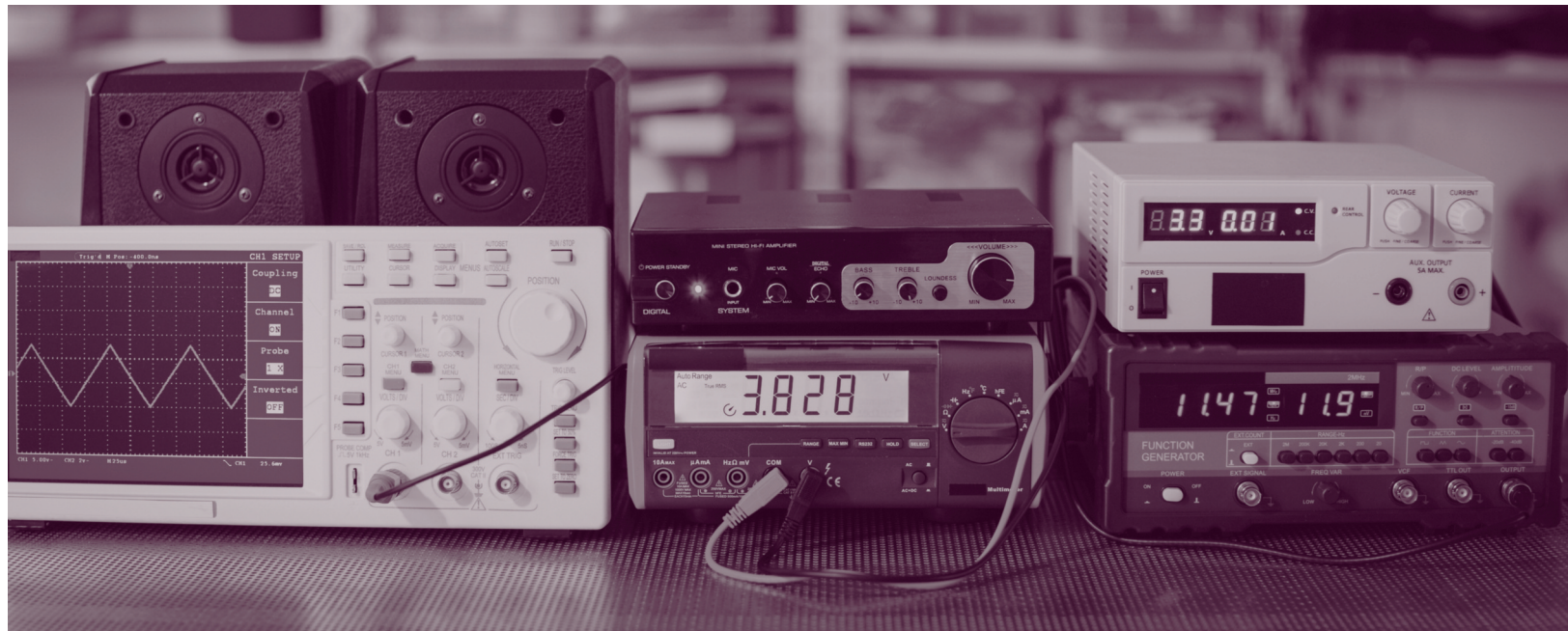


Instrumentation monthly

Your platform for all things: Test | Measurement | Control



Monthly Printed and Digital Magazine • Social Media Platform • Exhibition
Comprehensive Website • App Download • Supplier Directory

MEDIA **PACK**

www.instrumentation.co.uk

STAY IN TOUCH WITH THE INDUSTRY

Launched in 1968, **Instrumentation Monthly** examines all aspects of the instrumentation, test, measurement and control market. Alongside the printed version of the magazine, the digital issue and the bi-weekly E-Newsletters, Instrumentation Monthly is further enhanced by the comprehensive website www.instrumentation.co.uk

To celebrate the magazine turning 50 in August 2018, Instrumentation had a makeover and is now Instrumentation Monthly. The magazine website was also relaunched: www.instrumentation.co.uk

Now with the same great content but a brand new look, Instrumentation Monthly houses in-depth technical articles combined with application stories and the latest new products, giving specifiers, purchasers, and users of instrumentation equipment the knowledge they need to source the right product for their application.

Within the Instrumentation portfolio we also have the Instrumentation Directory and Sensors & Instrumentation Live, the UK's only sensors exhibition.

The Instrumentation Directory and the Sensors & Instrumentation exhibition are promoted regularly within Instrumentation Monthly. Because of the varied and proven opportunities we have available within the Instrumentation brand, we can get your company in front of the right people at the right time, making us your perfect media partner.

