

**Process & Control** has been serving industry for over 30 years, and continues to be the leading information source for all those who have a direct influence over the specification and procurement of process and control products, equipment, systems and services.

Since its launch, **Process & Control** has evolved and developed in tandem with the market it serves, and as one of the most respected journals in its field, offers engineering professionals practical solutions to their process and control problems.

Its editorial content is specifically configured to provide its high-quality readership with the latest information, products, technology, systems and services, which, in turn, provides advertisers with a direct link to their prime target market, in a proven format designed to generate valuable sales leads.

Working alongside **ConnectingIndustry.com**, the **Process & Control** team can offer inspiring solutions for your marketing plans by structuring a bespoke package of promotion that will provide your company with maximum exposure and leads. Just some of the examples of how we can meet your marketing needs are listed overleaf - please do not hesitate to contact us for further information.

**Process & Control** is independently audited by the ABC to prove that its circulation is of excellent quality and is sent out to those that have a genuine need to read it.



## EDITORIAL PROFILE & PROGRAMME

**Process & Control** was launched in 1980, under its original name of Process Equipment News, and celebrated its 30th Anniversary in June 2010. The editorial includes a mix of case studies, technology features, new product information and general industry news, and aims to keep the reader abreast of developments in the process industry in order to help them improve efficiency in their manufacturing processes. Each month the magazine has a dedicated section focusing on a different process industry sector, written in a style designed to present the reader with effective solutions to processing problems.

As the role of the process engineer and control engineer has converged over recent years, the editorial content has evolved to cover both process equipment products and control and instrumentation devices. The magazine is conveniently divided into two sections reflecting these subject areas, so readers can quickly find the information most relevant to them.

The magazine's editorial content is also uploaded to **Datateam's** online industrial information source **ConnectingIndustry.com**, allowing every feature to be seen by a much larger audience from around the world.

## EDITORIAL SCHEDULE 2011

PROCESS EQUIPMENT		CONTROL & INSTRUMENTATION
Dec/Jan 11	Heat transfer Seals & gaskets Hazardous area & safety equipment <b>Supplement: FOOD PROCESSING &amp; PACKAGING</b>	Flow & level control PLCs & soft control
Feb 11	Filtration & separation Mixing equipment <b>Supplement: RUBBER &amp; PLASTICS</b>	Process automation systems Communications & networking Wireless technology <b>Show preview: PRO2PAC</b>
Mar 11	Containers, tanks & vessels Heat transfer Pumps <b>Supplement: FOOD PROCESSING &amp; PACKAGING</b>	Meters, gauges & displays Temperature, humidity & moisture control
Apr 11	Emissions monitoring/dust & fume control Weighing & ingredient technology Valves & actuators <b>Supplement: CHEMICALS &amp; PHARMACEUTICALS</b>	PLCs & soft control Calibration
May 11	Feeders, vibrators & conveyors Filtration & separation <b>Supplement: WATER &amp; WASTE TREATMENT</b>	Flow & level control Transducers, transmitters & sensors
Jun 11	Compressors & compressed air Hazardous area & safety equipment <b>Supplement: FOOD PROCESSING &amp; PACKAGING</b>	Data acquisition/data logging/SCADA Temperature, humidity & moisture control
Jul 11	Seals & gaskets Heat transfer Pumps <b>Supplement: OIL &amp; GAS</b>	Communications & networking Wireless technology
Aug 11	Containers, tanks & vessels Valves & actuators <b>Supplement: FLOW &amp; LEVEL CONTROL</b>	Meters, gauges & displays Process automation systems <b>Show previews: PPMA Show Sensing Technology</b>
Sep 11	Filtration & separation Mixing equipment <b>Supplement: FOOD PROCESSING &amp; PACKAGING</b>	Drives & controls Transducers, transmitters & sensors
Oct 11	Environmental technology/energy efficiency Weighing & ingredient technology Feeders, vibrators & conveyors <b>Supplement: CHEMICALS &amp; PHARMACEUTICALS</b>	Calibration Data acquisition/data logging/SCADA
Nov 11	Valves & actuators <i>Water and waste treatment</i> <b>Supplement: Pumps</b>	Intelligent field devices Temperature, humidity & moisture control
Dec/Jan 12	Heat transfer Seals & gaskets Hazardous area & safety equipment <b>Supplement: FOOD PROCESSING &amp; PACKAGING</b>	Flow & level control PLCs & soft control



