

STRATEGIES FOR PROCESS CONTROL & PLANT MANAGEMENT

PROCESS ENGINEERING



World Class
Media for a
World Class
Industry



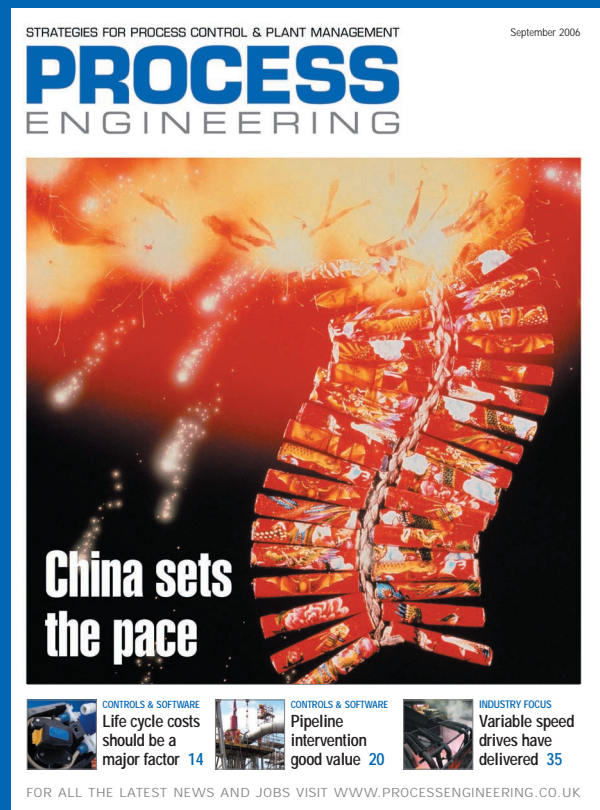
Media
Information

The Leading Magazine

Published without break for over 40 years, Process Engineering is the leading magazine for control, process & plant specialists working in the key process sectors – such as Food & Drink, Pharmaceuticals and Chemicals.

With Process Engineering you get a complete, cost-effective, solution based on SEVEN KEY BENEFITS:

- 1** Real readers – not just a distribution list. Process Engineering only sends copies to relevant buyers who have requested a copy in the last 12 months.
- 2** The most up-to-date relevant circulation in the market.
- 3** Complete coverage of the key constituents of process sector operation – processing, control, maintenance and plant build.
- 4** Readers with the power to specify/authorise your products and services
- 5** 100% concentration on the process sectors – such as Food & Drink, Pharmaceuticals and Chemicals
- 6** Complete focus on the major companies estimated to account for over 80% of turnover in the process sectors *
- 7** A quality editorial environment based on 40 continuous years of publishing and complete editorial understanding – delivering real readership.



“ For our clients, Emerson Process Management, we need to ensure that their advertising reaches the vast majority of their customers and prospective customers throughout the European process & control industries on a regular basis. In the UK, we rate “Process Engineering” as the leading magazine to reach our target audience. ”

Charles Lewis
Managing Director
HHC Lewis Ltd

Quality Editorial

Produced by experienced specialist writers and with the contributions of leading industry experts & real engineering practitioners, Process Engineering has been acknowledged for delivering its brand of useful, forthright, information and analysis for over 40 years.

Advertising messages only work in actively read magazines. So Process Engineering focuses on the new technologies, products and services that deliver real improvements to plant operations. Each month, Process Engineering provides engineers with detailed case

studies of end-user plants, the latest news from around Europe and new technical solutions.

