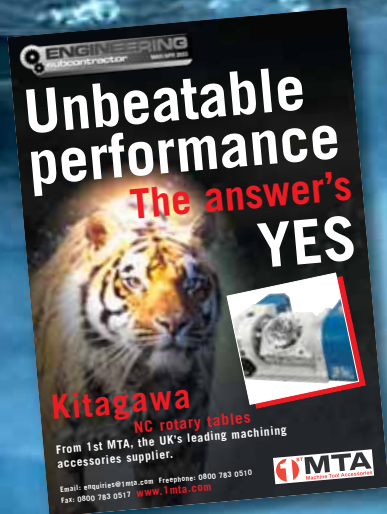




MEDIA PACK 2024





MEDIA PACK 2024

Introduction

Celebrating its 20th year, 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 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, www.engineeringssubcontractor.com, works alongside the printed publication to provide regular news stories and to promote upcoming key events and exhibitions. Visitors to the website 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.

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. Every issue is available to view and download via our website.

Engineering Subcontractor will once again be published six times in 2024 and the team will be available at all of the key trade shows next year including Southern Manufacturing, MACH and AMB.

Thank you for your ongoing support.

John Barber | Publisher | Tel: 01472 210712 | Email: john@rbpublishing.co.uk



2024 EDITORIAL FEATURES

JANUARY/FEBRUARY

Southern Manufacturing Preview
MACH 2024 Preview
5-Axis Machining
Cutting Tools
Measurement & Inspection
Metal Marking
Waterjet Machining
Sawing & Cutting Off

MARCH/APRIL

MACH 2024 Preview
Aerospace Report
EDM
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

AMB 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	£2800
Inside front cover	4 clr	£2300
Inside back cover	4 clr	£1800
Outside back cover	4 clr	£2300

DISPLAY RATES

Full page	4 clr	£2200
Junior Page (A5)	4 clr	£1600
1/2 page	4 clr	£1200
1/4 page	4 clr	£ 750

TECHICAL SPEC

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

2024 PUBLICATION DATES mailed out week commencing:

January - 15th January

March - 11th March

May - 13th May

July - 12th July

September - 30th August

November - 11th 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	274
Motor vehicle manufacture	321
Electrical & Electronic Engineering	35
Plating	22
Instrument Engineering	45
Metal fabrication	4536
Metal spinning	23
Architectural Metal	185
Toolmaking	851
Mould making	155
Polishing	71
Precision engineering	3482

Circulation by Geographical Area

London & South East	2662
South & South West	1279
East Anglia	463
East Midlands	282
West Midlands	2424
Yorkshire	919
North East	392
North West	878
Scotland	426
Wales	207
Northern Ireland	68



Circulation by Job Title

MD, Director, Proprietor	6417
Production Director / Manager	2342
Technical Director / Manager	747
General / Works Manager	466
Other	28

Aerospace Report

Hexagon and Stratasys unlock 3D printed PEKK's lightweighting potential for aerospace engineers with simulation

Hexagon and Stratasys have announced a new partnership to help aerospace engineers unlock the lightweighting potential of 3D printed PEKK (polyether ether ketone) parts. The partnership involves the use of simulation to optimize part designs for weight and strength. Hexagon's software, including the Hexagon Manufacturing Intelligence (HMI) suite, is used to simulate the performance of 3D printed parts under various conditions. Stratasys, a leader in 3D printing, provides the PEKK parts used in the simulation. The partnership aims to reduce the weight of aerospace components, leading to improved fuel efficiency and performance. The companies will be working together to develop new design solutions and manufacturing processes for 3D printed PEKK parts. The partnership is expected to benefit aerospace engineers by providing them with the tools and expertise needed to design and manufacture lighter, stronger parts. The partnership is a key part of the companies' commitment to innovation and excellence in the aerospace industry.



DIGITAL ADVERTISING

www.engineering subcontractor.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

