Drives & Controls #1 ENGINEERING PORTFOLIO FOR AUTOMATION, POWER TRANSMISSION & MOTION CONTROL

Media Information 2024
For more than 37 years, readers have turned to Drives & Controls for news on the worlds of motion control, automation and mechanical power transmission. We also provide comprehensive coverage of allied topics such as machine safety, industrial communications and sensors.

Drives & Controls is widely regarded as the leading UK publication in the motion control and automation market. We also carry the latest news on our global Web site and, in recent years, we have also been expanding into social media, generating the biggest following in the sector.

We have built up a reputation for editorial quality and integrity. Unlike many other technical publications, we do not charge fees to publish items.

We report both technological and business issues not only in the UK, but also from the global automation industry, which inevitably has implications for the UK.

Drives & Controls has carved a unique place among British technical publications. We thank those that have supported us so far, and look forward to working with you again in the future.

If you would like to submit material for possible inclusion in Drives & Controls magazine or our Website, there are several types of article that we would consider. In terms of longer articles, we are looking for application stories – ideally, with lessons that readers could apply in their own businesses – or technical articles, neither of which must simply be promoting a company or its products. We are also interested in shorter items of business news or details of new products or technologies.

Tony Sacks, Editor

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A MESSAGE FROM THE SALES DIRECTOR...

Drives & Controls has been the number one engineering portfolio for Automation, Power Transmission & Motion Control for over 37 years. During this time manufacturing has changed vastly, robots have become widely used in our factories, IIOT is part of everyday life, and AI is now helping manufacturers do things that were only possible in the movies before. One thing that has been constant is our ability to help you promote your products and services to our audience, and while the way our audience keeps up-to-date with the latest news, tech and products has changed we have diversified to ensure you can reach them across the whole portfolio. From our market leading ABC circulation, to our biweekly newsletter, website and unrivalled social media coverage, we can help your business grow and deliver your message through our various channels.

Damien Oxlee, Sales Director

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Talking Industry

Talking Industry is a series of unscripted online panel discussions organised by the DFA Media Group, in which experts from the world of manufacturing discuss issues of vital importance to the sector.

Find out more: www.talkingindustry.org

Live Event - 30.04.24

Returning to the MTC on next April, TI Live will provide delegates from the manufacturing and engineering community with an opportunity to Learn, Grow and Connect in a high-end environment.

Find out more: www.talkingindustrylive.org

Podcast

The Talking Industry Podcast gives followers the opportunity to listen on the go, while our editors speak with influential manufacturing minds around, engineering, automation, robotics, skills, safety and lots more topics affecting UK manufacturing.

Find out more: www.talkingindustry.org/podcast
# Editorial Programme 2024

<table>
<thead>
<tr>
<th>2024 Issues</th>
<th>Special Promotions and Bonus Distributions</th>
<th>In-depth Reports</th>
<th>Focus Features</th>
<th>Editorial Deadline</th>
<th>Advertising Deadline</th>
<th>Publish</th>
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<tbody>
<tr>
<td>January</td>
<td></td>
<td>Variable Speed Drives</td>
<td>Gears &amp; Gearboxes Packaging, Printing &amp; Paper</td>
<td>4th Nov</td>
<td>7th Dec</td>
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<td>SPS Review Southern Manufacturing Preview</td>
<td>Robotics &amp; Automated Manufacturing</td>
<td>Process Automation &amp; Hazardous Areas</td>
<td>15th Dec</td>
<td>12th Jan</td>
<td>2nd Feb</td>
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<td>March</td>
<td>Talking Industry Live Preview</td>
<td>Food &amp; Beverage</td>
<td>Bearings, Belts and Chains Building Services (inc HVAC)</td>
<td>12th Jan</td>
<td>9th Feb</td>
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<td>Drives &amp; Controls 2024 Show Preview</td>
<td>Motors</td>
<td>Linear Motion Scientific, Pharmaceutical &amp; Medical engineering</td>
<td>12th March</td>
<td>9th April</td>
<td>30th April</td>
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<td>June</td>
<td>Drives &amp; Controls 2024 Show Catalogue</td>
<td>Intralogistics &amp; Smart Warehousing</td>
<td>Mechanical Power Transmission Communications, 5G, Security and Networking</td>
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<td>30th Aug</td>
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<td>Safety</td>
<td>Electronics &amp; Enclosures Controllers, HMIs &amp; Software</td>
<td>9th Oct</td>
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Why Drives & Controls?

