

IRISH MANUFACTURING

SOLUTIONS FOR INDUSTRIAL EFFICIENCY

- Print
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- Online
- Social

KUKA

Training courses, from beginner to expert

Having a basic understanding of robots and the dynamics between the robot and other cell components, can prove invaluable, especially so in a fast paced manufacturing environment that might not have in place contracted engineer support. Robot programming personnel can be taught how to implement structured robot programs and optimise robot run times, with a view to speeding up or modifying production sequences, putting you in complete control of your production flows.

Find out how training courses at KUKA College, Dundalk, give you the opportunity to increase your knowledge of robotics.

E: ML-training@kuka.com
T: 042 939 5034
www.kuka.com

STAY IN TOUCH WITH THE INDUSTRY

Irish Manufacturing is distributed to key decision-makers throughout both the Republic of Ireland and Northern Ireland, presenting the latest product developments supported by in-depth articles and comment from key players in manufacturing and processing. Concise case studies highlight recent and ongoing projects that provide practical application of the latest technologies designed to improve efficiency in the electronics, chemical & pharmaceutical, food & beverage, medical device and packaging sectors.

EDITORIAL SCHEDULE

December/January:

Plastics & Injection Moulding
Pumps & Pumping Systems
Test & Measurement
Food & Beverage
Machine Building
Flow & Level Control

February:

Sensors & Sensing Systems
Power Systems
Chemicals & Pharmaceuticals
Medical Equipment & Devices
CNC Machines

March:

Test & Measurement
Sensors & Sensing Systems
Industry 4.0/IoT
Applications in Ireland
Springs & Fasteners
Plastics & Injection Moulding
Food & Beverage

April:

Automation/Smart Factory
Warehousing & Materials Handling
Compressed Air
Flow & Level Control
Barcoding, Labelling & Packaging
Chemicals & Pharmaceuticals
Pumps & Pumping Systems
Medical Equipment & Devices

May:

Storage Optimisation
CNC Machines
Energy Management
Test & Measurement
Industry 4.0/IoT
Data Centres
Plastics & Injection Moulding

June:

Barcoding, Labelling & Packaging
Hydraulics & Pneumatics
Compressed Air
Pumps & Pumping Systems
Food & Beverage
Automation/Smart Factory
Medical Equipment & Devices

July/August:

Sensors & Sensing Systems
Warehousing & Materials Handling
Industry 4.0/IoT
Plastics & Injection Moulding
Flow & Level Control
Test & Measurement
Medical Equipment & Devices

September:

Storage Optimisation
Data Centres
Chemicals & Pharmaceuticals
Springs & Fasteners
CNC Machines
Machine Building

October:

Hydraulics & Pneumatics
Sensors & Sensing Systems
Warehousing & Materials Handling
Automation/Smart Factory
Medical Equipment & Devices
Barcoding, Labelling & Packaging

November:

Food & Beverage
Plastics & Injection Moulding
Test & Measurement
Compressed Air
Pumps & Pumping Systems
Machine Building

CIRCULATION PROFILE

Circulation: 7,062

Companies Primary Activity	
Manufacturer	61.97%
Distribution	26.22%
Consulting	7.28%
Education Establishment	2.75%
Government	1.62%
Press/Media/PR	0.16%

Primary Job Function	
General/Production Management	47.26%
Design Engineering/Production Design/Engineers	21.35%
Warehouse/Handling/ Storage Management	14.73%
Sales & Marketing	4.57%
Buyer/Purchaser/Specifier	4.45%
Works/Facilities Management	3.20%
Health & Safety	2.51%
Consultancy	1.03%
Automation	0.57%
Materials/Supplies	0.33%

READERSHIP PROFILE

Irish Manufacturing is read by engineers, managers and senior executives, across all industry sectors, who have a purchasing and/or specifying responsibility for products and equipment aimed at improving manufacturing efficiency and profitability.

These include:

- Operations Managers/Directors
- Production Engineers/Managers/Directors
- Plant Engineers/Managers/Directors
- Maintenance Engineers/Managers/Directors
- Technical Engineers/Managers/Directors
- Process & Control Engineers
- Electrical Engineers
- Mechanical Engineers
- Design Engineers
- Project Engineers/Managers/Directors
- Energy Managers/Directors
- Environmental Engineers/Managers/Directors
- Financial Managers/Directors

DISPLAY ADVERTISING

INSERTIONS	1	4
DPS	£3,400	£3,060
Full-page	£2,200	£1,980
Junior-page	£1,700	£1,530
Half-page	£1,200	£1,080
Quarter-page	£700	£630
Front cover package*	£3,500*	-

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

CLASSIFIED ADVERTISING

Contact Directory - standard	£350	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£600	As above with up to 50 words of text
Website Locator	£100	Rate per heading, per annum
Advertorials	£250	Colour picture + up to 150 words of text
Monthly E-Newsletter Entry	£150	800 words, up to 4 images + contact details
Specialised E-Newsletter Entry	£200	800 words, up to 4 images + contact details

e-Newsletter circulation: 19,237

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
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

Description	Specs (Width x Height)	Rot x Pos	Price
Banner Top ad	728 x 90 pixels	4 x 1	£700pm
Banner Bottom ad	728 x 90 pixels	4 x 1	£350pm
Button	120 x 90 pixels	4 x 10	£250pm
Skyscraper	160 x 600 pixels	4 x 1	£600pm
Spot	160 x 80 pixels	4 x 9	£350pm
MPU	300 x 250 pixels	4 x 3	£800pm
Background	Width < 958 pixels	1 x 1	£1,500pm
Article Banner	450 x 60 pixels	4 x articles	£400pm (Can be linked to top story)
Featured Event	240 x 125 pixels	10 x 1	£200pm (Includes adding extra content to entry)
Enhanced Entry	N/A	N/A	Four packages available starting from £250

All rates exclusive of VAT


Agency discount : Less 10%
 Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

PAGE SIZE (WxH in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	420 x 265	464 x 312	458 x 306
Full-page	195 x 265	235 x 312	229 x 306
1/2-page [H]	195 x 135		
1/2-page [V]	94 x 265		
1/4-page	94 x 135	-	-
1/4-page [H]	195 x 66	-	-

PUBLICATION CONTACTS

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