

ADVERTISING RATES – 2010

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	3	6	10
Full Page	£2750	£2710	£2650	£2585
Half Page	£1940	£1885	£1830	£1770
Quarter Page	£1100	£1060	£1030	£1010
Third page	£1690	£1560	£1500	£1450
Datafiles	£290	£270	£260	£250

Additional Charges

Facing Matter Guaranteed	£160
Guaranteed Page Position	£175
Solus	£825

Cover Premium

Outside back	+12%
Inside Back	+12%

Gatefold Front Cover (max 2 per company) - £8640
3 pages + front cover window.

Front Cover (max 2 per company) - £5015
Inside front + front cover window.

Products & Services Directory

Boxed entry: £1000 per annum for 10 issues

Appointments

Display (mono)

Quarter Page	£555
Half Page	£940
Full Page	£1730
Colour insertions + 20%	
Box no.	£60 extra

Inserts

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

DIRECT MAIL & INTERNET SERVICES – 2010

DIRECT MAIL SERVICES:

Drives & Controls offers you, the advertiser, the opportunity to rent our highly targeted circulation in excess of 20,000 qualified readers. For the cost of £190.00 per 1,000 (minimum order £500.00) for direct mail, and £390/1000 for electronic direct mail, you can formulate your own targeted direct mail campaign using the following criteria:

Business Activity

Areas of Interest

Job Function

No. of employees

INTERNET SERVICES:

Banner advertising:

Cost per Month (£)

	1 month	6 months	12 months
Home page	£300.00	£250.00	£200.00
Home page +1	£200.00	£175.00	£100.00
Home page +2 or more	£125.00	£100.00	£75.00
Logo entry in sponsors' panel on home page	£175.00	£150.00	£125.00
Buyers Guide home page	£250.00	£225.00	£175.00
Buyers Guide sectional sponsorship	£150.00	£125.00	£100.00
Enhanced Buyers Guide entry with logo	—	—	£450.00

(21 dedicated sections for Drives, Automation, Power transmission and Motion Control)