

2009 MEDIA INFORMATION

IDR

INDUSTRIAL DIAMOND REVIEW



Advertising rates

All prices are in US Dollars (\$) and are net rates, i.e. **non-commissionable**.

	1 time	4 times
A4	3,565	3,210
Half	2,325	2,095
Quarter	1,560	1,405

Special positions (Full page bookings only)

Position	Extra charge (\$)
Outside Back Cover ♦	450
Inside Back Cover ♦	380
Inside Front Cover ♦	380
Facing Page 3 ♦	300
Right Hand Page	170

♦ Minimum 4 times

Inserts and reprints by negotiation

Printing specifications

Advertising material should be supplied in digital format for Macintosh using the following software:

- ♦ PDF (PDF-X/1a or PPA Pass4Press standard)
- ♦ QuarkXpress (Single language Version 6)
- ♦ Adobe Photoshop (CS1 or earlier)
- ♦ Adobe Illustrator (CS1 or earlier)

Digital material can be supplied on DVD, CD or Zip discs.

Material sent in any other digital format other than above or as film may incur a conversion charge.

Mechanical data

Trimmed size (A4)	297 x 210 mm	[11 ⁵ / ₈ x 8 ¹ / ₄ "]
Full page	270 x 180 mm	[10 ⁵ / ₈ x 7 ⁵ / ₈ "]
Half horizontal	125 x 180 mm	[5 x 7"]
Half vertical	270 x 85 mm	[10 ⁵ / ₈ x 3 ³ / ₈ "]
Quarter	125 x 85 mm	[5 x 3 ³ / ₈ "]
Bleed page	307 x 216 mm	[12 x 8 ¹ / ₂ "]

Editorial policy

Throughout its 69 years of existence, the editorial policy of **IDR** has been to focus on the developments in both research and application that have contributed to the significant growth that has occurred within the industrial diamond business.

IDR welcomes editorial contributions from companies and institutions in the form of case histories describing the use of diamond and CBN, research papers on the properties and performance of diamond and CBN, company news and new product launches. These should non-partial and highlight the specific characteristics of the editorial item that make it newsworthy.

The publisher of **IDR** reserves the right to make any changes and/or deletions to any editorial contribution that are felt necessary to comply with this policy. The publisher of **IDR** also reserves the right to refuse editorial material from any person or company at his own discretion.

Advertising policy

IDR is the leading international journal, reporting on all the major developments in the world of industrial diamond and cubic boron nitride (CBN). The publisher of **IDR** is willing to consider advertising from companies who are involved in the production of diamond and/or CBN tools or other finished products, as either manufacturers or as suppliers of materials and/or machinery.

All potential advertisers should be aware of the high standards of editorial integrity that **IDR** has maintained over its 69 years of existence. **IDR** has always highlighted the significant improvements that have occurred within the industrial diamond business and by definition the companies who have been involved in driving the business forward.

To ensure that this reputation for editorial integrity is carried forward, **IDR** will welcome advertising from companies who possess a similar approach to the advancement of the industrial diamond business. Companies committed to a high level of R&D and the continual introduction of newer and improved products feature strongly within this framework and are likely to be accepted as advertisers in **IDR**.

The specific contents of an advert should similarly reflect **IDR** 's high editorial standards. The use of extravagant superlatives should be avoided and all contents should satisfy the regulations laid down by the UK Advertising Standards Authority.

The publisher of **IDR** reserves the right to request changes to be made to any advert in order for it to be accepted for publication within **IDR**. The publisher of **IDR** also reserves the right to refuse advertising from any person or company at his own discretion.

Copy dates

IDR is published four (4) times a year at the end of February, May, August and November. Advertising copy for each issue should reach the publisher 4 weeks in advance of the publication date.

Circulation details

Now in its 69th year of publication, **IDR** is the leading international journal for reporting on all the major developments in the world of industrial diamond and cubic boron nitride (CBN).

The editorial policy of **IDR** is designed to stimulate the international exchange of technical knowledge on the capabilities of diamond and cubic boron nitride products, in order to help maximise production efficiency in a very wide range of industries.

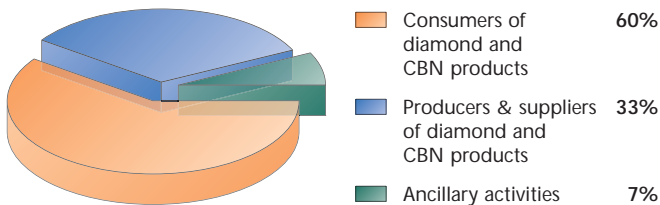
It can only do this if it gets to the right people.

Over the years, great care has been taken in building up **IDR's** circulation list, which now includes not only all the important diamond toolmakers, but also practically all the large and middle-ranking consumers of diamond tooling throughout the world.

In 2009, **IDR** will be circulated to over 70 countries. The minimum print run will be 10,000 copies, with additional copies being printed for circulation at selected Trade Shows.

This means that **IDR** alone is probably the most cost-effective way of getting your message across to your existing and potential customers.

Readership survey



Geographical distribution

