FIRST FOR INDUSTRY 4.0 & THE INDUSTRIAL INTERNET OF THINGS

INFLUENCE

2018 MEDIA INFORMATION
Smart Machines & Factories is the UK’s first and leading dedicated journal focusing on the Fourth Industrial Revolution (4IR) and transforming to a smart manufacturing era.

The UK is only one of many manufacturing nations seeking to take advantage of new opportunities from 4IR, so we cannot be complacent if the UK is to remain competitive.

However there is an enormous information vacuum, and many companies need guidance in order to prepare for this transformation. Smart Machines & Factories is helping senior decision makers by providing essential, clear and comprehensive editorial insights into what is needed to prepare the UK’s economy for the coming waves of technological change. Establishing how we help UK manufacturing adapt to a highly digitalised future, and benefit from the opportunity this brings, will be a fundamental factor of any future economic success.

The smart era will impact profoundly on manufacturing supply chain management and customer relationships, bringing greater collaboration and more integrated systems. Flexible processes such as additive manufacturing, advanced joining, and reconfigurable robotics will reduce the importance of economies of scale in some types of manufacturing and so support greater localisation of the supply chain and mass customisation of products. Manufacturers will favour suppliers that are resilient and adaptable to these changes.

Smart Machines & Factories readers are able to learn about a range of issues including embracing advanced automation, digitally networked production plants, integrated sensors and IT/Cloud Computing, design methods including 3D CAD/ CAM, smart grid technologies, new production processes such as 3D printing, and next-generation industrial robots - including collaborative robots (cobots).

In addition the journal will also cover Predictive Maintenance 4.0, IT-based automation solutions that will bring fundamental change to all in-factory processes, IT security, as well as smart technologies that manage and coordinate power, gas and heat networks so that capacity can be balanced and optimally deployed across the entire energy system – integrated energy. Plus much more. Smart Machines & Factories covers all sectors of industry from industrial automation and energy to predictive maintenance, supply, power transmission and control and R&D.

No other publication provides such in-depth insight and analysis into tomorrow’s integrated factories. Smart Machines & Factories journal is a vital tool to help UK manufacturers prepare for the Fourth Industrial Revolution and the Industrial Internet of Things.

In addition, complementing Smart Machines & Factories journal is the comprehensive online portal: www.smartmachinesandfactories.com which helps professionals who want to stay current on every aspect of 4IR and the Industrial Internet of Things.

DFA Media has an unrivalled publishing reputation in the motion and control, engineering, technology, and maintenance sectors, producing market-leading journals, with some dating back over thirty years. The journal portfolio is recognised for its highly focused editorial profile, respected researched circulation and thorough industry representation. This editorial approach ensures maximum reader interest and guarantees that Smart Machines & Factories is highly targeted for advertisers.
The editorial in each issue of Smart Machines & Factories journal includes focused news, high-profile interviews, case studies, industry debate, technology updates and feature analysis covering all aspects of Industry 4.0 and the Industrial Internet of Things to ensure a broad spectrum of relevant high quality editorial - the most comprehensive dedicated independent coverage of the smart manufacturing era.

**Topic covered in each issue include:**
- Advanced automation/ controls
- Advanced manufacturing systems
- 3D printing/ additive manufacturing
- Advanced robotics/ artificial intelligence
- Autonomous transport systems
- Advanced processes
- Cloud computing
- Cyber physical systems
- Cyber security
- Data capture and analytics
- Embedded systems
- Human machine collaboration
- Image processing
- Intelligent sensors
- Integrated energy
- Logistics 4.0
- Machine 2 machine communications
- Predictive Maintenance 4.0
- Process/ design software
- Product lifecycle management (PLM)
- Process automation
- Real time monitoring & controls
- Sensor technology
- Simulation technology
- Smartphones and other mobile devices
- Software
- Virtual product development
- Visualisation

