
<td>Transportation (Automotive, Aerospace, Railways, Marine)</td>
<td>22 June</td>
<td>20 July</td>
<td>10 August</td>
</tr>
<tr>
<td>September</td>
<td>PPMA / Sensors &amp; Instrumentation Previews</td>
<td><strong>Energy Efficiency</strong></td>
<td>Food and Beverage</td>
<td>27 July</td>
<td>24 August</td>
<td>14 September</td>
</tr>
<tr>
<td>October</td>
<td>SPS IPC Drives</td>
<td><strong>Machine Building</strong></td>
<td>Precision Engineering and Water Industry</td>
<td>4 September</td>
<td>2 October</td>
<td>23 October</td>
</tr>
<tr>
<td>November/December</td>
<td><strong>2021 Drives &amp; Controls Show Preview</strong></td>
<td><strong>Safety</strong></td>
<td>Controlgear and Enclosures</td>
<td>6 October</td>
<td>3 November</td>
<td>24 November</td>
</tr>
<tr>
<td>2021 January</td>
<td>Southern Manufacturing</td>
<td><strong>Variable Speed Drives</strong></td>
<td>Gears and Gearboxes</td>
<td>6 November</td>
<td>4 December</td>
<td>4 January</td>
</tr>
</tbody>
</table>

This information is provisional and subject to change.

**Drives & Controls Email Newsletter**

Drives & Controls’ Newsletter is emailed to more than 25,000 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.
CIRCULATION ACTIVITY

COMPANY SIZE
Description ........................................ TOTAL
1-49 Employees ................................. 8725
50-99 Employees ................................. 1902
100-199 Employees ......................... 2256
200-499 Employees ......................... 2279
500+ Employees ............................... 2857
TOTAL .............................................. 18019

JOB FUNCTION
Description ........................................ TOTAL
Design .............................................. 8838
General/Corporate Management .... 3924
Production ........................................ 2336
Research & Development ............... 1035
Purchasing ........................................ 523
Sales & Marketing ............................ 540
Education ........................................ 358
Consultant ....................................... 525
TOTAL .............................................. 18019

MAIN ACTIVITY
Description ........................................ TOTAL
Aerospace ......................................... 863
Automotive / Auto Components ....... 470
Banking, Insurance & Commerce .... 61
Bricks, Pottery, Glass & Cement .... 762
Chemical & Allied Trades (inc Plastic & Rubber) .... 611
Construction .................................... 567
Consulting, Professional & Scientific Services .... 819
Defence ............................................ 272
Education ........................................ 157
Electrical/Electronic Manufacturing .... 591
Food, Drink & Tobacco ...................... 1676
Gas, Water, Electricity & Nuclear .... 613
Health Service / Medical ............... 311
Instrument Engineering/Manufacture ... 156
Mechanical Engineering ............... 1526
Metal Production ............................ 751
Mining and Quarrying ...................... 472
Oil Production & Exploration ......... 335
(Other) Manufacturing Industries .... 459
Pharmaceutical Industry ................. 485
Printing, Paper & Packaging ......... 1156
Public Admin / Local Authority ....... 137
Shipbuilding & Marine Engineering .... 236
Textiles, Clothing & Footwear ......... 268
Transport & Communications ......... 292
Warehousing & Distribution .......... 973
TOTAL .............................................. 18019

GEOGRAPHY
Description ........................................ TOTAL
East Anglia ........................................ 974
East Midlands .................................. 2120
London ............................................ 290
Midlands .......................................... 3250
North West ...................................... 1923
Northern ......................................... 609
South East ....................................... 3803
South West ...................................... 1639
Yorkshire ......................................... 1639
Northern Ireland .............................. 251
Scotland .......................................... 767
Wales ................................................ 754
TOTAL .............................................. 18019

DRIVES & CONTROLS has the largest circulation of any UK magazine in its sector, according to the latest figures from the independent circulation auditing organisation, ABC. And since 2018, every one of DRIVES & CONTROLS’ 18,019 copies have been going to readers who have asked personally to receive them.