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. Drives & Controls is being sent 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.

### CIRCULATION ACTIVITY

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The Drives & Controls social media channels bring you news from the worlds of automation, motion engineering & power transmission, updates from the manufacturing industries, must-attend events and links to the engineer’s handbook that is the Drives & Controls Annual Buyers guide.

With an unmatched following of engineers and manufacturing professionals across LinkedIn, Facebook and X – Drives social media achieves over 50,000 impressions each month, and continues to grow into 2024.
DISPLAY ADVERTISING RATES

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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 **£6200**

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

DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA’s full range of titles and 50k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Smart Machines & Factories, Power Electronics Europe.

Select by: - Business - Activity - Job Function - Geographic Location - Company Size

Direct Mail/List Rental: £210 per 1,000 (minimum order £500)
E-Cast rate:
1k – £420 per 1,000 / 2-5k – £385 per 1,000 / 6-10k – £325 per 1000 / 10k+ – £275 per 1000
Lease: POA

Products & Services Directory
Standard size 80 x 40mm - **£1188 per annum for 10 issues**
Double size 160 x 40mm - **£2200 per annum for 10 issues**

Appointments
Quarter Page - **£1000**
Half Page - **£1680**
Full Page - **£2680**

ONLINE ADVERTISING & SPECIFICATIONS

Drives & Controls Website
Drives & Controls’ frequently updated global Website (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 60,000 page views and more than 19,000 users, and the numbers are continuing to grow. (Data from Google Analytics). Banner advertising on the Website is available on a cost per month basis.

E-Newsletter Sponsored Panels
Drives & Controls’ e-newsletter is sent to over 18,000 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: **£785**

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Social Media
Drives & Controls has an unmatched presence across LinkedIn, X and Facebook.
1 x post on all networks - **£495**
4 x posts on all networks - **£1,695**

Annual Buyer’s Guide
Enhanced entry **£655 per annum**
Enhanced plus entry **£995 per annum**
Enhanced plus PR entry **£1,235 per annum**
Sponsorship opportunities available by request

Banner Options

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Drives Controls has an unmatched presence across LinkedIn, X and Facebook.
MECHANICAL DATA

Dimensions: width x height mm

Please keep any important text and graphics at least 5mm from the trim edge of the page and 6-8mm away on the spine side of the page for spread adverts.

Front Cover & Supplement Cover Panel
Trim..........................190 x 182
Full A4 Page
Trim..........................210 x 297
Bleed..........................216 x 303

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

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

Third Page
Horizontal Trim...............210 x 104
Horizontal Bleed.............216 x 110
Vertical Trim................72 x 297
Vertical Bleed................78 x 303

Quarter Page
Standard......................86 x 124
Horizontal Trim.............210 x 77
Horizontal Bleed...........216 x 83
Vertical Trim................52 x 297
Vertical Bleed................58 x 303

Double Page Spread
Trim..........................420 x 297
Bleed..........................426 x 303

Half Page Spread
Trim..........................420 x 146
Bleed..........................426 x 152

Third Page Spread
Trim..........................420 x 104
Bleed..........................426 x 110

Quarter Page Spread
Trim..........................420 x 77
Bleed..........................426 x 83

Products & Services
Standard entry..................40 x 80
Double entry....................40 x 160

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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Drives Controls
Talking Industry
Hydraulics & Pneumatics
DFA
POWER ELECTRONICS
EUROPE
Offshore
Engineering & Equipment
Aftermarket