

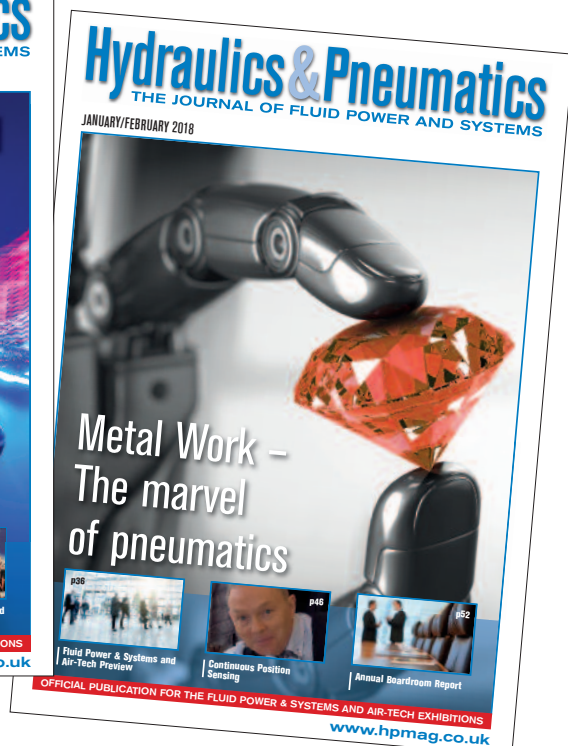
Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

www.hpmag.co.uk



MEDIA INFORMATION 2019



Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

Hydraulics & Pneumatics

Hydraulics & Pneumatics is the UK's only niche magazine for fluid power buyers and users within industrial and mobile sectors such as manufacturing, engineering, construction and transport.

The journal offers comprehensive updates on current developments concerning fluid power/motion control and related computerised technologies through the latest news, technical articles, topical opinion, in-depth interviews, new products and informative end user-focused application stories.

Current trends concerning hydraulic and pneumatic power, actuation, automation and associated electronics application are aired, along with compressed air generation and supply – plus relevant instrumentation, and systems control and monitoring. The publication also provides useful help and guidance on issues such as maintenance, repair & refurbishment, condition monitoring, energy efficiency, training and health & safety.

In addition, the journal publishes the annual Hydraulics & Pneumatics Buyers' Guide; an unrivalled sourcing and procurement aid for fluid power systems, components and services.

Hydraulics & Pneumatics magazine has strong links with leading trade associations the British Fluid Power Association (BFPA), the British Compressed Air Society (BCAS) and the British Valve & Actuator Association (BVAA). Moreover, Hydraulics & Pneumatics magazine owner DFA media is also the official publisher of the BFPA Yearbook and Members' Directory, and the Official BCAS Compressed Air & Vacuum Technology Guide, copies of which are distributed once a year together with Hydraulics & Pneumatics magazine.



