Launched in 1975, iem is one of the largest controlled circulation business-to-business magazines in the UK, reaching over 250,000 named decision makers every 15 weeks.

Our highly targeted readership gives each advertiser the opportunity to reach thousands of potential new customers every week.

Your advertisement will not only appear in the magazine but also on www.iemuk.com, where our online version is available to thousands of visitors to iem's website each week.

By adding your company profile of advertising via our high profile banners, buttons, or section sponsorship, your business can reach out to a larger audience.

The No.1 source for Industrial, Commercial & Agricultural needs for over 35 years

Readership Profiles

- **Management Status**
  - Director: 43%
  - Importer: 9%
  - Exporter: 7%
  - Other Manager: 15%
  - Other employee: 16%
  - Buyer: 8%

- **Industry Type**
  - Manufacturing & Industrial Equipment: 27%
  - Building & Construction: 17%
  - Storage, Handling & Distribution: 17%
  - Farming & Agriculture: 15%
  - Misc: 6%

- **Company Size**
  - 1 - 4: 21%
  - 5 - 9: 38%
  - 10 - 19: 15%
  - 20 - 49: 7%
  - 50 - 99: 7%
  - 100 - 199: 6%
  - 200 - 499: 5%
  - 500 - 999: 5%

- **Future Reference**
  - 1 month or more: 21%
  - 2 weeks: 38%
  - A week: 14%
  - A few days: 5%
  - Never: 9%

- **Circulation by Region**
  - Scotland: 13%
  - N. Ireland: 5%
  - North East: 8%
  - North West: 13%
  - Yorkshire: 29%
  - East Midlands: 9%
  - West Midlands: 22%
  - Wales: 14%
  - East of England: 16%
  - London & S E: 23%
  - South West: 9%
  - South: 58%

A cross section of reader breakdown...

What clients have to say about iem...

- **Ferriers Masters**
  - We have advertised with iem every week for over 35 years. We are extremely satisfied with the level of response the magazine generates. Long may it last.

- **Fercell Engineering Limited**
  - Regular across-platform advertising print, digital and case studies with iem has proven to be the strongest new business growth generator of regular leads.

- **Paintmaster**
  - We have advertised with iem for a good number of years and can attribute a consistent number of enquiries to the magazine.

- **Excel Machine Tools**
  - Advertising with iem has proven to be very beneficial. With a high response rate on a variety of different placements within the publication, it affects how popular and successful this publication is.

iem reaches a massive circulation of ¼ million named decision makers within the industrial and commercial marketplace.

All these buyers are specifically targeted for their buying needs and with an average readership of 1.6 readers per issue, you can be confident that your company will be seen by a huge, 400,000 buyers throughout each unique 15 week circulation period.

iem digital is also available online every week at www.iemuk.com. This fully interactive version of the magazine gives your business even more exposure to potential customers.

To make sure you join them call us today on 01204 399000

1,000’s of companies have used iem to help grow their business.