

MEDIA KIT 2020

Mechanics & Industry

An International Journal on Mechanical Sciences
and Engineering Applications

Mechanics & Industry

AN INTRODUCTION TO MECHANICS & INDUSTRY

Mechanics & Industry publishes original papers from industry, R&D departments and academic institutions. Articles are related mainly to fluid and solid mechanics as they apply across the fields of science in mechanical, civil, chemical or bioengineering.

The journal acts as an interface between research and industry, coordinating and disseminating scientific and technical mechanical research in relation to industrial activities.



AUDIENCE

- Technical and engineering schools
- Universities
- Laboratories
- Technical centers
- R&D departments
- Technicians, engineers, executives
- Researchers, teachers

KEY INFORMATION



- 6 issues per year
- 1 500 distributed copies

ADVERTISING RATES

TRADITIONAL ADVERT

Type	Sizes (W x H mm)	Black & white	4 colour (CMYK)
Inside back cover	210 x 280 mm	900 €	1 150 €
Page	210 x 280 mm	650 €	1 050 €
1/2 page	186 x 112 mm	500 €	-

FREQUENCY DISCOUNTS

- 4 ADS/YEAR - 5%
- 6 ADS/YEAR - 10%
- AGENCY - 15%



MATERIAL SPECIFICATIONS:

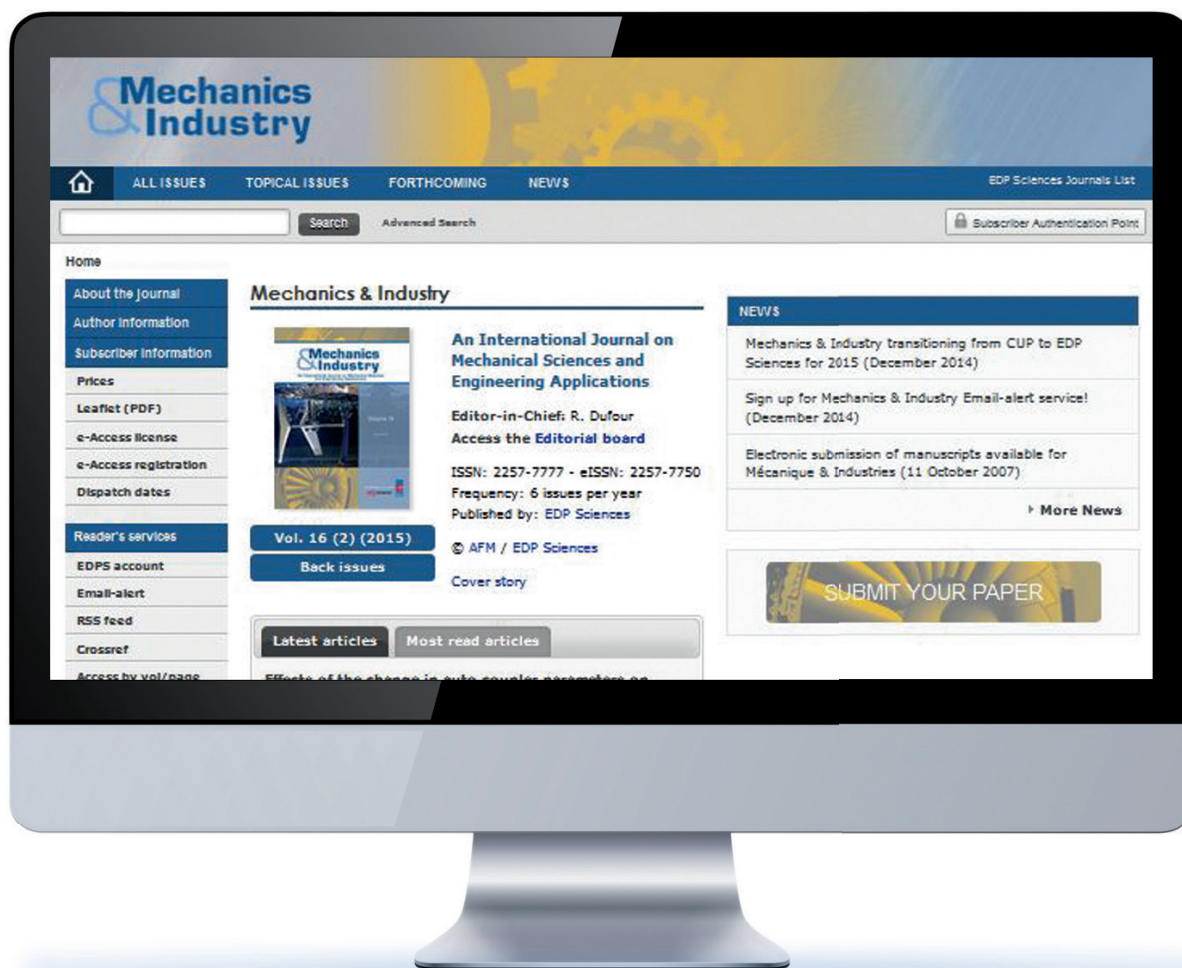
- Supply your advertising material in high quality PDF, 300 Dpi and all fonts embedded
- No native files
- For full page advertisements add 5 mm to the indicated size for the bleed
- Flatten all layers and transparencies in your source material



