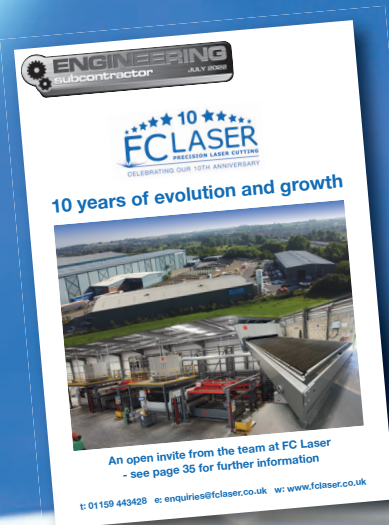


MEDIA PACK 2023



Introduction

For almost twenty years, Engineering Subcontractor has provided the ideal vehicle for UK subcontractors to source the latest cutting-edge technology. Established in 2004, the publication has gone from strength to strength over the years and remained relevant in an ever-changing world. Popular with readers and advertisers alike, its easy-to-read format and easily digestible content ensures its continued value to production engineers, engineering managers and directors.

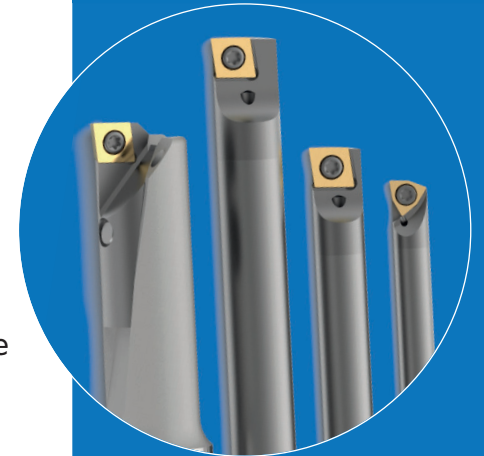
Technology has changed over the past twenty years and Engineering Subcontractor has had to adapt to the times. The website works alongside the printed publication to provide regular news stories and to promote upcoming key events and exhibitions. Visitors to www.engineeringsubcontractor.com will find a wealth of articles and resources to ensure they are well informed of the latest news and changes in their sector. There are also opportunities to advertise via web advertising or company videos.

Reaching the right audience remains key and Engineering Subcontractor is the perfect tool to ensure companies are reaching the right customers. With its dedicated and targeted print circulation of 10,000, advertisers know the magazine is reaching key personnel and decision makers.

Maintaining the correct balance of advertising to editorial content, the magazine continues to make advances in providing tailored editorial content and continues to seek out the very latest information for readers. With easy to find features, each edition includes clearly defined sections to ensure your advert or article is always included in the best possible position in the publication.

For the first time in 2023, Engineering Subcontractor will be sending issues to a small, carefully selected email list. Recognising that balance is key in print and digital media, the printed publication remains at the forefront, but there will be some readers who prefer to digest the latest information online.

Finally, the magazine will be published six times a year moving forward. This will enable the focus to very much be quality over quantity. With a new look and fresh approach, Engineering Subcontractor looks forward to working with existing and new companies as we move forward together.



2023 EDITORIAL FEATURES

JANUARY/FEBRUARY

Southern Manufacturing Preview
Automation Report
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Sawing & Cutting Off

MARCH/APRIL

Aerospace Report
EDM
Machining Centres
Workholding
CAD/CAM
Laser Cutting
Advanced Manufacturing Report
Welding

MAY/JUNE

Automation Report
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Press Brakes
Sawing & Cutting Off

JULY/AUGUST

Aerospace Report
EDM
Machining Centres
Automation
Workholding
CAD/CAM
Laser Cutting
Welding

SEPTEMBER/OCTOBER

EMO 2023 Preview
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Advanced Manufacturing Report
Sawing & Cutting Off

NOVEMBER/DECEMBER

Aerospace Report
EDM
Machining Centres
Automation
Workholding
CAD/CAM
Laser Cutting
Welding

Regular sections:

Automation, CAD/CAM, Cutting Tools, Metal Cutting, Metal Forming, Measurement & Inspection, Workholding

(The publisher reserves the right to add or cancel features to reflect market trends)

