

# tec is the market leader

Established as the leading magazine on transport planning, traffic management, ITS and road safety, *tec* has become a must-read for decision makers in these areas over the last 40 years.

Containing an invaluable mix of technical and commercial information, *tec* is the only editorially independent publication in this field.



4,500 key industry professionals receive *tec*. With an average pass-on readership of 5 people\* per copy, each advert is seen by a readership of 22,500

\* Publisher's statement as of 1 June 2006

The international circulation ensures that your product is on show to potential new clients throughout the world

The key decision makers in the industry read *tec*

*tec* is constantly giving readers more and in the process offering more opportunities for advertisers. [www.tecmagazine.com](http://www.tecmagazine.com), [www.itsinpractice.com](http://www.itsinpractice.com), the *tec* Product Review and the Transport Telematics section are all examples of this

*tec's* famed editorial independence ensures that the magazine is thoroughly read and trusted

The magazine is published 11 times a year. The nature of the technical papers published means that readers continue to refer to *tec* long after other magazines have been discarded

*tec's* sister show is *Traffex* – the international meeting place for the traffic and transportation industry. The association between these products, means that *tec* has a very strong standing in the industry

*tec* is the place to advertise to the international traffic management and transportation planning industry

## Circulation

*tec* is read by 22,500 key industry personnel each issue. The global readership of the magazine includes such organisations as:

- National Government • Local Government • Government Agencies • NGOs • Contractors
- Universities • Research Centres • Consultancies • Manufacturers

*tec's* distribution is further enhanced by extra copies being printed for major industry events. Thousands of extra copies are printed for *tec's* sister show *Traffex* and other major industry events such as *Intertraffic* and the *ITS World Congress*.

*tec* also exhibits at many smaller shows throughout the year. These shows ensure a bigger print-run for *tec* and therefore more potential buyers see advertisements in *tec*.

## www.tecmagazine.com

This unique website was created in line with the needs of *tec's* global readership, allowing subscribers to read each issue online on the day of publication and providing an archive of previously published articles.

Since its launch the site has gone from strength to strength and user rates have climbed to an all-time high. This site offers a focused route to market for advertisers – allowing them to get their message across to decision makers, whilst they are at their most receptive.

Package deals are available for display advertising in both *tec* and on [www.tecmagazine.com](http://www.tecmagazine.com)

## Classified Advertising

### Recruitment advertising

The single column centimetre rate for recruitment advertising is £37.

Full page	£3,996
Half page	£1,998
Quarter page	£1,050

### Tenders

The single column centimetre rate for tenders is £25.

Full page	£2,700
Half page	£1,350
Quarter page	£700

### Buyers guide directory

Prices quoted are per year. There are 11 issues in a year. The single column centimetre rate for the buyers guide is £29.

### Column widths

Single	45mm
Double	93mm
Triple	141mm
Quadruple	190mm
Full colour extra	£500

Please note: All classified adverts will appear on [www.tecmagazine.com](http://www.tecmagazine.com) at no extra cost.

## Display Advertising

All rates quoted are for 1 insertion only. Series discounts are available on request.

Front cover	£2,700
Back cover	£2,000
Inside front cover	£2,000
Inside back cover	£1,900

Full page colour	£1,600
Full page mono	£1,100

Half page colour	£950
Half page mono	£700

Quarter page colour	£700
Quarter page mono	£500

Loose Inserts (up to 10grms) £1,400

Make the best use of your advertising budget. Call +44 (0) 207 973 4769



32 Vauxhall Bridge Road, London, SW1V 2SS Tel: +44 (0) 207 973 4769 Fax: +44 (0) 207 233 5053 e-mail: [k.brzeska@hgluk.com](mailto:k.brzeska@hgluk.com) Web: [www.tecmagazine.com](http://www.tecmagazine.com)

# Mechanical Details

Please ensure files are readable for Macintosh

## Accepted Formats

**Ftp site:** Please email for details

**Disc:** CD Rom\*, Zip Disk (All Mac Compatible)

**Email:** j.hodges@hisdorset.com

- All files to be supplied as composite CMYK
- All required fonts must be embedded or supplied with the file
- All images contained within the advert must be high resolution (300dpi recommended) CMYK format as either EPS or Tiff type files
- PDF files must be high resolution (300dpi recommended) and CMYK and PDF version 3, 4, or 5
- Files may be submitted as ADS/Fnt or EPS file format
- For artwork created in Adobe Illustrator or Freehand, please convert fonts to an outline EPS file format
- Colour proofs to be supplied with all display artwork

## Programmes Used

- Quark Xpress 6.5
- Photoshop CS2
- Illustrator CS2

\* Please send CD-ROMs to Production, *tec*, 8 The Old Yarn Mills, Sherborne, Dorset DT9 3RQ

For production enquiries please call Jenny Hodges  
+44 (0) 1935 816030



## What advertisers say about *tec*

*"We advertise in tec on a regular basis, as we know how influential it is amongst key players and decision makers in this market. tec is accepted as essential reading, always providing a reliable and informative source of news about the latest developments in traffic technology."*

Janet Winston - Marketing Manager of Peek Traffic

*"We do a significant proportion of our advertising with tec as it is the only magazine in the UK with a strong traffic control industry focus, allowing us to always reach key customers."*

Paul Moore - JCT Consultancy Ltd

[www.tecmagazine.com](http://www.tecmagazine.com)



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