

INTERNATIONAL

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SheetMetal

Review

MEDIA INFORMATION 2020

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**THE GLOBAL
SHEET METAL
FORMING AND
FABRICATION JOURNAL**

ESSENTIAL READING FOR SHEET METAL PROFESSIONALS STAY ONE STEP AHEAD

ISMR is the world's ONLY international sheet metal magazine

The magazine is carefully targeted at the key companies, manufacturers and subcontractors in the most buoyant sectors of the industry and many of its readers are actively involved in the buying chain. Each issue, both print and digital, will reach over 30,000 qualified registered readers.



Letture Essenziale Per I Professionisti Della Lavorazione Lamiera...

STAI UN PASSO AVANTI...

Al primo posto tra le riviste di lavorazione e produzione di lamiera a livello internazionale, International Sheet Metal Review offre una copertura globale e indipendente. Il successo della pubblicazione risiede in una miscela unica di tecnologia, analisi e problemi di business presentati in un formato fresco e allegro.

Incorporando interviste a industrie di peso internazionale, a figure governative, accademiche e associative, l'International Sheet Metal Review offre uno sguardo strategico alle notizie più attuali, allo sviluppo delle imprese e dei prodotti, ai progressi tecnologici e tecnici, marchi commerciali, innovazioni e alle nuove opportunità d'affari. Vengono discussi temi chiave, ed in ogni pubblicazione si può trovare un'analisi sistematica ed indipendente sulle prospettive, opportunità ed ostacoli del mercato. Copriamo anche le ultime tendenze del settore e direzioni come l'industria 4.0, stampa 3d/produzione additiva, Intelligenza Artificiale e Realtà Virtuale.

Publicato dieci volte l'anno, ISMR raggiunge i responsabili decisionali nei settori finali più rilevanti, come per esempio quello del subappalto; l'industria dell'automobile; il settore elettrico/elettronico; le applicazioni domestiche, l'edilizia e il settore aerospaziale.

ISMR È L'UNICA RIVISTA INTERNAZIONALE DI SETTORE

La rivista è rivolta a imprese chiave, a produttori e appaltatori nei settori più attivi dell'industria e molti dei suoi lettori sono attivamente coinvolti nella catena commerciale. Ogni numero raggiunge 30,000 lettori qualificati e registrati.

ACKNOWLEDGED as the number one international sheet metal forming and fabrication journal, International Sheet Metal Review offers truly global and independent coverage.

The success of this publication lies in a unique blend of technology, analysis and business issues presented in a fresh and lively format.

Incorporating interviews with leading international industry, government figures, academic and association figures, International Sheet Metal Review offers a strategic insight into the latest news, company and product developments, technological and technical advances, market trends, innovations and new business opportunities. Key issues are debated and regular, independent analysis into market prospects, opportunities and barriers can be found in each issue. We also cover the latest industry trends and directions such as Industry 4.0, 3D printing/additive manufacturing, Artificial Intelligence and Virtual Reality.

Published ten times per year, ISMR reaches global decision-makers in major end-user sectors such as sub-contract job shops; automotive; defence; medical; domestic appliances, construction and aerospace.

Eine unerlässliche Lektüre für Fachleute der Blechverarbeitungsbranche...

MMER EINEN SCHRITT VORAUSS...

Offiziell die Nummer eins unter den Fachblättern für Blechverarbeitung und -herstellung, bietet die International Sheet Metal Review eine wahrhaft globale und unabhängige Berichterstattung. Der Erfolg dieser Publikation liegt in der einzigartigen Mischung aus Technologie, Analyse und Fachfragen, die in einem frischen und lebendigen Format präsentiert werden.