RATE CARD & TECHNICAL SPECIFICATIONS

COVER RATES

Front cover package	4 clr	£2600
Inside front cover	4 clr	£2300
Inside back cover	4 clr	£1800
Outside back cover	4 clr	£2300

DISPLAY RATES

Full page	4 clr	£2100
Junior Page (A5)	4 clr	£1600
1/2 page	4 clr	£1200
1/4 page	4 clr	£ 750

TECHICAL SPEC

Full page bleed	W H
Full Page trim	216 x 303 mm
Type area	210 x 297 mm
	200 x 287 mm

Half Page (landscape)	184 x 128 mm
Half Page (portrait)	90 x 258 mm

Quarter Page (landscape)	184 x 60 mm
Quarter Page (portrait)	90 x 128 mm

INSERTS: Prices according to weight and size

2023 PUBLICATION DATES mailed out week commencing:

January - 16th January
March - 13th March
May - 15th May
July - 10th July
September - 4th September
November - 13th November

Copy Requirements

Images

TIFF, JPEG and EPS formats. All images should be saved as CMYK and have a minimum resolution of 300dpi.

PDF Files

Press-ready PDFs should be created using CMYK High/Press Quality setting, all fonts embedded. Transparencies flattened. Please ensure you have minimum 3 mm bleed on all sides and printer marks/trim marks are included. Please note we cannot be held responsible for colour variations.

CIRCULATION BREAKDOWN

Engineering Subcontractor is mailed to a controlled circulation of 10,000 readers with a legitimate interest in the content.

Circulation by Company Function

Aerospace	263
Motor vehicle manufacture	316
Electrical & Electronic Engineering	41
Plating	23
Instrument Engineering	43
Metal fabrication	4562
Metal spinning	21
Architectural Metal	182
Toolmaking	849
Mould making	157
Polishing	68
Precision engineering	3475

Circulation by Geographical Area

London & South East	2641
South & South West	1287
East Anglia	459
East Midlands	285
West Midlands	2416
Yorkshire	923
North East	401
North West	888
Scotland	429
Wales	201
Northern Ireland	70



Circulation by Job Title

MD, Director, Proprietor	6321
Production Director / Manager	2436
Technical Director / Manager	751
General / Works Manager	468
Other	24



DIGITAL ADVERTISING

www.engineeringsubcontractor.com

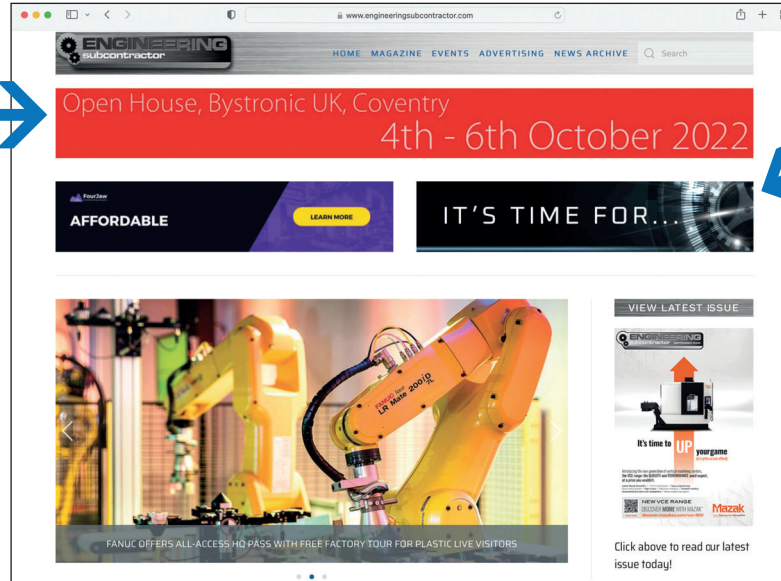
Leaderboard advert

Ensure maximum exposure to promote your brand or latest event.

This advertising position is not shared with any other company.

Rate: £800 per month

Spec: 1200 pixels wide by 120 pixels high



Banner advert

This prime position provides great visibility appearing above the latest news stories.

Banner advert (Non-rotating)

Rate: £400 per month

Spec: 600 pixels wide x 125 pixels high



Banner advert
Company logo (non-rotating)

An affordable monthly advertising option

Rate: £200 per month

Spec: 288 pixels wide by 360 pixels high

