

# MEDIA PACK

2024

[ismr.net](http://ismr.net)



The Global Sheet  
Metal Forming and  
Fabrication Journal

**PRINT | ONLINE | SOCIAL**  
THE GLOBAL SHEET METAL FORMING AND FABRICATION JOURNAL



THE WORLD'S  
ONLY INTERNATIONAL  
SHEET METAL  
MAGAZINE

## GLOBAL CIRCULATION

33%	Western Europe
12%	North America & Canada
11%	Northern Europe
11%	Eastern Europe
11%	India & South Asia
9.5%	China & East Asia
8.5%	GCC Middle East & Central Asia
1.5%	Russia & North Asia
1.5%	Africa
0.5%	South America
0.5%	Australasia

### Circulation by Job Title:

Managing Director/C.E.O./General Manager/  
Member of the Board **60%**  
Production and Engineering Managers **20%**  
Production and Manufacturing Directors **14%**  
Sales, Marketing and Designers **6%**

### Circulation by Industry Sector:

(Readers of ISMR are involved in one  
or more of the following industry sectors)  
Subcontract presswork / fabrication **68%**  
Automotive **36%**  
Electrical / electronic **16%**  
Domestic / consumer **18%**  
Construction / process engineering **18%**  
General / light engineering **12%**  
Defence / aerospace **12%**  
Marine / offshore / shipbuilding **7%**  
Other **13%**

# ESSENTIAL READING FOR SHEET-METAL PROFESSIONALS Stay One Step Ahead

The magazine is carefully targeted at the key companies, manufacturers and subcontractors in the most buoyant sectors of the industry and many of its international readers are actively involved in the buying chain. Each issue, both print and digital, will reach over 55,600 qualified registered readers.

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 and forecasts; 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.

It also covers the latest industry trends and directions such as Industry 4.0; 3D printing/additive manufacturing; Artificial Intelligence; smart factories; IoT and Augmented/Virtual Reality.

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

# ADVERTISING PRICE LIST

## Print and Digital Editions

Back Cover	£5253	€5778	\$6848
Inside Front Cover	£4796	€5276	\$6253
Inside Back Cover	£4282	€4710	\$5582
Double Page Spread	£6335	€6969	\$8259
Full Single Page	£3569	€3926	\$4653
Half Page	£2185	€2403	\$2848
Quarter Page	£1223	€1345	\$1589

(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 - £2000/month**
- B. Side Banner - 390(w) x 300(h) pixels - £800/month**
- C. Footer Banner - 728(w) x 90(h) pixels - £700/month**
- D. Job Listing - £700**
- E. Events - £700 (include logo - £800)**

- 1. E-newsletter small banner - 200(w) x 100(h) pixels next to news - £1000**
- 2. E-newsletter large banner - 200(w) x 320(h) pixels next to news - £1750**
- 3. E-newsletter sponsorship - 600(w) x 300(h) pixels above news - £3000**

**Double-page spread advert in a digital issue of ISMR - £5000**

Click [here](#) to see an example

**Online review of your products** (independently edited)

**Maximum 200 words plus one high-resolution picture**

**- £1500 per product review**

**Maximum 500 words plus two high-resolution picture**

**- £3000 per product review**

Click [here](#) to see an example

**Partner message e-newsletter to 55,000+ industry professionals.**

**Max. four per annum - £6000 per e-blast**

Click [here](#) to see an example

**Share your videos with our audience - £1000 per video**

Click [here](#) to see an example

**Large e-newsletter sponsorship banner - £3000 per banner**

Click [here](#) to see an example

**Online business case study** (independently edited)

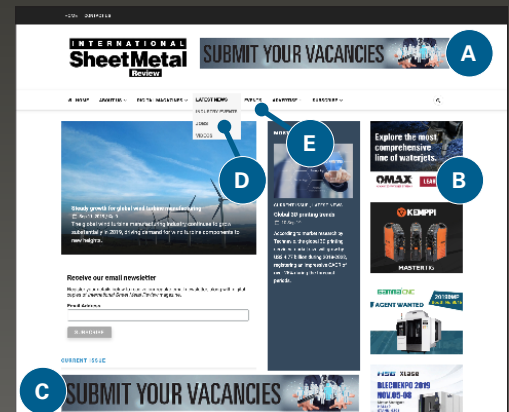
**Up to 1000 words plus two high-resolution images - £4000 per case study**

**Tell our readership about your webinar, Open House and virtual presentation events.**

**Listed in both our print and online events diaries - £700 per entry**



### Website



### E-Newsletter