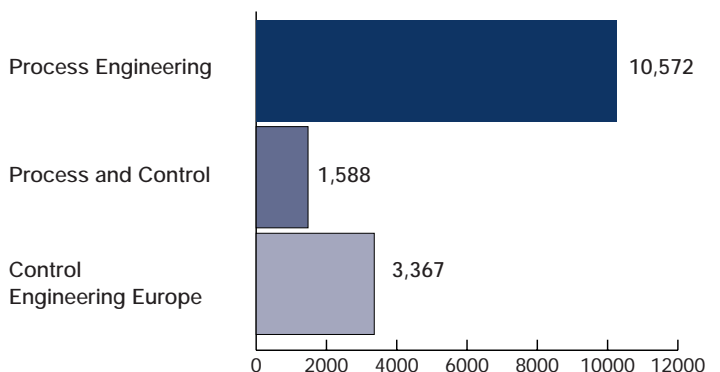
Every issue covers the key operational constituents - processing, control, maintenance and plant build. As roles have become increasingly multi-functional and as the separate parts of plant operation have become inter-dependent, it is vital that engineers are provided with the best possible editorial intelligence. That's what Process Engineering gives them every month.

Advertising Success

Readership and distribution are often confused. A magazine can have a huge distribution list but if no one reads it then your message is totally wasted. Process Engineering believes in 100% up-to-date, relevant readers with the power to purchase your products and services. This circulation has been approved by the Audit Bureau of Circulation (ABC).

Comparing ABC figures, Process Engineering delivers more than 200% more year one requested copies than the nearest magazine as the chart below shows. And it has over 5,617 more year one requested copies than the next two magazines put together. Why does this matter? It guarantees that your message is seen by people who are still at that address, and who have current purchasing power. So you won't get 'gone-aways', retired engineers, juniors or managers not involved in processing, control, maintenance and plant build.

Number of copies requested under 12 months.

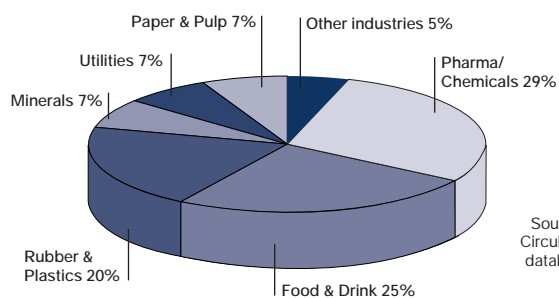


Source 2005 ABC certificates

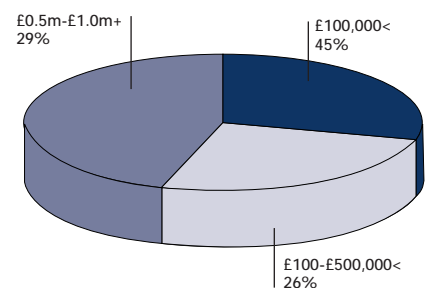
Purchasing Power

Detailed examination of Process Engineering's circulation data shows the importance placed on delivering real buying power. Within process sectors like Pharmaceuticals and Chemicals purchasing power resides with the top firms. Official Government statistics indicate that in a sector like Food & Drink, for instance, 91% of turnover is generated by firms with over 50 employees *. It's these high-value firms that Process Engineering targets.

Process Sectors



Buying Power



Source: Circulation database

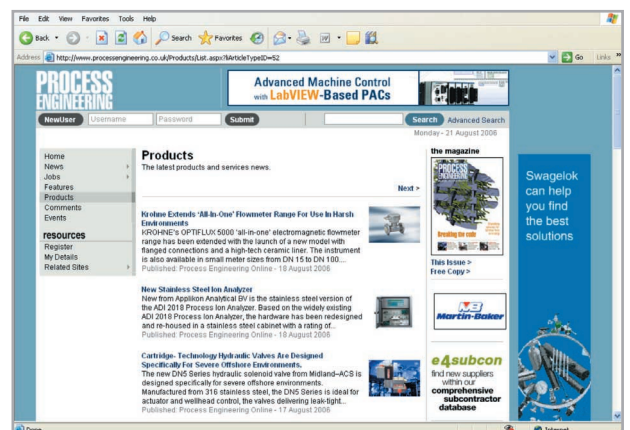
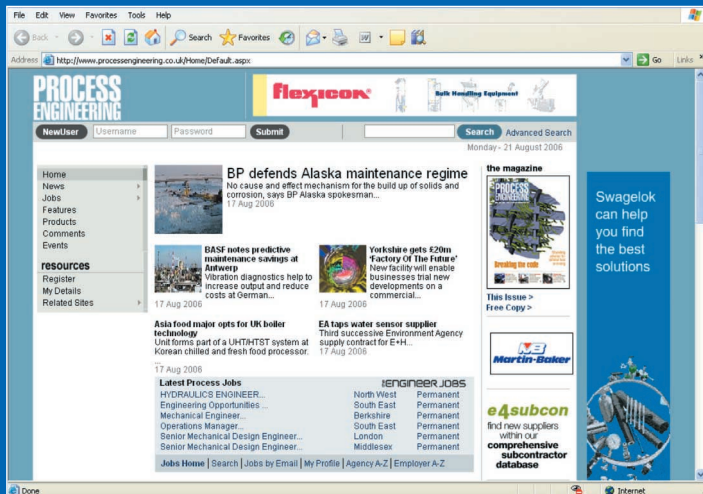
Plus, Process Engineering's circulation delivers those engineers with the power to make real purchasing decisions

