

Contents and Specifications

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PCN Europe (Processing & Control News) is an essential source of information for many professionals involved in diverse areas from plant management to process control.

Appearing in each Issue of PCN Europe

Measurement and Instrumentation

Sensors, transmitters, testers, meters, gauges, monitors, analyzers, recorders, calibrators, weighing technology, alarms, etc.

Automation and Communication

Control systems, SCADA, HMI, controllers, PLCs, data acquisition, monitors, displays, communication systems & components, fieldbus, ethernet, wireless technology, etc.

Motion Technology

Motors & drives, handling, conveyors, belts, lifting equipment, servo controllers, gearboxes, cranes, pneumatics & hydraulics etc.

Pumps, Valves and Fittings

Pumps, compressors, valves, actuators, fittings, piping, pipelines, seals, packings, gaskets, high pressure equipment etc.

Processing Machinery

Heaters, coolers, dryers, tanks, vessels, drums, filters, feeders, mixers, separators, dosing equipment, ovens, keaders, stirring equipment, screens, centrifuges, crushers, grinders, distilling equipment, bioreactors, columns, packing machinery etc.

Equipment and Services

Accessories, raw materials, consumables, cleaning equipment, clothing, repair engineering, design, events, shows, etc.

Maintenance

Technical maintenance, revamping, operation, new strategies, accessories, troubleshooting, innovative solutions, turnaround etc.



Advertisement Rates and Specifications

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
A	1/1 page	180 x 259		6 845
B	1/1 page bleed	210 x 285 +5 mm bleed	180 x 259	6 845
C	2/3 page vertical	119 x 259		5 355
D	2/3 page horizontal	180 x 171		5 355
E	1/2 page island	119 x 170		4 850
F	1/2 page horizontal	180 x 125		4 300
G	1/2 page horizontal bleed	210 x 138 +5 mm bleed	180 x 125	4 300
H	1/2 page vertical	88 x 259		4 300

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
I	1/2 page vertical bleed	103 x 285 +5 mm bleed	88 x 259	4 300
J	1/3 page horizontal	180 x 80		3 115
K	1/3 page horizontal bleed	210 x 98 +5 mm bleed	180 x 80	3 115
L	1/3 page vertical	57 x 259		3 115
M	1/3 page vertical bleed	72 x 285 +5 mm bleed	57 x 259	3 115
N	1/4 page	88 x 125		2 510
O	1/8 page	88 x 57		1 460

PCN Europe Rate Card no.14. Rates are subject to change. Effective from 1 January 2017

Technical information	
Trim size	210 x 285 mm
Type area	180 x 259 mm

Special positioning	
Inside front, inside back, outside back	+15%
Cover story. Cover presence incl. three inner pages.	Pricing and further information on request

Readership Profile 2017

Print + Digital: Circulation 2017

By industry	Digital	Print	Subscribers	%
Industrial Chemicals	6.471	4.696	11.167	17%
Agricultural Chemicals	998	1.013	2.011	3%
Pharmaceuticals	3.122	2.733	5.855	12%
Plastics, Materials & Synthetics	2.793	1.510	4.303	7%
Soap, Detergents, Cleaning Products, & Perfumes	1.571	785	2.356	4%
Cosmetics, Toilet Preparations	2.133	1.355	3.488	5%
Paints, Varnishes, Lacquers & Related Products	1.211	873	2.084	3%
Miscellaneous Chemical Products Including	994	778	1.772	3%
Adhesives, Sealants, Explosives, Ink, Carbon	3.699	3.588	7.287	11%
Food, Drinks & Tobaccos	813	702	1.515	2%
Textile, Apparel & Leather	741	669	1.410	2%
Lumber, Wood, Furniture & Fixtures	1.773	1.211	2.984	5%
Paper, Printing & Allied Products	1.932	958	2.890	4%
Oil, Gas, Petroleum Refining & Related Products	1.728	1.332	3.060	5%
Rubber & Plastic Products	663	447	1.110	2%
Stone, Clay, Glass & Concrete Products	1.005	821	1.826	3%
Primary Metals Industries	2.077	1.998	4.075	6%
Engineering, Consulting, Subcontracting Services	2.854	2.322	5.176	8%
Energy, Water Supply, Waste Water Treatment	558	443	1.001	2%
TOTAL	37.136	28.234	65.370	100%

