

# *Finishing*

THE PREMIER UK JOURNAL FOR SURFACE TECHNOLOGY

**MEDIA  
DETAILS  
2017**

[www.finishingmagazine.co.uk](http://www.finishingmagazine.co.uk)

# Welcome to Finishing Magazine

**Finishing magazine is a specialist bi-monthly for the UK's metal finishing community.**

**Since 1947 it has provided decision makers with technical papers, news, views and debate on all aspects of metal finishing and surface coating.**

Finishing covers the issues for the whole market, not just a sub sector of it and is read by the whole buying chain from trade finishing houses to manufacturers of a wide variety of products from white goods to automotive.

Each issue offers a varied mix of news, new products, legislation, industry opinions and special features. The editorial team prides itself on being active and involved in the market so it writes from within the industry rather than commenting from the outside.

As the longest established title for the sector, readers rely on Finishing to provide impartial and independent comment.

Finishing enjoys strong links with the industry's leading players, associations, regulators and trade bodies.

## Circulation Profile

Finishing magazine is circulated to members of the Surface Engineering Association plus professionals responsible for company management, finishing and production in small to multi-national companies.



Covering the trade finishing and manufacturing industries, Finishing is read by the whole buying chain.

These readers are responsible for buying equipment, consumables and services relating to metal finishing.



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# Editorial Calendar 2017

Each issue of Finishing includes the following regular columns:

- News and views
- Products
- Business and technical issues
- Personnel changes
- Company focuses
- Questions and answers
- Special reports
- Industry comment
- Employment legislation
- Plus monthly special features

## January/February

- Solvent Recovery
- Pre-Treatment Chemicals
- Mechanical Handling and Jigs
- Conveyors
- European Legislation

## March/April

- Pre-Treatment
- Test and Measurement Equipment
- Laboratory Equipment
- SPECIAL SHOW PREVIEW EDITION

## May/June

- Powder Coating
- Ovens and Curing Equipment
- Dust and Fume Extraction

## July/August

- Water and Effluent Treatment
- Pumps, Filters and Rectifiers
- Wet Paint

## September/October

- Complete Finishing Plant
- Health and Safety
- Anodizing and Galvanizing

## November/December

- Robotics
- Anti Corrosive Finishing
- Advanced Surface Technology
- Precious Metal Finishing
- Annual Review

**Editorial Copy Deadline:**  
**20th of preceding month**

## Finishing Industry Yearbook 2018

**Published November 2017**



# Your marketing campaign in Finishing

## Within the publication

- Display advertising
- Recruitment Advertising
- Product Services/Classified Advertising

## Online & other advertising

### Additional marketing:

- Loose inserts
- Cover-mounts & page-mounts

### Online opportunities:

- email marketing
- web banners

## Yearplanner

The wall planner features a 15 month calendar as well as a number of display advertisements and is distributed to every reader along with the September/October edition.

To its advertisers, the Yearplanner offers:

- 15 month exposure
- High visibility to your prospects
- Cost effectiveness



# Rates & Data

## Advertisement Rates

Page Size	Number of Insertions		
Display	1	3	6
Full Page	£1250	£1125	£1000
Half Page	£ 715	£ 640	£ 570
Quarter Page	£ 415	£ 375	£ 330

### Special Positions

Front Cover	£1750
Inside Front Cover	£1500
Inside Back Cover	£1350
Back Cover	£1600

**Inserts:** By application (minimum charge £500)

### Classified

Products and services: min £400 for 4cm x 1 column  
Recruitment, articles for sale etc: £25 per scc

### EXCLUSIVE OPPORTUNITY DISPLAY ADVERTISERS

#### Bonus Online Marketing from £125

Display advertisers have the opportunity to complement their print advertisements with an online presence at [finishingmagazine.co.uk](http://finishingmagazine.co.uk) or within our email newsletters.

**Reserve your space now, call  
+44 (0)1923 692663**

## Publisher Profile

Finishing is published by Turret Group, a business-to-business media company established over fifty years ago.

Its portfolio includes exhibitions and publications for numerous industries and niche sectors.



## Mechanical Data

All sizes below are in mm, and are depth x width.

	Type area*	Trim Size	Bleed size
Front cover advertisement	190 x 170		
Double page spread**	254 x 388	297 x 420	303 x 426
Full page	254 x 178	297 x 210	303 x 216
Half page DPS**	124 x 388	146 x 420	149 x 426
Half page horizontal	124 x 178	146 x 210	149 x 216
Half page vertical	254 x 86	297 x 102	303 x 105
A5 mini-page	190 x 127		
Quarter page standard	124 x 86		
Quarter page horizontal strip	60 x 178	82 x 210	85 x 216

All sizes are in mm and are depth x width

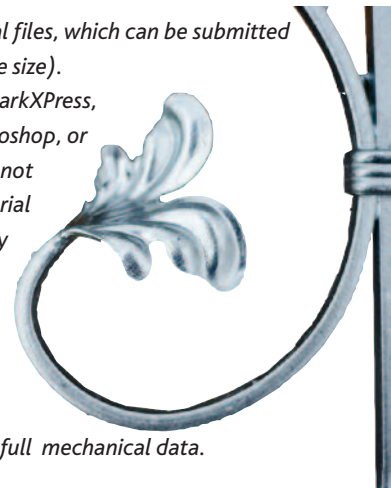
\* For maximum type area on bleed adverts, please ensure text is at least 10mm from trim edges

\*\* Gutter allowance - please contact the Production Department for details

All advertisements should be supplied as digital files, which can be submitted on CD, via ISDN or by e-mail (depending on file size).

Various software packages are acceptable (QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, or Macromedia Freehand); however, while we do not exclude PC files like Word, Publisher etc, material generated from these programs is not generally suitable and conversion can produce unexpected results. We therefore expect files to have been created in a recognised programme specifically for graphics.

Please contact the production department for full mechanical data.



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