

Automation

Smarter solutions for industrial efficiency

automationmagazine.co.uk

MEDIA PACK 2026



STAY IN TOUCH WITH THE INDUSTRY

Now in its **26th** year, **Automation** is the only journal in the UK devoted exclusively to covering automation technology within the manufacturing sector. Automation's feature-led editorial looks at the latest automation technologies, products and trends within the UK's manufacturing industry, while in-depth application stories examine real-life automation projects and the technologies employed. Importantly, all editorial focuses on the benefits of integrating an automation solution to help improve manufacturing efficiency.

The magazine also produces a number of dedicated supplements which are supported by recognised industry associations. Automation magazine is also available in a digital format and is complemented by regular dedicated e-newsletters, social media channels and the new Automation website which carries up-to-the-minute industry news, articles and updates.

EDITORIAL SCHEDULE

January 2026

Machine Vision
Sensors & I4.0
Robotics
Industrial AI
TECHNOLOGY FOCUS: Skills & Training
INDUSTRY FOCUS: Food & Beverage
SHOW: Southern Manufacturing
SHOW: EMPACK

February 2026

Automated Warehousing
Smart Factories / Software
Packaging
Drives, Controls & Motors
TECHNOLOGY FOCUS: Logistics
INDUSTRY FOCUS: Electronics
SHOW: Intralogistex / Robotics & Automation
SHOW: Instrumentation Live

March 2026

Robotics
Machine Safety
Industrial AI
Drives, Controls & Motors
TECHNOLOGY FOCUS: Cutting Costs
INDUSTRY FOCUS: Automotive
SHOW: MACH

April 2026

Machine Building
Industrial AI
Sensors & I4.0
Robotics
TECHNOLOGY FOCUS: Managing Waste
INDUSTRY FOCUS: Energy & Renewables

May 2026

Machine Vision
Smart Factories / Software
Drives, Controls & Motors
Automated Warehousing
TECHNOLOGY FOCUS:
Electrical & Electronic Systems
INDUSTRY FOCUS:
Medical & Pharmaceutical
SHOW: Smart Manufacturing Week

June 2026

Machine Building
Machine Safety
Industrial AI
Automated Warehousing
TECHNOLOGY FOCUS:
Industrial Cybersecurity
INDUSTRY FOCUS: Food & Beverage

July/August 2026

Robotics
Packaging
Machine Vision
Packaging
TECHNOLOGY FOCUS:
Operations & Efficiency
INDUSTRY FOCUS: Electronics
SHOW: PPMA

September 2026

Automated Warehousing
Industrial AI
Sensors & I4.0
Drives, Controls & Motors
TECHNOLOGY FOCUS: Sustainability
INDUSTRY FOCUS: Automotive

October 2026

Robotics
Machine Building
Smart Factories / Software
Packaging
TECHNOLOGY FOCUS:
Business & Partnerships
INDUSTRY FOCUS: Energy & Renewables
SHOW: SPS Smart Production Solutions

November/December 2026

Machine Safety
Industrial AI
Automated Warehousing
Drives, Controls & Motors
TECHNOLOGY FOCUS:
Regulations & Compliance
INDUSTRY FOCUS: Medical & Pharmaceutical



READERSHIP PROFILE

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

This includes:

- System Integrators
- Machine Builders
- Component Manufacturers
- End-users
- Contractors
- Consultants

Total Average Net Monthly Circulation: 13,674

MEDIA PARTNERS



ADVERTISING

DISPLAY ADVERTISING

INSERTIONS	1	5	10+
DPS	£3,400	£3,060	£2,720
Full-page	£2,200	£1,980	£1,760
Junior-page	£1,700	£1,530	£1,360
Half-page	£1,200	£1,080	£960
Quarter-page	£700	£630	£560
Front cover package*	£3,500*	-	-