By job function	Digital	Print	Subscribers	%
Engineering	10.223	8.120	18.343	28%
Research & Development	3.899	3.596	7.495	11%
Plant Operations, Maintenance, Quality Control	9.635	7.741	17.376	27%
Purchasing	5.247	3.005	8.252	13%
General & Corporate Management	6.894	5.324	12.218	19%
Others	1.238	448	1.686	3%
TOTAL	37.136	28.234	65.370	100%

Source: Publisher's Projection 2017

By geographical area	Digital	Print	Subscribers	%
Austria	318	449	767	1,2%
Belgium	1.893	1.324	3.217	4,9%
Czech Republic	451	407	858	1,3%
Denmark	662	663	1.325	2,0%
Eastern Europe (others)	789	530	1.319	2,0%
Finland	605	447	1.052	1,6%
France	5.563	3.325	8.888	13,6%
Germany	6.642	4.775	11.417	17,5%
Greece	563	242	805	1,2%
Hungary	292	261	553	0,8%
Ireland	231	228	459	0,7%
Italy	4.316	3.007	7.323	11,2%
Netherlands	2.134	1.235	3.369	5,2%
Norway	703	602	1.305	2,0%
Poland	575	339	914	1,4%
Portugal	340	314	654	1,0%
Spain	1.753	1.836	3.589	5,5%
Sweden	662	662	1.324	2,0%
Switzerland	1.767	1.540	3.307	5,1%
Turkey	904	606	1.510	2,3%
Uk	3.122	2.722	5.844	8,9%
Sub Total Europe	34.285	25.514	59.799	91,5%
Africa	398	441	839	1,3%
Asia / Australasia	809	861	1.670	2,6%
Middle East	521	417	938	1,4%
North & South America	1.123	1.001	2.124	3,2%
Sub-total outside Europe	2.851	2.720	5.571	8,5%
Total	37.136	28.234	65.370	100%

Publishing Schedule 2017

Issue	Focus	Show/Events	Dates
3 March Closing Date 03.03 Mailing Date 28.03	Hannover Messe Focus Food & Beverage Explosion Protection & Safety	WIN EURASIA Metalworking, Istanbul Automaticon, Warsaw Salon Analyse Industrielle, Paris StocExpo, Rotterdam OMC, Ravenna Interpharm, Bonn Industrie, Paris Neftegaz, Moscow Hannover Messe, Hannover	09-12.02 14-17.03 15-16.03 28-30.03 29-31.03 31.03-01.04 04-07.04 18-21.04 24-28.04
5 May Closing Date 21.04 Mailing Date 17.05	PCiC Europe Focus Chemical & Pharmaceutical Industry Industrial Biotechnology	PCiC Europe, Vienna Power-GEN Europe, Cologne Sensor+Test, Nuremberg Offshore Northern Seas (ONS), Stavanger	16-18.05 30.05-01.06 30.05-01.06 05-08.09
9 September Closing Date 25.08 Mailing Date 20.09	Powtech Focus Water Management & Environment Powder & Bulk Solids	Drinktec, Munich Powtech, Nuremberg Solids, Ahoy Rotterdam Pumps & Valves, Ahoy Rotterdam	11-15.09 26-28.09 04-05.10 04-05.10
11 November Closing Date 29.09 Mailing Date 31.10	ADIPEC Focus Oil & Gas Industry Pumps, Valves & Compressors	ADIPEC, Abu Dhabi SPS IPC Drives, Nuremberg	06-09.11 28-30.11