

MATERIALS world

Incorporating International Mining and Minerals

Media information 2008



The voice of the materials,
minerals and mining communities

● INDUSTRY NEWS ● TECHNICAL FEATURES ● NEW PRODUCTS
● RECRUITMENT ● PROFESSIONAL DEVELOPMENT ● EVENTS

Materials World is the monthly members' magazine of the Institute of Materials, Minerals and Mining (IOM³) – the largest pan-materials professional organisation in the world.

Editorial Profile

Materials World is widely accepted as the leading publication in its field – specifically devoted to the engineering materials cycle, from mining and extraction, through processing and application, to recycling and recovery. Editorially, it embraces the whole spectrum of **materials and minerals – metals, plastics, polymers, rubber, composites, ceramics and glasses** – with particular emphasis on advanced technologies, latest developments and new applications, giving prominence to the topics that are of fundamental importance to those in industry.

Regular News Sections

Every issue contains a subject-by-subject, colour-coded, monthly news section covering materials and minerals developments in areas of vital importance to the magazine's 34,000 global readers:

- **Analysis & Microscopy**
including analytical techniques, metallography, image analysis and processing
- **Conference & exhibition**
including previews of selected upcoming events
- **Environment & Sustainability**
including recycling, monitoring equipment and legislation
- **Industry & Innovation**
including business news, new schemes and legislation
- **Institute News**
including vital and topical information for members
- **Materials and Minerals Processing**
including bonding and joining, powder technology, modelling, rapid prototyping and materials selection
- **Minerals & Mining**
including feasibility studies, exploration and drilling, finance and contracting
- **Professional Development**
including training, distance learning, education and careers
- **Research & Development**
from basic research to commercialisation
- **Testing & Inspection**
including equipment and services, mechanical testing, hardness testing, nondestructive testing, analytical techniques and quality assurance
- **Thermal Processing & Surface Engineering**
including all types of equipment and services for heat treatment and coating

The news section is complemented by:

- **Feature articles** – detailed in the editorial programme (page 7)
- **Monthly technical focus** sections covering the latest developments in products and services – detailed in the editorial programme (page 7)
- **Book reviews** written by experts, plus news of the latest titles and developments in online publishing

Professional Development

As well as reporting on Professional Development issues in the monthly News section, **Materials World** continues to publish its popular Diary of Courses six times per year – on alternate months from January onwards – in which individual courses can be advertised for as little as £75 plus VAT (where applicable).

Editorial enquiries

Editor, Katherine Williams, MATERIALS WORLD, The Institute of Materials, Minerals and Mining, 1 Carlton House Terrace, London, SW1Y 5DB, UK.
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Advertisement enquiries

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Website: www.mongoosemedia.com.

High Quality Readership

Materials World has a readership of more than 34,000 specialist engineers, scientists and technologists engaged in all aspects of materials and minerals research and development, extraction, processing, testing, analysis, manufacture and use.

A significant proportion of these readers hold high level positions within their organisations and are responsible for purchasing and/or specifying a wide variety of equipment and services in areas including materials testing, analysis and inspection, nondestructive testing, microscopy and image analysis, thermal processing, heat treatment, surface engineering and coating, materials and minerals processing, joining, bonding, welding and adhesion, recycling, and IT systems.

In addition, **Materials World** reaches younger members of the Institute at undergraduate and postgraduate level who are committed to professional development and training.

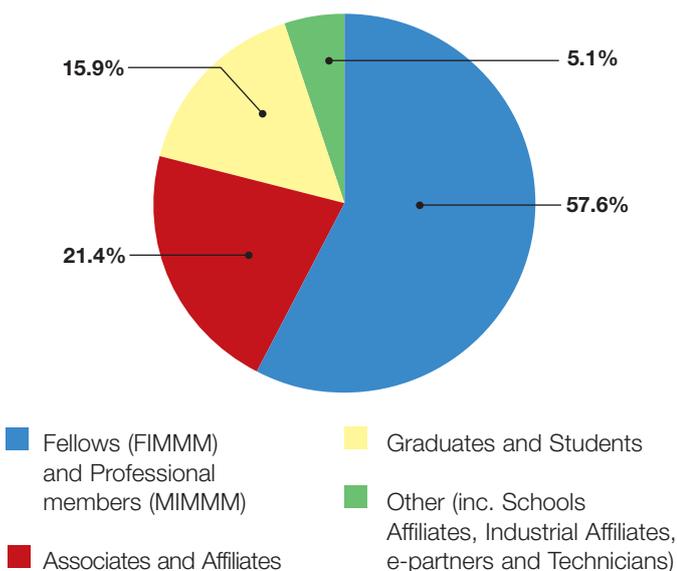
The majority of **Materials World** readers, who are IOM³ members, are also significant figures in industry and academia in sectors which include:

