MESSAGE FROM THE EDITOR

THE FORWARD MARCH OF DIGITALISATION

The forward march of digitalisation is having a major impact on skill sets and work management, creating a new set of challenges across the globe. Smart Machines & Factories journal is dedicated to focusing on how new smart technologies, strategies and solutions will enable faster, more responsive and more improved productivity and ultimately higher quality products at a reduced cost.

The UK is set to be the global leader in the creation, adoption and export of advanced digital technologies by 2030 and as a result will help shape how the modern world does business. But this doesn’t mean the UK can be complacent. A lot still needs to be done to reach this goal. Establishing how UK manufacturers, especially SMEs, can adapt to a highly digitalised future, and benefit from all the opportunities this brings, is fundamental to our future economic success. Now more than ever companies need support and guidance in order to prepare for this increasingly rapid transformation.

Smart Machines & Factories is the only publication dedicated to providing key senior decision makers with essential, clear and comprehensive insights into the array of smart technology, solutions, and strategies, as well addressing practical day-to-day issues that are affecting manufacturing businesses now, in order to drive industry forward and help them remain competitive on the global stage.

Aaron Blutstein, Editor

SMART INDUSTRY EXHIBITION AND CONFERENCE 2021

The UK’s only national exhibition and conference that brings together all the leading suppliers and a c-suite audience under one roof covering all aspects of 4IR

25-27 JANUARY 2021 | HALLS 9 & 10 | NEC BIRMINGHAM

Smart Industry Expo is one of the UK’s most comprehensive dedicated events focusing on the Fourth Industrial Revolution and transforming to a smart manufacturing era.

The highly focused event is an ideal opportunity to learn how to prepare for the smart era as well as seeing first hand the variety of technology and services on offer and being able to discuss a wide range of issues including advanced automation, digital networks, and design methods including 3D CAD/CAM, smart grid technologies, new production processes, 3D printing, and next generation industrial robots – including collaborative robots.

www.smartmachinesandfactories.com

To receive a copy of the exhibitor’s brochure for the 2021 show, please contact:
Damien Oxlee on +44 (0)1732 370342 / +44 (0) 7951 103754 damien.oxlee@dfamedia.co.uk
Andy Wylie on +44 (0)1732 370341 / +44 (0) 7939 607855 andy.wylie@dfamedia.co.uk
The Smart Machines & Factories (SMF) 2020 editorial programme includes focused news, high-profile interviews, case studies, industry debate, technology updates and feature analysis, covering all aspects of Industry 4.0. Throughout 2020 topics covered:

- 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

SMART MACHINES AND FACTORIES 2020 E-NEWSLETTER TRANSMISSION DATES

January 14th
January 28th
February 11th
February 25th
March 10th
March 24th
April 7th
April 21st
May 5th
May 19th
June 2nd
June 16th
June 30th
July 14th
July 28th
August 11th
August 25th
September 8th
September 22nd
October 6th
October 20th
November 3rd
November 17th
December 1st
December 15th
CIRCULATION ACTIVITY  PRINT & DIGITAL DATA

15,208* Combined Circulation

15,208

Smart Industry Conferences Digitalisation presents huge opportunities for British manufacturing over the next decade. However in the UK there is an enormous information vacuum, and many SMEs need urgent guidance in clear and concise language in order to prepare for this transformation, so as not to be left behind their global competitors.

The Smart Industry series of Conferences will address and unravel the vast array of conflicting information around 4IR, discussing the practicalities, technologies and issues surrounding transition and implementation of digitalisation in manufacturing across key market sectors in clear and concise language.

The conferences’ main aim is to provide a practical, jargon-free opportunity to those starting out on the digital transformation process, to experience a complete smart roadmap, highlighting the incremental stages of the 4IR journey covering all aspect of the digital transformation.

Aimed at the drivers of UK manufacturing SMEs, each Smart Industry Conference will uniquely focus on sector specific issues in Food and Beverage; Automotive; and Aerospace sectors.

Speakers with practical experience of introducing a digitalisation strategy will provide a fascinating and clear-cut insight into the issues facing our industry now, using real life case study examples.

Exhibit
A table top exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile. It will also enable you to bring sales materials, including pop-ups and products.

4IR Thought Leader Clinic
A platform in which an expert from your company can discuss the issues, challenges and solutions to SMEs specifically looking for further knowledge to either start or take the next step in digitalisation in a more relaxed manner.

To book your table top contact Andy Wyle on +44 (0) 1732 371 341 andy.wyle@dfamedia.co.uk

Roundtables
An excellent way of developing stronger relationships with clients and prospects. The perfect environment where attendees can speak candidly in a dedicated private area, giving you invaluable insights into the needs of your customers and prospects.

Hosting a round table demonstrates your leadership and commitment to generating new ideas and solutions, you will also be seen as a valuable source of information.

Price on application.

* provided by DFA Media
EMAIL ADVERTISING

A comprehensive digital solution to reach UK manufacturing professionals at all levels – covering the very latest hot topics of news and product development showcasing advanced manufacturing techniques ideas and case studies.

