

# advances

THE JOURNAL FOR SCIENCE, ENGINEERING AND TECHNOLOGY IN **wales**

First launched in 1993, the *Advances Wales* journal celebrated its 50th issue in 2006. This highly respected quarterly publication showcases new developments in science, engineering and technology and promotes Wales as a place of high-quality research, development and innovation.

## 10 REASONS TO BE AN ADVANCES CONTRIBUTOR

Do you want to:

- 1 Feature in a publication that showcases only the very latest innovations in science and technology from Wales and is a proven excellent ambassador?
- 2 Receive *free* publicity and raise your international profile by publicising your technology in a full-page colour article and on the website?
- 3 Have information about your new technology distributed to an international audience so that it is seen by key global players in industry, academia, research and investment?
- 4 Receive optimum exposure for your technology in the UK and overseas as the publication is used as a marketing tool for trade shows and is used by International Business Wales to promote Wales?
- 5 Find collaborative partnerships for further research and development opportunities?
- 6 Identify partners for new technology opportunities and potentially leading to licensing deals, joint ventures and funding opportunities?
- 7 Identify new applications for your technology?
- 8 Gain exposure to other media that use *Advances Wales* to source leads and follow-up on articles?
- 9 Benefit from a sophisticated reader enquiry service?
- 10 Feature in a publication which a recent evaluation found to be a highly rated journal with a loyal readership?

If you have answered yes, then please read on ...

## CRITERIA FOR SELECTION

The criteria for the selection of contributors include a high level of innovation in the technology, product or process together with a clearly defined outcome such as a licensing deal, collaborative research or joint venture. If you think that you have a suitable technology please send a summary to Alyson J. Smith at the Welsh Assembly Government or to the Editor.

A steering group which meets four times a year will then review all prospective articles and try to achieve a balance between contributions from academia and industry, regionally and by sector. If your technology has been selected you will then be approached by the editor, who may require further information to complete the finished article, which you will be asked to agree and sign off. This whole process can take up to 3 months. Unfortunately, feedback on the steering group selections cannot be given. Contributors are also expected to respond to all enquiries quickly and report back with any successful outcomes.

**If you want to feature in a future issue of *Advances Wales* please contact our publisher directly:**

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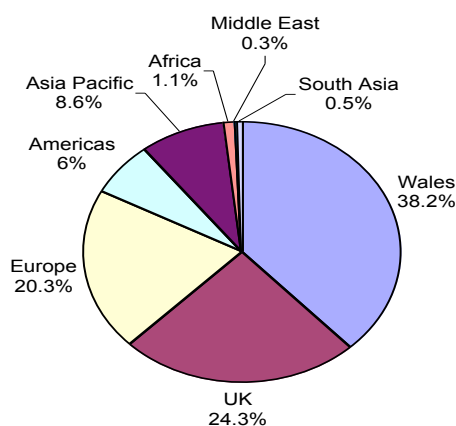
*Advances Wales* can be viewed at [http://www.walesrelay.co.uk/dsp\\_publications.cfm?Page=AboutUS](http://www.walesrelay.co.uk/dsp_publications.cfm?Page=AboutUS)

# CIRCULATION

## Readership by category

	Total (7533)	%
Industry	1632	22%
Academia/research centres	1845	24.8%
Technology transfer organisations	950	12.8%
Professional institutions	118	1.6%
Scientific journalists	338	4.5%
Embassies	163	2.2%
Chambers of commerce	66	0.9%
RDAs	1343	18.1%
Euro Info Centres	13	0.2%
Multinational companies	6	0.1%
Trade fairs/exhibitions	4	0.1%
Investors/venture capitalists	51	0.7%
Business advisors	169	2.3%
Non-specialist consultants (marketing/PR etc.)	232	3.1%
Government	501	6.7%
Specialised mailings		Additional 1000 readers

## Regional breakdown



Wales	38.2%
UK (including Northern Ireland and excluding Wales)	24.3%
Europe (including Eire)	20.3%
Americas	6%
Asia Pacific	8.6%
Africa	1.1%
Middle East (including Egypt)	0.3%
South Asia	0.5%

## POINTS TO NOTE

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