- Aerospace
- Automotive
- Ceramics
- Composites
- Construction
- Defence
- Education and training
- Electronics
- Metals and steel
- Minerals and mining
- Oil and gas engineering
- Plastics and rubber

Main job titles and job functions include:

- CEO / Managing Director
- Technical Director / Manager
- Production Director / Manager
- Mine manager
- Senior Materials / Mining Engineer
- R&D Manager / Engineer
- Quality Manager
- Senior Scientist / Technologist
- Professor / Senior Lecturer
- Metallurgist
- Corrosion Engineer
- Principal Engineer / Project Leader

Grades of Institute members



Circulation (members and subscribers):

United Kingdom	12,349
Mainland Europe	693
Asia / Far East	824
North America	587
Australasia	453
Rest of world	525
Total overseas	3,082
Additional copies distributed at events and for promotional purposes per month	1,741
Total circulation	17,172

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Display Advertising

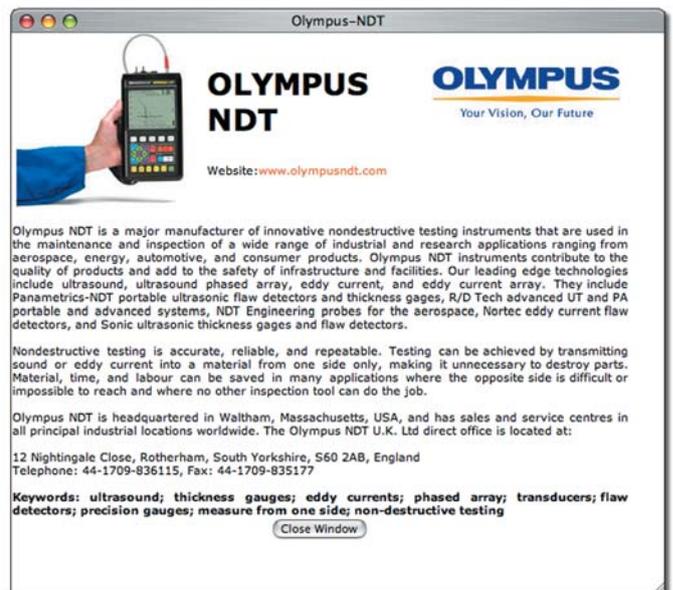
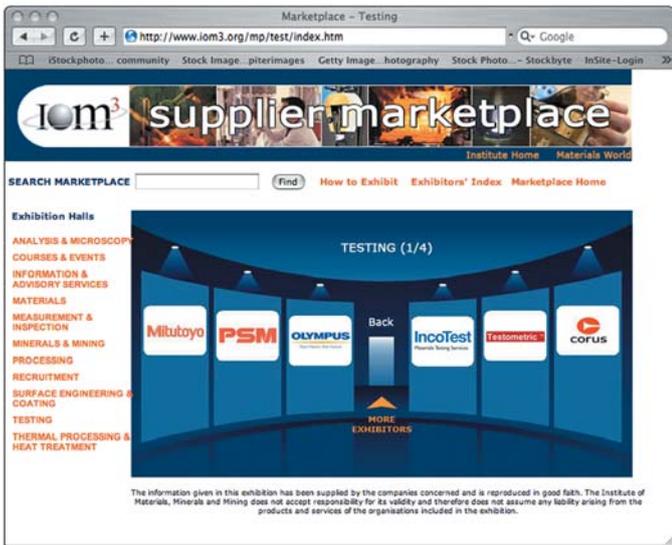
Display advertisers in **Materials World** are able to promote their equipment, materials and services to an audience of over **34,000 qualified, materials and mineral engineers, scientists and technologists**.

Display advertisements range in size from quarter pages to double page spreads, in mono, spot and full colour. Full Display advertisement rates and mechanical details are on page 8.

All display advertisers in **Materials World** also gain the tremendous benefit of having their own display board in our online exhibition the **Supplier Marketplace – www.iom3.org/mp/**

The Supplier Marketplace consists of a series of halls, each relating to a specific subject area, including *Analysis & Microscopy; Courses & Events (Conferences & Exhibitions); Information & Advisory Services; Materials; Measurement & Inspection; Minerals & Mining; Processing; Surface Engineering & Coating; Testing; Thermal Processing and Heat Treatment*.

All advertisements in **Materials World** display a link to the relevant hall in which advertiser display boards can be viewed. Advertisers in **Materials World** gain the considerable additional benefits of promoting their products and services to the **110,000 monthly visitors (over 700,000 hits)** to www.iom3.org, and having their website linked to one that is highly ranked by the major search engines (**Google PageRank 7**).



