Advertising Rates And Specifications - 2017

Editor: R. Summers, University of Loughborough, UK

As the official journal of the Institute of Measurement and Control, Measurement + Control publishes practical technical articles from industry and academia, product and business news and information on technical advances. It aims for balanced, objective contributions pitched at a high technical level and of significant interest to the non-specialist.

Measurement + Control is neither a “learned” journal nor a commercial trade publication. It is not a medium for closely reasoned academic research papers nor for journalistic articles of a commercial or promotional nature - the trade name of a product should never appear more than once in any paper.

Measurement + Control aims for the middle ground, for balanced, objective contributions pitched at a high technical level (but without the detailed content of a “learned” paper) and of significant interest to the non-specialist.

Readership profile: practitioners and professionals in instrumentation and control

## Journal Statistics

**Volume: 50**

- 2015 Impact Factor: 0.517
- Ranking: 50/58 in Automation & Control Systems, 49/59 in Instruments & Instrumentation
- Source: 2015 Journal Citation Reports (Thomson Reuters, 2016)

**Print**

- Circulation: 3,664
- Frequency: The journal is published 10 times per year.

**Online - mac.sagepub.com**

- Average Monthly Page Views: 2,857*
- Average Monthly Unique Visitors: 1,400
- e-Toc registrants: 279

*Online Statistics refer to the number of advert impressions served by one banner position

## Advertising Rates & Information - 2017

### Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>23 December 2016</td>
<td>02 January 2017</td>
<td>01 February 2017</td>
</tr>
<tr>
<td>March</td>
<td>25 January 2017</td>
<td>01 February 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>April</td>
<td>21 February 2017</td>
<td>28 February 2017</td>
<td>24 March 2017</td>
</tr>
<tr>
<td>May</td>
<td>27 March 2017</td>
<td>03 April 2017</td>
<td>01 May 2017</td>
</tr>
<tr>
<td>June</td>
<td>24 April 2017</td>
<td>01 May 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>July</td>
<td>25 May 2017</td>
<td>01 June 2017</td>
<td>27 June 2017</td>
</tr>
<tr>
<td>September</td>
<td>25 July 2017</td>
<td>01 August 2017</td>
<td>24 August 2017</td>
</tr>
<tr>
<td>October</td>
<td>25 August 2017</td>
<td>01 September 2017</td>
<td>02 October 2017</td>
</tr>
<tr>
<td>November</td>
<td>25 September 2017</td>
<td>02 October 2017</td>
<td>31 October 2017</td>
</tr>
<tr>
<td>December</td>
<td>25 October 2017</td>
<td>01 November 2017</td>
<td>24 November 2017</td>
</tr>
</tbody>
</table>

### Online Geographical Distribution

- ROW: 13%
- US/Canada: 13%
- Europe: 15%
- Asia: 41%
- UK: 18%

### Print Geographical Distribution

- UK: 87%
- Europe: 2%
- USA: 2%
- ROW: 9%

### Print advertising rates – 2017:

#### Colour Rates

<table>
<thead>
<tr>
<th>Colour</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td>£1,167</td>
<td>£1,079</td>
<td>£1,027</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>£1,061</td>
<td>£981</td>
<td>£934</td>
</tr>
<tr>
<td>Full Page</td>
<td></td>
<td>£955</td>
<td>£883</td>
<td>£840</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£690</td>
<td>£638</td>
<td>£607</td>
</tr>
</tbody>
</table>

#### Black and white rates

<table>
<thead>
<tr>
<th>Colour</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£690</td>
<td>£638</td>
<td>£607</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£477</td>
<td>£442</td>
<td>£420</td>
</tr>
</tbody>
</table>
Other Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Outserts (product samples, brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity — only one advertising outsert is permitted per issue.

Online Advertising

Available locations/sizes:

- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels

- Our standard rate is £49 per 1,000 impressions, with a minimum of £490 / 10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

E-Toc alert sponsorship:
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.
The sponsor may include a hyperlink and banner advert.
- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB

Policy and Guidelines

General policy on acceptance of advertising
Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.
All advertising is subject to the publisher’s and society’s approval. The advertiser and/ or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.
If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

Mechanical requirements for print advertisements
Full page, bleed 303mm x 216mm Full page, trim size 297mm x 210mm Full page, type area 250mm x 180mm

Half page horizontal 128mm x 190mm Half page vertical 267mm x 85mm

Requirements for electronic delivery
Please submit advertisements as print-ready PDFs.
Crop marks should be placed on all advertisements that bleed and offset.
All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.
Colour graphics must be in CMYK.
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Contact Details

Publisher:
SAGE Publishing, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

For all advertising sales and artwork submission:
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