

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 US includes full commentaries and reports on major industry conferences and conventions.
- Batteries International is mailed to influential key decision-makers in the industry.

CIRCULATION

Batteries International is distributed via a controlled circulation of more than 6,500 readers and subscribers. Copies are distributed at all 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. For subscriptions contact us at subscriptions@batteriesinternational.com. Copies are mailed express delivery to your door and an internet copy is available. A year's subscription costs £105, €170 or \$200.

CONTACT

For commercial, marketing and advertising enquiries contact Karen Hampton, the advertising and marketing director at Batteries International, at karen@batteriesinternational.com, or on +44 (0) 779 285 2337. For editorial enquiries please contact Mike Halls, editor at mhalls@batteriesinternational.com, or on +44 (0)1798 839 338. For production enquiries contact Antony Parselle, aparselledesign@me.com or on +44 (0) 1727 899360



Batteries International

ADVERTISING RATES

Prices In euros

		2 issues	4 issues
		-5%	-15%
Full page	2500	2375	2125
Half page	1610	1530	1369
Quarter	1030	979	876
Inside front cover	2880	2736	2448
Inside back cover	2880	2736	2448
Outside back cover	3100	2945	2635
Double page spread	4420	4199	3757
3 page sequence	6725	6389	5716

ADVERTISING CONTACT DETAILS

For commercial, marketing and advertising enquiries contact Karen Hampton, the advertising and marketing director of Batteries International, at karen@batteriesinternational.com, or on +44 (0) 779 285 2337.



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.)

FILE FORMATS

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.

PDF files to be supplied as composite CMYK files. Page to include 3mm bleed. Crop mark outside bleed area with 10mm page offset. Registration marks centered. File must contain all images in high resolution 300dpi minimum. All images to be CMYK. No JPEG/RGB images to be embedded in files. No colour profiles to be embedded in files. Size 100%. Resolution 2400dpi@150pi. The printer will not apply trapping. Trapping is the responsibility of the creator. The creator should apply any trapping requirements if necessary, but must be aware of the various application software limitations.

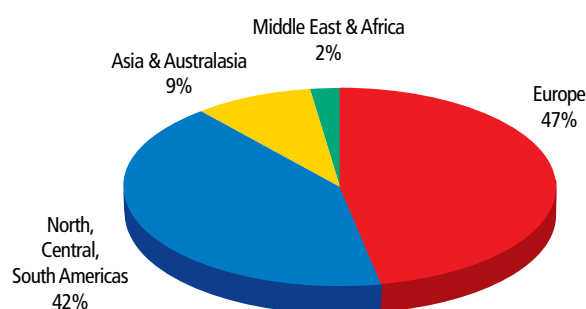
File contents remain the responsibility of the creator.

HARD COPY PROOFS

Actual size, hard copy proofs must be supplied of the PDF files. The proof supplied must be generated from the PDF. Only Iris, Fuji Pictoproof, Agfa Sherpa Grand and Digital Cromalin proofs are acceptable for colour matching. Sorry, the publisher accepts no responsibility for colour accuracy, if these specific proofs are not supplied.

READERSHIP PROFILE

Readership by region



Readership by industry segment