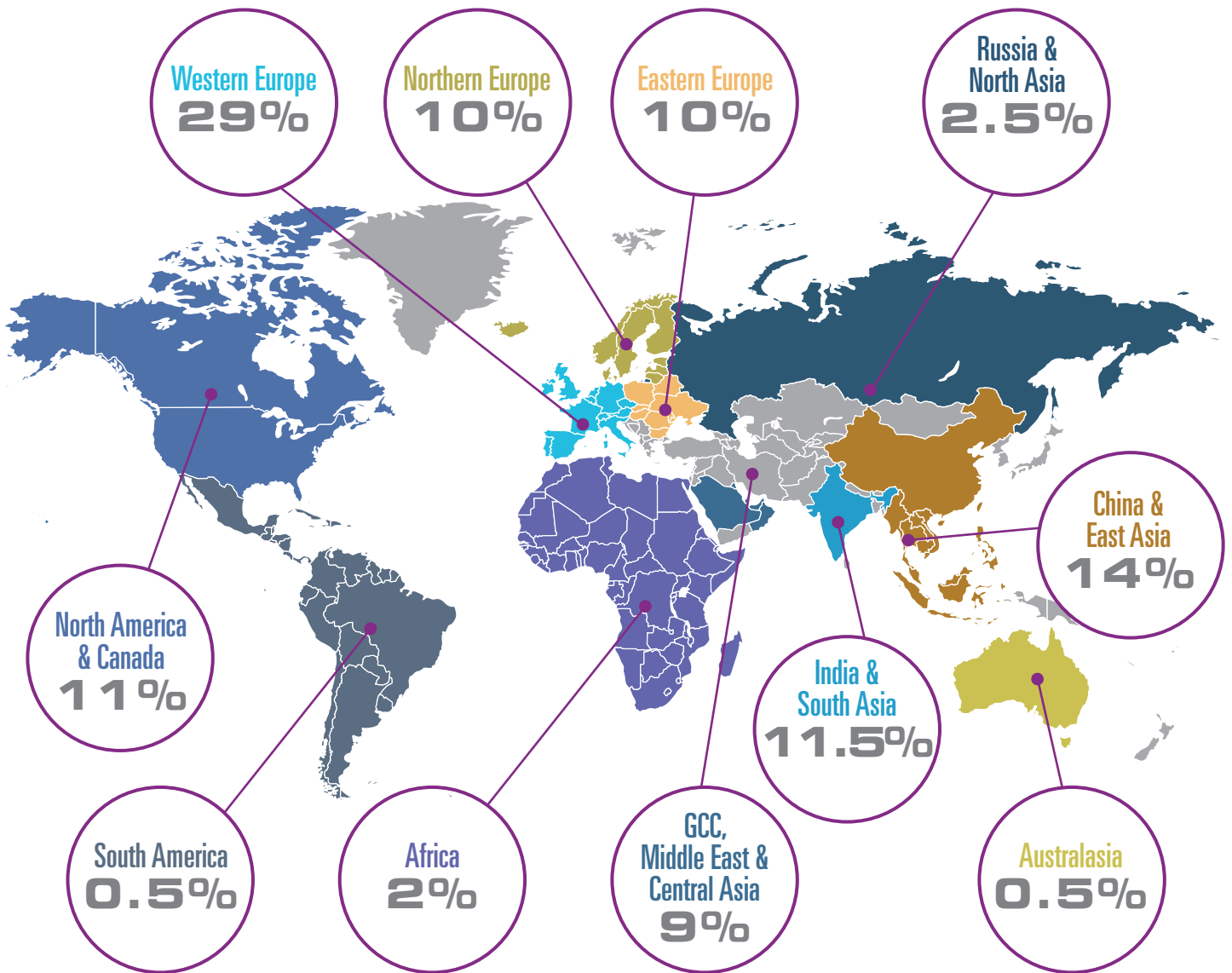
Die International Sheet Metal Review bietet anhand von Interviews mit führenden internationalen Firmen, amtlichen Zahlen und Statistiken aus Wissenschaft und Verbänden einen strategischen Einblick in die neuesten Nachrichten, Unternehmens- und Produktentwicklungen, technologischen und technischen Fortschritte, Markttrends, Erfindungen und neuen Geschäftschancen. Aktuelle Themen werden diskutiert und jede Ausgabe enthält regelmäßige, unabhängige Analysen der Marktaussichten, -chancen und -barrieren. Wir berichten auch über die neuesten Branchentrends und -entwicklungen, wie Industrie 4.0, 3D-Druck/additive Fertigung, künstliche Intelligenz und virtuelle Realität.