The Leading Online Solution

Recently updated, processengineering.co.uk now has a fresh new look with increased functionality for providing information specific to your clients.

As well as the very latest process industry news and jobs, new features include:

- 1 New easy-to-use navigation. Our audience can now find what they need very quickly whether it's news, jobs information, upcoming events, products and services, discipline related features or sector updates.
- 2 An opt-in e-newsletter bringing regular site updates and highlights to the inbox of your buyers and specifiers.
- 3 A comprehensive new product and services directory to enable users to actively find what they require to carry out their daily tasks.
- 4 Specialist online areas for users to find the very latest plant cost indices or major people moves within process sectors.



Advertising Opportunities

Whether it is a high profile branding campaign, tactical insertions in Special Reports, or regular awareness building through supplier portfolios, Process Engineering can meet your marketing objectives. That's why companies like these regularly use Process Engineering:

- | | |
|---------------------------------|------------------------------|
| ■ ABB | ■ Emerson Process Management |
| ■ Alfa Laval | ■ Endress & Hauser |
| ■ APV Invensys | ■ Joshua Greaves |
| ■ Atlas Copco | ■ Krohne |
| ■ Avery Weigh-Tronix | ■ National Instruments |
| ■ BOC Edwards | ■ Rockwell Automation |
| ■ Bosch Rexroth | ■ S.E.W Eurodrive |
| ■ Burkert Fluid Control Systems | ■ Shaw Moisture Meters |
| ■ Danfoss | ■ Silverson Machines |
| ■ Dupont Dow Elastomers | ■ Yokogawa |

Or talk to us about your plans and we can work with you to develop exciting solutions involving Online, Events or print-based innovations.

Extending the Message Online

www.processengineering.co.uk is the new development from Process Engineering. The web site developed in conjunction with sister title, The Engineer, has the full magazine archive plus breaking news from the UK and around the world up-dated daily. As well as giving existing readers extra value, the site offers a new way of reaching engineers from an established, well-respected, publication. The web site shows the latest relevant jobs from the process sectors and gives access to thousands of applicants and positions on www.theengineerjobs.co.uk

A host of advertising options including banners, tiles, skyscrapers, MPUs, Leaderboards, channel sponsorship, newsletter sponsorship, directory upgrades and more, to enable you the advertiser to reach and inspire buyers and specifiers.

