

AUTOMATION Update

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MEDIA PACK 2023

Don't Just take our word



We have advertised for a number of years and working with Tim is a pleasure. He is multi-skilled and insightful with very strong problem solving skills. With his individual style of professionalism and hard working ethos, Tim would be a tremendous asset for any company.



Genesis has been working with Engineering Update & Automation Update for several year now and we have no reservation in highly recommending these on-line publications.

They are absolutely relevant for our client base of engineering, automation and robotic companies. Tim is an extremely enthusiastic and pro-active individual who always has both Genesis' and our clients interests at heart and has helped us deliver the results we need for our clients in terms of advertising and editorial content.



Curtiss-Wright Surface Technologies have been working with Tim and his team for many years. They have a great understanding of what we do and always contacts us with any great opportunities that are relevant to our business. It's a pleasure to work with such a great team and here at CWST we would highly recommend them



for it!

We're always proud of the product we produce and fantastic opportunities we offer to our clients. Here are just a few of the testimonials we received from some of the biggest names in the industry.



I have had the pleasure of working with both Engineering Update and Automation Update for several years. Tim Johnston's service is without doubt beyond reproach. He keeps in regular contact and is extremely pro-active with a fully integrated on-line strategy. He speaks to a broad range of clients and not only will publish our adverts and editorials but will actively recommend our exhibitions and awards where he genuinely feels it's of benefit to his clients.



Tim and the team are an absolute pleasure to deal with. The team take a real interest in your company and area of specialism, upload content quickly and always call with special offers that are relevant to your marketing needs without being pushy. I would recommend any marketing manager looking for a relevant, engaging publication to work with and submit content, to get in touch with them.



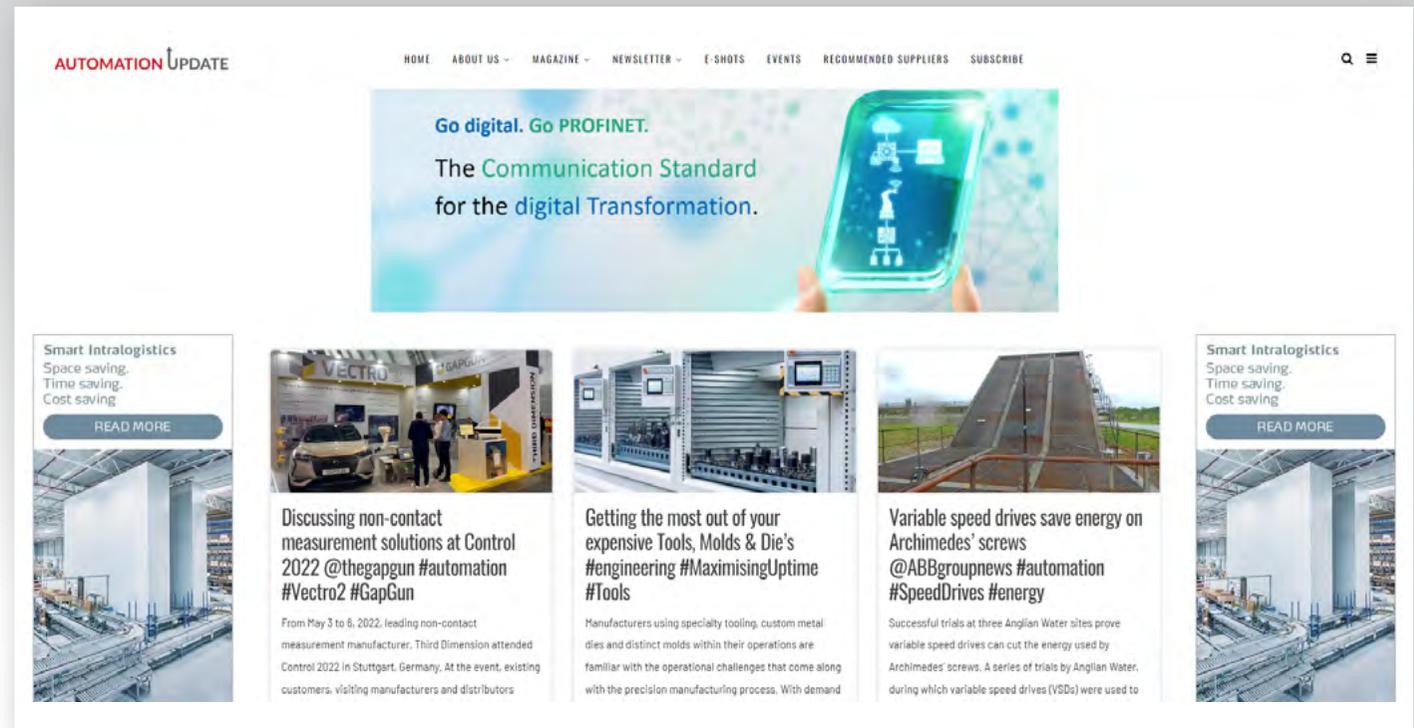
Kane and Automation Update brought in real high-quality visitors to our most recent event. The turnaround time of actions is impressive, and visitors highlighted the good connection with the content the publications provide. I would highly recommend Automation Update as a media partner, they're quick, high quality, and have a can-do attitude



ABOUT The

At the forefront of digital marketing, Automation Update strives to inform, engage and collaborate with its users on the latest developments, trends and technology within the industrial automation sector.