**CIRCULATION**

**By Industry**
- Automotive / Auto Components: 1702
- Food, Drink & Tobacco: 1779
- (Other) Manufacturing Industries: 1062
- Instrument Engineering / Manufacture: 471
- Warehousing & Distribution: 432
- Printing, Paper & Packaging: 438
- Chemical & Allied Trades (inc Plastic & Rubber): 406
- Pharmaceutical Industry: 592
- Defence: 326
- Transport & Communications: 219
- Shipbuilding & Marine Engineering: 204
- Textiles, Clothing & Footwear: 174
- Electrical / Electronic Manufacturing: 1004
- Health Service / Medical: 253
- Education: 48
- Aerospace: 467
- Public Admin / Local Authority: 115
- Subcontractor (Design, Engineering, Procurement, Construction): 311
- Total: 10003

**Company Size**
- Employees
  - 1-99: 4721
  - 100-199: 1003
  - 200-495: 1010
  - 500+: 3269
  - Total: 10003

**By Job Function**
- Owners, MD, FD, Senior Management: 2386
- Manufacturing/Production/Engineering Management: 2484
- Process/Control/Automation Management: 1261
- Operations/Logistics/Quality Assurance: 786
- Factory/Plant/Works/Maintenance Management: 1443
- IT/Information Systems Management: 851
- Product Design/R&D: 792
- Total: 10003
**PUBLISHING DATES 2018**

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<th>Issue</th>
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**ADVERTISING RATES 2018**

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**Appointments**

Quarter Page £950.00  
Half Page £1600.00  
Full Page £2300.00

Inserts Prices for both loose and bound-in are available on request and are based on size and weight.

**Digital & Web advertising**

Html ecast £1500.00 (full distribution)

**NEWSLETTERS**

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**WEBSITES**

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**Inserts Prices for both loose and bound-in are available on request and are based on size and weight.**
MECHANICAL DETAILS

MATERIAL REQUIREMENTS
Advertising copy can be supplied as QuarkXpress or InDesign files (including all support files and fonts), high-resolution, press-optimized pdf, eps, tiff or jpg files. All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK or grayscale for mono.

Please also supply a colour proof to the Production Manager at the address below as we cannot be held responsible for any colour variations otherwise.

Full Page
Type  235(h)  x  170(w)
Trim  265(h)  x  200(w)
Bleed  271(h)  x  206(w)

Half Page Horizontal
Type  112(h)  x  170(w)
Trim  130(h)  x  200(w)
Bleed  136(h)  x  206(w)

Third Page Vertical
Type  235(h)  x  50(w)
Trim  265(h)  x  64(w)
Bleed  271(h)  x  70(w)

Double Page Spread
Type  235(h)  x  370(w)
Trim  265(h)  x  400(w)
Bleed  271(h)  x  406(w)

LOOSE AND BOUND INSERTS
Please contact the Production Manager for mechanical data. The price for ‘tipping-on’ is passed on at cost i.e. £88 per thousand for hand tipping or £15.00 per thousand for machine tipping. Folding or extra cutting/trimming of inserts will be charged at cost.

CANCELLATIONS
Cancellation: 4 weeks preceding the publication date.
Smart Industry Expo 2018

Smart Industry Expo 2018 - the comprehensive dedicated biennial event focusing on the components aspect of the fourth industrial revolution and supporting the transformation to a smart manufacturing era - will give exhibitors the opportunity to communicate directly with senior management across the whole of the UK industrial spectrum. Visitors will range from managing directors, financial directors, and owners to process/control and IT/automation management, plus many more who are all seeking guidance in order to prepare for this smart engineering transformation. The event will display an array of smart technologies alongside a range of seminars providing a comprehensive insight and analysis into tomorrow's integrated factories. Smart Industry Expo 2018 is a vital opportunity to help UK manufacturers prepare for the fourth industrial revolution and the Industrial Internet of Things.

www.smartindustry-expo.com