Ed Holden Editor

Editorial Programme

| 2019 ISSUES | HYDRAULICS | PNEUMATICS | COMPRESSED AIR, VACUUM AND GENERATORS | INTEGRATED SYSTEMS | APPLICATIONS | KNOWLEDGE BASE | SPECIAL REPORTS |
|-------------------|---|--|--|--|----------------------------|-------------------------------------|--|
| | MOBILE & INDUSTRIAL | | | | | | |
| JANUARY/FEBRUARY | Hose & Fittings, Power packs, Motors, Pumps | Every issue: The latest pneumatic products: Accessories, Actuators, Air lines, Air motors, FRLs, Seals, Vacuum, Valves/valve islands, Pneumatic control. | Every issue: The latest compressed air & vacuum products Air treatment, Compressors, Hose & fittings. | Industry 4.0 within Construction/Agriculture applications | Aerospace/Defence | Offshore/Onshore | Boardroom Report BCAS Compressed Air & Vacuum Technology Guide |
| MARCH | Cylinders, Seals, Filters, Valves | | | Industry 4.0 & Smart Factory | Medical/Food | Construction/Off-Highway | Hannover Messe Preview 2020 BFPA Yearbook |
| APRIL/MAY | Fluid Analysis Kits, Hose Fittings/Reels, Swaging | | | Electro-Pneumatic Systems | Automation for Fluid Power | Apprenticeships | Hannover Messe Review |
| JUNE | Valves, Pumps & P/packs, Heat Exchangers | | | Electro-Hydraulic Systems | Training | Agriculture | Mobile Equipment |
| JULY/AUGUST | Hose & Fittings/Reels, Cylinders, Lubrication | | | Industry 4.0 within Offshore Oil & Gas/Marine applications | Automotive/Marine | Maintenance, Repair & Refurbishment | Apprenticeship Focus |
| | H&P ANNUAL BUYERS GUIDE EDITION | | | | | | |
| SEPTEMBER | Accumulators, Seals, Pumps & P/packs, Motors | Every issue: The latest pneumatic products: Accessories, Actuators, Air lines, Air motors, FRLs, Seals, Vacuum, Valves/valve islands, Pneumatic control. | Every issue: The latest compressed air & Vacuum products Air treatment, Compressors, Hose & fittings. | Industry 4.0 within Automotive/Aerospace applications | Agriculture | Automation for Fluid Power | Construction Focus |
| OCTOBER | Hose Fittings/Reels, Swaging, Valves | | | System Modelling & Simulation | Health & Safety | Energy Efficiency & Safety | Valve Actuator Focus |
| NOVEMBER/DECEMBER | Heat Exchangers, Filters, Fluid Analysis Kits | | | Electro-Hydraulic Systems | Apprenticeships | Agriculture | LAMMA Preview Southern Manufacturing Preview |

2019 Production / Publishing Dates

| ISSUE | EDITORIAL | ADVERTISING | PUBLISHING DATE |
|---------------------|-------------|-------------|-----------------|
| JANUARY / FEBRUARY | 8 JANUARY | 15 JANUARY | 29 JANUARY |
| MARCH | 26 FEBRUARY | 4 MARCH | 19 MARCH |
| APRIL/MAY | 9 APRIL | 16 APRIL | 30 APRIL |
| JUNE | 3 JUNE | 10 JUNE | 24 JUNE |
| JULY / AUGUST | 29 JULY | 5 AUGUST | 19 AUGUST |
| SEPTEMBER | 2 SEPTEMBER | 9 SEPTEMBER | 23 SEPTEMBER |
| OCTOBER | 7 OCTOBER | 15 OCTOBER | 29 OCTOBER |
| NOVEMBER / DECEMBER | 11 NOVEMBER | 18 NOVEMBER | 2 DECEMBER |

PRODUCTION DATA

Printed web offset.

Advertising copy may be supplied in most popular software packages. Copy may be supplied on a CD. Copy may also be supplied via email.

Cancellation: 4 weeks preceding the publication date.

Folding or extra cutting/trimming of inserts will be charged at cost.

Cover mounts, bound and loose insert details available on request.

Any queries, regarding supply of material, reproduction, etc., please contact Ewa Hodden/Emma Floyd. Tel: 01732 370340
Fax: 01732 360034 email: ewa.hodden@dfamedia.co.uk or emma.floyd@dfamedia.co.uk

Circulation Profile

Qualified Readers: 10,000

Main Activity

Description

| | |
|--|-----|
| Aerospace | 326 |
| Agriculture | 385 |
| Automotive/Auto Components | 744 |
| Banking, Insurance & Commerce | 87 |
| Bricks, Pottery, Glass and Cement | 91 |
| Chemicals & Process Control | 525 |
| Construction | 345 |
| Consulting, Professional & Scientific Services | 604 |
| Defence | 168 |
| Education | 95 |
| Electrical/Electronic Manufacturing | 767 |
| Food, Drink & Tobacco | 439 |
| Gas, Water, Electricity & Nuclear | 511 |
| Health Services/Medical | 165 |
| Instrument Engineering/Manufacture | 520 |
| Mechanical Engineering | 704 |
| Metal Production | 574 |
| Mining & Quarrying | 108 |
| Oil Production & Exploration | 464 |
| Pharmaceutical Industry | 202 |
| Printing, Paper & Packaging | 171 |
| Public Admin / Local Authority | 52 |
| Shipbuilding & Marine Engineering | 149 |
| Textiles, Clothing & Footwear | 359 |
| Transport & Communications | 118 |
| Warehouse & Distribution | 782 |
| Other | 545 |