The ABC figures for 2018 (the most recent available when this brochure went to press) show that the number of individuals asking to receive their own copies of DRIVES & CONTROLS is more than 2,000 ahead of its closest rival, and that 70% of those requests have been made in the past two years. For the nearest rival, more than half of its requests were made more than two years ago. The older the request, the more likely a person is to have moved on to another job or company, or even retired. For some magazines, 80% of their readership requests are older than one year.

WHO’S READING THE MAGAZINE? WHAT THE ABC FIGURES MEAN

70% of our requests were made in the past two years

Every year, ABC 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.

All of DRIVES & CONTROLS’ subscriptions are now what ABC calls “requested (individual)” – meaning that they go to specific people who have asked to receive the magazine. We no longer have any “company requests” – which ABC has renamed “requested (colleague)” – referring to copies requested on behalf of an individual by someone else in an organisation.

The number of requested readerships is the best indication of who is actually reading the magazine, and who regard the publication highly enough to want to receive their own copies. As mentioned above, every single copy of DRIVES & CONTROLS is now requested.

Many publishers boost their circulation figures by sending copies of their magazines to people who have not asked for them. Some of these are sent to people who meet ABC’s “terms of control” that define their job title or field of activity. ABC calls them “non-requested” readerships. They could be going to companies that no longer exist or to individuals who are no longer with a company.

There are also copies whose circulation ABC does not monitor and these can be sent to anyone or any company. For some magazines, these “non-controlled” copies, together with the non-requested readerships, make up more than 90% of their circulation. Check for yourself at www.abc.org.uk

For further information, please contact Damien Oxlee on +44 (0)1732 370342 / +44 (0) 7951 103754 damien.oxlee@dftmedia.co.uk or Andy Wylie on +44 (0)1732 370341 / +44 (0) 7939 607855 andy.wylie@dftmedia.co.uk

MAGAZINE CIRCULATIONS

Source: ABC – Audit period 1 Jan 2018 – 31 Dec 2018

* Eureka also has 48 paid subscriptions – too few to show in the graph.
Example of Sponsored Panel

**DISPLAY ADVERTISING RATES**

### FULL COLOUR

<table>
<thead>
<tr>
<th>Number of insertions:</th>
<th>1</th>
<th>3</th>
<th>6</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£3220</td>
<td>£3170</td>
<td>£3100</td>
<td>£3020</td>
</tr>
<tr>
<td>Half page</td>
<td>£2280</td>
<td>£2210</td>
<td>£2140</td>
<td>£2080</td>
</tr>
<tr>
<td>Third page</td>
<td>£1980</td>
<td>£1830</td>
<td>£1760</td>
<td>£1700</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1290</td>
<td>£1240</td>
<td>£1210</td>
<td>£1190</td>
</tr>
</tbody>
</table>

### GATEFOLD FRONT COVER

- 3 pages + front cover panel
- (max 2 per company): £10,250

### FRONT COVER PACKAGE

- Front Cover Panel + Inside Front Cover: £5800

### 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 - £1000
- Half Page - £1680
- 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 & 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:** £195 per 1,000 (minimum order £500)

**e-Cast rate:** 1k – £395  2-5k – £325 / 1,000  6-10k – £275 / 1000  10k+ – £225 / 1000  Lease: POA

### EVENTS

DFA have a portfolio of shows, round tables and conferences. Contact the sales team for information.

### 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 47,000 page views and more than 19,000 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-NEWSLETTER SPONSORED PANELS:

*Drives & Controls’ e-newsletter is sent to over 25,000 subscribers every month. To promote new products, technical articles or company announcements we offer Sponsored Panels in the newsletter consisting of a title, 100 words, a picture and a link directly to your website. Cost: £650*

**DRIVES & CONTROLS ONLINE ANNUAL BUYER’S GUIDE ADVERTISING**

- Home page: £2290
- Sectional sponsorship: £1360 (there are 17 dedicated sections in the Guide)
- Enhanced entry with logo: £570 (includes logo with your entry in the July/August printed Buyer’s Guide)
MECHANICAL DATA & CONTACT DETAILS

MATERIAL REQUIREMENTS
Printed Web Offset. Advertising copy can be supplied as Press-Optimized pdf, high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).
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 our Production Manager, Sarah Blake, for mechanical data and insert delivery procedure.