Recruitment

Demand for highly sought after process and control engineer is greater than ever. That's why some of process sector top employers have used Process Engineering to recruit. Join firms like:

- | | | |
|-------|--------------------|-------------|
| ■ AWE | ■ South West Water | ■ EPC Gobar |
| ■ BP | ■ Reed Engineering | ■ Amec |

Rates

Rates effective: January 2005

Display Advertising - 4 colour

Page	£2,495
DPS	£4,155
Half (solus)	£1,535
Half	£1,395
1/4 (solus)	£875
1/4	£795
Specified positions + 10%	
White Paper Report (3 pages)	£3,250

Inserts

Full run	£2,495
Extra 10g	£215

Classified

Services

1/4	£795
1/8	£450
1/16	£300

Update

PR Insertion (80words + image)	£120
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Recruitment (4 colour)

Page	£2,495
Half	£1,395
1/4	£795

processengineering.co.uk

Banner	£1,000
Button	£500
Skyscraper	£1,200
MPU	£1,500
e-newsletter	£1,000
Directory Upgrade (per year)	£399

Technical Data

Sizes: Display

	Type	Bleed	Trim
DPS	250 x 378 mm	276 x 404mm	270 x 398mm
Page	250 x 179mm	276 x 205mm	270 x 199mm
1/2 horizontal	120 x 179mm	133 x 205mm	130 x 199mm
1/2 vertical	250 x 86mm	276 x 99mm	270 x 96mm
1/4	120 x 86mm		
1/4 horizontal	54 x 179mm	67 x 205mm	64 x 199mm

Recruitment/Classified - Products & Services

Single column	40 mm	Two column	86 mm
Three column	132 mm	1/4	115 x 86 mm
1/8th	57 x 86mm	1/6th	49 x 40mm
Number of columns	4	Column height	240mm

We prefer to receive all files in PDF version 1.3 format using the pass4press standard see www.pass4press.com. Supplying your files as PDF will reduce delivery cost and has better security. Using a digital workflow helps improve the quality of reproduction. (Adobe Indesign PDF's are not acceptable at present). Joboptions for Distiller may be obtained from <http://www.atelier.net>

If you are unable to supply your file as PDF, you may supply your file as one of the following formats. We have listed them in order of preference.

- Tiff/Jpeg
 - Adobe Illustrator
 - Adobe Photoshop EPS
 - Quark Xpress
 - Quark Xpress Passport
 - Adobe In Design
 - Adobe Pagemaker
- CMYK min 266dpi
eps (with all fonts converted to Paths)
(With all layers flattened and rasterised).
Do not use JPEG encoding on EPS files
up to Version 6.5
up to Version 4
up to Version 2.0
up to Version 7.0

All images must be at minimum of 266 dpi and all colours and images must use the CMYK colour space, RGB/Lab colours, Pantones, etc are not valid colour spaces for print. Any pictures or logos etc must be the size that they appear on the advert and not compressed using your design packages scale routine.

Warning

If your file does not adhere to the request stated and requires work to allow us to run the file on our system will be charged at a rate of £35.00 per hour.

Typefaces

Although we hold an extensive number of fonts, this does not guarantee that we have every typeface. If in doubt, please contact Process Engineering before sending a file that contains any unusual or not often used fonts, or to be sure, CONVERT FONTS TO OUTLINE using the appropriate software before sending. This will avoid any unnecessary problems. If we do not hold the required font we will attempt to replace it with a similar font but Centaur Communication can not guarantee the correct reproduction of all text if fonts are missing.

Supplying Files

We have listed our delivery methods in order of preference

Type	Number/Address	Info
■ Email	jose.church@centaur.co.uk	Maximum size 2Mb
■ ISDN	020 7631 1633	
■ CD	Clearly marked and sent to the address below	

Full identification of FTP files to be sent must be made available to Jose Church at Process Engineering prior to receipt of files at Atelier Data Services Ltd. All files MUST be sent within FOLDERS clearly marked for the publication and issued date that they are to appear in the following format PUBLICATION / /ISSUE DATE/ADVERTISERS NAME.

Cancellation

Cancellations or changes in the dates of insertion must be received in writing not less than six weeks before the date of publication.

Copy Details

Process Engineering is published monthly. Copy date is 4 weeks prior to publication.

Contacts

■ Advertising	020 7970 4139
■ Production	020 7970 4434
■ Fax	020 7970 4493
■ Email	jose.church@centaur.co.uk
■ Web	www.processengineering.co.uk
■ Address	Process Engineering, Centaur Communications, 50 Poland Street, London, W1F 7AX