process control

Media data 2020

Publisher:

ACQUIMEDIA
uitgeverij van vakinformatie

Process Control is a trade publication for the process manufacturing industry that covers process management and optimization.

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Media data 2020

Process Control is a trade publication for the process manufacturing industry that covers process management and optimization. A trade publication about manufacturing in which the technique of process management has pride of place and considers the business administration and social context in which it takes place.

Topics

Process Control's area of interest are production systems and their optimization in machines, installations, control and management technology. Relevant information transcends purely technical matters. However, the information transcends just technical aspects. The development, application and renewal of process and production technology cannot be seen in isolation from their organizational, administrative, economic and political environments. Hence not just automation, instrumentation, measurement and control technology and maintenance are regularly recurring Process Control topics, but, for example, also market development, industrial networks, security, environment, sustainability and corporate social responsibility.

Editorial formula and content

Each Process Control issue covers above topics and highlights one as a key theme meriting extra attention. Naturally, content is linked as much as possible to current events. The trade publication offers the process manufacturing sector and its suppliers of machines, installations, systems and parts a platform to exchange information and experience in technical, managerial, societal and commercial contexts. In addition to articles, the trade publication features recurring sections such as columns, sector and product news, events information and an agenda and corporate index.

Off and online

Process Control is published in off and online formats. Many readers still prefer the tangible print version. The trade publication's digital version additionally offers readers and advertisers many extra possibilities. Articles include links to sources of background information that gives readers access to much additional information from Process Control online. Also, ads can be linked offering Process Control advertisers the possibility to contact readers directly and interactively.

Website and newsletter

In addition to off and online versions of the trade publication, a website and newsletter are also part of the Process Control platform. The monthly newsletter contains current sector and product information selected by the editors. Additionally, there is room for up to 3 commercial items. The website, too, features much sector and product content in addition to information about the trade publication. You can place banners to air your commercial message.

Target group / sectors

The Process Control trade publication targets the process manufacturing industry, and, notably these sectors:
- Petrochemicals
- Oil and gas
- Pharmaceuticals
- Food and beverage
- Stimulants
- Paints
- Metals
- Composites and plastics
- Paper, cardboard manufacturing

Process Control also reaches readers in the electronics sector, governments, engineering bureaus, universities and vocational schools.
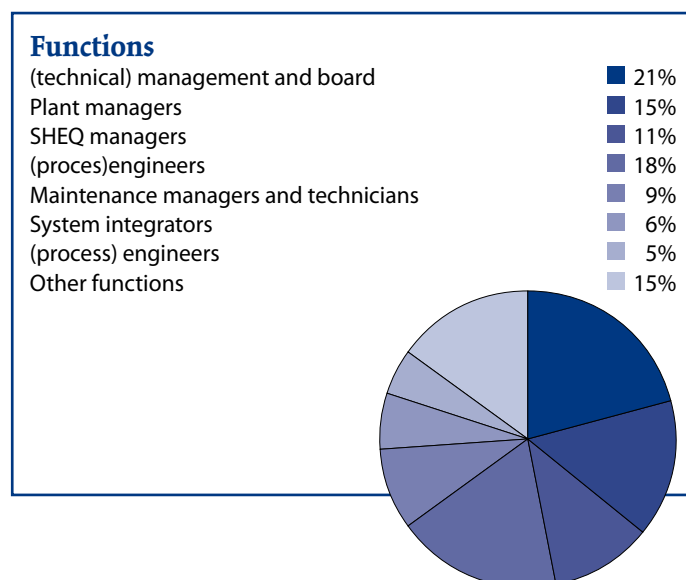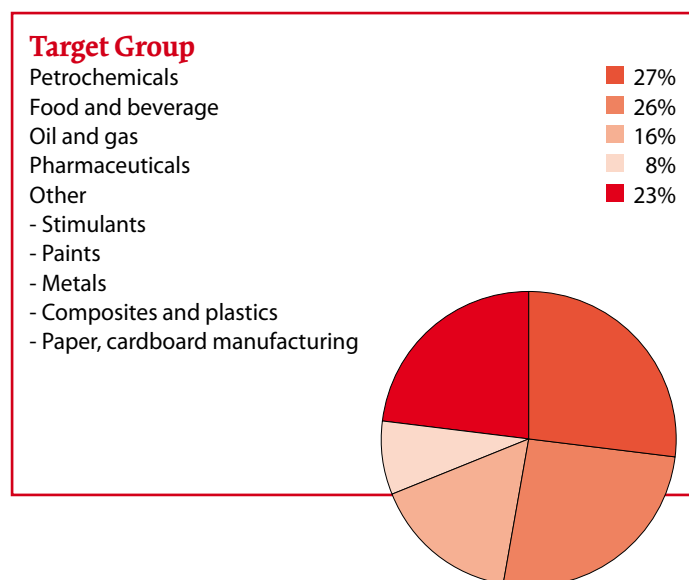
Target group / readers

Process Control readers are decision-makers in consulting, selecting and/or buying of products and/or services:

- (technical) management and board
- Plant managers
- Safety, Health, Environment & Quality Assurance (SHEQ) managers
- Maintenance managers and technicians
- (process) engineers
- System integrators
- Process operators

Process Control has a targeted distribution: the magazine is sent to subscribers or people selected as a target group member.