## READERSHIP PROFILE

**Process & Control** is read by engineers, managers and senior executives who have a purchasing and/or specifying responsibility for control, instrumentation and process products, equipment, systems and services. This includes:

- Process Engineers
- Control Engineers
- Instrumentation Engineers
- Control & Instrumentation Engineers
- Process & Control Engineers
- System Integrators
- Technical Engineers/Managers/Directors
- Plant Engineers/Managers/Directors
- Production Engineers/Managers/Directors
- Engineering Managers/Directors
- Operations Managers/Directors

## CIRCULATION PROFILE

By Industry Sector	No.	%
Agriculture, Forestry and Fishing	14	0.1%
Mining & Quarrying	81	0.6%
Food, Drink & Tobacco Industries	1645	12%
Leather/Textile. Footwear & Clothing Industries	221	1.6%
Wood & Wood Products Industries	56	0.4%
Paper, Printing & Publishing	420	3.0%
Fuel Manufacture - Coke, Petroleum & Nuclear Industries	98	0.7%
Chemical, Pharmaceutical & Man Made Fibres	1213	8.8%
Rubber & Plastics Industries	703	5.2%
Mineral Products Manufacture	370	2.8%
Metals & Metal Products Manufacture	1008	7.4%
Machinery & Equipment Manufacture	2410	17.6%
Electrical/Electronics & Optical Equipment Manufacture	2250	16.5%
Transport & Equipment Manufacture	523	3.8%
Recycling	157	1.2%
Electricity, Gas & Water	251	1.8%
Construction Industry	113	0.9%
Wholesale & Retail Repair Trades	902	6.6%
Transport & Communications	59	0.5%
Business Services & Machine Rental	1012	7.4%
Public Administration & Defence	86	0.6%
Training & Higher Education	77	0.5%
<b>Total</b>	<b>13669</b>	<b>100.0%</b>

By Employees at Site	No.	%
1000 plus employees	728	5.3%
500 - 999 employees	1012	7.4%
200 - 499 employees	2201	16.1%
50 - 199 employees	4763	34.8%
6 - 49 employees	3850	28.2%
1 - 5 employees	1115	8.2%
<b>Total</b>	<b>13669</b>	<b>100.0%</b>

By Job Seniority	No.	%
MD/Chairman/Proprietor	1220	8.9%
Director/Vice President	1650	12.1%
Group Head/Area Manager	766	5.6%
Manager/Head/Chief	5009	36.8%
Supervisor/Leader	481	3.5%
Senior/Professional	527	3.8%
Engineer/Executive	3652	26.7%
Consultant/Adviser	201	1.4%
Department Head	163	1.2%
<b>Total</b>	<b>13669</b>	<b>100.0%</b>



## DISPLAY ADVERTISING

INSERTIONS	1	5	10+
DPS	£4,105	£3,785	£3,465
Full-page	£3,005	£2,795	£2,585
Junior-page	£2,505	£2,345	£2,185
Half-page	£2,055	£1,940	£1,825
Quarter-page	£1,580	£1,512	£1,445
Front cover package*	£3,500*	-	-
Other cover positions	Add 20%		
Guaranteed positions	Add 10%		
Digitized advertisements	Add 20%		

\*Package comprising editorial style front cover, contents page repeater + DPS advertorial/advertising mix

## CLASSIFIED ADVERTISING

Contact Directory - standard	£400	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£500	As above with up to 50 words of text
Website Locator	£200	Rate per heading, per annum
Literature Updates	£175	Colour picture or brochure + up to 75 words of text
Product Profiles	£200	Colour picture + up to 100 words of text
Advertorials	£250	Colour picture + up to 150 words of text
Classified	£20	Rate per single column centimetre per insertion