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Classified Recruitment Advertising

Materials World is the monthly members' magazine of The Institute of Materials, Minerals and Mining – the largest pan-materials and minerals learned society in the world. IOM³, as it is today, is the result of the merger of 25 Institutes, Associations and Societies.

Our members are typically well-qualified, specialist engineers, scientists and technologists working with all types of materials, including steel, aluminium, light metals, plastics, rubber, polymers, composites, glass and minerals in virtually every extractive and manufacturing industry as well as R&D, sales, marketing and education.

The Recruitment Package

We offer a very comprehensive and popular package, comprising three components, with all recruitment advertisements in **Materials World**, for which the cost is GB Pounds 47 per single column centimetre, for mono. Spot colour is an extra GB Pounds 330 and full colour an extra GB Pounds 650, regardless of advertisement size. For recognized Recruitment Agencies, we include a commission of 10% in the UK (15% overseas). Full classified recruitment advertisement rates and mechanical details are on page 9.

The Three Components

1. The **advertisement in *Materials World*** – published on the first of every month.
2. The **text of the advertisement appears on the Institute's web site for between six and nine weeks**, depending on when the booking is made. The Institute's website is very highly ranked by all of the major search engines and is currently averaging **110,000 visitor sessions (over 700,000 hits)** every month. Our jobs pages on the web are always in the top five most viewed.

Obviously, the earlier that we have your booking, the longer the text is on the web site.

Please see our jobs pages at <http://www.iom3.org/materialsworld/jobs.htm>

3. **CVs of suitable members are available via the Careers development Service.** IOM³ has a Careers Development Service whereby any of their 15,431 members around the world (12,349 in the UK) who are looking for new positions can submit their details (including CVs). The Careers Officer receives the text of all recruitment advertisements, does a search of the database of member CVs, and sends copies of those that match the recruiter's criteria on to the advertiser for consideration.

There are no additional fees to be paid if this results in an appointment.

Recent Advertisers

Many major national and international organisations have advertised their specialist vacancies in **Materials World** because they consider it to be a high quality publication through which they can cost-effectively fill such positions. These include:

Alcoa, AMEC Group, AWE, BAE Systems, Bodycote, British Energy, British Gypsum, British Nuclear Group, BOC, B P, Corus, Cosworth, Crown Packaging, CSIRO (Australia), Eon UK, ERA Technology, Foster Wheeler, Honda, Lafarge, Lloyd's Register, MIRA, Mitsui Babcock, Morgan, Namtec, National Physical Laboratory, Olympus, Pohang University – Korea, Renault F1 team, Rolls-Royce, RWE npower, TWI, University of Leeds, University of Loughborough, University of Manchester, University of Oxford, University of Qatar, Victrex

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Professional Development – Courses Advertising – Valuable Extra Benefits

Materials World offers a special package for course advertisers, including display advertisements, as on page 4, plus individual course listings in our bi-monthly Diary of Courses. Advertisers who elect to book display advertisements are given a special bonus of a number of individual course listings in our Diary of Courses. For example, advertisers who book a quarter page display advertisement receive three Diary listings (valued at GB Pounds 225 plus VAT) free of charge. Similarly, half page advertisers receive six Diary listings (valued at GB Pounds 450 plus VAT) free of charge.

Classified Products and Services Advertising

Advertisers with limited budgets, who wish to be represented in as many issues as possible, may elect to advertise in our Products and Services Section.

Rates start from just GB Pounds 114 plus VAT per month (for a 30 mm deep x 87 mm wide advertisement in mono), or GB pounds 144 plus VAT in full colour. Full P&S advertisement rates and mechanical details are on page 9.

A typical diary listing

NOVEMBER 2007

28
NATIONAL
METALS
TECHNOLOGY
CENTRE

Nickel Metallurgy

This one-day workshop will allow delegates to gain a better understanding of nickel alloys, their properties and their uses. The course is aimed at those with some metallurgical background, but no in-depth knowledge of nickel. It will be of interest to recent graduates, designers, engineers, senior supervisors, and technicians and sales personnel working in, or supplying to, the aerospace, defence, offshore, chemical, oil or gas industries.

