

# 2022

## ADVERTISING RATES

Discounts can be given if 3 or more adverts are taken. POA.

Full Page	£1,400
Half Page	£845
IFC	£2,250
IBC	£2,250
OBC	£2,250

## INSERTS

A4 & A5 Inserts **£845**

Inserts are accepted into Precision magazine and must go to the entire UK circulation.

## CIRCULATION BREAKDOWN:

2519 UK Engineers / 500 Overseas Engineers  
85 Companion Company Members

The Institute of Measurement and Control is committed to promoting the professional excellence and standing of engineers and technologists at all levels in the automation, instrumentation, control and related industries.

Our aims are to serve the public by advancing the science and practice of measurement and control technologies and their various applications, to foster the exchange of views and the communication of knowledge and ideas in these activities, and to promote the professional development and qualification of our members.

In 2017 the InstMC launched Precision, a new coffee-table style quarterly magazine, presenting technical articles related to measurement, control and automation. The journal is circulated to our 3000+ members and shines a spotlight on current topics, developing technology, opinion pieces and member-related news. It is also aimed at anyone interested in the various uses of measurement and control.

Precision is a positioning and marketing tool for the InstMC and speaks to a wider audience on the use of measurement and control in the world today.



# PRECISION MAGAZINE

# TECHNICAL INFO

## MECHANICAL DATA

### FULL PAGE

TYPE AREA 247MM X 165MM  
 BLEED PLATES 303MM X 216MM  
 TYPE TRIM 297MM X 210MM

### HALF PAGE

HORIZONTAL 121MM X 165MM  
 VERTICAL 247MM X 80MM

FOR FURTHER INFORMATION AND TO ADVERTISE,  
 PLEASE CONTACT JANE.SEERY@INSTMC.ORG  
 TEL: +44 (0)20 7387 4949

## DEADLINES

Cover Date: MARCH 2022 – Issue 23

Advertising Deadline: 1st February 2022

Cover Date: JUNE 2022 – Issue 24

Advertising Deadline: 3rd MAY 2022

Cover Date: SEPTEMBER 2022 – Issue 25

Advertising Deadline: 1st August 2022

Cover Date: DECEMBER 2022 – Issue 26

Advertising Deadline: 1st November 2022

Cover Date: MARCH 2023 – Issue 27

Advertising Deadline: 1st February 2023



# PRECISION MAGAZINE

# ADVERTISE IN

## The **InstMC Wire** e-newsletter



### 2022 RATES

- 1 X BANNER ADVERTISEMENT £250
- 4 X BANNER ADVERTISEMENTS £750
- 12 X BANNER ADVERTISEMENTS £1,500

TO ADVERTISE PLEASE CONTACT [JANE.SEERY@INSTMC.ORG](mailto:jane.seery@instmc.org)  
TEL: +44 (0)20 7387 4949

### 2022 DEADLINES

- DISTRIBUTION DATE: 10TH JANUARY 2022
- DISTRIBUTION DATE: 1ST FEBRUARY 2022
- DISTRIBUTION DATE: 1ST MARCH 2022
- DISTRIBUTION DATE: 1ST APRIL 2022
- DISTRIBUTION DATE: 3RD MAY 2022
- DISTRIBUTION DATE: 1ST JUNE 2022
- DISTRIBUTION DATE: 1ST JULY 2022
- DISTRIBUTION DATE: 1ST AUGUST 2022
- DISTRIBUTION DATE: 1ST SEPTEMBER 2022
- DISTRIBUTION DATE: 3RD OCTOBER 2022
- DISTRIBUTION DATE: 1ST NOVEMBER 2022
- DISTRIBUTION DATE: 1ST DECEMBER 2022

- ADVERTISING DEADLINE: 6TH JANUARY 2022
- ADVERTISING DEADLINE: 25TH JANUARY 2022
- ADVERTISING DEADLINE: 22ND FEBRUARY 2022
- ADVERTISING DEADLINE: 25TH MARCH 2022
- ADVERTISING DEADLINE: 26TH APRIL 2022
- ADVERTISING DEADLINE: 25TH MAY 2022
- ADVERTISING DEADLINE: 24TH JUNE 2022
- ADVERTISING DEADLINE: 25TH JULY 2022
- ADVERTISING DEADLINE: 25TH AUGUST 2022
- ADVERTISING DEADLINE: 26TH SEPTEMBER 2022
- ADVERTISING DEADLINE: 25TH OCTOBER 2022
- ADVERTISING DEADLINE: 24TH NOVEMBER 2022