



Process and Control Today Ltd

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**The leading and longest established online Process Engineering publication
serving the Process Manufacturing Industries**

MEDIA PACK 2024

Process and Control Today www.PandCT.com is the leading and longest established online Process Engineering publication serving the Process Manufacturing Industries. It's regarded as the most comprehensive information source for the Process, Control, Automation and Manufacturing industries... around the world.

**All reader/user audience figures are based on the 12 months from
May 2022 to April 2023 (source: Webtrends Analytics)**

TOTAL RECORDED SUCCESSFUL PAGE VIEWS Over 61,918,932

AVERAGE MONTHLY PAGE VIEWS Over 5,159,911

AVERAGE LENGTH OF TIME PER USER 00:12:14

UNIQUE USERS - WORLD WIDE** 736,386 (61,365 p/mth)

VISITED MORE THAN ONCE 732,914 (61,076 p/mth)

VISITED ONCE 3,472

** (Unique users in this instance are, e.g. if 100 engineers from the same company visit www.PandCT.com this will register as 1 unique user)

UNIQUE USERS FROM THE UK 359,794 (29,982 p/mth)

VISITED MORE THAN ONCE UK 357,272 (29,772 p/mth)

TOTAL RECORDED SUCCESSFUL PAGE VIEWS UK 34,107,618

MAJOR COMPANIES IDENTIFIED IN TOP 100 USERS

Syngenta/BASF/ICI/Kvaerner/Amec/Foster Wheeler/Texaco/Givaudan
Eilfa/Efl Atochem/Boeing/Novartis/Solvay Automotive/Eastman
Kodak/Pfizer/BayerPharma/DowChemical/Dupont/Rhodia/BP/Monsanto/
Kellogg/Caledonian Paper plc/Elida Gibbs/Akzo Nobel/Akcros
Chemicals/Shell/Geest/Nestle/CadburySchweppe/CocaCola/RHM/British
Airways/BNFL/Unilever/DeBeers/PowerGen/Anglian Water/Hughes
/IBM /Thameswater/British Sugar/Avecia/AstraZeneca/GSK/Vickers
Defence

Editorial Office

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Marketing www.PandCT.com

For your Company, its Products and Services

Examine the marketing difference of www.PandCT.com

We all realise the importance of good marketing and advertising support and how crucial it can be to a company's success. When looking at trade magazines or some forms of online media, what marketing support are they offering you, the customer, in realising your objectives?

www.PandCT.com with its marketing and advertising program has far exceeded the norm one comes to expect from the publishing industry in support of its customers.

This is what we do for our customers...

Advertising with major search engines, Google, MSN/Bing & Yahoo, covering areas like Hazardous Area Equipment, Pumps, Valves, Flowmeters, Automation, etc... Frequency 24/7

Activity on social media platforms - Twitter, LinkedIn, Facebook, Instagram & YouTube... Frequency 24/7

Direct eNewsletter to end- users/OEM's...Frequency every week.

Cross links with major organisations around the world...Frequency 24/7

Unlimited publishing of editorial content with images offering much greater information exposure to your existing and potential customers... Frequency daily

www.PandCT.com is supporting and backing your marketing objectives every step of the way, serving you and your customers.

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ENHANCED COMPANY PROFILE PAGE (PACKAGE)

Supply your potential customers with the information to be able to find you...

1. A full listing of all your products and services - all fully searchable site-wide.
2. Company profile - approximately 125 words.
3. Full contact details (plus Google Map) including live linked email and web addresses.
4. Company logo - large and easily recognisable (logo with company name is also added as an entry into our 'Featured Products and Services Suppliers' section on the homepage).
5. Your eCatalogue and all your social media channels live linked.
6. Fully encrypted password protected account login privileges which include the flexibility to alter any of the main details on your company profile page.
7. **Guaranteed publishing of all your submitted press release content (including images) - all relevant content is filtered into specific feature categories and is fully searchable by keyword.**
8. Inclusion of your press release content on our weekly eNewsletter - at editor's discretion.
9. Fully detailed real-time statistical tracking on all your links and content giving you tangible evidence of the ROI.
10. Your company profile page will also massively help with your SEO (Search Engine Optimisation) on all the major search engines.