BUYERS GUIDE - 10 ISSUES

1/8 page	£1,450
1/6 page	£1,750
1/4 page	£3,000

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

CLASSIFIED ADVERTISING

Advertorials £250 Colour picture + up to 150 words of text

MECHANICAL DATA

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

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	-	-

DIGITAL MAGAZINE ADVERTISING

Landing Page	£1,500 per month
Digital Belly Band and Digital Page	£2,500 per month
Scrolling Tickertape Banner	£1,500 per month
Skyscraper Banners x 2	£1,500 per month

ONLINE AND DIGITAL RATES

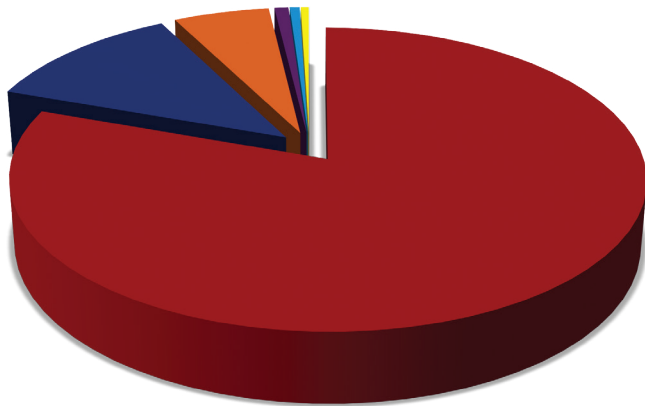
Description	Specs (Width x Height)	Rot x Pos	Price
Banner Top ad	1160 x 90 pixels	4 x 1	£700pm
Banner Bottom ad	728 x 90 pixels	4 x 1	£350pm
Button	120 x 90 pixels	4 x 10	£250pm
Skyscraper	160 x 600 pixels	4 x 1	£600pm
Spot	160 x 80 pixels	4 x 9	£350pm
MPU	300 x 250 pixels	4 x 3	£800pm
Article Banner	450 x 60 pixels	4 x articles	£400pm (Can be linked to top story)
Monthly E-Newsletter Entry	800 words, up to 4 images + contact details		£150pm
E-newsletter banner			£250pm
Scrolling tickertape banner			£900pm
Webinars – costs available on request			

All rates exclusive of VAT

Agency discount : Less 10%

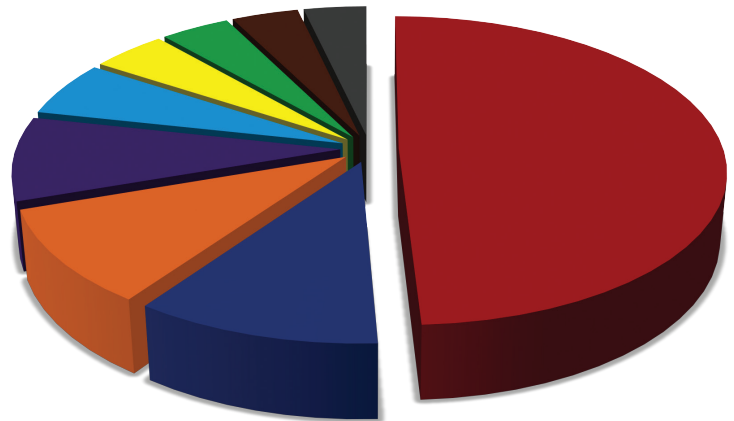
Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

Companies Primary Activity



Manufacturer	80.36%
Distribution	11.96%
Consulting	5.68%
Marketing/PR	0.86%
Education Establishment	0.60%
Government	0.49%
Other	0.05%

Primary Job Function



Production Management	44.51%
Production Engineering	9.55%
Automation/Automation Engineering	8.98%
Design Engineering	7.91%
Software Engineering	5.25%
Process Engineering	3.94%
Production Design	3.57%
Plant Maintenance	3.50%
Control Engineering	3.28%
Other	0.07%

PUBLICATION CONTACTS

Editor

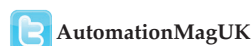
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Our general monthly e-newsletter is available for any new PR, please contact us for deadlines.