Smarter solutions for industrial efficiency

automationmagazine.co.uk

Automation

MEDIA PACK 2027



STAY IN TOUCH WITH THE INDUSTRY

Now in its **27th** 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 Automation website which carries up-to-the-minute industry news, articles and updates.

EDITORIAL SCHEDULE

January

Machine Building & Safety

Automated Warehousing

Industrial AI

Food & Beverage

SHOW: Southern Manufacturing & Electronics

SHOW: EMPACK

February

Drives, Motors & Controls

Smart Factories & Software

Packaging

Machine Vision & Sensors

SHOW: LogiMat

SHOW: Robotics and Automation/ Intralogistex

March

Automated Warehousing

Industrial AI

Cybersecurity

Robotics

April

Machine Vision & Sensors

Drives, Motors & Controls

Smart Factories & Software

Medical & Pharmaceutical

May

Robotics

Packaging

Machine Building & Safety

Industrial AI

SHOW: Smart Manufacturing Week

SHOW: Automatica

June

Drives, Motors & Controls

Cybersecurity

Automated Warehousing

Energy & Sustainability

July/August

Smart Factories & Software

Machine Vision & Sensors

Robotics

Food & Beverage

SHOW: Automate UK Week

September

Packaging

Industrial AI

Automated Warehousing

Medical & Pharmaceutical

October

Machine Building & Safety

Smart Factories & Software

Drives, Motors & Controls

Energy & Sustainability

SHOW: SPS Smart Production Solutions

November/December

Machine Vision & Sensors

Robotics

Packaging

Cybersecurity



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*	-	-

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

BUYERS GUIDE - 10 ISSUES

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

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

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	-	-

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
Home page video			£450pm
Site takeover			£1,200pm
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

MEDIA PARTNERS

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





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Automation Mag UK

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