The cost of this package is £1795.00 Net total for 12months

Additional marketing opportunities:

- **Large Tile or Skyscraper Banner ad (size: 440 x 70 or 70 x 440 pixels) in prime position on the homepage is £4000.00 Net total for 12 months.**
- **Tile Banner ad (size: 250 x 80 pixels) in prime position on the homepage carousel is £2000.00 Net total for 12 months.**
- **Large 'Popup' Banner ad (size: 458 x 354 pixels) in prime position on the homepage is £5000.00 Net total for 12 months or £900.00 Net per month with a minimum period of 3 months - this banner is activated automatically to appear when our readers/users logon to the website.**

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Additional marketing opportunities (continued):

- **Background Takeover Banner ad x2 (size: left & right sides 600 x 1600 pixels each) in prime position on the left/right sides of every single page of our publication across the entire website is £9000.00 Net total for 12 months or £1000.00 Net per month with a minimum period of 3 months.**
- **An entry into our Buyer's Guide section under a specific heading of your choice is £850.00 (large ad) or £650.00 (small ad) Net total for 12 months.**
- **An entry into our Website Locator section under a specific heading of your choice is £300.00 Net total for 12 months.**
- **Exclusive Banner ad (size: 970 x 90 pixels) in prime position at the top of a specific Feature Category (i.e. Measurement & Instrumentation) is £2500.00 Net total for 12 months.**
- **Sponsored article entry on our weekly eNewsletter is £200.00 Net per entry or £500.00 Net for a series of 3 entries in weeks of your choice (also includes entry into our 'Sponsored Products In Action' section on the homepage).**
- **Banner ad entry (size: 440 x 70 pixels) on our weekly eNewsletter is £550.00 Net per entry or £850.00 Net for a series of 2 entries in weeks of your choice.**
- **External Dedicated Email (EDM) blasts to our newsletter reader subscribers is £500.00 Net per email.**
- **Sponsored posts on our social media channels (Twitter, LinkedIn & Facebook) is £200.00 Net per post across the three channels or £500.00 Net for a series of 3 posts in weeks of your choice.**
- **Rental of a Unique Product Domain (micro website) like www.temperaturetransmitters.co.uk that act as your own private search engine directing traffic to your website is £1000.00 Net total for 12 months.**
- **Sponsored article inclusion - guaranteed publishing of your full press release article with images (also includes entry into our 'Sponsored Products In Action' section on the homepage) is £120.00 Net per article.**

For further information on these or any other opportunities with the leading and longest established online Process Engineering publication please contact:

Greg Horsley either by phone on 01892 619616 / 07753 692659 or by emailing greg@pandct.com

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Editorial features:

Our dedicated relevant feature sections below are running 24/7 on all of the hot topics for our industry. These features have the latest content added to them every single day so they're continually growing and therefore provide an excellent resource all in one place for our readers.

- Asset Management & Finance
- Cables, Connectors & Enclosures
- Calibration
- Chemicals & Pharmaceuticals
- Cloud
- Communications & Networks
- Compressors, Compressed Air & Generators
- Control & Automation
- Conveyors, Conveying Equipment & Feeders
- Data Acquisition
- Digital Twins & Data Analytics
- Drives, Controls, PLCs, DCS & Motors
- Dust & Fume Extraction
- Edge Computing & Devices
- Enclosures & Cases
- Energy, Heating, Cooling & Drying
- Engineering & Machine Building
- Environmental & Recycling
- Exhibitions, Shows & Events
- Filtration & Separation
- Food/Beverage Processing & Packaging
- Hazardous Area Equipment (Ex)
- Heat Transfer
- HMIs, SCADA & Industrial PCs
- Hydraulics & Pneumatics
- IIoT, Industry 4.0 & Smart Devices
- Indicators & Displays
- Level & Flow Control
- Measurement & Instrumentation
- MES
- Meters & Counters
- News & Appointments
- Noise Monitoring & Protection
- Oil & Gas
- Plant, Machine & Process Safety
- Predictive Maintenance & Condition Monitoring
- Process Equipment & Storage
- Pumps, Valves, Mixers, Seals & Actuators
- Robots, Cobots & Motion Control
- Sensors & Transducers
- Software & Cyber Security
- Solids & Materials Handling
- Temperature, Humidity & Moisture Control
- Thermal Imaging & Vision Systems
- Training & Skills
- Water & Waste Treatment
- Weighing, Checkweighing & X-ray Systems

If you would like your press release content to be included in any of these editorial features then please contact editorial@pandct.com

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