

Welcome to SAE-UK, an affiliate of SAE International, the world's largest and most successful mobility organisation with more than 92,000 members worldwide and exhibitions in six continents.

SAE-UK is a registered charity dedicated to encouraging engineers in all aspects of the automotive, defence, aerospace and mobility industries from education and training to design and production. It includes promoting standards and awareness of the specialist skills required in the design and development of a vehicles life cycle and embraces disciplines such as body structure, material composition, powertrains, hydraulics, pneumatics, air conditioning, climate control, interior and exterior specification and integrated electronic control systems.



Strategic Aims

- Raise standards of design, development and manufacture of vehicles and components.
- Contribute to efforts to safeguard the environment in the daily operation of vehicles for which its members are responsible.
- Promote the benefits to its membership and professional standing.
- Maintain an active and continuous development programme to assist and inspire all members to improve their personal performance in the execution of their careers.
- Influence legislation and designs.
- Enhance public understanding of the contribution of SAE-UK and its members to society.
- Improve professional education, training, competence and ethics.



Target Audience

Defence Integration's circulation includes 5000 Managing Directors, Design, Procurement and Manufacturing Directors in OEM's and Tier 1, 2 and 3 suppliers to the Armed Forces, Defence, Military and Aerospace industries and after markets.

Defence Integration is about making all aspects of mobility engineering network together to create an effective solution to the modern battlefield requirement. SAE-UK.org is dedicated to the reduction of loss of life through technological development and the reduction in cost that is possible through the involvement of the broader scientific community in military research.

This includes:

Design, Research and Development, Procurement, Manufacturing, Production and Quality Assurance, System Project and Resource Management, Maintenance, Logistics, Repair and Inspection, Education and Training.

2007 Editorial Calendar

Autumn 2007 Published October/November.

Copy date: September 30th 2007

Surveillance Systems. The Digital Battlefield, Virtual Detection Avoidance Systems. Composite Materials.

Mechanical Data.

Front cover	(bleed) 233 x 216mm (trim) 230 x 210mm includes 4 colour photograph on contents page and half page editorial rop
Back cover	(trim) 297 x 210mm (type area) 270 x 190mm
Inside covers	(trim) 297 x 210mm (type area) 270 x 190mm
Full page	(trim) 297 x 210mm (type area) 270 x 190mm
Half page vertical	270 x 84mm
Half page horizontal	130 x 190mm
Quarter pagevertical	130 x 84mm
Quarter pagehorizontal	68 x 190mm

Website Advertising

Banner Advertising

Banners are placed on various spots on the pages of the website. Yours may be the only banner placed or it might be rotated in the same spot along with other banners i.e. your banner will be shown to alternate visitors or every 3rd, 4th or 5th visitor depending upon the number of banners being rotated.

Banners will be different shapes and sizes depending upon the various spots available for advertising.

Text Advertising (Eg. Recruitment Advertisements)

Your text link along with a description will be placed in particular spots. Text links can be in the form of classified ads placed on a separate page reserved for the purpose, as a listing in a resources directory, or as a 'featured or sponsored link' on a relevant page. For e.g. a text link for a website selling cars may be placed as a 'sponsored link' on a page containing information about cars, or on the page relating cars etc.

Run of Site Advertising

Your banners or text ads will be placed on all pages of the website. Some websites will even rotate 2-3 different banners (for your advertisement) to break monotony. Advertising on a Particular Page or Section

Pop Ups and Pop Unders

Your website advertisement will pop-up in a new, usually smaller sized window (browser). If the advertisement pops above the page of the website, it is called a pop-up. If it pops behind the website, it is called a pop-under.

This form of advertising is flexible enough to accommodate graphical images, real media animations as well as a complete HTML page as an ad. Since the entire browser in which the ad will be displayed will be dedicated to your ad, you can choose to display only a large graphic or even an entire HTML page.

Advertising Offers

For exciting advertising offers contact us at advertisement@sae-uk.org or contact Imedia Publishing Consultants Ltd. Contact us 0121 444 0841 to get instant advertisement offer which suits your Advertisement budget. Corporate Members of SAE-UK.org will get special discounts.

Technical Specifications

Adverts should be supplied on CD or DVD.

All files should be in PDF/Quark Xpress/Corel Draw/Adobe Illustrator format. Image files should be supplied CMYK at the correct resolution (300dpi at 100% size in use). All fonts need to be included.

Files should be sent to **Imedia Publishing Consultants Ltd.**

Advertisements can be designed to suit your requirements if required.

(Please note that the publishers cannot guarantee insertion of material received after copy deadline dates and that booked advertising will still be invoiced).

Please note that articles and deadlines may be subject to change at the publisher's discretion.

Publishing

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Leading Our World in Motion 1905-2005