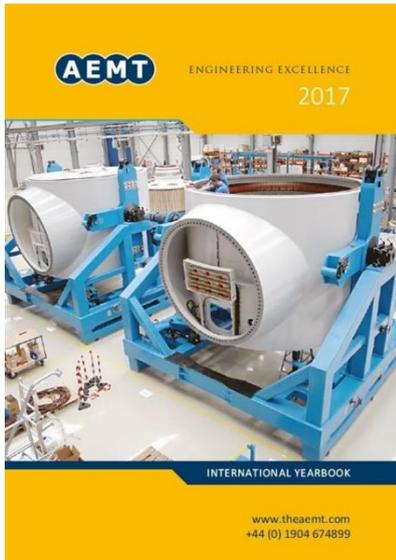


AEMT Advertising Opportunities 2017

The Yearbook

The definitive industry guide has been a bible for the industry for many decades. Inside are:



The Services offered and locations of members including:

- Low voltage Motor Sales and Service
- High Voltage Machines Sales and Service
- Pump specialists
- Condition monitoring specialists
- Description of members' services and facilities.
- Associate members and suppliers listing.
- Membership Benefits, Publications list and descriptions.
- The AEMT International Ex Register
- AEMT Training on the repair and maintenance of Hazardous area equipment.
- Details on the AEMT apprentice scheme.

The Yearbook is circulated to 2,000 international industry contacts and is also handed out at any events the AEMT have chosen to support throughout the year.

	Member Single Advert	Non-Member
Full Page, A5, All full colour	325	425
Half Page, A6, Full colour	195	295
Third of a page	150	250
Inside Front, or Inside Back Pages, A5	535	Not Available
Outside back cover, A5	745	Not available
Rates are in GBP (£) and are subject to VAT of (20%)		

Artwork Format

Typesetters can accept most formats, but PDF is preferred to guarantee a consistent reproduction – fonts and text should be outlined. There may be some additional charges for artwork, if an advert needs to be redesigned.

The Journal



The AEMT Journal has a growing UK and International circulation (currently over 2,000 are distributed, with an estimated readership of 10,000) and is produced 3 times a year. As well as the established members, the AEMT Journal is sent to companies who are in the sales, service, manufacture and repair of Electric motors, drives, pumps, fans, gearboxes and transformers, and also a number of interested end users. The AEMT Journal is also available as a pdf download from the AEMT Website.

The AEMT Journal provides articles of interest to the above sectors on Hazardous Area Equipment, Service of Electric Motors & Pumps, Company Profiles, Energy Efficiency, Technical articles, Case studies, Repair equipment, etc.

Internationally the journal is sent to companies in South East Asia: Malaysia, Singapore, Thailand, and Indonesia, India, the Middle East and Gulf States. Europe: in particular the UK, Ireland, Benelux States, Denmark, Norway, and prime companies in other European countries.

	Member Single Advert	Member Series of Three	Non- Member	Non- Member Series of Three
Full Page, All full colour, A4	395	355	550	495
Half Page, Full colour, A5	265	240	370	330
Quarter Page, Full colour, A6	145	130	220	200
Inside Front, or Inside Back Pages, A4	440	400	595	535
Back Page, A4	650	585	895	795
Rates are in GBP (£) and are subject to VAT of (20%)				

Artwork Format

Typesetters can accept most formats, but PDF is preferred to guarantee a consistent reproduction – fonts and text should be outlined. There may be some additional charges for artwork, if an advert needs to be redesigned.

Newsletters

The association sends out two newsletters; one including AEMT news and updates, and the other including news from the industry. The newsletter goes out to an increasing number of online subscribers and to all members of the association internationally – currently the list has roughly 2,000 contacts. Currently both newsletters are sent out 4 times a year totalling 8 newsletters.

Open rates are around 30-40% and click rates in the high teens.

Feature for Free!

It is free to add content to the newsletter! Members of the AEMT should make sure they add news@aemt.co.uk to their PR distribution list.

AEMT News and Updates Bulletin

Banner advert (1200 x 200 px):	Member Single Advert	Member Series of Four	Non-Member	Non-Member Series of Four
Top of newsletter	220	200	365	345
Middle of newsletter	165	145	275	255
End of newsletter	90	85	150	145
Featured news article (industry news bulletin only)	FREE	n/a	150	n/a

Rates are in GBP (£) and are subject to VAT of (20%)

Artwork Format

Please supply newsletter banners as a gif, jpeg, png or similar. We are not able to use PDFs. Size of banners should be kept to 1200x200 pixels. Please also supply the landing page URL to link the artwork to. For example, you may wish to link to your website, or a products page. Click data is available upon request.

Orders

Please email or fax your order to Jane Garnett on admin@aemt.co.uk or fax to 01904 674896
Address for advert copy if on USB: The AEMT, St Saviours House, St Saviours Place, York. YO1 7PJ.

AEMT Membership

Please contact Jane Garnett, above, for details of membership. This does make advertising with the AEMT considerably cheaper.