CANCELLATIONS Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). All cancellations are subject to a minimum of six weeks prior to final copy date.

DFA Media Ltd

Director of Sales
Damien Oxlee
t: +44 (0)1732 370342
m: +44 (0)7951 103754
e: damien.oxlee@dfamedia.co.uk

Sales Manager
Andy Wylie
t: +44 (0)1732 370341
m: +44 (0)7939 607855
e: andy.wylie@dfamedia.co.uk

Commerical Director
Ryan Fuller
t: +44 (0)1732 370344
e: ryan.fuller@dfamedia.co.uk

DFA Direct
Ian Atkinson
t: +44 (0) 1732 370340
e: ian.atkinson@dfamedia.co.uk

Editor
Tony Sacks
t: +44 (0) 1732 370345
f: +44 (0) 1732 360034
e: tony@drives.co.uk

Production Manager
Sarah Blake
Poor Row Cottage, Cage Lane, Smarden, Kent TN27 8QD, UK
t: +44 (0) 1233 770781
e: sarah.blake@dfamedia.co.uk

Eastern USA Sales:
Karen C Smith-Kernic
t: +1 717 397 7100 f: +1 717 397 7800
e: KarenKCS@aol.com

Western USA and Canada Sales:
Alan A Kernc
t: +1 717 397 7100 f: +1 717 397 7800
e: AlanKCS@aol.com

Head Office:
DFA Media Ltd
192 High Street, Tonbridge
Kent TN9 1BE, UK
t: +44 (0) 1732 370340 f: +44 (0) 1732 360034
e: info@dfamedia.co.uk
www.drivescontrols.com

ABC audited circulation

Front Cover/Supplement Cover Panel
Type ...........................182 x 190

Full A4 Page
Type ...........................254 x 178
Trim ...........................297 x 210
Bleed ...........................303 x 216

Half Page Horizontal
Type ...........................124 x 178
Trim ...........................146 x 210
Bleed ...........................152 x 216

Half Page Vertical
Type ...........................254 x 86
Trim ...........................297 x 96
Bleed ...........................303 x 102

Third Page
Horizontal Type ...............80 x 178
Horizontal Trim ...............104 x 178
Horizontal Bleed ..............110 x 178
Vertical Type .................254 x 72
Vertical Trim .................297 x 72
Vertical Bleed .................303 x 78

Quarter Page
Standard .....................124 x 86
Horizontal Type ...............59 x 178
Horizontal Trim ...............77 x 210
Horizontal Bleed ..............83 x 216
Vertical Type ..................254 x 43
Vertical Trim .................297 x 52
Vertical Bleed .................303 x 58

Junior Page ..................190 x 130

Double Page Spread
Type ...........................254 x 394
Trim ...........................297 x 420
Bleed ...........................303 x 436

Half Page Spread
Type ...........................124 x 394
Trim ...........................146 x 420
Bleed ...........................152 x 436

Third Page Spread
Type ...........................80 x 394
Trim ...........................104 x 420
Bleed ...........................110 x 436

Quarter Page Spread
Type ...........................59 x 394
Trim ...........................77 x 420
Bleed ...........................83 x 436

Products & Services advert
Standard entry ..................80 x 40
Double entry ....................160 x 40
Measurements: Height x Width

DFA Media Ltd
Our Portfolio

Drives & Controls
OEE
PWE & PowerTech
Hydraulics & Pneumatics

DFA Media Ltd
PwC & ERM
Business & Industry
Innovation & Design

DFA Media Ltd

ABC audited circulation