GEO Code

Description

| | |
|------------------|------|
| EAST ANGLIA | 478 |
| EAST MIDLANDS | 1143 |
| LONDON | 128 |
| MIDLANDS | 1903 |
| NORTHERN IRELAND | 103 |
| NORTHERN | 1027 |
| NORTH WEST | 457 |
| SCOTLAND | 483 |
| SOUTH EAST | 1937 |
| SOUTH WEST | 960 |
| WALES | 408 |
| YORKSHIRE | 973 |

Total 10,000

Primary Job Function

Description

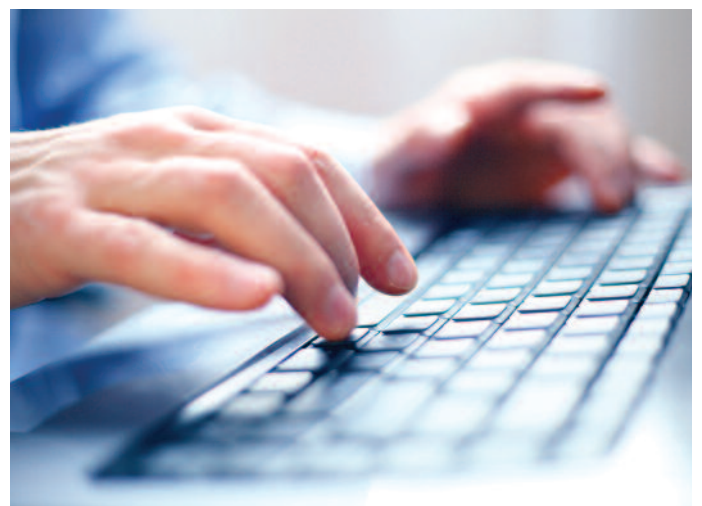
| | |
|--|------|
| Consultant | 616 |
| Design/Project Engineer | 3095 |
| Education/Training | 152 |
| Energy Management | 136 |
| General Engineer | 392 |
| Environmental Engineer | 45 |
| General/Corporate Management | 520 |
| Handling, Storage & Logistics | 25 |
| Health & Safety | 425 |
| Instrument, Control or Electrical Engineer | 559 |
| Maintenance Engineer | 144 |
| Process Engineer | 692 |
| Production/Mechanical Engineer | 455 |
| Purchasing | 327 |
| Recruitment/Personnel/HR | 35 |
| Research & Development | 1101 |
| Sales & Marketing | 1045 |
| Works/Plant Engineer | 152 |
| Other | 84 |

Total 10,000

Company Size

Description

| | |
|-----------|------|
| 1 - 49 | 5017 |
| 50-99 | 1481 |
| 100 - 199 | 1390 |
| 200 - 499 | 1066 |
| 500 - 999 | 411 |
| 1000+ | 635 |



Advertising Rates

Hydraulics & Pneumatics Display Advertising gives your company the opportunity to promote a prominent and distinct image to the market.

Ability to time your promotion throughout the year

Target 10,000 qualified professionals in UK fluid power industry

Be seen amongst main players in the market

Full colour production

Plan promotion to coincide with relevant topics – see Editorial Program 2019

Create or Sustain profile(s) Proven sales lead generator

INSERTION PRICES

| DISPLAY ADVERTS | 1 | 4 | 8 |
|---------------------|-------|-------|-------|
| Full Page | | | |
| 4 Colour | £2075 | £2015 | £1970 |
| Junior Page | | | |
| 4 Colour | £1800 | £1755 | £1710 |
| Half Page | | | |
| 4 Colour | £1450 | £1415 | £1385 |
| Quarter Page | | | |
| 4 Colour | £910 | £890 | £865 |

COVER PREMIUM
Inside Front +25%
Outside back +30%

Cover Promotions

Front Cover promotions with Hydraulics & Pneumatics are available to achieve instant impact and portray a powerful message.

