



Industrial Automation News

Covering Factory Automation and Process Control Systems

Media Kit
2008

A Publication by



Introduction

Introduction



Once again, the official publisher of renowned Industrial Automation News (IA News), is proud to present to you the latest developments.

Entering into the 10th year of excellence since the inauguration of the IA News in 1998, IA-Community is now giving you the periodicals on a “monthly basis”.

IA News has always been adapting to the vast changes of the market especially when China & India takes on an express lane as one of the world’s fastest growing economy. The pioneers of the industrial automation leaders in Europe, USA, and Japan today faces great challenges when Taiwan, Korea, Spain, Italy, and many other countries are producing automation solutions, components & parts, that are fairly competitive in both quality and pricing.

Keeping the industries abreast of the rapid changes in the manufacturing and process technologies, IA News is taking the lead to provide latest information on Industrial News, Technological and Product Updates, Case Studies, Success Stories, IA related Exhibitions, Conferences, and Events, etc., with special highlights on Cover Story, Personality of the Month, and many more.

IA News is distributed Free-of-Charge to its wide storage of database in the region that includes Systems Integrators, Machine Builders, Applications’ Solution Providers, End-Users (manufacturers in general, subcontract manufacturers and assemblers, Oil & Gas industries, Power Plants, etc), Agents & Distributors of IA related products, etc. It will also be aggressively promoted to major industrial exhibitions and conferences internationally.

For more information, kindly contact us at ianews@ia-community.com

Industrial Automation News

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Content Features

Content Features

**Message:**

Editor's Message for every issue

Cover Story:

Feature Story for every issue

Industrial News:

Write-ups on the latest developments in the industries, including mergers and acquisition, launch of new IA products, etc.

Personality of the Month:

We surprise you with the who's who within the industrial automation community; we interview them, go deeper into their early age, and their success in life and business.

Success Stories:

This section provides you with various feedbacks \$from End-Users for use of products, technologies, applications and solutions, etc.

Product Updates:

Brief write-ups on features & applications on various automation products and software

Exhibition:

This section gives you previews of Industrial Events, Trade Exhibitions and Conferences, with Post-Show reports of past events.

Industrial Automation News

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Circulation Circulation



Number of Copies: More than 25,000 copies per issue

Frequency: **Monthly Magazine**

Targeted Industries:

Aerospace Industry
Agriculture Processes' Industry
Automotive Industry
Building Automation Consultants / Contractors
Chemical Processing Industry
Contract & Sub-contract Manufacturers / OEMs
Electrical & Power Generation Industry
Electronics' Manufacturers (Consumer)
Factory Automation Systems' Integrators, Machine Builders, etc
Food Manufacturing Industry
Logistics & Warehousing Industry
Marine & Shipbuilding Industry
Materials' Handling Industry
Metalworking & Precision Engineering Industry
Oil & Gas Industry / Petroleum Refinery Process Industry
Pharmaceutical & Medical Industry / Biotechnology & Life Sciences Industry
Plastics' Manufacturing Industry
Printing & Packaging Industry
Public Works / Public Automation Industry
Pulp & Paper Industry
R&D and Design Houses
Rubber Manufacturing Industry
Semiconductors' Industry
Test & Measurement Industry / Quality & Test Centers

Bonus Circulation:

Trade Exhibitions, Conferences and Private Launches
Worldwide Manufacturing Federations & Associations
Worldwide Industrial Automation Federations & Associations
Government Organizations
Embassies & Trade Commissions
Institutions, Polytechnics and Schools of Engineering

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Circulation Circulation



Targeted Readership:

Chairman, CEO, Board of Directors
Automation Department
Instrumentation Department
Electrical & Engineering Department
Logistics' Department
Maintenance Department
Process Engineering Department
Project Engineering Department
Institute Libraries
Systems' Integration Engineers
QA/QC Department
Manufacturing Department
Ops / Plant Management Department
Marketing Department

Countries (not inclusive of variable circulation numbers through exhibitions)

Malaysia	– 12,000 copies
Singapore	– 2900 copies
Vietnam	– 1,200 copies
Thailand	– 650 copies
Indonesia	– 1,300 copies
Philippines	– 450 copies
Korea	– 200 copies
India	– 400 copies
Middle East Countries	– 180 copies
USA	– 50 copies
Taiwan	– 220 copies
China	– 200 copies
Australia	– 130 copies
Japan	– 110 copies
Germany	– 60 copies
Other Europe Countries	– 330 copies
Trade Exhibitions	– 3,000 copies minimum to 4,500 copies maximum
Related Federations, Associations, and Government Organizations:	800 copies

Please take note: The “Number of Copies” stated above are based on an approximate percentage and may differ, as database and subscription are being updated on a daily basis.