The platform comprises of daily online news for over 35,000 unique monthly website visitors, a digital magazine and newsletter going to over 27,000 opted in subscribers, active Twitter and LinkedIn profiles with over 30,000 followers, and direct marketing campaigns to a relevant engaged database.



Platform

Our magazine is an industry leader, and is distributed directly to laptops, tablets, PCs and mobile devices, allowing potential customers to click straight through to your website and enquire immediately.

What's more, all of our marketing is backed by analytical reports that we share with you following your involvement.



Turning Heads in a Rotating Industry

Industrial photographer, Adrian Waine, is no stranger to the pages of Manufacturing Update. His imagery ranks amongst the best we feature. In this article we get a new perspective on what it takes to create stunning images in challenging environments – Mel Meader, Chief Operating Officer, of Carter Manufacturing, explains in this interview with editor Taylor Owens how Adrian provides the creative spark for their pictures.

Is the photographer's knowledge of your industry important?
"Carter Manufacturing is a global supplier of precision bearings and tooling to aerospace, medical, nuclear and defence. We require exceptional images to support our business and make it stand out across all the markets in which we are active. Having used various photographers in the past, we have a good idea of what we need in a photographer to achieve our desired images. Experience in all the sectors in which we are involved is not realistic, but having knowledge of some plus the ability to adapt those to others is the first essential."

What references do you seek before hiring a photographer?
"We discovered Adrian Waine through his images being credited in an associate's website. For us, the work speaks for itself and having found these images we started to dig a little deeper. Once satisfied with the imagery, we set about talking with Adrian informally to get a feel for him and how he approaches each commission. His wider industry expertise and experience quickly shone through and gave us the confidence we were seeking."

Does the photographer's equipment or lack of it have any consequences?
"The right equipment is necessary, especially lighting. We strive to create original images to capture the imagination of our target audience. Ambient light alone is very limiting in this respect. With the equipment must come knowledge in how to use it for maximum creative effect. We discuss a shot list in advance which defines who needs to obtain what. Adrian supplies all photography and lighting equipment required to capture a shot. He also brings a time-served assistant with him and suggests must-haves in terms of relevant props. This makes the photography process much easier on the day as everything is to hand when needed."

When the photographs are completed do you feel that the investment in time and money are worthy of the results?
"Without a doubt, we have had several uses from the imagery and respect here. They are being used in our website and have been used in exhibition stands, within our social media and marketing campaigns. The key to getting the most out of the time it takes on the advance preparation. The magical creative flair, if you like, is left to Adrian."

Is organising a photographic shoot in a working factory disruptive?
"I know it sounds repetitive, but again preparation is key when commissioning a professional photographer like Adrian. Disruption is often minimal when you spend time building a good list, prep portfolio and select the people involved in advance. Adrian adapts where he can and will always adjust or generate an additional shot outside of the plan if he can and so maximise the useable shots taken on the day."

Modern cameras and high-end phone cameras, pack a lot of punch these days, are you not tempted to try taking your own pictures?
"You cannot capture the images of this quality using a phone or personal camera. Attention to detail comes from experience and Adrian's speed for best. Lighting, camera angles and feel cannot be re-created without using a time-served photographer. Owning an oil painting set doesn't make you an artist. Working at the forefront of emerging technologies you need to create the right feel when drawing in customers. Adrian achieves this well and we believe that it is well received by our customers, a homemade that will not do."

Is building a long-term relationship with a photography important?
"We began working with Adrian in 2020, and have already completed three shoots with him, with more in the pipeline. Adrian seems to keep well on top of trends. We see our future relationship with Adrian being a constant to keep our imagery fresh, current and eye-catching in an ever-changing world."

Does photography help the business attract new talent?
"Carter Manufacturing is a pioneering company and to inspire and attract a new generation of engineers to propel our industry forward we need to show

our workplaces for the centres of technological excellence that they are. Adrian's images come together to tell that story.

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Photography: Adrian Waine
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Adrian was formerly staff photographer with Saudi ARAMCO and was regularly commissioned within the oil processing facilities of Saudi Arabia.

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Become part of the conversation and call or email us today.

KEY TOPICS Featured

January	Identification	Motors, Drives and Controls	Warehouse Automation	Industry 4.0
February	Smart Manufacturing	Digitisation	Automated Process Discovery	Autonomous Mobile Robots
March	Accessibility Testing	Autonomous Vehicles	Intelligent Automation	Smart Factories
April	Sensors	IOT	Inspection	Communications and Networks
May	Machine Vision	Supply Chain	Drones	Manufacturing Software
June	Spare Parts	Universities	Security	Machine Learning
July	Artificial Intelligence	RPA CoEs	Mechanics	Smart Processes
August	ERP	Industry 4.0	Machine Learning	Test Systems
September	End Effectors	Intelligent Systems	Safety	Cloud and Big Data
October	Robotic Process Automation	Sensors	User Interface	Business Process Management
November	Data Analysis	Smart Mechanization	Pneumatics and Hydraulics	Collaborative Robot Applications
December	Annual Review	Event Preview	Companies Of The Year	Projects Of The Year

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Smart Pallet Mover
 It's a Smart Move!

