PROMOTING UK MANUFACTURING IN THE SMART ERA

MEDIA INFORMATION

2021

www.smartmachinesandfactories.com
Smart Industry Expo 2022 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.smartindustry-expo.com

To receive a copy of the exhibitor's brochure for the 2022 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

MESSAGE FROM THE EDITOR

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.

As the UK's only publication dedicated to providing key senior decision makers with essential, clear and comprehensive insights into the array of smart technology, solutions, and strategies, Smart Machines & Factories is able to uniquely address 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

TALKING INDUSTRY

Talking Industry is a series of unscripted online panel discussions organised by Drives & Controls publisher DFA Media, in which experts from the worlds of automation and manufacturing will discuss issues of vital importance to the sector. The sponsored panel will discuss three key topics, each with an interactive Q&A session with the viewers. Limited to just 5 sponsored panel places this is an exclusive platform for you to showcase your company as a thought leader in its field. Promotional coverage is extensive before, during and after the airing, including a full write up in the magazine. Panellist will receive contact details of viewers and sign ups making Talking Industry a valuable lead generation exercise.

To find out more information and book you sponsored place contact the sales team.
The Smart Machines & Factories (SMF) 2021 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 2021 topics covered will include:

3D Printing/ Additive Manufacturing  
Cyber Security  
Artificial Intelligence Data Capture and Analytics  
Software and Industrial Internet of Things (IIoT)  
Cloud and Edge Computing/ 5G  
Sensors/ Maintenance 4.0  
Robotics & Advanced Automation  
Cobots & Cyber Physical Systems  
Augmented Reality  
Digital Twins

<table>
<thead>
<tr>
<th>Month</th>
<th>Focus Features</th>
<th>Sector Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec / Jan</td>
<td>Sensors/ Maintenance 4.0</td>
<td>Food and Beverage</td>
</tr>
<tr>
<td>March / Apr</td>
<td>Robotics &amp; Advanced Automation</td>
<td>Process Automation &amp; Machine Building</td>
</tr>
<tr>
<td>May / June</td>
<td>Software, AI, and Industrial Internet of Things (IIoT)</td>
<td>Transportation Auto, Aero, Rail, Marine</td>
</tr>
<tr>
<td>Sept / Oct</td>
<td>3D Printing/ Additive Manufacturing</td>
<td>Scientific, Pharma and Medical</td>
</tr>
</tbody>
</table>

This information is provisional and subject to change
The Smart Machine & Factories newsletter is sent to circa 12,000 subscribers twice monthly. It carries the latest industry news from world of digitalization. Marketing opportunity’s include banner advertising and sponsored panels see online advertising and specifications for details and rates.

**BY INDUSTRY SECTOR**

- Automotive ............................................. 13%
- Food & Beverage .................................... 13%
- Electronics / Electrical ............................. 12%
- Aerospace ............................................. 11%
- Chemicals ............................................. 9%
- Rubber/Plastics ..................................... 8%
- Pharmaceutical ..................................... 8%
- Machinery ............................................. 7%
- Metals .................................................. 7%
- Defence ............................................... 2%
- Education .............................................. 2%
- Public / Local Authority ......................... 2%
- Printing/Paper ....................................... 3%
- Subcontractor ........................................ 1%
- Other ................................................... 1%

**BY JOB TITLE**

- CEO / MD / Plant Manager / Business Owner ... 16%
- Production Director .................................. 13%
- Operation Director ................................... 18%
- IT / CIO .................................................. 13%
- Process / Control/ Automation Management .... 10%
- Finance Director ....................................... 9%
- Logistics .............................................. 9%
- Factory / Plant Maintenance ....................... 6%
- Product Design / R&D ............................... 4%
- Other ................................................... 2%

**COMPANY SIZE**

- 1 to 99 ................................................. 62%
- 100 to 199 ............................................ 12%
- 200 to 495 ............................................ 10%
- 500 + ................................................... 16%

**E-NEWSLETTER SPONSORED PANELS:** Smart Machines & Factories e-newsletter is sent to over 12,000 subscribers every month. To promote new products, technical articles or company announcements we offer Sponsored Panels in the newsletter consisting of a title, 100 words, a picture and a link directly to your website. **Cost: £650**
**DISPLAY ADVERTISING RATES**

