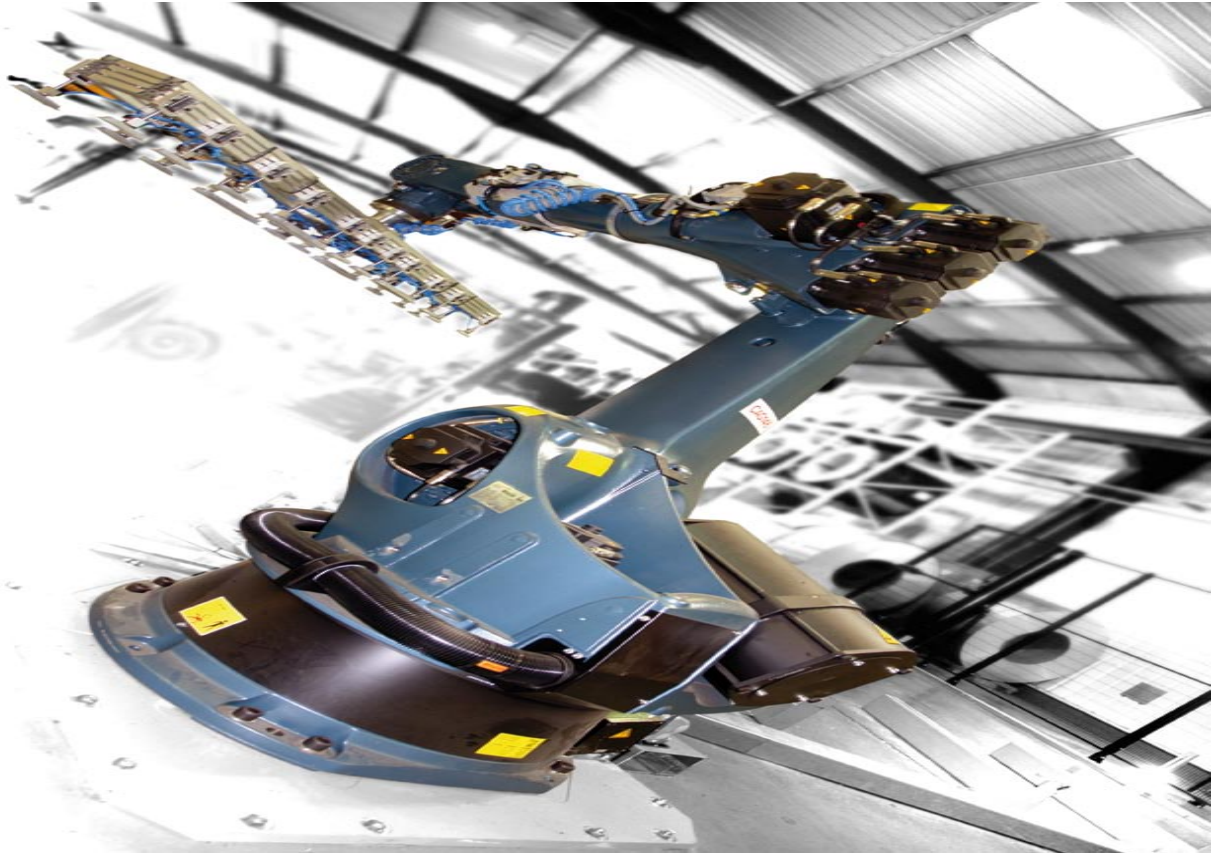


THE **Manufacturer**



Collaboration for Success

An in-depth analysis of collaboration between the UK Manufacturing Sector and
Colleges and Universities

***New initiatives in collaboration; new and established courses;
learning options and funding for innovation***

Prepared by Nick Hussey

Overview

The Manufacturer is the must-read monthly publication for board members of UK manufacturing. The magazine carries news, in-depth articles and surveys on topics that range from innovation and IT developments to world-class (or Lean) manufacturing and business strategy, as well as profiles and case studies of individual companies.

As publishers of this magazine we speak to senior manufacturers on a regular basis. Among the topics of concern and interest most frequently raised are innovation, skills and training.

Effective collaboration between universities and manufacturers, through multiple course bookings, curriculum development, programme alignment or research funding to aid innovation has an impact that is profound, wide ranging and has very significant benefits, in both the short and longer term. Universities gain from the commercialisation of innovation, from selling expertise and resources, and from the market understanding that businesses can bring. Manufacturers gain from the ideas, dedicated resources and new approaches developed by focused research and from the high quality education and training provided.

We know the manufacturing community is actively seeking information and guidance on its education, skills and training requirements. We also know that manufacturers are more aware than ever that competitive advantage comes from innovation, which companies cannot do alone – they need your help.

The Manufacturer is taking a lead in producing a supplement that will, for the first time, bring together information on university courses, resources and programs of interest to the manufacturing community. In order to produce this supplement we need your support and involvement. We will cover the whole spectrum, from first and postgraduate degrees, through Knowledge Transfer Partnerships (KTPs) and industry-focused short courses. It gives your university the opportunity to highlight programmes you offer that are aimed at industry, and to showcase the valuable resources and expertise you have available.

It is a significant undertaking and one we believe is very worthwhile. See below how you can get involved and make the most of what is an unique marketing opportunity.

Packages available

Option 1

An in-depth interview conducted by one of our industry renowned expert journalists. We will ensure that the specialist skills and critical elements of your college or university are highlighted and we will reveal your USP.

This package includes:

- 2 pages for the article as outlined above
- A full A4 page advertisement
- Full web listing for 3 months – includes a discounted renewal rate
- 50 copies of the magazine with the report for distribution to your own target manufacturers.

Normal price £8950, **now priced at £5500**

Option 2

This package includes:

- 1 page case study or article written by yourselves
- A full A4 page advertisement
- Full web listing for 3 months – includes a discounted renewal rate
- 50 copies of the magazine with the report for distribution to your own target manufacturers.

Normal Price £5995, **now priced at £3895**

Option 3

This package includes:

- A full A4 page advertisement
- Full web listing for 3 months – includes a discounted renewal rate
- 50 copies of the magazine with the report for distribution to your own target manufacturers.

Normal price £3895 **now priced at £2995**

For further information or to book your package please contact: