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, 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

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 2021
The UK’s leading exhibition for Drives, Automation, Power Transmission and Motion Control Equipment
25-27 JANUARY 2021 | HALLS 9 & 10 | 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 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
### DRIVES & CONTROLS 2020 EDITORIAL PROGRAMME

<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><strong>2020 January</strong></td>
<td>Southern Manufacturing</td>
<td>Variable Speed Drives</td>
<td>Gears and Gearboxes</td>
<td>17 November</td>
<td>5 December</td>
<td>2 January</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>SPS Report</td>
<td>Robotics and Automated Manufacturing</td>
<td>Sensors and Encoders</td>
<td>13 December</td>
<td>14 January</td>
<td>4 February</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td></td>
<td>Bearings, Belts and Chains</td>
<td>Building Services (inc HVAC)</td>
<td>17 January</td>
<td>14 February</td>
<td>6 March</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>Machine Vision</td>
<td>Conveyors and Materials-Handling</td>
<td>Food &amp; Beverage</td>
<td>25 February</td>
<td>24 March</td>
<td>14 April</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>Motors</td>
<td>Linear Motion</td>
<td>Scientific, pharmaceutical &amp; medical engineering</td>
<td>25 March</td>
<td>22 April</td>
<td>13 May</td>
</tr>
<tr>
<td><strong>June</strong></td>
<td>Brakes, Clutches and Couplings</td>
<td>Communications, Security and Networking</td>
<td>27 April</td>
<td>22 May</td>
<td>15 June</td>
<td></td>
</tr>
<tr>
<td><strong>July/August</strong></td>
<td><strong>2020 Annual Buyer’s Guide for Drives, Automation, Power Transmission &amp; Motion Control</strong></td>
<td>Renewable Energy</td>
<td>Transportation (Automotive, Aerospace, Railways, Marine)</td>
<td>22 June</td>
<td>20 July</td>
<td>10 August</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>PPMA / Sensors &amp; Instrumentation Previews</td>
<td>Energy Efficiency</td>
<td>Food and Beverage</td>
<td>27 July</td>
<td>24 August</td>
<td>14 September</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>SPS IPC Drives</td>
<td>Machine Building</td>
<td>Precision Engineering and Water Industry</td>
<td>4 September</td>
<td>2 October</td>
<td>23 October</td>
</tr>
<tr>
<td><strong>November/December</strong></td>
<td>2021 Drives &amp; Controls Show Preview</td>
<td>Safety</td>
<td>Controlgear and Enclosures</td>
<td>Controllers, HMIs and Software</td>
<td>6 October</td>
<td>3 November</td>
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<tr>
<td><strong>2021 January</strong></td>
<td>Southern Manufacturing</td>
<td>Variable Speed Drives</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

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**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.

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<table>
<thead>
<tr>
<th>Despatch dates 2020</th>
<th>Advert deadline</th>
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<tbody>
<tr>
<td>January</td>
<td>20 December</td>
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<tr>
<td>February</td>
<td>24 January</td>
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<td>March</td>
<td>21 February</td>
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<tr>
<td>April</td>
<td>27 March</td>
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<tr>
<td>May</td>
<td>24 April</td>
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<tr>
<td>June</td>
<td>29 May</td>
</tr>
<tr>
<td>July</td>
<td>26 June</td>
</tr>
<tr>
<td>August</td>
<td>31 July</td>
</tr>
<tr>
<td>September</td>
<td>28 August</td>
</tr>
<tr>
<td>October</td>
<td>25 September</td>
</tr>
<tr>
<td>November</td>
<td>30 October</td>
</tr>
<tr>
<td>December</td>
<td>27 November</td>
</tr>
</tbody>
</table>
Requests from colleagues even apply for certification. ABC certificate. Some of them fail to achieve these criteria. Others don't.

...the nearest rival, more than half of its requests were made more than two years ago. For ... of ABC's "terms of control" that define their job. 

Many publishers boost their circulation figures by sending copies of their magazines to people who have not asked for them. Some of these controlled copies, together with the non-requested readerships, make up a substantial share of the magazine's circulation.
**Display Advertising Rates**

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

**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)

**Drives & Controls' Frequently Updated Global Web Site**

- Drives & Controls’ (www.drivescontrols.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

**Display Advertising Rates**

<table>
<thead>
<tr>
<th>Display Advertising Rates</th>
<th>Rates:</th>
<th>Size (pixels)</th>
<th>File size (max)</th>
<th>Resolution</th>
<th>Format</th>
</tr>
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<tbody>
<tr>
<td>Web site Ad Options</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Leaderboard Banner</td>
<td>£670</td>
<td>728 x 90</td>
<td>20kB</td>
<td>72dpi</td>
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<tr>
<td>Full Banner</td>
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<tr>
<td>Leaderboard Tile</td>
<td>£360</td>
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<tr>
<td>Narrow Skyscraper Banner</td>
<td>£620</td>
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<tr>
<td>Skyscraper Banner</td>
<td>£720</td>
<td>160 x 600</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
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</table>

**E-Newsletter Ad Options**

<table>
<thead>
<tr>
<th>E-Newsletter Ad Options</th>
<th>Rates:</th>
<th>Size (pixels)</th>
<th>File size (max)</th>
<th>Resolution</th>
<th>Format</th>
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<tbody>
<tr>
<td>Leaderboard Banner</td>
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<tr>
<td>Skyscraper Banner</td>
<td>£670</td>
<td>120 x 600</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
</tbody>
</table>

**Example of E-Casts**

- Leaderboard Banner
- Full Banner
- Leaderboard Tile
- Narrow Skyscraper Banner
- Skyscraper Banner

**Example of Sponsored Panel**

- 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
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.

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e: info@dfamedia.co.uk
www.drivescontrols.com

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