



# media information 2011

[www.ipeireland.com](http://www.ipeireland.com)

Excellence in Industrial Efficiency

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# Editorial Programme

Achieving excellence in industrial efficiency is the key to a successful business operation and especially in light of the current economic climate. Since its launch Industrial Plant & Equipment Ireland has been widely accepted as the professional's choice for industrial products and services across both Northern and Southern Ireland. The publication continues to provide the very latest information concerning the products, services and technologies available to assist with the efficient running of your processes and plant.

Editorially we are always on the lookout for new products technologies and application stories and services that could assist the smooth running of an industrial site. Features, including case studies, advice articles such as legislation and opinion pieces about the Irish market are welcome. It is best to send a synopsis to the Editor ([vkealey@western-bp.co.uk](mailto:vkealey@western-bp.co.uk)) at least a month prior to publication whereby articles will then be selected for publication.

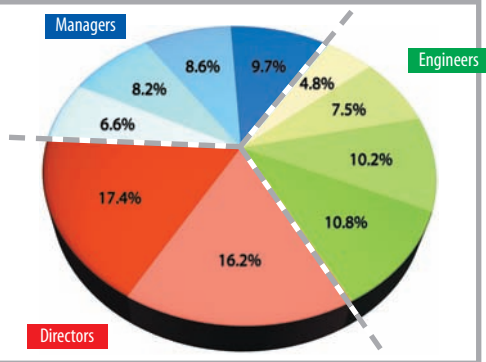
	Spring	Summer	Autumn	Winter
Sections	Outline of the content of editorial sections			
Plant, Process & Control	This section of the magazine is concerned with efficient manufacturing, processing and engineering technology. Here we look at technology that is designed to increase productivity. Areas covered include: automation; compressed air; drives and motors; instrumentation; pumps; valves, flowmeters; control products; bearings; seals; manufacturing software; boilers & burners, and lean manufacturing			
Efficient Maintenance	Maintaining your plant efficiently and keeping downtime to a minimum is essential to remain competitive. Efficient maintenance includes: condition monitoring; lubrication; computer maintenance management systems, predictive and preventative maintenance; bearing & seals, thermography			
Production Engineering	Concerned with the equipment and consumables of a typical machine shop, this section includes: machine tools; metalworking fluids; welding equipment and consumables; component cleaning and degreasing; all forms of cutting, grinding, de-burring, finishing, spray painting etc; CMM's; quality testing; DRO's; hand power tools; tool storage			
Energy Management	As electricity prices leap upwards energy management comes increasingly to the fore. This section will look at topics such as potential government energy policy as well as focusing on new equipment and services for reducing energy consumption. Featuring regularly will be compressed air; drives and motors and monitoring and targeting; resource efficiency; boilers & burners			
Premises Management & Maintenance	This section looks at the fabric of a site. Topics covered include: flooring; cleaning; roofing; aerial access equipment; site security; lighting; facilities software; waste management; space heating; air conditioning etc.			
Handling & Storing	This section deals with materials handling in industrial / warehousing environments. Productivity and safety issues abound in this area and IP&E looks to cover them by supplying information on: forklift trucks and attachments; safer manual handling; conveyors; packaging and strapping; barcoding equipment; labelling and printing; loading bays; doors; storing and containers; racking and shelving etc.			
Health, Safety & Welfare	Concerned with protecting people in the workplace this section deals with equipment and education. Readers need information on the latest equipment and information about standards and legislation. Areas are: personal protection equipment; breathing safely; slips, trips and falls; plant and machinery safety; dust and fume extraction; managing safety; training; first aid; signage etc.			
Distribution	This covers the specialist resellers and distributors of products and services for Ireland. Where to get OEM parts and spares within the local environment and also advice for product selection and legislation compliance.			

# Circulation Details

Over 18 years Western Business Publishing has developed a reputation for delivering only the highest quality readership databases. IP&E Ireland's circulation is continuously researched and tele-marketed by our experienced in-house team thereby ensuring that your message reaches the right decision makers at each level of the buying chain. The resulting database of 8447 named decision makers is therefore organically generated, clean, up-to-date and totally unique to the publication.