Attach a: ■ Belly Band Wrap ■ Booklet ■ CD or Catalogue

We can offer a package to match the required impact. **Price: £2950.00**

Inserts

A great way to attract sales leads by inserting your company literature in to the main body of a Hydraulics & Pneumatics issue. Full 10,000 run or split regional runs options available.

Example: A4 sheet to full run £985.00

INSERT RATES

| A4 Inserts printed on max' 135gsm | A4 Inserts printed on max' 135gsm | | A4 Inserts printed on max' 250gsm | A4 Inserts printed on max' 250gsm | |
|-----------------------------------|-----------------------------------|-------|-----------------------------------|-----------------------------------|-------|
| | Loose | Bound | | Loose | Bound |
| 2 Pages - Single Sheet | £985 | £1185 | 2 Pages - Single Sheet | £1466 | £1653 |
| 4 Pages - Double Sheet | £1690 | £1890 | 4 Pages - Double Sheet | £2388 | £2847 |
| 6 Pages - Three Sheet | £2206 | £2393 | 6 Pages - Three Sheet | £3114 | £3301 |
| 8 Pages - Four Sheet | £2621 | £2807 | 8 Pages - Four Sheet | £3616 | £3803 |

A5 Inserts (ALL LOOSE)

| A5 Inserts printed on max' 170gsm | A5 Inserts printed on max' 170gsm | | A5 Inserts printed on max' 250gsm | | | |
|-----------------------------------|-----------------------------------|-------|-----------------------------------|--------|--------|-------|
| | Loose | Bound | 135gsm | 170gsm | 250gsm | |
| 2 Pages - Single Sheet | £1116 | £1303 | 2 Pages | £697 | £776 | £852 |
| 4 Pages - Double Sheet | £1895 | £2081 | 4 Pages | £983 | £1118 | £1468 |
| 6 Pages - Three Sheet | £2474 | £2660 | 6 Pages | £1333 | £1505 | £1895 |
| 8 Pages - Four Sheet | £2950 | £3136 | 8 Pages | £1687 | £1895 | £2388 |

Appointments

Are you seeking a Professional within the Fluid Power Industry?

Hydraulics & Pneumatics offers a great platform to source experienced professionals within the Fluid Power Industry.

H&P Appointments offers you:

Over 33,000 Fluid Power Professionals – Consultants, Higher Education, Design Engineers, Sales, R&D, Marketing Management

Most cost effective way to recruit

Every appointment advert booked direct and within H&P Magazine is placed on our website Free Of Charge for 28 days from publication

Established Appointment section for the UKs fluid power industry

KEY FORMATS AVAILABLE

| | |
|--------------|-------|
| FULL PAGE | £1475 |
| HALF PAGE | £815 |
| QUARTER PAGE | £495 |
| Eighth page | £304 |

Colour insertions + 20%

Don't forget to include:

- Company name (if required)
- Job Title
- Salary and Benefits
- Key Responsibilities
- Attributes
- Contact Details

Spotlights

Have your product, website, news or application story included in Hydraulics & Pneumatics Spotlight pages

- Monthly selection by the Editor
- Full colour image plus 100 words of text
- Telephone number and web address

£95.00 per insertion and £155 to appear inclusive on the website

Spotlights - please contact Nicola Crawley
01732 370340 – nicola.crawley@dfamedia.co.uk

Products & Services

Products & Services Directory offers you:

- Continued presence in the UKs only dedicated journal for the Fluid Power Industry
- Quick and effective reader reference
- Full colour listing
- Heading of your choice
- Multiple entry options available
- Cost effective sales lead generation
- Exclusive page on the website

100mm x 32mm £895 p.a.

100mm x 70mm £995 p.a.

246mm x 32mm £1095 p.a.

Web Locator



Promote your website all year round!