ISMR erscheint zehn Mal im Jahr und erreicht weltweit Entscheidungsträger in den größten Endverbrauchersektoren wie Auftragsbörsen, Kfz, Elektrik/Elektronik, Haushaltsgeräte, Baugewerbe und Luft- und Raumfahrt.

ISMR IST WELTWEIT DAS EINZIGE INTERNATIONALE METALLVERARBEITUNGSMAGAZIN

Das Magazin richtet sich direkt an führende Unternehmen, Hersteller und Subunternehmer der wichtigsten Branchen dieser Industrie, und viele Leser sind aktiv an der Handelskette beteiligt. Jede Ausgabe erreicht 30,000 qualifizierte Abonnenten.

GLOBAL CIRCULATION



ISMR CIRCULATION

Circulation by Job Title

Managing Director/C.E.O./General Manager/ Member of the Board	61%
Production and Engineering Managers	20%
Production and Manufacturing Directors	14%
Sales, Marketing and Designers	5%

Circulation by Industry Sector

(Readers of ISMR are involved in one or more of the following industry sectors)

Subcontract presswork / fabrication	66%
Automotive	34%
Electrical / electronic	18%
Domestic / consumer	18%
Construction / process engineering	17%
General / light engineering	11%
Defence / aerospace	10%
Marine / offshore / shipbuilding	6%
Other	17%

DIFFUSIONE ISMR

Diffusione per Qualifica

Amministratore Delegato / C.E.O / Direttore Generale / Membro del Consiglio	61%
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Direttori di Produzione	14%
Commerciali, Marketing e Designer	5%

Diffusione per Settore Industriale

(I lettori di ISMR sono impegnati in uno o più dei seguenti settori industriali)

Subappalto nella stampa / costruzione	66%
Industria automobilistica	34%
Settore elettrico / elettronica	18%
Domestico / del consumatore	18%
Edilizia / ingegneria dei processi di produzione	17%
Generale / meccanica leggera	11%
Difesa / aerospaziale	10%
Industria navale / offshore / costruzione navale	6%
Altro	17%

ISMR VERBREITUNG

Verbreitung nach Position im Unternehmen

Geschäftsführer(in) / Vorstandsvorsitzende(r) / Generaldirektor(in) / Vorstandsmitglied	61%
Produktionsleiter und Ingenieur	20%
Produktionsleiter	14%
Verkauf, Marketing und Designer	5%

Verbreitung nach Branche

(ISMR Leser sind in einer oder mehr der folgenden Branchen tätig)

Unterauftrag Pressung / Herstellung	66%
Kfz	34%
Elektrik / Elektronik	18%
Haushalt / Endverbraucher	18%
Bauwesen / Verfahrenstechnik	17%
Ingenieurwesen / Feinmechanik	11%
Rüstung / Luft- und Raumfahrt	10%
Marine / Hochsee / Schiffbau	6%
Sonstige	17%

Advertising Price List

Back Cover	£5252.73	€5778	\$6848
Inside Front Cover	£4796.18	€5275.80	\$6252.80
Inside Back Cover	£4281.95	€4710.15	\$5582.40
Double Page Spread	£6335.18	€6968.70	\$8259.20
Full Single Page	£3568.91	€3925.80	\$4652.80
Half Page	£2184.55	€2403	\$2848
Quarter Page	£1222.73	€1345	\$1589.55

(Image and branding, subject to approval)

All prices are based on four-colour adverts and are subject to VAT at standard rate.

Digital opportunities

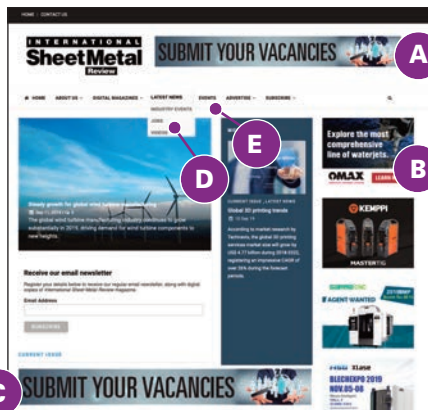
To enhance and complement your exposure to your customers through the magazine, you can also advertise on our website and E-newsletter.

