MESSAGE FROM THE EDITOR

Now in its 35th year, 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, fluid power 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, focused 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

ROUND TABLES

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!

DRIVES & CONTROLS EXHIBITION AND CONFERENCE 2020

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

21-23 APRIL 2020 | HALLS 9, 10 & 11 | NEC BIRMINGHAM

Drives & Controls Exhibition is the UK’s leading event for drives, automation, power transmission and motion control. The show brings together key suppliers of state-of-the-art equipment representing the multitasking culture of today’s design engineer, covering critical areas such as energy efficiency, machine safety, drives, motion control, robotics and automation plus much more, all under one roof. With the advent of the smart factory, Drives & Controls Exhibition is an essential source of technological and engineering information and is fully supported by GAMBICA and the EPTDA. www.drives-expo.com

To receive a copy of the exhibitor’s brochure for the 2020 show, please contact:
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Andy Wylie on +44 (0)1732 370341 / +44 (0) 7939 607855 andy.wylie@dfamedia.co.uk

5 SHOWS UNDER ONE ROOF

OVER 13,500 VISITORS

OVER 400 EXHIBITORS
## DRIVES & CONTROLS 2020 EDITORIAL PROGRAMME

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

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.

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@dfamedia.co.uk or Andy Wyllie on +44 (0)1732 370341 / +44 (0) 7939 607855 andy.wyllie@dfamedia.co.uk
**Exam ple of 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 4 weeks preceding the publication date.

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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

DFA Media Ltd
Our Portfolio