- Increase traffic/interest from your industry!
- Showcase your Homepage with a Screenshot!
- Full Colour Images
- Selection of Headings
- Low cost advertising for your webpage - "one off" payment covers the advertising for the year!
- Inclusive on website

Screenshot and Linage Entry £395

Linage Entry only £220

Mechanical Data

Full Page

Bleed 303 x 216
 Trim 297 x 210
 Type 254 x 178

Half Page Horizontal

Bleed 152 x 216
 Trim 146 x 210
 Type 124 x 178

Half Page Vertical

Bleed 303 x 102
 Trim 297 x 96
 Type 254 x 86

Third Page

Horizontal 80 x 178
 Vertical 254 x 72
 Vertical Bleed 303 x 78
 Vertical Trim 297 x 72

Quarter Page

Standard 124 x 86
 Horizontal 59 x 178
 Vertical 254 x 43
 Vertical Bleed 303 x 58
 Vertical Trim 297 x 52

Junior Page 190 x 130

Double Page Spread

Bleed 303 x 436
 Trim 297 x 420
 Type 254 x 394

Half Page Spread

Bleed 152 x 436
 Trim 146 x 420
 Type 124 x 394

(Dimensions - height x width mm)

MATERIAL REQUIREMENTS

Printed Web Offset.
 Advertising copy can be supplied as QuarkXpress or InDesign files (including all support files and fonts), high-resolution, press-optimized pdf, eps, tiff or jpg files. All graphics should be supplied at 300dpi at size to be used.
 All colours should be CMYK or grayscale for mono.
 Please also supply a colour proof to the Production Manager as we cannot be held responsible for any colour variations otherwise.

Copy Deadlines

ADVERTISING COPY DEADLINES

All advertising copy needs to be supplied in the correct format by the end of the third week of the month preceding the issue date. For example for the September issue all ad copy needs to be supplied in the correct format by 9th September.

EDITORIAL SUBMISSION INFORMATION

All editorial submissions must be emailed to the editor by the first Friday of the month preceding the issue date. For example the deadline date for the October issue is the 7th October.

Digital Media

Hydraulics & Pneumatics website:
www.hpmag.co.uk
 incorporating turnpage digital issue.

