

MCAD

PRODUCTIVITY SOLUTIONS FOR MECHANICAL ENGINEERS AND DESIGNERS

- Engineering Directors & Principals
- CAD/CAM Managers
- Design Project Managers
- Design Section Leaders
- Senior Design Engineers
- Design Engineers
- Industry IT Management
- Production coordinators
- Mechanical Engineers

210MM X 297MM

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VERSION 1.00 (LITHOGRAPHY 00 10/04/01)

*MEDIA PACK



THE UK'S NO.1 JOURNAL FOR DECISION MAKERS IN CAD, CAM & CAE

MCAD

the UK's focussed CAD/CAM/IT journal for design engineering decision makers



*** *****012280507555 347*****

MCAD gives you far and away greater 'CAD/CAM' market penetration than any other UK journal. We've 16,000+ subscribers and every one of them has a part to play in purchasing specification. They choose to read **MCAD** because they get sharp accurate news coverage, timely industry reports and uncompromising 'hands on' software reviews.

MCAD's technical reviews are authored by in-house CAD/CAM experts. We approach each new software release from the critical

position of an end user. Hardware benchtests are similarly rigorous. We bring test machines into our London offices and chuck the works at them. Which is why managers who have to make important buying decisions check our columns each month.

If you want to persuade decision makers to look your way, start by placing your advertising where they will expect to find it!

A QUALITY JOURNAL TO FILL THIS CRITICAL INFORMATION ROLE

The engineering magazines 'cherry pick' CAD/CAM/CAE coverage treating the technology on a 'feature' basis. Whilst other 'CAD press' embraces all types of design applications, and so civil engineering, architecture, and industry topics are all bundled in the same pack.

MCAD however provides a one-stop, high quality, information resource – exclusively on CAD/CAM productivity issues in mechanical engineering.

	MARCH	APRIL	MAY	JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FEATURES LIST 2001	Solid Modelling 2001 show issue, CAD and the Internet, On-line services, Digital Mock-up, Linux and CAD - the future? PTC supplement.	Surface modelling, Reverse Engineering, Input devices, High-end workstations, Presentation tools.	Reverse engineering, Visualisation, Animation, Rendering, Secure Communications for the Supply Chain, Budget Workstations	Collaboration, Immersive environments, product and industrial design, scanning and plotting, project working and viewing tools.	CAM systems, 2D Mechanical CAD, on-line translation and parts library services, quality assurance, training, mobile working.	Parametric and feature-based design, CAD customisation, Finite Element Analysis for the designer, CIM show preview, 3D graphics cards, CADserver update.	Concurrent Design, FEA best practices for the designer, surfaces and solids, benchmarking, rapid prototyping and manufacturing, selecting your workstation.	Mechanism analysis and simulation, Material Selection software, large assembly modelling, PDM/EDM, Conceptual design, selecting your monitor, raster to vector.	Knowledge-based engineering, CAM systems, computational fluid dynamics, Aerospace design, Review of the Year, Supply Chain management.

SUPPLEMENTS - Each issue of MCAD will have a supplement on one of the following companies or market areas (please contact our advertising staff for projected dates of specific supplements):
 SolidWorks, Unigraphics Solutions, Dassault/IBM, Autodesk FEA, e-engineering, Industrial Design, Adaptive Engineering, CAE, CAM, EDM





A THOROUGHbred SOURCE OF QUALIFIED BUYERS

'MCAD' has a minimum circulation of 16,000 copies per month, all of which is drawn for design engineering. The majority of our readers are at management level and all our subscribers play some part in deciding purchases of software, hardware and systems components. We also have a regular flow of new top-flight readership, drawn from industry researchers, exhibition attendances and agreements with professional organisations. We apply strict registration criteria to ensure readership quality control. You'll be sure of knowing all the budget you allocate to **MCAD** is channelled towards real prospects.

CONTACT US!

To discuss advertising opportunities and upcoming features in **MCAD**. Please call the Advertisement Manager on **020 7681 1000** or email to - ads@edaltd.co.uk

If you would like to submit a press release or discuss a possible feature of product review contact the Editor on **020 7681 1000** or email editorial@edaltd.co.uk

MCAD ON THE WEB



An 'On-line' product information service that brings direct and speedy sales leads

MCAD will work in conjunction with the rapidly growing CADserver web site www.cadserver.co.uk. Readers of the magazine can go to our web site for daily headlines and features/reviews archives.

To ensure the most trouble free access to our 'more info' service we've set up a dedicated URL. Readers go to www.mcadmagazine.com and come straight up on the listings page. Two or three more clicks and their sales enquiry (s) are headed off to the vendor(s) of their choice.

We still have the fax back 'more info' service running for those who prefer the more traditional method of sourcing product details.