Target Group

Based on the data from our subscribers, we can determine that Process Control has the following reach:

Target Group

Petrochemicals	27%
Food and beverage	26%
Oil and gas	16%
Pharmaceuticals	8%
Other	23%
- Stimulants	
- Paints	
- Metals	
- Composites and plastics	
- Paper, cardboard manufacturing	

Functions

(technical) management and board	21%
Plant managers	15%
SHEQ managers	11%
(proces)engineers	18%
Maintenance managers and technicians	9%
System integrators	6%
(process) engineers	5%
Other functions	15%

Subjects and Advertisment

Publication Date	Deadline	Subjects
Nr 1: 21 February	5 February	**Industrial water, process water & waste water**
Nr 2: 10 April	25 March	**Industrial Automation and Maintenance**
Nr 3: 22 May	6 May	**Measuring, controlling & managing and Big Data**
Nr 4: 3 July	17 June	**Cyber Security & Safety**
Nr 5: 18 September	2 September	**WOTS-special**
Nr 6: 6 November	21 October	**Sensors & Instrumentation**
Nr 7: 18 December	2 December	**Industrial networks and Labor Markt**

Fairs & Tradeshows

In 2020 Process Control will cover: Aqua Nederland vakbeurs, Industrial Ethernet, PPA 2020, Maintenance Gorinchem, Automatica 2020, Instrumentatie & analyse dagen, Industrial Cyber Security, Profidag.

Process Control does not publish thematic issues, but above editions will contain 2 main articles about the featured topics. Additionally, we report on current sector developments

Sizes

Full page	210 mm wide x 297 mm high
1/1 page*	180 mm wide x 261 mm high
1/2 page landscape	180 mm wide x 130 mm high
1/2 page portrait	90 mm wide x 261 mm high
1/4 page landscape	180 mm wide x 65 mm high
1/4 page portrait	90 mm wide x 130 mm high
1/8 page	90 mm wide x 65 mm high

Delivery: preferably as Certified PDF.
* overlapping ads (1/1 page only) must be delivered in above format + 5mm overlap on all sides

Advertising rates

	1x	4x	7x
1/1	€ 2,350	€ 2,175	€ 1,995
1/2	€ 1,450	€ 1,295	€ 1,175
1/4	€ 850	€ 775	€ 695
1/8	X	X	€ 495

All ads are full color. Rates exclusive of VAT, and based on delivery of camera-ready material

Advertorial	upon request
Premium cover 2, 3, 4	page rate + 25%
Inserts / stapled promo	upon request

General trade magazine information

Process Control is the trade magazine about process management and optimization
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Henk van der Brugge, henk@acquimedia.nl
Publication management & advertising sales:
AcquiMedia, Henno Ploeg, Msc. +31 184-481045
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Editor in chief:
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Publication frequency
7 times a year, both off and online
Circulation:
3,250 print issues. Process Control also reaches more than 9,000 process industry professionals
Annual subscription:
€79 per year in the Netherlands; €129 abroad
Website
www.processcontrol.nl

Online advertising

1 Website banner	1 month	6 months	12 months
360x90 px	€ 250	€ 995	€ 1,795

Newsletter banner	1x	6x	12x
750x250 px	€ 250	€ 995	€ 1,795

Circulation (fortnightly) newsletter: 5.000
Website traffic: more than 8,000 unique visitors daily

Newsletter Advertorial	1x	3x
	€ 395	€ 950

About 500 words, 1 to 2 images, link/URL

Exclusive newsletter masthead "top banner"
• Size: 750 x 250 px
• Rate: € 395 per publication

Digital version: link to website: € 95 per link.
Boosts your interaction with our online readers.
1 click takes them to webpage selected by you.

Corporate index package € 995
1/1 page corporate/product presentation in December issue
+ year-long listing in website Corporate index.
More details upon request

2 **Website, newsletter vacancy listings**
Your vacancy listing reaches more than 8,000 process manufacturing sector professionals via the website and newsletter. Request the vacancy brochure to see rates, specifications and other details.