

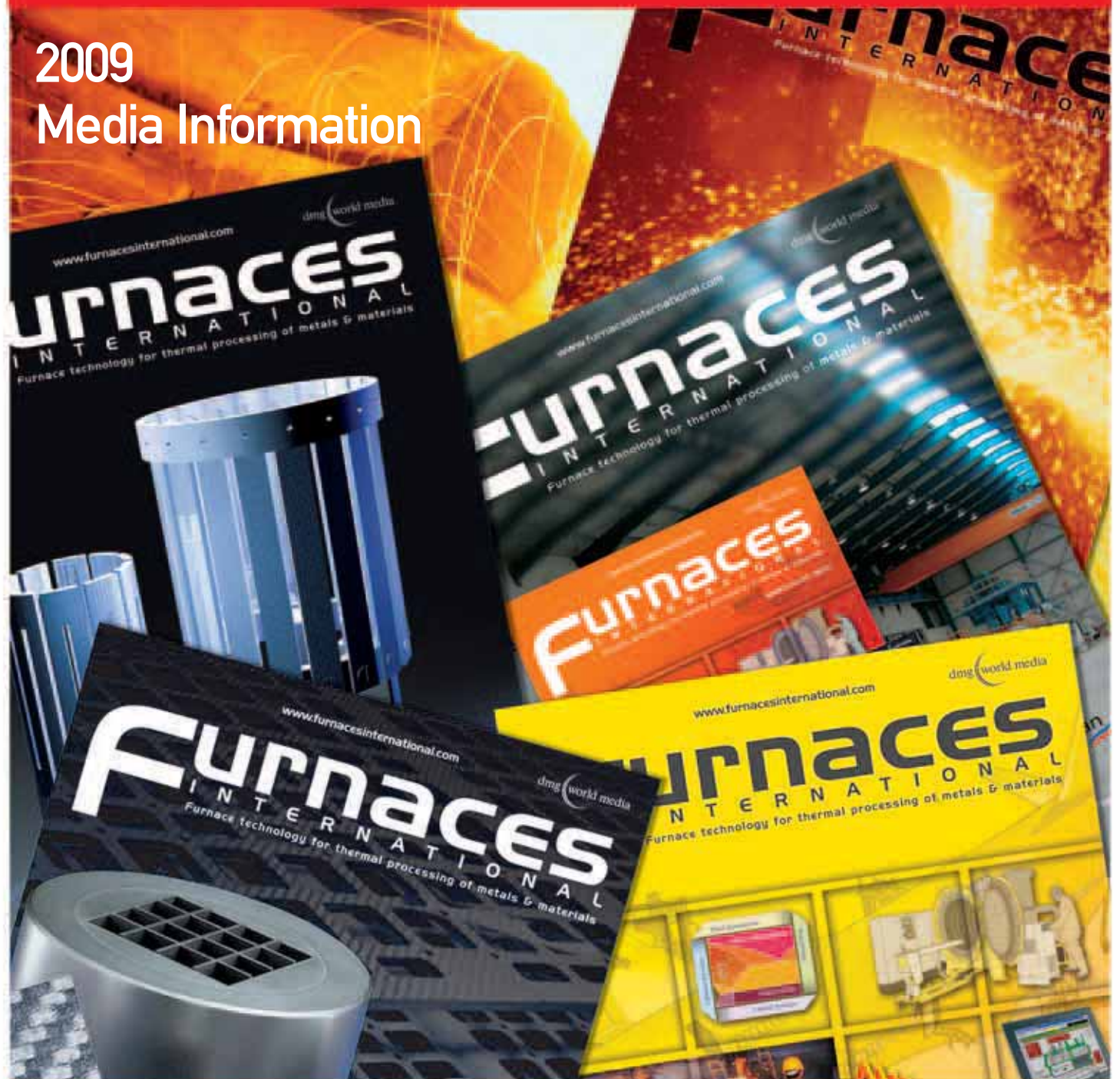
# FURNACES

INTERNATIONAL

Furnace & Metallurgy technology for thermal processing of metals & materials

The leading choice for advertising within the Furnace & Metallurgy Industries

2009  
Media Information



Furnaces INTERNATIONAL - formerly Metallurgia - was first published in 1929. With almost 80 years of industry experience to draw on, Furnaces INTERNATIONAL is circulated worldwide to key decision-makers in the metals technology, metal forming and thermal processing fields.

As a leading publication in the furnaces and metallurgy industries, the dedicated editorial attracts a truly international audience of senior technical and commercial managers in manufacturing companies - as well as production managers, R&D personnel, design staff, equipment builders and product end user industries.