Industrial Automation News

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Closing Date for submission of Advertisements and Editorials:



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Closing Date for submission of Advertisements and Editorials:

August 2008 Issue

Closing Date for Reservation of Advertisement Space: *29th February 2008*

Closing Date for submission of Advertisements and Editorials: *15th July 2008*

September 2008 Issue

Closing Date for Reservation of Advertisement Space: *28th March 2008*

Closing Date for submission of Advertisements and Editorials: *15th August 2008*

October 2008 Issue

Closing Date for Reservation of Advertisement Space: *30th April 2008*

Closing Date for submission of Advertisements and Editorials: *15th September 2008*

November 2008 Issue

Closing Date for Reservation of Advertisement Space: *30th May 2008*

Closing Date for submission of Advertisements and Editorials: *15th October 2008*

December 2008 Issue

Closing Date for Reservation of Advertisement Space: *30th June 2008*

Closing Date for submission of Advertisements and Editorials: *14th November 2008*

January 2009 Issue

Closing Date for Reservation of Advertisement Space: *31st July 2008*

Closing Date for submission of Advertisements and Editorials: *15th December 2008*

February 2009 Issue

Closing Date for Reservation of Advertisement Space: *29th August 2008*

Closing Date for submission of Advertisements and Editorials: *15th January 2009*

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Value-Added Services Value-Added Services



It is imperative that all industrialists get to know one and other within the industry in order to promote collaborations. **Industrial Automation News** has been organizing numerous networking events, dialogue sessions, trade missions, bowling tournament, and many others, to build a stronger and cohesive industrial community. IA-Community Media Group is the **ONLY** publisher in the region that organizes loads of value-added events, apart from its commitment of being a publishing organization.



Industrial Automation News

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Industrial Automation Meet & Mingle Session



Industrial Automation Meet & Mingle Session

**INDUSTRIAL
AUTOMATION**

Meet & Mingle Session

Industrial Automation Meet & Mingle Session, the renowned Industrial Automation Meet & Mingle Session is one of the frequent networking sessions wholly sponsored by our organization.



Industrial Automation News

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Industrial Automation Bowling Tournament



Industrial Automation Bowling Tournament

**INDUSTRIAL
AUTOMATION**

Bowling Tournament

Industrial Automation Bowling Tournament is organized yearly to help foster closer relationship among all advertisers of the directory, with Cash Prizes worth approximately RM10,000, wholly sponsored by IA-Community (Malaysia) Sdn Bhd.



Industrial Automation News

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Industrial Automation Trade Mission



Industrial Automation Trade Mission is organized once or twice a year to assist our advertisers to explore regional markets. The recent trade mission, IA Trade Mission to Vietnam (Hanoi & HCM City) was organized from 25th to 30th September 2007, where we initiated, arranged and coordinated for a Signing of MOU Agreement between VIETSTAA and FMM-ATIG, which was witnessed by Malaysian Deputy Minister of MOSTI and Vietnam's Vice Minister of Trade and Industry. Other previous successful trade missions include the Industrial Automation Trade Mission to Kuala Lumpur and Penang which was a great success and all participants have benefited from it.

KUALA LUMPUR & PENANG 23rd - 25th August, 2006



Industrial Automation Trade Mission



Industrial Automation Trade Mission

HANOI & HO CHI MINH CITY

25th - 30th September, 2007



Industrial Automation News

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Industrial Automation Factory Visits



Industrial Automation Factory Visits

Industrial Automation Factory Visits is organized approximately 3 to 4 times a year to support all our advertisers to link with their potential customers face-to-face, and to get more insights of the current market situations.



Industrial Automation News

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IA-Community Machine Builders Village



IA-Community Machine Builders Village



IA-Community Machine Builders Village is a pavilion organized at major industrial exhibitions, sponsoring participation to major machine builders in Malaysia to enhance closer relationship with our advertisers who visits the show.



Industrial Automation News

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IA-Community Machine Builders Procurement Forecast



IA-Community Machine Builders Procurement Forecast



IA-Community Machine Builders Procurement Forecast has recently been a great success, and will be organized very frequently to support all our advertisers to link up directly with machine builders and systems' integrators.



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