

DesignSolutions

MEDIA PACK 2024



- Printed & Digital Magazine
- Website
- Social Media
- App
- Direct Email

STAY IN TOUCH WITH THE INDUSTRY

Design Solutions was launched in 1971, under the title OEM Design. **52 years later** and it is still providing the highest quality editorial to keep its readers up to date with the latest products, solutions, technologies and news.

Aimed at design engineers, OEMs, machine builders, and those who specify/purchase components, Design Solutions covers a wide range of topics – from Machine building and CAD software, through enclosures, 3D printing and design materials, to a huge variety of both mechanical and electrical/electronic products and components. Added interest can be found in our Industry Focus sections which cover topics such as Military, aerospace & defence; Rail; Medical & pharmaceutical, and more.

The magazine is available in both printed and digital formats, and has a comprehensive website which can be found at www.designsolutionsmag.co.uk

EDITORIAL SCHEDULE

December/January 2024

Machine building, frameworks & safety
Springs & shock absorbers
Electrical & electronic components
Bearings, seals & gaskets
Drives, controls & motors
Power
Enclosures

Supplement: Sustainability in Manufacturing

Exhibition preview: Southern Manufacturing & Electronics

February 2024

Sensors & sensing systems
Gears & gearboxes
Fastenings & adhesives
CAD/software
Linear motion

Machine building, frameworks & safety
3D printing/additive manufacturing

Industry focus: Military, aerospace & defence

Supplement: Enclosures & Panel Building Solutions

March 2024

Drives, controls & motors
Materials in design & prototyping
Hydraulics & pneumatics
Cables & connectors
Machine building, frameworks & safety
Enclosures

Industry focus: Medical & pharmaceutical

Exhibition preview: Hannover Messe

April 2024

Mechanical components
Linear motion
Machine building, frameworks & safety
Clutches, brakes & couplings
Springs & shock absorbers
Power

Industry focus: Automotive

Supplement: Enclosure solutions

May 2024

Fastenings & adhesives
Motion control
Sensors & sensing systems
Bearings, seals & gaskets
Additive manufacturing/3D printing
Machine building, frameworks & safety
Enclosures

Exhibition preview: Manufacturing & Engineering Week/
Design Engineering Expo

June 2024

Machine building, frameworks & safety
Drives, controls & motors
Cables & connectors
Hydraulics & pneumatics
Gears & gearboxes
Belts, pulleys & chains

Industry focus: Rail

Supplement: Enclosure & Safety Solutions

July/August 2024

Machine building, frameworks & safety
Electrical & electronic components
Materials in design & prototyping
Springs & shock absorbers
IIoT & smart manufacturing
Clutches, brakes & couplings
Motion control
Enclosures

Industry focus: Medical & pharmaceutical

Exhibition preview: PPMA

September 2024

Machine building, frameworks & safety
Bearings & linear motion
Fastenings & adhesives
CAD/software
Sensors & sensing systems
Power
Enclosures

Industry focus: Military, aerospace & defence

October 2024

Machine building, frameworks & safety
Belts, pulleys & chains
Drives, controls & motors
Hydraulics & pneumatics
Materials in design & prototyping
Clutches, brakes & couplings
Industry focus: Rail

Supplement: Enclosures & Enclosure Furniture

Exhibition preview: Advanced Engineering

November 2024

Additive manufacturing/3D printing
Linear motion
Fastenings & adhesives
Cables & connectors
Machine building, frameworks & safety
Sensors & sensing systems
Gears & gearboxes
Mechanical components
Enclosures

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CIRCULATION PROFILE

Total Average Net Monthly Circulation: 10,463

Companies Primary Activity
Manufacturer
Distribution
Consulting
Education Establishment
Marketing/PR
Government

Primary Job Function
Production/Department/General Management
Design Engineering/Maintenance Engineers
Corporate Management
Sales & Marketing
Research and Development
Production Design/Process Design
Other

Industry Sectors	
Mechanical engineering	Electrical & electronic manufacture
Machine building & manufacture	Energy
Automotive	Mining & quarrying
Marine	Communications
Rail	Training & higher education
Aerospace	Enclosures & data centres
Military & defence	Industrial product manufacture
Medical	Machinery & equipment design
Food & drink	Fluid power
Printing & packaging	Power transmission

READERSHIP PROFILE

Design Solutions is read by designers, engineers, managers and senior executives with a purchasing and specifying influence, from within organisations directly or indirectly involved in the design of original equipment, or in the production and supply of engineering materials, components and services.

This includes:

- Design Engineers
- Machine Builders/OEMs
- R&D Engineers/Managers/Directors
- Development Engineers/Managers/Directors
- Production Engineers/Managers/Directors
- Project Engineers/Managers/Directors
- Design and Draughtsmen
- Consultants

MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

PAGE SIZE (WxH in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	420 x 265	464 x 312	458 x 306
Full-page	195 x 265	235 x 312	229 x 306
1/2-page [H]	195 x 135	-	-
1/2-page [V]	94 x 265	-	-
1/4-page [H]	195 x 66	-	-
1/4-page [V]	94 x 135	-	-

ONLINE PROMOTIONS

Description	Specs (Width x Height)	Rot x Pos	Price
Banner Top ad	728 x 90 pixels	4 x 1	£700pm
Banner Bottom ad	728 x 90 pixels	4 x 1	£350pm
Button	140 x 140 pixels	4 x 10	£250pm
Skyscraper	160 x 600 pixels	4 x 1	£600pm
Spot	160 x 80 pixels	4 x 9	£350pm
MPU	300 x 250 pixels	4 x 3	£800pm
Background	Width < 958 pixels	1 x 1	£1,500pm
Feature Banner	728 x 90 pixels	4 x articles	£750pm (Can be linked to top story)
Featured Event	240 x 125 pixels	10 x 1	£200pm (Includes adding extra content to entry)
Enhanced Entry	N/A	N/A	Four packages available starting from £250
Bespoke Email	-	-	POA

DISPLAY ADVERTISING

INSERTIONS	1	5	10+
DPS	£3,400	£3,060	£2,720
Full-page	£2,200	£1,980	£1,760
Junior-page	£1,700	£1,530	£1,360
Half-page	£1,200	£1,080	£960
Quarter-page	£700	£630	£560
Front cover package*	£3,500*	-	-

*Package comprising editorial style front cover, contents page repeater + full page advertorial/ advertising mix

CLASSIFIED ADVERTISING

Contact Directory - standard	£400	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£500	As above with up to 50 words of text
Classified Buyers Guide POA	£200	Rate per heading, per annum
Advertorials	£250	Colour picture + up to 150 words of text
Monthly E-Newsletter Entry	£150	800 words, up to 4 images + contact details
Specialised E-Newsletter Entry	£200	800 words, up to 4 images + contact details
E-Newsletter Banner	£350	Rate per issue

All rates exclusive of VAT

Agency discount : Less 10%
 Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

MONTHLY: E-NEWSLETTER

Month	Subject	Month	Subject
January	10th Jan	July	10th Jul
February	10th Feb	August	10th Aug
March	10th Mar	September	10th Sep
April	10th Apr	October	10th Oct
May	10th May	November	10th Nov
June	10th Jun	December	10th Dec

Also available for any new PR our general monthly e-newsletter, please enquire for deadlines

For further information on any of the above titles,
 please contact one of the Design Solutions team who will be happy to help you.