## SPECIAL PROMOTIONS

Inserts - loose or bound-in	POA	Price dependant on weight of item
List rental/direct mail	POA	Selections available by job title, job function, company size, industry sector (SIC), purchasing influence & by region
Purchase intent questions (PIQs)	£250	Lead generation mechanism giving subscribers detailed information about relevant readers. Rate per question, per insertion
Supplementary response programme (SRP)	£1,000	Lead generation promotional package combining PIQs and the Contact Directory. Rate per annual package
Bespoke market research	POA	Specially commissioned surveys produced in conjunction with our editorial team, tailored to meet individual clients needs
Reprints	POA	Price on application
Sponsorships	POA	Various and unique opportunities to build valuable company/brand awareness

## ONLINE PROMOTIONS

ConnectingIndustry.com	1 month	3 months
Banners/skyscrapers - <b>ConnectingIndustry.com</b> homepage	£1,000	£2,700
- <b>Process &amp; Control</b> homepage	£800	£2,160
- <b>Process &amp; Control</b> community	£600	£1,620
- News story page ( <i>non-exclusive</i> )	£1,100	£2,970
- Directory homepage	£800	£2,160
- Directory product category	£500	£1,350
Newsletters - Banners	POA	POA
- Advertorials	£300	£810
Bespoke e-casts	POA	POA

This is just a small selection of the many online branding opportunities we are able to offer. Please contact sales@connectingindustry.com for the full list of online promotions available.

### All rates exclusive of VAT

Agency discount : Less 10%  
 Publication date : 3rd week of publication cover date  
 Copy deadline : 14th of the month prior to the publication cover date  
 Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date



## MECHANICAL DATA

PAGE SIZE (HxW in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	272 x 393	303 x 426	297 x 420
Full-page	272 x 191	303 x 216	297 x 210
Junior-page	188 x 135	-	-
1/2-page [H]	124 x 191	145 x 216	139 x 210
1/2-page [V]	272 x 86	303 x 102	297 x 96
1/4-page	124 x 86	-	-
1/4-page [H]	65 x 191	-	-
1/4-page [V]	272 x 44	-	-

## COPY REQUIREMENTS

- All artwork must be supplied in digital file format
- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)
- Files must contain all images in HIGH RESOLUTION, 4-colour CMYK format - with all fonts embedded.
- Files under 6MB may be transmitted via email to [lmontgomery@datateam.co.uk](mailto:lmontgomery@datateam.co.uk)
- Files over 6MB should be sent, on CD, to the address as detailed below.

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## CONNECTINGINDUSTRY.COM

**ConnectingIndustry.com** is *Datateam's* online industrial information source. It has recently undergone considerable investment to maintain its well respected position in the online market and deal with the increasing demand for up-to-date information, breaking news and instant results. Pulling together the resources and content from its portfolio of leading magazines, **ConnectingIndustry.com's** team of experienced editors continue to track the latest developments and are often the first to break news, opinions and features that form industry's most in-depth coverage.

The site's improved interface enhances readers' ability to browse through **editorial content**, find related articles of interest and then easily request more information about these stories by using the fast-track enquiry service. Users can also email news to colleagues and submit comments about specific stories for other readers to view and respond to.

The website is also partnered by a full suite of **electronic newsletters**. Emailed to readers every week, they range from magazine focused newsletters with a broad circulation, to targeted editions aimed at niche areas of industry.

The search facility in its comprehensive **supplier's database** has also been upgraded, providing users with an advanced feature that finds companies by product category, geographical location, alphabetically or by keyword search.

**For further information or to discuss the many web-based branding opportunities on offer, please call +44 (0)1622 699136 or email [lmontgomery@datateam.co.uk](mailto:lmontgomery@datateam.co.uk)**

**Process & Control** is just one of *Datateam's* full suite of **ConnectingIndustry.com** titles:



**For further information on any of the above titles, please contact one of the Process & Control team who will be happy to help you.**