## Why advertise in Furnaces INTERNATIONAL?

- 9,000 distribution with a pass on rate of 3
- 2,000 copies distributed to dedicated Furnaces INTERNATIONAL readers
- 7,000 copies distributed with sister publication Aluminium INTERNATIONAL Today
- Dedicated editorial content with informative articles and comprehensive guides
- Published four times a year
- Publishes the Furnaces INTERNATIONAL Annual Buyers' Guide, including a concise listing of associations, institutes and learned bodies
- Linked with various trade organisations: The British Industrial Furnace Constructors Association, the Combustion Engineering Association, CECOF, plus Industrial Metalforming Technologies and Contract Heat Treatment Association

## Online Solution

[www.furnacesinternational.com](http://www.furnacesinternational.com) is the online platform supporting Furnaces INTERNATIONAL. With close to 7,000 unique visits per month, [www.furnacesinternational.com](http://www.furnacesinternational.com) provides the visitor with regular news, product listings and reviews.

We have worked to ensure our website directs business to you. [www.furnacesinternational.com](http://www.furnacesinternational.com) complements our printed publication by providing easy to access, continuously updated information. By utilising both mediums, advertisers can reach a new audience while maintaining a higher profile with existing clients. Our sales manager can create a bespoke advertisement programme for you, combining the strength of paper based advertising with the flexibility and extensive ability of online marketing.

With 82% of decision makers using B2B websites\*, [www.furnacesinternational.com](http://www.furnacesinternational.com) provides you with an additional route to market. Contact our sales team to discuss the possibilities.

## Website Advertising

|                       |               |                               |
|-----------------------|---------------|-------------------------------|
| <b>Rolling banner</b> | £800 per year | Size: 468 x 60 pixels (72dpi) |
| <b>Side button</b>    | £425 per year | Size: 120 x 60 pixels (72dpi) |

\* (AOP Survey) - The role of B2B websites, April 2005



# 2009 Editorial Calendar

2009 Issue

2009 feature list

## Mar/April

- **Heat treatment**  
– ovens, equipment, techniques and processes;
- **Induction Technology**  
– developments & techniques for surface heating, forming and melting;
- **Energy saving/environmental**  
– including melting & holding furnaces for refining, reclaiming and recycling;
- **Web feature article:**  
Buy, lease or subcontract? – the options for equipment and personnel to suit each company's requirements.

## May/June

- **Vacuum technology**  
– vacuum equipment in HT processes;
- **Thermal processes**  
– applications for hardening, tempering, annealing, brazing and sintering;
- **Repair or refurbishment**  
– case studies for when buying or leasing isn't an option: repairing or refurbishing existing equipment, plus how and where to source;
- **Web feature article:**  
Powder Metallurgy

## Sept/Oct

- **Aluminium furnace technology**  
– equipment, techniques and processes;
- **Process control**  
– latest process monitoring and control equipment & systems;
- **Testing & Measurement**  
– QC, QA, + equipment for temperature analysis and testing;
- **Heat Treatment Associations**  
– profile of the UK's Contract Heat Treatment Association;
- **Web feature article:**  
Trade associations - key issues from industry associations around the world.

## Nov/Dec

- **Refractory and graphite technology**  
– specialised insulation materials, equipment and products;
- **2009 Furnaces International Annual Buyers' Guide to equipment, products and services**
- **Web feature article:**  
New materials and research

NB: Each web-only feature article will be highlighted within the magazine



# Advertising Rates & Mechanical Data

## Advertising Rates per insert

£ Sterling – effective from 1 October 2008

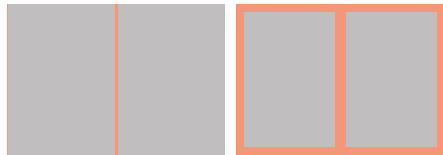
|              | Single insertion<br>4 Colour | Single insertion<br>Mono |
|--------------|------------------------------|--------------------------|
| Full page    | 2,100.00                     | 1,300.00                 |
| Half page    | 1,155.00                     | 750.00                   |
| Quarter page | 630.00                       | 395.00                   |
| Classified   | 0.00                         | 65.00                    |

## Special Positions

|             |       |                    |       |
|-------------|-------|--------------------|-------|
| Front Cover | 2,730 | Inside front cover | 2,415 |
| Back cover  | 2,520 | Inside Back Cover  | 2,205 |

We also offer a range on additional advertising items including gatefolds, belly bands and loose inserts. Our sales team can create a bespoke campaign with you so you reach your target audience.

## Mechanical Data



### Double Page Spread

Type Area (mm)

265 deep x 394 wide

Bleed (mm)

303 deep x 426 wide

Trim (mm)

297 deep x 420 wide



### Full page

Type Area (mm)

265 deep x 185 wide

Bleed (mm)

303 deep x 216 wide

Trim (mm)

297 deep x 210 wide



### 1/2 page (across)

Type Area (mm)

128 deep x 185 wide

### 1/2 page (upright)

Type Area (mm)

265 deep x 87 wide



### 1/4 page (across)

Type Area (mm)

61 deep x 185 wide

### 1/4 page (upright)

Type Area (mm)

128 deep x 87 wide

## Payment

Payments to be made 30 days from invoice date. Companies outside the UK are requested to pay by Bank Transfer to avoid possible delays that can occur with currency cheques. If an account is overdue, we reserve the right to suspend insertions until an agreed amount of funds are cleared.

## Contact us

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