

Media Pack 2012

NanoCentral - at the heart of the nanotechnology world

Nanotechnology - the science of the small - is one of the fastest growing sectors in the world.

A sector in which technological advancement moves at a rapid pace, nanotechnology is producing billions of pounds of investment and creating thousands of jobs.

The sector is witnessing some of the most inventive thinking in the business market and one of the key organisations helping to drive that revolution is NanoCentral.

Formed as an alliance of leading organisations, NanoCentral was created to unlock the commercial and societal potential of nanomaterials.

That role puts NanoCentral at the heart of much of what is most exciting about the sector. It uniquely provides existing and potential manufacturers or users of nanomaterials single point access to an integrated and comprehensive set of nano-related capabilities.

Its team works to create industry-wide collaborations across markets and supply chains, provide companies with access to technologies, facilities and expertise and bring the fresh eye sometimes needed to revitalise and develop new nano-enabled products.

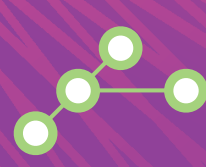
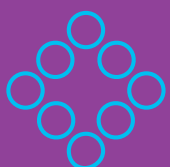


From personal and health care, materials for electronics, plastics, polymers and composites to coatings and inks and clean technology, nanotechnology is changing the way we live.

NanoCentral together with its alliance organisations is behind much of the best work being carried out.



“NanoPerspective is an excellent resource for the nanotechnology community, not only in the UK but worldwide as well. It’s becoming ever more important for organisations like ours to collaborate on a broader scale and NanoPerspective provides a fantastic opportunity for the University of Surrey, and it’s world-leading Advanced Technology Institute, to promote the groundbreaking research and development being undertaken to the widest possible audience.”



NanoCentral Resource Guide to Nanotechnology & Nanomaterials Services

NanoCentral is now developing the third international Resource Guide to Nanotechnology and Nanomaterials Services, for 2012.

Titled NanoPerspective and affectionately referred to as the 'Pink Book', the guide will broaden its circulation to include key European, Asian and American markets.

The Resource Guide will be the prime listing publication for all organisations within the global nanotechnology supply chain, ranging from research through product development to manufacture and supply, plus ancillary services such as legal, IP consultancy and business finance. It will be a who's who of the nanotechnology sector.

The Resource Guide will include a comprehensive classified listing of over 1000 prime organisations together with an A-Z of a further 2000 organisations facilitating this important sector. It will also feature informative market focused editorials reflecting the diverse range of commercial sectors within this growing industry.

Published annually the third edition of NanoPerspective will be compiled in November 2011 and mailed out to over 4000 targeted organisations and influential decision makers in the Nanotechnology industry, additional to this copies will be distributed to delegates and visitors to the NanoCentral annual conference which provides an excellent forum to communicate with companies across a broad range of markets and the key to quick commercial success.

NanoPerspective offers practical and unique marketing opportunities to promote your product and services to this highly lucrative sector.

Readership & Industry Sector Breakdown

1. Unique Organisations 63%
2. Additional contacts 22%
3. UK academics 11%
4. Non UK academics 4%

Of the "Unique Organisations", 15% are public sector. The remainder are industrial and cover the following markets:

Advanced Materials
 Aerospace & Defence
 Agriculture & Food
 Analytical Equipment
 Automotive
 Catalysts & Absorbents
 Coatings & Inks
 Consumer Products
 Cosmetics & Personal Care
 Electronics & IT
 Energy
 Environmental Remediation
 Medical Devices
 Medical Diagnostics
 Opto-Electronics
 Packaging
 Pharmaceuticals
 Process Plant
 Security
 Sensors
 Textiles

Advertising rates

Outside Back Cover	£8000
Inside Front Cover	£6500
Inside Back Cover	£6000
Opposite CEO Foreword	£6500
Opposite Contents	£6500
Double Page Spread	£3800
Full Page	£2300
Half Page	£1600
Business card entry - A4, pages split into 5 rows and 2 columns. 10 cards per page. Advert - style by industry sector incorporates colour logo/20 word company description, contact details including named contact	£350

Sponsorship options

Feature Section Sponsor £6000
 To include full page advertisement opposite lead section page with logos and branding on all pages of generic editorial

Spine Sponsor £5000
 To include logo on spine and double page spread inside

All of the above are in full colour and design of advertisements are included in the price.

Key Sector Enablers £5000
 Full page advertisement opposite cover sheet, logo and branding on 30-40 pages.

Nano A-Z contacts £5000
 Full page advertisement opposite cover sheet, logo and branding on 30-40 pages.

Academics £5000
 Full page advertisement opposite cover sheet, logo and branding on 30-40 pages.

Production

- We operate an Apple Mac system and support the following software InDesign, Photoshop, QuarkExpress and Illustrator
- Please supply your advert/logo/images in an email or on a clearly labelled disk, with a same size proof, saved as either a JPEG, TIF, EPS or PDF files (PDF's must be saved as hi-res with fonts)
- All images at a resolution of 300dpi
- Colour adverts must be in CMYK. Do not supply as RGB
- Files should be at correct dimensions as booked
- We are unable to accept artwork supplied in the following applications Word, Powerpoint or Publisher

If you are unable to provide your own electronic artwork, you may instead supply a rough layout with text, a hard copy of your logo and any images you require.

- All images must be 300dpi and supplied as JPEG or TIFF format
- All logos should also be supplied as high-res JPEG, TIFF, PDF, PSD or preferably vector files such as Illustrator ai files or EPS format
- Copy to be supplied as a Word file, no more than 400 words per page

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