EDITORIAL SCHEDULE

DECEMBER/JANUARY

Calibration
Cases and Enclosures
Flow, Level and Control
Gas Detection
Test & Measurement
Pharmaceutical and Medical
Pressure Measurement
Signal Conditioning
Instrumentation Live Show Preview
Southern Manufacturing Show Preview

FEBRUARY

ATEX & Hazardous Areas
Cases and Enclosures
Automotive and motorsport
Cases and Enclosures
Connectors and Cables
Sensors and Transducers
Test & Measurement

MARCH

Calibration
Cases and Enclosures
Data Acquisition
Displays
Non Contact Measurement and Inspection
Oil & Gas
Signal Conditioning
Test & Measurement

APRIL

Flow, Level and Control
Software Solutions
Cases and Enclosures
Force Measurement
Monitoring and Metering
Thermal Imaging and Vision Systems
Test & Measurement
Water Monitoring

MAY

Cases and Enclosures
Data Acquisition
Handheld Instruments
IoT
Pressure Measurement
Sensors and Transducers
SUPPLEMENT: Test & Measurement

JUNE

ATEX & Hazardous Areas
Cases and Enclosures
Calibration
Flow, Level and Control
Gas Sensing
Non Contact Measurement and Inspection
Pharmaceutical and Medical
Test & Measurement

JULY/AUGUST

Cases and Enclosures
Gas Detection
Monitoring and Metering
Metrology
Sensors and Transducers
Signal Conditioning
Test & Measurement

SEPTEMBER

Calibration
Software Solutions
Cases and Enclosures
Connectors and Cables
Data Acquisition
Force Measurement
Test & Measurement
SUPPLEMENT: Instrumentation Excellence Awards

OCTOBER

Displays
Cases and Enclosures
Flow, Level and Control
Handheld Instruments
Oil & Gas
Predictive Maintenance and Condition Monitoring
Test & Measurement

NOVEMBER

Cases and Enclosures
Data Acquisition
IoT
Monitoring and Metering
Test & Measurement
Thermal Imaging and Vision Systems
Water Monitoring

Instrumentation Monthly targets individuals in the following industries: manufacturing, distribution, consulting, education, government or press/media/PR. Individuals with purchase specification or that have involvement in sensors, test, measurement and control based instrumentation products.

READERSHIP PROFILE

Instrumentation Monthly is read by engineers, managers and senior executives who have a purchasing and/or specifying responsibility for test, measurement or control-based instrumentation components, products and equipment.

This includes:

- Instrumentation Engineers
- Control Engineers
- Process & Control Engineers
- Control & Instrumentation Engineers
- System Integrators
- Test Engineers
- Design Engineers
- R&D Engineers/Managers/Directors

CIRCULATION PROFILE

Total Average Net Monthly Circulation: 11,001

COMPANIES PRIMARY ACTIVITY

- Manufacturer
- Distribution
- Consulting
- Education Establishment
- Government
- Press/Media/PR

PRIMARY JOB FUNCTION

- Automation Engineering
- Buyer / Purchaser / Specifier
- Buying Director/Manager
- Control Engineering
- Design Engineering
- Director
- Electrical/Electronic Engineer
- Engineer
- Engineering Management
- Environmental Engineer
- Instrument / Control Engineering
- Laboratory Management
- Management
- Manufacturing & Production
- Measurement Engineering
- Medical Research
- Other
- Project Engineering
- Project / Contracts Director / Manager
- Proprietor / Owner
- Research & Development
- Senior Management / Board Member
- Press / Media / PR
- Sales Marketing
- Test & Measurement
- Training / Education

PRINT & DIGITAL

DISPLAY	PRICE
Front Cover Package	£3,500
Double page spread	£3,200
Full page	£2,100
Half page	£1,150
Quarter page	£675

ADVERTORIAL & CLASSIFIED	PRICE
Full page	£1200
Half Page	£650
Latest Technology: Sixth of a Page	£250
Series discounts	
3 advertisements	10% discount
6 advertisements	20% discount
Directory	Packages start at just £350

DIGITAL ISSUE OPTIONS	PRICE
Digital Belly band	£995
Digital Barn door	£995
Ticker Tape	£895

ONLINE PROMOTIONS

Site Takeover	£1,500pm
Leaderboard Banner	£900pm
Article Banner	£750pm
MPU	£800pm
Button	£300pm
White papers of the week	£350
Video of the week	£300
Bespoke email	POA

E-NEWSLETTER

Banner	£350 per issue
Spotlight	£250 per issue

EVENTS

SENSORS & INSTRUMENTATION SHOW PRICE	
Shell Scheme:	£299sqm

All rates exclusive of VAT

Agency discount : Less 10%

Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

MONTHLY: SPECIALISED E-NEWSLETTER

Circulation: 19,331

MONTH	SUBJECT
December	Best of the year
January	Flow, level & control
February	Instrumentation, Analysis and Testing Exhibition show preview
March	Test & measurement
April	Flow, level & control
May	Sensors
June	Sensors & Instrumentation Live show preview
July	Cases & Enclosures
August	Test, measurement & control
September	Sensors
October	Flow, level & control
November	Calibration

Also available for any new PR our general monthly e-newsletter, please enquire for deadlines

MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

PAGE SIZE (WXH)	TYPE AREA	BLEED SIZE	TRIM SIZE
Full Page	195 x 265	235 x 312	229 x 306
Double Page	420 x 265	464 x 312	458 x 306
Half Page [H]	195 x 135		
Half Page [V]	94 x 265		
Quarter Page [V]	94 x 135		

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