Drives & Controls
THE LEADING MAGAZINE FOR AUTOMATION, POWER TRANSMISSION AND MOTION CONTROL
MEDIA INFORMATION 2021
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, 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

TALKING INDUSTRY

Talking Industry is a series of unscripted online panel discussions organised by Drives & Controls publisher DFA Media, in which experts from the worlds of automation and manufacturing will discuss issues of vital importance to the sector. The sponsored panel will discuss three key topics, each with an interactive Q&A session with the viewers. Limited to just 5 sponsored panel places, this is an exclusive platform for you to showcase your company as a thought leader in its field.

Promotional coverage is extensive before, during and after the airing, including a full write-up in the magazine. Panellists will receive contact details of viewers and sign-ups making Talking Industry a valuable lead generation exercise.

To find out more information and to book your sponsored place, contact the sales team.

DRIVES & CONTROLS EXHIBITION AND CONFERENCE 2022

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

5-7 APRIL 2022 | 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 2022 show, please contact:
Damien Oxlee on +44 (0)1732 370342 / +44 (0) 7951 103754 / damien.oxlee@dfram.com
Andy Wylie on +44 (0)1732 370341 / +44 (0) 7939 607855 / andy.wylie@dfram.com
<table>
<thead>
<tr>
<th>Issue</th>
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<th>In-depth Reports</th>
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<td>Bearings, Belts and Chains</td>
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<td>Machine Vision</td>
<td>Conveyors and Materials-Handling</td>
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<td>May</td>
<td>Motors</td>
<td>Linear Motion</td>
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<td>Communications, Security and Networking</td>
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<td>25 May</td>
<td>15 June</td>
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<td>July/August</td>
<td>PPMA Show Preview</td>
<td>Renewable Energy</td>
<td>Transportation (Automotive, Aerospace, Railways, Marine)</td>
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<td>Energy Efficiency</td>
<td>Food and Beverage</td>
<td>Service and Repairs</td>
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<td>SPS Preview</td>
<td>Machine Building</td>
<td>Precision Engineering and Motion Control</td>
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<td>November/</td>
<td>Safety</td>
<td>Controlgear and Enclosures</td>
<td>Controllers, HMI's and Software</td>
<td>8 October</td>
<td>5 November</td>
<td>26 November</td>
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This information is provisional and subject to change.

**DRIVES & CONTROLS EMAIL NEWSLETTER**

Drives & Controls’ Newsletter is emailed to more than 20,000+ subscribers twice a 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.

**OVER 20,000**

**TWICE A MONTH**
WHO’S READING THE MAGAZINE? WHAT THE ABC FIGURES MEAN

100% REQUESTED CIRCULATION

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. Every one of Drives & Controls’ 21,543 monthly copies have been going to readers who have asked to receive them.

The number of individually requested readers is the best indication of who is actually reading the magazine, and who regard the publication highly enough to ask to receive their own copies.

Many publishers boost their circulation figures by sending copies of their magazines to people who have not asked for them. They could be going to companies that no longer exist, to companies who do not wish to receive them or to individuals who are no longer with a company.

Check for yourself at www.abc.org.uk

MAGAZINE CIRCULATIONS

AGE OF REGISTRATION (Year 1 & 2)

ABC also breaks down requested readerships by how recent they are. The older the request, the more likely a person is to have moved on to another job, company, or even retired.
**Example of Sponsored Panel**

**Target your campaign** – choose from DFA’s full range of titles and 80k+ contacts from Drives & Controls, 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 per 1,000 / 6-10k – £275 per 1000 / 10k+ – £225 per 1000

**Lease**: POA

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**EVENTS**

DFA has a portfolio of shows, conferences and online panel discussions. Contact the sales team for information.

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**ONLINE ADVERTISING & SPECIFICATIONS**

Drives & Controls’ frequently updated global Web site ([www.drivesncontrols.com](http://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 85,000 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 20,000 subscribers twice a 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**

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**DISPLAY ADVERTISING RATES**

**FULL COLOUR**

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<td>£1980</td>
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<td>£1240</td>
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**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**

**INSERTS**

A great way to attract sales leads by inserting your company literature into the main body of *Drives & Controls* magazine. Full circulation or split regional runs available. Contact the sales team for information.

**DISPLAY ADVERTISING RATES**

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<tr>
<th>Web site Ad Options</th>
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**Drives & Controls Online Annual Buyer’s Guide Advertising**

Marketing packages to suit all budgets. Please contact the sales team for information.
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.

Dimensions: Height x Width mm

Front Cover and 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

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