Contact: Dr Beatriz Jackson

Tel: +44 (0)1709 723951

E-mail: beatriz.jackson@namtec.co.uk

Website: www.namtec.co.uk

A typical P & S listing

Test Piece Manufacture

Precision
Specimen
Manufacturers

P S Marsden (Precision Engineers) Ltd

- Aluminium to advanced exotic alloys
- Advanced composites
- Simple designs to complex aerofoils
- Specialist shapes
- Machining, grinding and EDM specialists
- Unrivalled knowledge



Contact: John Wardle

Private Road No 8, Colwick Ind Estate, Nottingham, NG4 2JX

Tel +44(0)115 987 9026 Fax+44(0)115 940 0805

E-mail: precision@psmarsden.co.uk www.psmarsden.co.uk

Go to www.iom3.org/mp/test/

All Products and Services advertisers also gain the tremendous benefit of having their own display board in our online exhibition

the Supplier Marketplace – www.iom3.org/mp/

(see page 4)

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Editorial Programme 2008

Month	Feature topics	Product focuses	Conference and exhibition previews
JANUARY	Nanotechnology and Nanomaterials Mining technology	Quality – including analysis, inspection, metrology and testing PD focus , including Diary of Courses	INDABA 08 (4-7 February)
FEBRUARY	Plastics Junior mining companies	Heat treatment – including thermal processing, surface engineering and coating	
MARCH	Automotive (including automotive, aerospace and marine applications) Finance and funding in mining, feasibility studies	Analysis and Microscopy – metallography, image analysis and processing PD focus , including Diary of Courses	PDM, Telford, (15-17 April)
APRIL	Environment and sustainability Innovation in mining	Testing and Inspection – including mechanical and NDT Company Profiles	
MAY	Power and Energy Mining and the environment	Packaging – including machinery and materials PD focus , including Diary of Courses	
JUNE	Sport and Leisure Junior mining companies	Processing – including thermal processing, heat treatment, surface engineering and coating	Microscience (23-26 June)
JULY	Iron and Steel Precious Metals – Pt Au Ag	Quality – including analysis, inspection, metrology and testing PD focus , including Diary of Courses	
AUGUST	Materials in medicine Political and legal aspects mining	Analysis and microscopy – including metallography, image analysis and processing	Interplas, NEC, (23-25 September)
SEPTEMBER	Surface Engineering Geology and mining	Ceramics – from bricks to semiconductors PD focus , including Diary of Courses	Aluminium, September 23
OCTOBER	Materials in extreme environments Junior mining companies	Testing and Inspection – including mechanical and NDT	Mines and Money 2008 20-22 November China Mining 13-15 November
NOVEMBER	Light metals Minerals processing technology	Transport – including automotive, aerospace, marine and mining PD focus , including Diary of Courses	
DECEMBER	Materials in design Exploration in mining MEG results	Analysis and microscopy – including metallography, image analysis and processing Company Profiles	

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Display advertisement rates 2008

Prices per insertion

	1-5 insertions	6-11 insertions	12+ insertions
	£	£	£
Single page, mono	1470	1395	1360
Half page, mono	875	845	815
Quarter page, mono	515	500	475

Cover rates

Inside front, inside back and outside back – **£135 extra**

Colour rates

Additional 2nd colour – **£330 extra**

Full colour – **£650 extra**

Sizes

Full page

255 mm deep x 180 mm wide

Bleed page

305 mm deep x 215 mm wide
(trimmed to 297 mm x 210 mm)

Half page vertical

255 mm deep x 87 mm wide

Half page horizontal

125 mm deep x 180 mm wide

Quarter page vertical

125 mm deep x 87 mm wide

Quarter page horizontal

60 mm deep x 180 mm wide

Inserts

Full or partial circulation, prices on request

Company Profiles

Prices and sizes available on request

Agency Commission

UK 10% Overseas 15%

Production Material

Preferred format

Electronic media, on disc, by e-mail (limit of up to 10mb), or downloaded from client's ftp sites, incorporating high resolution (300 dpi) images. All colour files in CMYK format.

Macintosh format files – Quark Xpress (accepted up to v7), Adobe Illustrator (v9 - CS2) and Photoshop (v7 - CS2). EPS and High resolution CMYK PDF files also accepted provided all images and fonts are properly embedded or turned to outline.

PC files – Word text, Quark Xpress (v4 preferred) and PC graphics files (tiff).

Full details available on request

Publication Date

First of month, 12 issues per year

Copy Deadline

17-21 of preceding month, depending on issue

Terms and Conditions

All prices are per insertion and subject to VAT, as appropriate.
Cancellation – 45 days preceding publication date.

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Classified advertisement rates 2008

Recruitment

Mono	£47 per single column centimetre
Colour	Additional 2nd colour – £330 extra Full colour – £650 extra

Sizes

4 columns, column length 255 mm

Column widths	1 : 42 mm	2 : 87 mm	3 : 133 mm	4 : 180 mm
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Products and Services

Mono	£38 per single column centimetre
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Colour	Full colour – £30 extra
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Sizes

2 columns, column length 261 mm

Column widths	1 : 87 mm	2 : 180 mm
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Agency Commission

UK 10% Overseas 15%

Production Material

Preferred format

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19-22 of preceding month, depending on issue

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