

Batteries International

Almost two decades of bringing the industry together

CONTENT

- Batteries International has been the definitive source of industry information for almost two decades.
- A vital source of information keeping you abreast of the latest developments.
- Regular news, views, technical updates and in-depth analysis written for key players — and, on occasion, by key players.
- All markets and categories in the battery industry are covered: OEMs, distributors, suppliers, manufacturers, producers, recyclers and end users.
- The finest editorial coverage for Europe, Asia and the USA includes full commentaries and reports on major industry conferences and conventions.
- Batteries International is mailed direct to the influential key decision-makers in the industry.

CIRCULATION

Batteries International is distributed via a controlled circulation and to subscribers. In addition, we distribute extra copies at key major battery conferences, conventions and seminars throughout the world, reaching an influential readership at board level: sales and marketing directors, R&D management, industry organizations and academic institutions.

SUBSCRIPTIONS

Batteries International is published quarterly. Subscriptions can be arranged by contacting us directly at subscriptions@batteriesinternational.com. Copies are mailed express delivery to your door and an internet copy is available to subscribers on press day. A year's subscription costs £105, €170 or \$200.

CONTACT

For commercial, marketing and advertising enquiries contact Don Cleary, the publisher of Batteries International, at publisher@batteriesinternational.com, or on +44 (0)1580 712 323.

For editorial enquiries in the first instance contact Mike Halls, editor at mhalls@batteriesinternational.com, or on +44 (0)1798 839 338.

For production enquiries please contact Antony Parselle, aparselledesign@me.com, or on +44 (0) 1727 899360



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ADVERTISING RATES

Prices In Gb Pounds (Sterling)

		2 issues -10%	4 issues -15%
Full Page	1870	1638	1589
Half Page	1210	1089	1020
Quarter	825	675	742
IFC	2250	2029	1888
IBC	2250	2029	1888
OBC	2369	2128	2013
Double Spread	3520	3168	2992
Center Spread	3850	3465	3272

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MEDIA PACK 2010 MECHANICAL DETAILS

SIZES

European A4 size perfect bound.

Full page trim size: 297mm x 210mm (full page bleed allow 3mm extra)

Full page text area: 272mm x 184mm

Half Page: 132mm x 184mm

Half page (vertical): 272mm x 90mm

Quarter page: 132mm x 90mm

Double page spread: 297mm x 420mm

(For a DPS please allow 6mm extra for bleed, or a 3mm overlap of the image should be included on each side for the gutter.)

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Materials preferably supplied as high resolution pdf or can be supplied in the following applications: InDesign, Quark XPress, Adobe Illustrator or Adobe Photoshop. Contact publisher for additional information.

EPS files with all images embedded and text saved as outlines. Sorry, the following formats cannot be accepted: Powerpoint, Word, Publisher or Corel Draw.

The publisher can accept CD and DVD disk.

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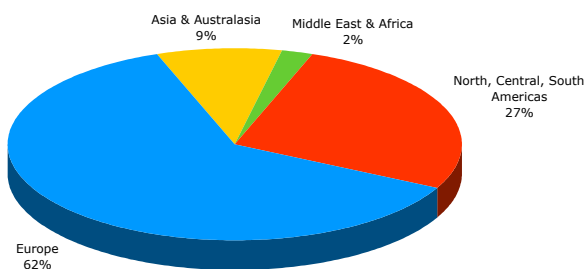
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