

prototype

The UK's only dedicated prototyping and direct manufacturing journal



Coverage areas & focus

Rapid prototyping • Functional prototyping • Direct manufacturing • Rapid tooling
Batch manufacturing • Processing & finishing • Materials developments • Services organisations

prototype provides independent news coverage, hardware and service provider evaluations and stimulate discussion of the hot topics within the rapid prototyping industry - with reference to both mainstream rapid prototyping technology, and emerging areas such as direct manufacture. *prototype* runs as a quarterly alongside its sister publication **MCAD** and as a separate magazine in its own right. In order to respond most effectively to the fast paced nature of the RP market, *prototype* does not publish a yearly feature list. However, over the course of the year, the magazine will focus on the following areas, and technologies on a regular basis. Although rapid expanding to accommodate emerging technologies, products and applications, *prototype* covers the following content areas

Technologies for Industry Sectors

Concept development
Design and evaluation
Engineering (Fit and Form)
Engineering (functional)
Manufacturing assistance
End product manufacturing
Medical device development
Bio-medical applications
Jewellery & giftware

Technology coverage

3D Printing
Blow moulding
SLS for metals
SLS for plastics
Metal Prototyping
Post processing & finishing
RIM Casting
Reverse engineering
Stereolithography
Subtractive prototyping
Vacuum casting/Forming

Editorial focus

News: Coverage of the latest and greatest developments in the world of prototyping. This will feature the usual array of product announcements and customer wins from the major players, but also include the smaller companies who have equally as much to offer.

Hardware evaluation: The magazine evaluates the wide range of prototyping machinery and processes, covering many different disciplines and methods of prototype manufacture. *prototype* uses industry established test data to evaluate the various technologies available. These provide the reader with independent feedback on the results, costs (both capital and maintenance) and capabilities of the various machines on offer.

Process evaluation: While many of the existing publications focus on additive rapid prototyping methods, there are many other processes and technologies

available to the end-user (either in house or outsourced) that rely on other technologies such as vacuum casting, RIM casting, CNC machining. *prototype* covers these in the same manner as additive technologies and evaluates their potential benefits.

Materials evaluation: Alongside the hardware aspects of prototyping, much work is being done on the materials front – and many would say this is where the next breakthroughs will come from. *prototype* keeps readers abreast of the latest advances in materials and how they will affect both the present and the future.

Service provider overview: With outsourcing all the rage, there are many service providers in the world of prototyping, but how can you be sure that the one you choose can provide the capabilities you need? *prototype* takes the

hard work out of this process by talking to service providers, evaluating their track record and capabilities and reporting back on their strengths – and their weaknesses, so that they increase their awareness amongst the industry and readers gain a greater knowledge of partners available.

User stories: While readers can listen to all the marketing waffle, one of the most effective ways of understanding what prototyping can do for a reader's organisation is for them to hear of reference stories about how other organisations have used technology, processes and service providers to benefit their product development projects and gain competitive advantage.






We actively source new and fresh user and application stories from hardware vendors and service providers to illustrate how rapid prototyping and direct manufacturing is assisting product development and manufacturing.

Media Pack 2006



Rate Card - 2006

2006 Advertising Rates

Size	Mono	Colour
 DPS	£3,630	£4,688
 Full Page	£2,032	£2,562
 Half Page Landscape or upright	£1,058	£1,587
 1/4 Page	£605	£1,133
 Strip Ad	£1,375	










Premiums: Inside front / Outside back at 15%.

Inside back / Right hand pages at 10%.

Discounts: 5% for 3 or more and 10% for six or more.

Agency discount 10%.

Mechanical Data

Ad Size	Dimensions
 DPS Trim	297 x 420mm
 DPS Bleed	303 x 426mm
 Full Page Trim	297 x 210mm
 Full Page Bleed	303 x 216mm
 Page Type Area	280 x 190mm
 Half Page	130 x 190mm
 Half Page	280 x 92mm
 1/4 Page	130 x 92mm
 Strip Ad	55 x 190mm

Other marketing opportunities

Inserts — 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'. Call our sales team for more information.

Carrier Page 'Solus' — uses a pre-printed carrier page for printing the name and address of the subscriber, plus return post and change of address details. This 'solus' position is now available to advertisers — inexpensive and an instant response!

Internet — promote your website in the prototype website directory. A small entry can appear each month for 6 or 12 month periods for minimal costs.

Cover Mounted CD's — 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.

Mailing List Rental — the prototype database can be rented in part by advertisers. The two-tier cost is £200 per thousand for companies who've advertised in prototype in previous 3 months and £275 per thousand for others. To advertise on the monthly prototype electronic news bulletin call our advertising department for current rates

Acceptable file formats:

1. Please supply as **QuarkXpress 6.1** with pics and fonts
All pics should be 300dpi resolution and all colours should be CMYK
Alternatively supply:
2. complete ad as an eps in **Illustrator CS** or earlier versions — all colours in CMYK
3. or a tiff or eps in **Photoshop CS** or earlier versions — 300 dpi resolution — all colours CMYK
4. or a **Press Optimised pdf**

You can supply on CD or ISDN to **+44 (0)20 7681 7925** or email to **dave@edaltd.co.uk** or supply the correct information to download from your site.

For deadline details or any other questions please phone The EDA Production Desk on **+44 (0)20 7681 7914** or email **dave@edaltd.co.uk**

prototype gives you far and away greater 'product development and manufacturing' market penetration than any other UK journal. We've 15,000+ subscribers and every one of them has a part to play in the purchasing specification.

They choose to read **prototype** because they get sharp accurate and independent news coverage, timely industry reports and uncompromising 'hands on' evaluations of both prototyping equipment and service providers.

prototype's evaluation process has been developed by our in-house experts in conjunction with a number of key industry figures. We approach each technology or service from the critical position of an end user. We test the leading edge prototyping technology against stringent industry requirements, which is why managers who have to make important buying decisions check our product evaluations.

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

A prime source of qualified buyers

prototype has a circulation of 15,000 copies per issue, all of which are directed to named individuals within key product development, design, engineering and manufacturing sites. The majority of our readers are at management level and all our subscribers play some part in deciding purchases of software, hardware and engineering 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 of the budget you allocate to prototype is channelled towards real prospects.

Circulation expressed by job function

Director / Principal	23 %
CAD/CAM Management	31 %
Design Engineering / CAD/CAM 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 location

South East	37.29 %
South West	8.19 %
Midlands	30.89 %
North	18.63 %
Scotland & N. Ireland	4.98 %

Circulation expressed by size of company

0-99 employees	30 %
100-499 employees	40 %
500-999 employees	18 %
1000+ employees	12 %

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 for further details.



To advertise please call
+44 (0)20 7681 1000
or email: **peter@edaltd.co.uk**
or email: **steve@edaltd.co.uk**

EDA
PUBLICATIONS

EDA Ltd
63/66 Hatton Garden, London EC1N 8SR, UK
Tel +44 (0)20 7681 1000 Fax +44 (0)20 7242 5124
www.prototypemagazine.com Email: AI@prototypemagazine.com