Drives & Controls

MEDIA INFORMATION 2017

www.drivesncontrols.com
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 Birmingham NEC, alongside other key industrial exhibitions, including MACH, Air-Tech, Plant & Asset Management and NEW, creating the UK’s major engineering showcase. The event, held biennially since 2006, has established itself as the most important meeting place for the UK manufacturing industry. Alongside the next event in 2108 we will be launching the new Smart Machines & Factories Expo.

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

The UK’s leading exhibition for Drives, Automation, Power Transmission and Motion Control Equipment, the Drives & Controls Show is the largest show in the world dedicated to control, automation and power transmission technologies. It is the leading platform for all new innovations in the market. TheShow is co-located with the Machinery & Manufacturing Show and Air-Tech.

Contact us to receive a copy of the exhibitor’s brochure for the 2018 show.

www.drives-expo.com
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This information is provisional and subject to change.

**DRIVES & CONTROLS EMAIL NEWSLETTER**

Drives & Controls’ Newsletter is emailed to more than 18,000 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.

*These are provisional dates.
The actual despatch dates may vary by a few days.
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 an individual by someone else in an organisation.
- “Non-requested” copies where the publisher has to show that the addressee fits the criteria for the target group defined in the terms of control. These non-requested 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 regards the publication highly enough to ask to subscribe to it.

Another important factor is how recently people have asked to subscribe. In some cases, it may be three years since a subscriber company or may have moved to another position. The best publishers invest heavily to keep their requested circulations up-to-date. More than 85% of Drives & Controls’ readers have asked to subscribe in the past 24 months and we also have the largest number of individually requested subscriptions in the design market.
DISPLAY ADVERTISING RATES

FULL COLOUR
Number of insertions: 1
Full page £3220
Half page £2280
Third page £1977
Quarter page £1288

3
£3170
£2205
£1830
£1240

6
£3100
£2140
£1760
£1205

10
£3020
£2075
£1699
£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

FRONT COVER PACKAGE
Front Cover Panel + Inside Front Cover £5800

PRODUCTS & SERVICES DIRECTORY
Single entry: £1080 per annum for 10 issues

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

INSERTS
Prices for both loose and bound-in inserts are available on request and are dependent on size and weight

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, Offshore Design & Engineering Equipment, 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

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 attracts well over 18,000 page views and more than 12,000 visits, 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 17,000 design engineers every month.

E-Newsletter Sponsor 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.

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)
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.

LOOSE AND BOUND INSERTS
Please contact the Production Manager for mechanical data.

The price for ‘tipping-on’ is passed on at cost i.e. £88 per thousand for hand tipping or £15.00 per thousand for machine tipping. Folding or extra cutting/trimming of inserts will be charged at cost.

CANCELLATIONS
Cancellation: 4 weeks preceding the publication date.

Please contact our Production Manager, Sarah Blake, with any queries regarding supply of material, reproduction, etc.