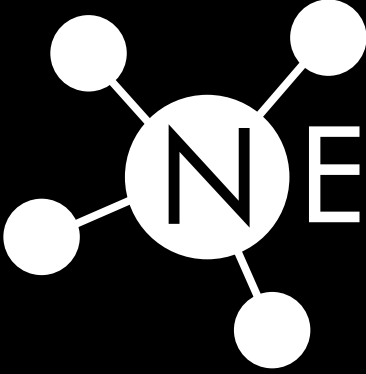


THE SCIENCE
ENGINEERING &
TECHNOLOGY
MAGAZINE FOR
NORTH EAST
ENGLAND

MEDIA PACK



NETWorks



NETPARK

NETWorks Magazine is a leading scientific current affairs magazine. NETWorks reports on the very latest science and technology news, putting discoveries and advances in the context of everyday life. NETWorks is the only title that promotes the scientific and technological excellence of the North East region to key influencers and decision makers in both public and private sectors, not just in the North East but throughout the UK and Europe.

READERSHIP

NETWorks is published quarterly with 44 pages and 3,000 copies printed and distributed. As you would expect, the audience of NETWorks magazine is not exclusively from scientific and technical fields. Our readers are decision-makers and consumers from diverse backgrounds: regional, national, and international government organisations, universities, and high tech companies. Content is available online to visitors to the NETPark website which has over 500,000 hits per year.

WHAT'S IN THE MAGAZINE?

Each issue has a focus around a different technology and the features and interviews follow a structure from fundamental research to successful commercialisation:

- Cutting edge research from the region's universities
- Support from the commercialisation framework
- Case studies and success stories from companies in the region

Other standard features are:

- Analysis - influential figures provide their views on the latest issues
- Letters, feedback, comment, "final word"
- Stop Press - a page held for any late-breaking news
- Business in the North East - setting the technology theme within the broader context of the science support infrastructure available in the North East, including financial support and other mechanisms in place.

NETWorks is published by Distinctive Publishing and edited by NETPark. As such, other standard features include NETPark and NETPark case studies.

FORWARD FEATURES

- Spring
Printable electronics to include energy and the environment / Pharmaceuticals
Copy Deadline: March 17th / Published: April 12th
- Summer
Chemicals / Nano
Copy Deadline: June 4th / Published: June 28th
- Autumn
Life Sciences / Medical Devices - assisted technology / Human Resources - leadership and training
Copy Deadline: September 3rd / Published: September 27th
- Winter
Bio Technology / Innovation in manufacturing / Human Resources - recruitment
Copy Deadline: November 19th / Published: December 13th

These are subject to change according to circumstance and sponsorship opportunities.

REGULAR FEATURES

- Design and Engineering / Access to Finance / International Trade

ADVERTISING/ADVERTORIAL

NETPark is the key sponsor of the magazine and retains editorial control. From time to time, NETPark may invite guest editors, and all advertising and sponsorship must be seen in this context. All costs are per issue and assume that colour artwork is supplied. To retain the high quality of the design and the editorial of the NETWorks publication, the magazine does not offer mono advertising or space less than a page.

Special colours (metallic etc) available at extra cost. It is possible for NETWorks to design and typeset your advertising for you.

Please email production@distinctivepublishing.co.uk or call 0191 478 8346 for information and costs.

- Double page spread: £2,100
- Single page colour: £1,400
- Inside back cover: £1,600
- Outside back cover: £2,100
- Inside front cover: not available
- Inserts: £5,000

Guest editor package: £10,000

- Logo on front page
- Foreword/Final word from Chief Executive
- Double page profile
- 2 x case studies
- Stop press page
- Outside back cover
- Input to editorial focus

Anchor sponsor: £6300 pa

A commitment to taking a double page spread for four issues at a discounted rate of 25%.

Anchor sponsor plus: £8000 pa

As above but with the company logo also appearing on the front cover.

There can only be a maximum of two anchor sponsors per year - please contact the Sales Director at Distinctive Publishing for other sponsorship packages.

TECHNICAL DATA

DPS Trim Size: 297mm x 420mm (3mm bleed)
Full Page Trim Size: 297mm x 210mm (3mm bleed)
Half Page Vertical: 277mm x 90mm (No bleed)
Half Page Horizontal: 133mm x 190mm (No bleed)

CONDITIONS & ACCEPTANCE OF BOOKINGS

Amendments to advance bookings will only be accepted in writing (email acceptable) 21 days prior to publication date. Cancellations of advertisements are only accepted within 10 days of the booking unless the booking has been made less than 10 days before production deadline, in which case it is of the understanding that a late cancellation charge of 95% of the original booking is to be levied on all advertising for that period. Advertisements are accepted from advertising agencies on a strict understanding that our credit terms are a maximum of 45 days NET.

DIGITAL MEDIA FORMAT

- We operate an Apple Mac system and support the following software In Design, Photoshop, Quark Express 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

CONTACT DETAILS

The Production Department
Distinctive Publishing
8th floor
Aidan House
Sunderland Road
Gateshead
NE8 3HU

Email
production@distinctivepublishing.co.uk

Telephone 0191 478 8346