**FULL COLOUR**

<table>
<thead>
<tr>
<th>Number of insertions:</th>
<th>1</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£2990</td>
<td>£2690</td>
</tr>
<tr>
<td>Half page Horizontal</td>
<td>£1690</td>
<td>£1520</td>
</tr>
<tr>
<td>Third page Vertical</td>
<td>£950</td>
<td>£855</td>
</tr>
</tbody>
</table>

**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.

**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

**Lease:** POA

**ONLINE ADVERTISING & SPECIFICATIONS**

**Smart Machines & Factories** frequently updated global Web site ([www.smartmachinesandfactories.com](http://www.smartmachinesandfactories.com)) has established itself as a comprehensive online resource for design engineers and technical managers across the globe who are involved within 4IR.

**E-NEWSLETTERS:**

*Smart Machines & Factories* e-Newsletter is sent to approximately 12,000 subscribers.

**WEB SITE AD OPTIONS**

<table>
<thead>
<tr>
<th>Web site Ad Options</th>
<th>Rates</th>
<th>Size (pixels)</th>
<th>File size (max)</th>
<th>Resolution</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>£670</td>
<td>728 x 90</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
<tr>
<td>Full Banner</td>
<td>£490</td>
<td>468 x 60</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
<tr>
<td>Leaderboard Tile</td>
<td>£360</td>
<td>125 x 125</td>
<td>15kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
<tr>
<td>MPU</td>
<td>£650</td>
<td>300 x 300</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
<tr>
<td>Narrow Skyscraper</td>
<td>£620</td>
<td>120 x 600</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>£720</td>
<td>160 x 600</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
</tbody>
</table>

**E-NEWSLETTER AD OPTIONS**

<table>
<thead>
<tr>
<th>E-Newsletter Ad Options</th>
<th>Rates</th>
<th>Size (pixels)</th>
<th>File size (max)</th>
<th>Resolution</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>£750</td>
<td>468 x 60</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
<tr>
<td>Skyscraper Banner</td>
<td>£500</td>
<td>120 x 600</td>
<td>20kB</td>
<td>72dpi</td>
<td>gif/jpg/html</td>
</tr>
</tbody>
</table>

**VIDEO PROMO:**

Showcase your latest product or company video to appear on the Smart Machines & Factories website for just £675 per month or annually for £1995.
MECHANICAL DATA & CONTACT DETAILS

MATERIAL REQUIREMENTS
Printed Web Offset. Advertising copy can be supplied as Press-Optimized pdf, high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).

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.

Please contact our Production Manager, Chris Davis, with any queries regarding supply of material, reproduction, etc.

LOOSE AND BOUND INSERTS
Please contact our Production Manager, Chris Davis, for mechanical data and insert delivery procedure.

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.

DFA Media Ltd

Director of Sales
Damien Oxlee
t: +44 (0)1732 370342
m: +44 (0)7951 103754
e: damien.oxlee@dfamedia.co.uk

Sales Manager
Andy Wylie
t: +44 (0)1732 370341
m: +44 (0)7939 607855
e: andy.wylie@dfamedia.co.uk

Commercial Director
Ryan Fuller
t: +44 (0)1732 370344
e: ryan.fuller@dfamedia.co.uk

DFA Direct
Ian Atkinson
t: +44 (0)1732 370340
e: ian.atkinson@dfamedia.co.uk

Editor
Aaron Blutstein
t: +44 (0)1732 370340
f: +44 (0)1732 360034
e: aaron.blutstein@dfamedia.co.uk

Production Manager
Chris Davis
t: +44 (0)1732 370340
f: +44 (0)1732 360034
e: chris.davis@dfamedia.co.uk

Head Office:
DFA Media Ltd
192 High Street, Tonbridge, Kent TN9 1BE, UK
t: +44 (0)1732 370340 f: +44 (0)1732 360034
e: info@dfamedia.co.uk
www.drivescontrols.com

DFA Media Ltd Our Portfolio

DFA media

Drives & Controls
PWE
Hydraulics & Pneumatics

Talking Industry

Smart Machines & Factories

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