INDUSTRY INSIGHT E-NEWSLETTER

Our bi-monthly industry insight e-Newsletters give you the perfect opportunity to align your product or service with some of the industry’s most respected editorial – a collection of editorially led pieces from our team with a mix of company case studies and product news.

Sponsorship Includes:

- **Company logo in e-Newsletter header**
- **Second story position, consisting of a title, excerpt and image**
- **300 x 250 pixel banner to appear on SMF website for two weeks**
- **Story to be placed in respective product section on SMF website**
- **22,000 sends**
- **12,000 web visitors monthly to SMF**

**GOLD**

- **£750 per month**

Sponsorship Includes:

- **Company logo in right hand skyscraper position**
- **Third story position, consisting of a title, excerpt and image**
- **125 x 125 pixel banner to appear on SMF website for two weeks**
- **22,000 sends**
- **12,000 web visitors monthly to SMF**

**SILVER**

- **£500 per month**

Sponsorship Includes:

- **Company logo in e-Newsletter footer position**
- **Fourth story position, consisting of a title, excerpt and image**
- **22,000 sends**

**BRONZE**

- **£350 per month**

Month | Industry Insight e-Newsletter Topic
--- | ---
January | Robots
February | Big Data
March | Additive Manufacturing
April | Cloud Computing
June | Machine Communications
July | Intelligent Sensors
August | Process Design Software
September | MRP/ERP Software
October | Simulation Technology
November | Advanced Automation
December | Artificial Intelligence
Content marketing is a growing part of the media offering for most businesses. Companies produce a wide range of assets, including whitepapers, case studies, videos and webinars, which are created to better showcase a product or service.

Almost too often content remains under utilised and companies fail to monitor who is engaging with their content, we can help you bridge that gap by using our website, social and media channels to extend the reach of your content to our engaged community.

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<tr>
<td>Web banners across all pages of SMF website</td>
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<tr>
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## DISPLAY ADVERTISING RATES

### FULL COLOUR

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### ADDITIONAL CHARGES

- Facing Matter Guaranteed: £190
- Guaranteed Page Position: £210
- Solus: £390

### FRONT COVER PACKAGE

3 pages sponsored editorial + front cover mention and logo + full page advertisement: £5800

### INSIDE FRONT COVER/INSIDE BACK COVER

£3500

### PRODUCTS & SERVICES DIRECTORY

**Standard size** 80 x 40mm: £1080 per annum for 10 issues

**Double size** 160 x 40mm: £2000 per annum for 10 issues

### APPOINTMENTS

- Half Page – £1600
- Full page – £2300

### INSERTS

Full circulation or split runs available, contact the sales team for more information. Please have ready the weight and GSM of the insert you are enquiring with.

## DFA DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA’s full range of titles and 80k+ contacts from Smart Machines & Factories, Drives & Controls, Hydraulics and Pneumatics, Plant & Works Engineering, Power Electronics Europe and DFA exhibition’s visitor data.

Select by:  
- Business  
- Activity  
- Job Function  
- Areas of Interest  
- Number of Employees

Select from e-Cast or Post:
- Target your campaign to the second, direct to your clients
- Ability to interrogate results and measure campaign effectiveness
- Plan for future programmes with confidence

### Direct Mail/List rental:

- £195 per 1,000 (minimum order £500)

### e-Cast rate:

- 1k – £395  
- 2-5k – £325 / 1,000  
- 6-10k – £275 / 1000  
- 10k+ – £225 / 1000  

### Video Promo:

Showcase your latest product or company video to appear on the SMART website for just £250 per month or annually for £1995

### ONLINE ADVERTISING & SPECIFICATIONS

**E-NEWSLETTERS:**

Smart Machines & Factories e-Newsletter is sent to approximately 22,000 design engineers bi-monthly.

**Web site Ad Options**

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<th>Web site Ad Options</th>
<th>Rates:</th>
<th>Size (pixels)</th>
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**E-Newsletter Ad Options**

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MATERIAL REQUIREMENTS
Printed Web Offset. 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.

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.

INSERT DELIVERY PROCEDURE
1) All insert deliveries must be accompanied by an advice note detailing Insert Title, Smart Machines & Factories /month of issue, quantity and number of pallets.
2) Each face of each pallet/box should be clearly labelled detailing Insert Title, smart Machines and Factories/month of issue and the quantity.
3) All pallets should be wrapped with corner pieces in place to provide stability and weather protection and to limit any damage during transit.
4) Inserts supplied in bundles should have no more than one turn per bundle.
5) Inserts supplied in boxes should be unbanded and have no more than one turn per box.
6) Inserts must be packed flat with tight folds, no distortions or any curled edges.

Inserts must be delivered to our printers at the address below between the hours of 08.00 and 16.00, Monday to Friday:
Tracy Henson, Warners Midlands plc, The Maltings, Manor Lane, Bourne, Lincolnshire PE10 9PH United Kingdom

A map of directions is available on their website: www.warners.co.uk/contact-us/
Please ensure that you ask for a proof of delivery.

CANCELLATIONS
Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). All cancellations are subject to a minimum of six weeks prior to final copy date.

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MECHANICAL DATA

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)

Double Page Spread
Type . . . . . . . . . . . . . 235(h) x 370(w)
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Bleed . . . . . . . . . . . . .271(h) x 406(w)