



2018

MEDIA PACK + RATECARD



Published four times a year, *Clay Technology* is the member magazine of the International Clay Technology Association (ICTa), a division of the Institute of Materials, Minerals and Mining and the only UK title devoted to the heavy clay sector

Clay Technology.

ICTa's mission is to promote heavy clay technology on a UK and international basis, and to provide its members with opportunities to broaden their professional outlook, skills and qualifications.

Clay Technology is mailed to all ICTa members and is circulated to delegates at the annual ClayTech UK conference and exhibition each year. ICTa members are actively engaged in their profession and focused on their ongoing professional development. *Clay Technology* is seen as a tangible benefit of their membership.

The magazine promotes the latest developments and new technologies within the heavy clay sector, industry news and updates on events and training courses run by the Institute. Editorial content is delivered in a technical but accessible style.

Promotional opportunities.

Clay Technology circulates to ICTa members who could be potential customers or employees. The publication offers a variety of promotional opportunities to target decision makers and influencers within the heavy clay sector.

Advertising heavy clay-related vacancies within *Clay Technology* gives recruiters direct access to ICTa members – committed and competent individuals with a professional standing within their profession

In such a competitive market, **Display Advertising** within *Clay Technology* gives you the opportunity to raise your company's profile and differentiate yourself to potential customers within the heavy clay sector. You may be launching a new product or looking to raise general awareness of your company's products and services. The mix of industry news and features in *Clay Technology*, along with ongoing focus on professional development, provides an ideal environment for an advertising campaign. Loose inserts can also be accommodated.

Online Advertising on the *Clay Technology* website via skyscraper and button banners can further reinforce awareness among our members.

The *Clay Technology* **Buyer's Guide** classified marketplace offers companies the opportunity to have a regular presence in the title at a minimal cost. Advertisements appear under a product category or service heading of your choice.

Clay Technology offers on paper and online **Recruitment Advertising** opportunities. Advertisements can be placed in the dedicated recruitment pages of the title and online on the IOM3 job web pages – www.iom3.org/jobs. Awareness is further reinforced via promotion on the *Clay Technology* website and the ICTa microsite. With more than 2,700 combined page views a month, these pages allow you to maximise your exposure to both active and passive job seekers. Vacancies are also publicised to IOM3's LinkedIn, Twitter and Facebook communities.

Editorial programme.

Month	Feature topics	Conference and events
February	Sustainability	ClayTech UK roundup
May	Looking to the future	
August	Training and education	
October	Technology	ClayTech UK* preview

*Extra distribution at ClayTech UK exhibition 2018

➤ Get in touch with the editorial team:

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Booking deadlines.

Month	Booking deadline
February	1/2/18
May	3/5/18
August	2/8/18
October	4/10/18

Rate card.

Display advertisements

Size	Mono	Full colour
Full page	£500	£882
Half page	£300	£556
Quarter page	£175	£370

Inside front/outside back covers

15% special position loading

Series discounts

Two insertions 5%

Four insertions 10%

Recruitment advertisements

Size	Mono	Full colour
Full page	£680	£985
Half page	£410	£590
Quarter page	£245	£355

Online recruitment rates – please contact the sales team.

All recruitment bookings include:

6-week listing on	www.iom3.org/jobs
2 promotions on	Twitter
2 promotions on	LinkedIn
2 promotions on	Facebook

Buyer's guide advertisements

	2	4
Box advertisement per sccm (min 6x1)	£15	£12

Online advertising

www.iom3.org/clay-technology

Horizontal banner	90 x 940 pixels	£250 per month
Vertical banner	250 x 155 pixels	£125 per month

All prices are exclusive of VAT at current rate

Technical specifications.

Display and recruitment

Full page type	255mm deep	x	180mm wide
Full page trim	297mm deep	x	210mm wide
Full page bleed	305mm deep	x	216mm wide
Half page vertical	255mm deep	x	87mm wide
Half page horizontal	125mm deep	x	180mm wide
Quarter page	125mm deep	x	87mm wide

Buyer's guide

Column widths

1 column	42mm
2 columns	87mm
3 columns	133mm
4 columns	180mm

Additional Opportunities

Sponsorship of editorial sections, advertorials and bespoke promotional campaigns. For more information please contact the sales department.

Mechanical data

We offer a basic complimentary setting service for all confirmed advertisements. For more information, please call or email.

If you wish to supply your own artwork, advertisements are accepted in the following formats:

- InDesign files including all necessary fonts and images
- High res (300dpi) pdfs with trim marks where necessary, and all fonts and images embedded
- High res (300dpi) eps, tiff or jpeg

Inserts

Loose by arrangement

Agency commission

10%

- For more information, please contact Kate Harrison

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