

Contents and Specifications

Launched in 2004, PCN Europe was soon able to establish itself as one of the preferred Pan-European sources of information for highly qualified managers and technicians involved in the process industry. With more than 60.000 subscribers, PCN Europe offers an updated overview of the major industry trends, featuring exclusive application stories and technical articles, and being present at the main international exhibitions and conferences.

Main Topics

- Measurement & Instrumentation
- Automation & Communication
- Pumps, Valves & Compressors
- Processing Machinery
- Explosion Protection & Safety
- Equipment & Services
- Industry 4.0
- Maintenance

Total subscribers: 66.791
 Website visitors per month: 23.000
 Language: English
 Launched: 2004



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

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

	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 2018

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 2018

Print + Digital: Circulation 2018

By industry	Digital	Print	Subscribers	%
Agricultural Chemicals	129	74	203	0,30%
Cosmetics, Toilet Preparations	46	22	68	0,10%
Energy, Water Supply, Waste Water Treatment	2.107	2.169	4.276	6,40%
Engineering, Consulting, Subcontract Services	7.128	5.326	12.454	18,65%
Food, Drinks, Tobacco	2.170	3.985	6.155	9,22%
Industrial Chemicals	5.527	6.588	12.115	18,14%
Lumber, Wood, Furniture & Fixtures	681	870	1.551	2,32%
Oil, Gas, Petroleum Refining & Related Products	1.726	816	2.542	3,81%
Paints, Varnishes, Lacquers & Allied Products	94	73	167	0,25%
Paper, Printing & Allied Products	1.352	1.789	3.141	4,70%
Pharmaceuticals	335	170	505	0,76%
Plastic Materials and Synthetics	1.145	850	1.995	2,99%
Primary Metals Industries	1.230	1.383	2.613	3,91%
Rubber & Plastic Products	946	685	1.631	2,44%
Sealants, Explosives, Ink, Carbon, Chemical Products	111	87	198	0,30%
Soap, Detergents, Cleaning Products, Perfumes	121	69	190	0,28%
Stone, Clay, Glass & Concrete Products	736	784	1.520	2,28%
Textile, Apparel, Leather	1.268	1.779	3.046	4,56%
Others related to the field	10.118	2.303	12.421	18,60%
TOTAL	36.970	29.822	66.791	100%

By job function	Digital	Print	Subscribers	%
Engineering	8.164	11.211	19.375	29,01%
General & Corporate Management	7.239	6.531	13.770	20,62%
Others	3.998	10.248	14.246	21,33%
Plant Operations, Maintenance, Quality Control	3.681	3.490	7.171	10,74%
Purchasing	5.160	3.547	8.706	13,03%
Research & Development	1580	1943	3523	5,27%
Total	29.822	36.970	66.791	100%

Source: Publisher's Projection 2018

By geographical area	Digital	Print	Subscribers	%
Austria	262	295	557	0,83%
Belgium	1536	1754	3290	4,93%
Czech Republic	81	95	176	0,26%
Denmark	190	172	362	0,54%
Finland	142	136	278	0,42%
France	7800	7412	15212	22,78%
Germany	3524	4077	7601	11,38%
Greece	360	399	759	1,14%
Hungary	79	86	165	0,25%
Ireland	307	362	669	1,00%
Italy	3693	3457	7150	10,71%
Netherlands	1141	1128	2269	3,40%
Norway	183	154	337	0,50%
Poland	118	174	292	0,44%
Portugal	499	523	1022	1,53%
Spain	2079	1754	3833	5,74%
Sweden	252	245	497	0,74%
Switzerland	420	469	889	1,33%
Turkey	473	453	926	1,39%
Uk	4709	3068	7776	11,64%
Extra-Europe Distribution	1974	10757	12731	19,06%
Total	29.822	36.970	66.791	100%

Publishing Schedule 2018

Issue	Focus	Show/Events	Dates
3 March Closing Date 23.02 Mailing Date 20.03	Hannover Messe Focus Food & Beverage Packaging Explosion Protection & Safety Motion & Control Technology	StocExpo Europe, Rotterdam Automaticon, Warsaw Anunga FoodTec, Cologne Industrie, Paris CeMAT, Hannover Hannover Messe, Hannover	20-22.03 20-23.03 20-23.03 27-30.03 23-27.04 23-27.04
5 May Closing Date 27.04 Mailing Date 23.05	ACHEMA Focus Chemical & Pharmaceutical Industry Medical Logistics Industrial Biotechnology	PCiC Europe, Antwerp PCIM Europe, Nuremberg ACHEMA, Frankfurt Sensor+Test, Nuremberg Electrify Europe, Vienna	05-07.06 05-07.06 11-15.06 26-28.06 19-21.06
9 September Closing Date 31.08 Mailing Date 24.09	Water Management & Environment Powder Handling Laboratory Technology Process Control Networks	FachPack, Nuremberg Middle East Petrotech, Bahrain Fakuma, Friedrichshafen	25-27.09 07-10.10 16-20.10
11 November Closing Date 28.09 Mailing Date 31.10	ADIPEC Focus Oil & Gas Industry Valve World Expo Focus Pumps, Valves & Compressors Measurement Technology Industry 4.0	ADIPEC, Abu Dhabi Maintec, Birmingham SPS IPC Drives, Nuremberg Valve World Expo, Düsseldorf Pollutec, Lyon	November 06-07.11 27-29.11 27-29.11 27-30.11