HAVE YOU CONSIDERED THESE EXTRA MARKETING ROUTES?

INSERTS are an inexpensive way to get your product information directly into customer's hands. We can also offer 'bound-in' inserts and – where practical – wrapped 'outserts'.

CARRIER PAGE 'SOLUS' MCAD will be using a pre-printed carrier page for printing names and addresses of subscribers + return post and change of address details. We've recently been using a section of the carrier page to promote in-house projects on a fax-back basis and have found the results to be startling. Inexpensive and instant response!

REPRINTS we can re-layout articles to your requirement, including a company advertisement if required. We will also be happy to agree www posting of articles on set conditions.

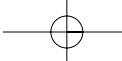
COVER MOUNTED CDS we offer a complete package including explanatory editorial coverage inside the magazine and assistance in planning your project. Our past record on liaising with vendors on CD projects has been second to none.

WWW promote your web site in the MCAD web site directory. A small entry can appear each month for 6 or 12 month periods for minimal costs.

MAILING LIST RENTAL The MCAD data base can be rented in part by advertisers. The two-tier cost is £120 per thousand for companies who've advertised in MCAD in previous 3 months and £150 per thousand for others. All mailing content must be approved and posting is carried out by MCAD's regular mailing house.

MCAD'S TARGET AUDIENCE COMPRISES

- Engineering Directors & Principals
- Senior Design Engineers
- CAE/AM Managers
- Design Engineers
- Design Project Managers
- Industry IT Management
- Design Section Leaders
- Production co-ordinators
- Mechanical Engineers



ADVERTISEMENT RATES

Size	Mono	Spot colour	Full colour
DPS	£3630	£4386	£4688
Full page	£2032	£2411	£2562
Half page	£1058	£1436	£1587
Quarter page	£605	£982	£1133

(Please note that all charges are subject to VAT at the current rate.)

Premiums: Inside front / outside back at 15%. Inside back/pages 5, 6 and 7, at 10%. **Discounts:** 5% for 3 or more and 10% for six or more. Agency discount 10%. **Appointments:** £30 per column centimetre - four column page format.

MECHANICAL DATA

DPS bleed	303mm x 426mm
DPS trim	297mm x 420mm
A4 page bleed	303mm x 216mm
A4 page trim	297mm x 210mm
Type area	280mm x 190mm
Half page	130mm x 190mm
Quarter page	130mm x 92mm

To email our editorial team send to: mcad@edalt.co.uk For advertising enquiries send to: advertising@edalt.co.uk Telephone for all departments: 020 7681 1000 Fax: 020 7831 2057

PUBLISHING DATA

MCAD is published during the first week of every month.

Final copy deadlines: Colour separated film two weeks prior to the end of the month preceding publication. Mono/ spot colour artwork one week prior to end of month preceding publication. Contact the Production Manager on 020 7681 7914. **Important!** Previous copy will be used when agreed deadlines are missed.

Cancellation: Full colour advertisements twelve weeks prior to the end of the month preceding publication. Mono/spot colour advertisements eight weeks prior to the end of month preceding publication. All cancellations must be made in writing and will be confirmed to you in writing by return.

Cancellation series bookings: Where a discount rate series is cancelled prior to completion, all insertions up to the point of cancellation will be re-invoiced at the full rate card price.

Colour process: we require CMYK separated positive film, right reading emulsion down. Screen 150 (imperial) 60 (metric).

Disc: Before sending copy on disc, please call our Production Manager. Film making and alteration will be charged for at industry rates, as will any time spent on disc correction.

IMPORTANT Please ensure film is supplied to the correct size and specifications. Any work carried out by us to correct wrongly supplied film will be charged to the advertiser at industry rates.

CIRCULATION EXPRESSED BY:

Size of company		Location	
0-99	30%	South East	38%
100-499	40%	South West/Wales	10%
500-999	18%	Midlands	35%
1000+	12%	North	11%
		Scotland	6%

CIRCULATION EXPRESSED BY JOB FUNCTION

Director/principal	23%
CADCAM management	31%
Design engineering/CADCAM operations section heads, team leaders etc	26%
Design consultants	4%
Design engineering, R&D applications, Stress analysis, Project, test production Systems software	12%
Personnel, purchasing, education, Sales/support & general	4%

CIRCULATION EXPRESSED BY COMPANY ACTIVITY

Aerospace	7%
Automotive	8%
Communications	6%
Consultancy	7%
Education	4%
Manufacturing	20%
Mechanical engineering	80%
Electronic design	4%
MOD government	6%

The above information is extracted from our readership database. A full range of statistical information is available for campaign planning and assessment purposes. Please call the advertisement manager to arrange a meeting.