## Job Function

<b>Directors / Proprietors / MD / CEO</b> .....	<b>2,833</b>	<b>33.6%</b>
■ Manufacturing / Production .....	1466	17.4%
■ Works / Plant / Engineering.....	1367	16.2%
<b>Managers</b> .....	<b>2,793</b>	<b>33.1%</b>
■ Plant / Engineering / Maintenance.....	817	9.7%
■ Manufacturing / Production / Operations.....	727	8.6%
■ Energy / Facilities.....	695	8.2%
■ Health & Safety.....	554	6.6%
<b>Engineers</b> .....	<b>2,821</b>	<b>33.3%</b>
■ Chief / Works / Plant / Maintenance.....	916	10.8%
■ Production / Process.....	859	10.2%
■ Energy / Facilities.....	636	7.5%
■ Manufacturing / Mechanical / Electrical.....	410	4.8%
<b>TOTAL</b> .....	<b>8447</b>	



## Industry Type

Distribution.....	1219	14.4%	Mining & Quarrying.....	171	2.0%
Food / Drink / Tobacco .....	1164	13.8%	Construction.....	234	2.8%
Business Services.....	852	10.1%	Instrument Engineering.....	131	1.6%
Basic Metal & Fabrications .....	838	9.9%	Agriculture/Forestry & Fishing .....	114	1.3%
Mechanical Engineering .....	586	6.9%	Architects / Consultants.....	85	1.0%
Chemical / Pharmaceutical Industries.....	677	8.0%	Motor Vehicles & Parts.....	69	0.8%
Electrical & Electronic Engineering.....	627	7.4%	Machinery Manufacture.....	56	0.7%
Textiles.....	309	3.7%	Leather Goods / Clothing .....	56	0.7%
Wood & Wood Products.....	217	2.6%	Medical & Other Health Service .....	42	0.5%
Rubber & Plastics.....	216	2.6%	Electricity/Gas/Water Supply .....	40	0.5%
Non Metallic Mineral Products.....	198	2.3%	Manufacturer of Office Equipment.....	31	0.4%
Pulp / Paper / Paper Products.....	196	2.3%	Retail.....	25	0.3%
Transport & Communication .....	294	3.5%	<b>Total</b> .....	<b>8447</b>	

# Online and Email Advertising

The launch of the IP&E Ireland in 2009 also saw the hugely successful launch of [www.ipeireland.com](http://www.ipeireland.com). The website is a quality source of information for those responsible for the specification and purchase of industrial plant equipment products and services. The site attracts over 5,000 unique visits every month and in addition to this, IPE Ireland's regular email newsletter service reaches more than 6,500 key decision makers throughout Ireland. For detailed advertising options please contact:

**Damien Oxlee, Advertisement Manager –**  
**doxlee@western-bp.co.uk – Tel: +44 (0)1342 333741**



# Rates, Data & Classified

Display Rates	1	2	4	Other special positioning requirements by arrangement.  Insert and onsert rates, available on request.  Front cover package comprises 2 pages plus front cover strip.
Full Page	£2500	£2400	£2300	
IFC/IBC/OBC	£2750	£2650	£2550	
Half Page	£1500	£1440	£1380	
Quarter Page	£775	£740	£700	
Double Page Spread	£4500	£4450	£4400	
Front Cover Package	£5000	-	-	

## Production Data

(Allow 3mm for bleed where appropriate)

<b>A4 full page</b>	trim size	210mm x 297mm	type area	200mm x 287mm
<b>DPS</b>	trim size	420mm x 297mm	type area	410mm x 287mm
<b>1/2 vertical</b>		92mm x 270mm	<b>1/2 landscape</b>	190mm x 130mm
<b>1/4 portrait</b>		92mm x 128mm	<b>1/4 horizontal strip</b>	190mm x 64mm
<b>1/4 vertical strip</b>		44mm x 270mm	<b>Junior page</b>	140mm x 195mm




(All measurements are width x height).

## Copy Requirements:

- **Hi-resolution PDF (pass4press or PDF/X-1a compliant)**
- Email: production@western-bp.co.uk

**Copy Deadlines:** Last week of the month prior to publishing.

## Classified Rates

'Industrial Connections'	Literature/Product Panels	Web Directory
 <ul style="list-style-type: none"> <li>• 12 months exposure</li> <li>• Heading to suit company products</li> <li>• 2 Options: Text + logo - £350 Special boxed entry - £450</li> </ul>	 <ul style="list-style-type: none"> <li>• Promote brochures / catalogues / new products</li> <li>• Up to 65 words of text + full contact details</li> <li>• 1 full colour image</li> <li>• Discounts for series bookings                             <ul style="list-style-type: none"> <li>• 1 x Issue - £295</li> <li>• 3 x Issue - £255 each</li> <li>• 6 x Issue - £215 each</li> </ul> </li> </ul>	 <ul style="list-style-type: none"> <li>• 12 months exposure</li> <li>• Prime position on inside back cover</li> <li>• Listed under Section &amp; Heading</li> <li>• Cost - £200</li> </ul>



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