

ADVERTISING RATES

2025

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

Full Page	£1,420
Half Page	£860
IFC	£2,290
IBC	£2,290
OBC	£2,290

INSERTS

A4 & A5 Inserts **£860**

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

CIRCULATION BREAKDOWN:

1796 UK Engineers / 556 Overseas Engineers
55 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.

Precision is a coffee-table style quarterly magazine exploring the world of engineering, with a focus on measurement, control and automation.

Precision offers reviews and opinions from experts in the field and presents technical and feature articles in an easy-to-comprehend style. The magazine is circulated to our +2000 members and shines a spotlight on current topics, developing technology and member-related news.

A digital edition is also available on our website for anyone interested in the various uses of measurement and control. Control

We are always on the lookout for fresh exciting content, so if you would like to contribute an article, please email us with your ideas or finished article of approximately 1000 words.

For all advertising and content enquiries, please email jane.seery@instmc.org.



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 80M

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

DEADLINES

Cover Date: MARCH 2025 – Issue 35

Advertising Deadline: 3rd February 2025

Cover Date: JUNE 2025 – Issue 36

Advertising Deadline: 1st MAY 2025

Cover Date: SEPTEMBER 2025 – Issue 37

Advertising Deadline: 1st August 2025

Cover Date: DECEMBER 2025 – Issue 38

Advertising Deadline: 3rd November 2025

TYCHO BRAHE AND THE MEASUREMENTS THAT LAUNCHED MODERN SCIENCE

The first scientific measurements with a strong emphasis on accuracy were probably made by forensic astronomers in around the 16th century.

Tycho Brahe, a Danish astronomer, was one of the most precise and systematic of early astronomers. He was the first to use a telescope to observe the stars and planets. His measurements of the positions of the stars and planets were so accurate that they are still used today.

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MEASUREMENT QUALITY MATTERS: ASKTREVOR

My customer is asking for "100%*" - Where do I start?

1 Technical Competence: about your people "getting it right" "valid results"

2 A Management System: following procedures "consistent" "one right, always right"

3 Check that it is right in practice: PT/ILC "Demonstrated Competence" by comparing your work with others.

THE DAWN OF SCIENTIFIC MEASUREMENT: MEASURING THE LENGTH OF THE YEAR AND THE ANTIKYTHERA MECHANISM C. 2500 BCE – 70 BCE

Science is about early history and always speculative, but we can be fairly certain that the first measurement of a scientific nature was one of time. It did not need a clock, just observation, patience, and the ability to count.

LOCAL SECTION NEWS

NORTH OF SCOTLAND

Events within the Scottish Local Section include visits to the Seas Cottage Pumping Station and the North Links Brewery, as well as the Raion Drive and 2019 Instrument Control & Electrical Exhibition.

TRANSFORMING CONTROLS, SAFETY AND SECURITY – HOW SAFE IS YOUR ASSET?

InstMC's Instrument Control & Electrical Exhibition is the leading event in the UK for professionals in the instrument control and electrical industries. The exhibition is held at the NEC in Birmingham and is a must-attend event for anyone involved in the design, installation, commissioning, maintenance or repair of instrument control and electrical systems.

INSTMC ATTENDS TOMORROW'S ENGINEERS LIVE 2024

For the second year running, InstMC attended Tomorrow's Engineers Live 2024 on 5th February, hosted this year by the Institution of Civil Engineers (ICE).

PRECISION MAGAZINE

ADVERTISE IN

The InstMC Wire e-newsletter

2025 RATES

1 X BANNER ADVERTISEMENT £255

4 X BANNER ADVERTISEMENTS £765

12 X BANNER ADVERTISEMENTS £1,530

TO ADVERTISE PLEASE CONTACT
JANE.SEERY@INSTMC.ORG



2025 DEADLINES

DISTRIBUTION DATE: 6TH JANUARY 2025

DISTRIBUTION DATE: 3RD FEBRUARY 2025

DISTRIBUTION DATE: 3RD MARCH 2025

DISTRIBUTION DATE: 2ND APRIL 2025

DISTRIBUTION DATE: 1ST MAY 2025

DISTRIBUTION DATE: 2ND JUNE 2025

DISTRIBUTION DATE: 1ST JULY 2025

DISTRIBUTION DATE: 1ST AUGUST 2025

DISTRIBUTION DATE: 1ST SEPTEMBER 2025

DISTRIBUTION DATE: 1ST OCTOBER 2024

DISTRIBUTION DATE: 1ST NOVEMBER 2024

DISTRIBUTION DATE: 2ND DECEMBER 2024

ADVERTISING DEADLINE: 2ND JANUARY 2025

ADVERTISING DEADLINE: 27TH JANUARY 2025

ADVERTISING DEADLINE: 24TH FEBRUARY 2025

ADVERTISING DEADLINE: 26TH MARCH 2025

ADVERTISING DEADLINE: 24TH APRIL 2025

ADVERTISING DEADLINE: 26TH MAY 2025

ADVERTISING DEADLINE: 24TH JUNE 2025

ADVERTISING DEADLINE: 25TH JULY 2025

ADVERTISING DEADLINE: 25TH AUGUST 2025

ADVERTISING DEADLINE: 24TH SEPTEMBER 2025

ADVERTISING DEADLINE: 25TH OCTOBER 2024

ADVERTISING DEADLINE: 25TH NOVEMBER 2024