The H&P website will feature: –

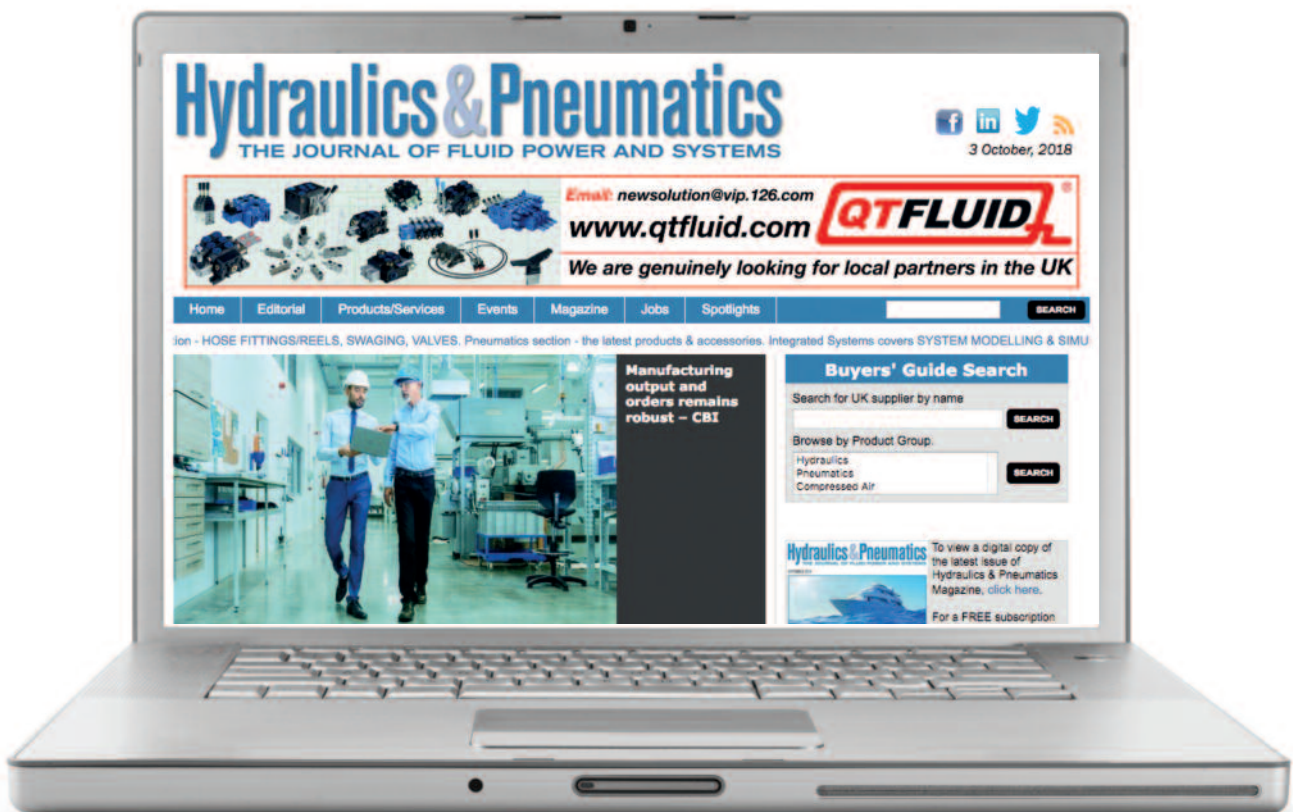
- Breaking news stories on business, legislation and relevant products unique to this website.
- New rich media content – relevant moving media for fluid power industry
- News on up and coming events
- Buyers Guide on line – the digital replication of H&P’s printed version – the most comprehensive and easy to use guide for the fluid power industry.
- The best features and application stories from recent issues of H&P

Online rates

Video Corner Your chance to profile your company video

Unique chance to promote your company video or case study from £400 per month

| Costs are per month | 3 months | 6 months | 9 months | 12 months |
|---|----------|----------|----------|-----------|
| Headline Banner 950pxl x 120pxl | £400 | £375 | £350 | £325 |
| Banner Top Centre 600pxl x 150pxl | £300 | £275 | £250 | £225 |
| Banner Bottom Centre 600pxl x 150pxl | £250 | £225 | £200 | £175 |
| Top Left Hand Column 300pxl x 200pxl | £275 | £250 | £225 | £200 |
| Left Hand Column 300pxl x 200pxl | £225 | £200 | £175 | £150 |
| Video Box | £400 | £375 | £350 | £325 |



DFA Direct



Proven sales lead generator

Drive traffic and interest to your website and product

Target your campaign from a pool of 80k+ named individuals across DFA Media's engineering titles

Select from:

- Job Function
- Areas of Interest
- Geography
- Company Size

Select from E-Cast, Postal or Telephone.

- Target your campaign to the second, direct to you clients
- Ability to interrogate results and measure campaign
- Plan for future programs with confidence

Direct Mail/List Rental

Available for: £195.00 per thousand

Media E-Cast rate

Price: £395.00 per thousand

Telephone Campaign

Generate current interest to your company product. Price: On application

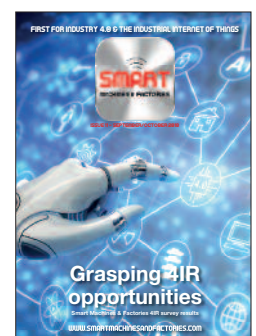
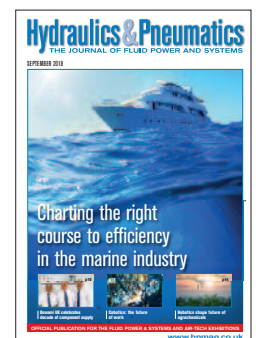
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our portfolio

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Working in co-operation with the British Fluid Power Association & British Compressed Air Society to provide up to date news & developments.