Smart Pallet Mover From Interroll Provides Performance Boost For Manufacturing Logistics
Winner of the Red Dot Award and "Best of Logistics" nominee for the IFOY Award

INTERROLL
www.interroll.com

CIRCULATION & Rates

Automation Update is distributed digitally on a monthly basis to 27,326 subscribers around the world, with our readers in the following fields:

Primary Job Function	
Automation Engineering	1181
Design Engineers	2121
Maintenance	426
Process Engineers	1426
Production Design	932
Production Engineers	2896
Production Management	14132
Software Engineers	1032
Supply Chain	3963
Other	218

Be Inspired by Innovation at Advanced Engineering

Book your stand today to avoid disappointment

The UK's largest gathering of OEMs and engineering and manufacturing supply chain professionals. Advanced Engineering, will return to the NEC, Birmingham on November 2 and 3, 2022. The event is shaping up to be a huge success, with 80 per cent of exhibitor space already sold. Last year saw over 7,000 people attend across the two days, including representatives from Airbus, Jaguar Land Rover, Alpine F1, Ford, BAE Systems, Rolls-Royce, and the Ministry of Defence.

ADVANCED ENGINEERING

2 & 3 November 2022 | NEC Birmingham

The UK's LEADING annual gathering of OEMs and engineering and manufacturing supply chain professionals

- AERO ENGINEERING
- COMPOSITES ENGINEERING
- AUTOMOTIVE ENGINEERING
- ADVANCED METALS
- CONNECTED MANUFACTURING
- SPACE & SATELLITE ENGINEERING
- PRODUCT TESTING & QUALITY CONTROL

An absolutely outstanding event! We've met many great people who we will be looking to work with in the future, and overall it has been a very successful couple of days.

Aliff Traviss, Engineering Manager, JCB

Scan the QR code to discover the event

The 13th edition of Advanced Engineering will celebrate innovation, development and growth within the UK's manufacturing industry. There will be seven show zones this year – aerospace, composites, automotive, advanced metals, connected manufacturing, space and satellite and a new product testing and quality control zone. In the space and satellite zone, the ExoMars Rover, Bruno will return following huge interest at the 2021 exhibition.

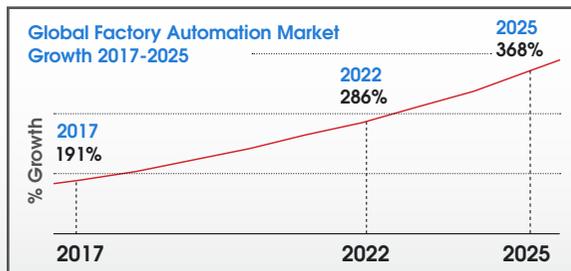
This year, Advanced Engineering will once again be co-located with sister show Lab Innovations, giving visitors and exhibitors more opportunities to collaborate across sectors. It is also offering more networking opportunities with a new composites networking area and drinks reception, which will be sponsored by PRF Composites.

"Over the last two years, our whole industry has learned the value of in-person interaction, both personally and professionally," explained Alison Willis, Director at Easyfairs, the organiser of Advanced Engineering and Lab Innovations. "At last year's event, we found that more visitors and exhibitors were attending with a purpose – whether that was to connect with a new supplier or purchase a particular piece of equipment. AE Connect, our digital platform that helps exhibitors and visitors connect and arrange meetings in advance of the show, really helped facilitate this."

"Our industry is always innovating and releasing new technologies that are even more impressive when you see them in person. Take Advanced Engineering's Enabling Innovation competition as an example – in-person events give start-ups like those involved in this the chance to showcase their ground-breaking products to the rest of the engineering community."

In 2022, Advanced Engineering's smart badge system will return, meaning that attendees scan a personalised badge to receive digital literature and exchange virtual business cards with suppliers. As well as reducing the amount of paper being used, the smart badge technology also helps decrease the spread of COVID-19.

Over 75 per cent of last year's exhibitors rebooked for 2022, including Qimtek, a business that helps industry buyers and designers find new subcontract manufacturing partners. At the exhibition marketing manager, Dean Munkey said, "The show's been really good – far busier than I expected. We've probably taken more leads than we have at any show over the last three years. There was a lovely mix of people and it was great speaking to anyone from students to directors. There's such a good variety of suppliers here too – we'll definitely be returning."



	Size	Price	Area	Trim
Double Page Spread		£1495	277mm x 400mm	297mm x 420mm
A4 Page		£995	277mm x 190mm	297mm x 210mm
Half Page		£695	130mm x 190mm	n/a
Quarter Page		£495	130mm x 92mm	n/a

MEET the team

To get in touch with the team at Automation Update, call 020 805 09659 or email hello@automation-update.co.uk

