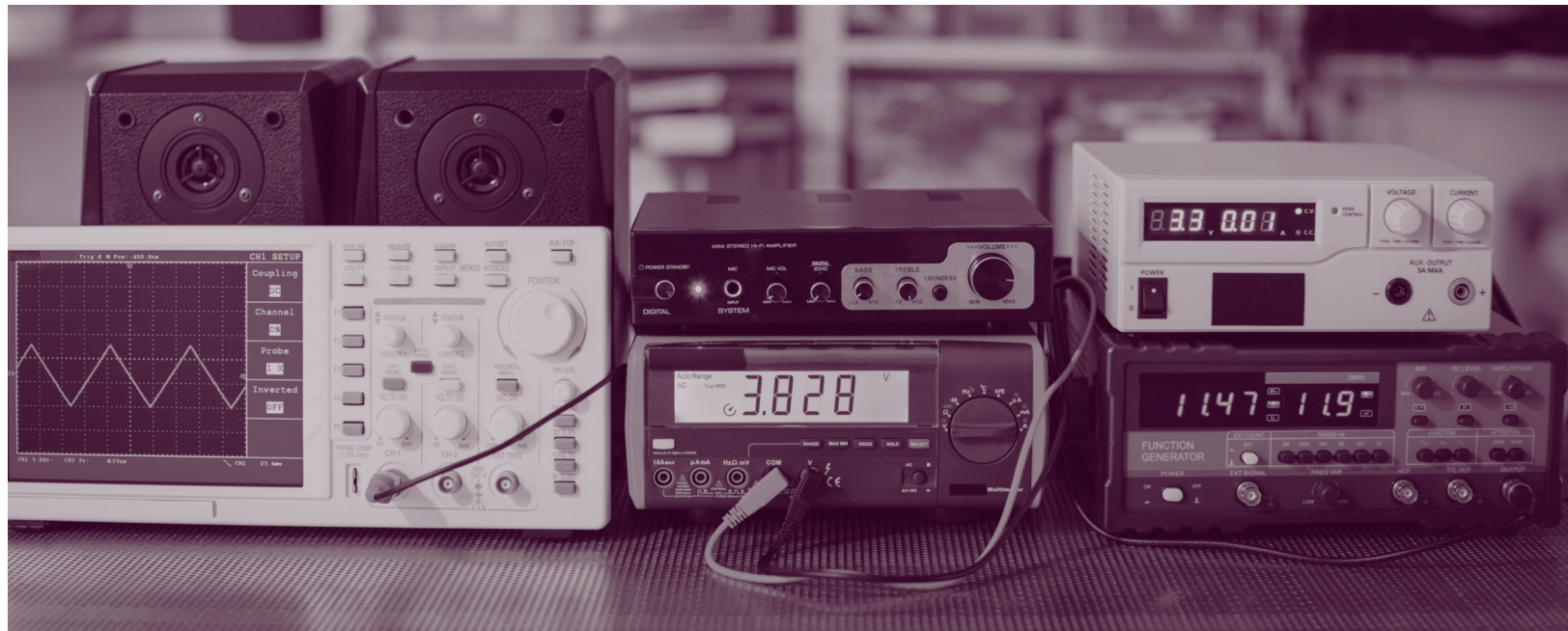


# Instrumentation monthly

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](http://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](http://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](http://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
<b>Series discounts</b>	
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		

## PUBLICATION CONTACTS

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