MEDIA KIT 2020

**Mechanics
& Industry**

ONLINE ADVERTISING RATES



Banners	Size (W x H in pixels)	1 month	3 months	6 months
Button 1	120 X 90	250 €	600 €	950 €
Button 2	120 X 120	300 €	700 €	1 150 €
Vertical banner	120 X 240	350 €	950 €	1 500 €
Horizontal banner	300 X 100	400 €	1 000 €	1 800 €
Rectangle	300 X 250	450 €	1 200 €	2 000 €



MATERIAL SPECIFICATIONS:

- GIF files, with the URL link
- Resolution: 72 dpi

Camila Lobos

Advertising manager

Tel: +33 07 87 57 07 59

camila.lobos@edpsciences.org

EDP SCIENCES

17, avenue du Hoggar - BP 112

P.A de Courtaboeuf - 91944 Les Ulis cedex A

More information on:



www.mechanics-industry.org

MEDIA KIT 2020



TERMS AND CONDITIONS

■ **Advertising Policy:** Advertisers and advertising agencies assume liability for all content (text and illustration) of printed advertisements.

■ **Payment terms:** invoices are issued after the publication release and are due 30-days from invoice date. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision of the contract, in which case all unpaid charges shall become immediately payable. For correct identification, advertisers should provide us with the date, amount and reference for each bank transfer.

■ **Cancellation policy:** cancellations are not accepted after closing dates, which are indicated on the editorial calendar.

■ **Insertion orders and material:** advertisers or advertising agencies must return or provide written insertion orders and material no later than closing deadlines.

■ **Advertising placement:** advertising placements (except premium placement on inside front cover, inside back cover and back cover) cannot be guaranteed. Publisher reserves the right to insert the advertising anywhere in the publication. Premium placements are sold on a first come, first-served basis.

■ **Advertising publication:** Publisher reserves the right to reject an advertisement for any reason without liability.

■ **Material specifications:** Mechanics & Industry is only published in cmyK, 4/c. any color specified in files other than cmyK cannot be printed. the publisher cannot be held responsible for the final quality of advertisements provided in rGB format or not meeting the technical specifications.

■ **Material modifications:** requests for modifications to existing materials will result in additional charges. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

Camila Lobos

Advertising manager

Tel: +33 07 87 57 07 59

camila.lobos@edpsciences.org

EDP SCIENCES

17, avenue du Hoggar - BP 112

P.A de Courtaboeuf - 91944 Les Ulis cedex A

More information on:



www.mechanics-industry.org