- A - Header Banner - 728(w) x 90(h) pixels - £1000/month
- B - Side Banner - 390(w) x 300(h) pixels - £700/month
- C - Footer Banner - 728(w) x 90(h) pixels - £500/month
- D - Job listing or Video - £700
- E - Events - £700 (include logo - £800)

- 1 - E-newsletter small banner - 200(w) x 100(h) pixels next to news - £700
- 2 - E-newsletter large banner - 200(w) x 320(h) pixels next to news - £1000
- 3 - E-newsletter sponsorship - 600(w) x 300(h) pixels above news - £2500

Stand-alone email and/or videos - contact Bobby to discuss

Website



E-newsletter



CONTACT

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FEBRUARY 2020

Distribution at Southern Manufacturing (UK)

- Hydraulic and mechanical presses
- Press brakes and folders
- Precision engineering
- CAD/CAM
- Deep drawing
- Welding
- Industry report: Automotive market
- Regional report: The Netherlands
- Exhibition previews: WIN Eurasia (Turkey) and Technishow (The Netherlands)

JULY/AUG 2020

- Tubeforming
- Control technologies
- Press brakes and folders
- Roll forming
- Focus on additive manufacturing/3D printing
- Laser and plasma cutting
- Focus on materials
- Industry report: Defence market
- Regional report: Asian markets
- Exhibition preview: FABTECH 2020 (USA)

MARCH 2020

Distribution at WIN Eurasia (Turkey) and Technishow (The Netherlands)

- Fasteners in focus
- Laser cutting
- Hydroforming
- Tube forming
- Inspection, measurement and monitoring
- Regional report: Turkey
- Industry report: Medical market
- Exhibition previews: Tube and Wire (Germany), MACH (UK) and Global Industrie (France)

SEPTEMBER 2020

- Focus on Germany
- Punch presses
- Inspection, measurement and monitoring
- Stamping and pressing
- Tooling
- Industry report: Power generation
- Regional report: USA
- Exhibition preview: EuroBLECH (Germany)

APRIL 2020

Distribution at Tube and Wire (Germany), Global Industrie (France) and MACH (UK)

- Handling, storage and stacking
- Focus on coil processing
- Focus on additive manufacturing/3D printing
- Press brakes and folders
- Joining
- Punch presses
- Regional report: India
- Industry report: Domestic/consumer sector
- Exhibition preview: Metalloobrabotka (Russia)

OCTOBER 2020

Distribution at EuroBLECH (Germany) and FABTECH (USA)

- Focus on coil processing
- Automation and robotics
- Handling, storage and stacking
- Press brakes and folders
- Materials
- Surface finishing
- Industry report: Electronic/general engineering
- Regional report: Germany

MAY 2020

Distribution at Metalloobrabotka (Russia)

- Automation and robotics
- Waterjet
- Tooling
- CAD/CAM
- Surface finishing
- Plasma cutting
- Regional report: Russia
- Industry report: Construction sector
- Exhibition preview: ITM MACH Tool (Poland)

NOVEMBER 2020

- EuroBLECH review
- Waterjet
- CAD/CAM
- Welding, joining and fastening
- Punch presses
- Industry report: HVAC/air conditioning
- Regional report: Latin America
- Exhibition preview: SteelFab (UAE)

DEC 2020/JAN 2021

Distribution at SteelFab (UAE)

- Flexible manufacturing systems
- Roll forming
- Coil processing
- Handling, storage and stacking
- Control technologies
- Laser and plasma cutting
- Industry report: Aerospace market
- Regional report: Middle East
- Exhibition preview: Southern Manufacturing (UK)

JUNE 2020

Distribution at ITM MACH Tool (Poland)

- Hydraulic and mechanical presses
- Precision engineering
- Welding, joining and fastening
- Flexible manufacturing systems
- Hybrid technologies
- Deep drawing
- Industry report: Oil and gas market
- Regional report: Poland

