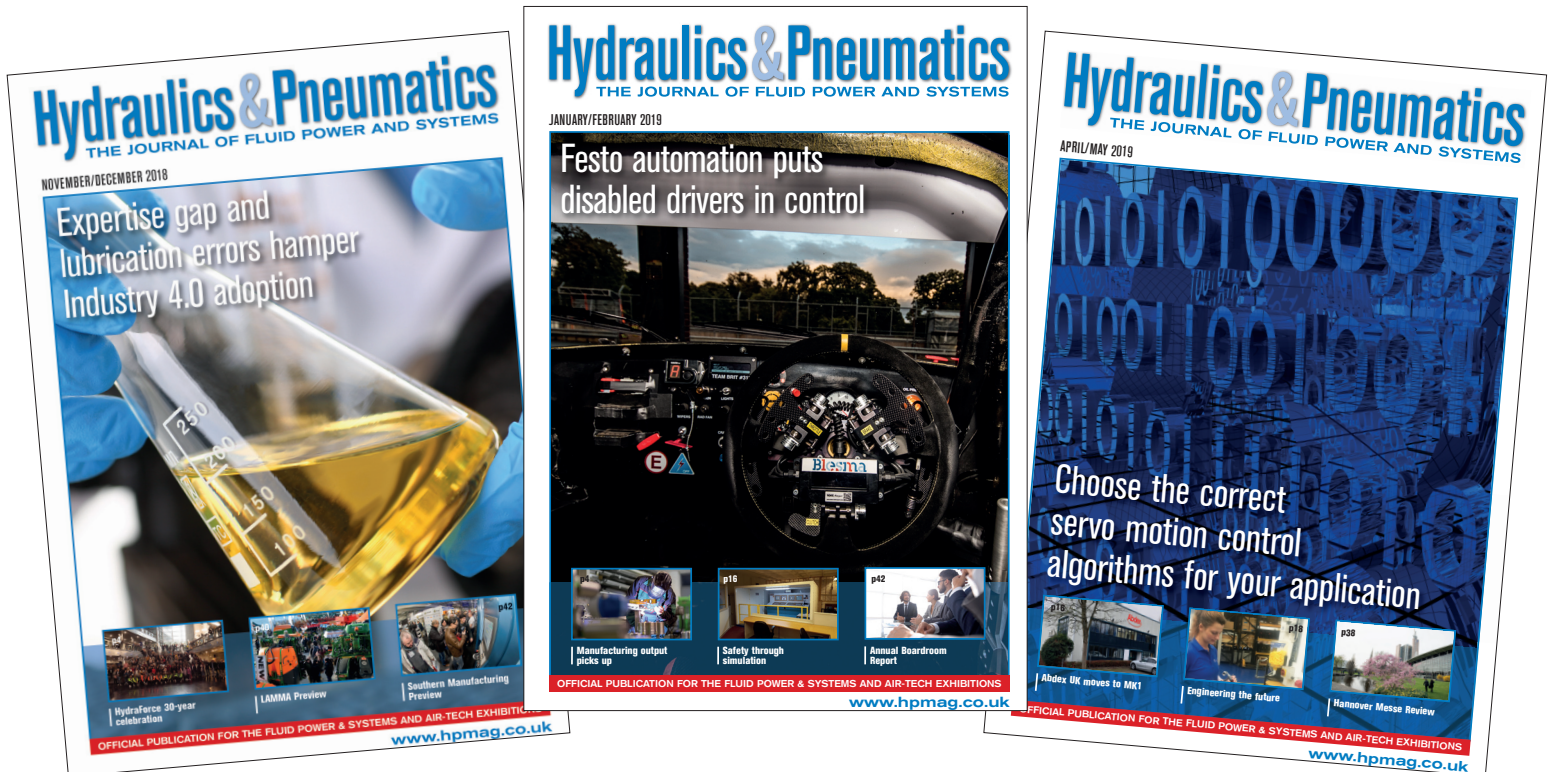


# Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

[www.hpmag.co.uk](http://www.hpmag.co.uk)



## MEDIA INFORMATION 2020



OFFICIAL PUBLICATION FOR THE FLUID POWER & SYSTEMS AND AIR-TECH EXHIBITIONS

# 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 fast-developing Digital Transformation landscape is also regularly monitored – including trends concerning the Industrial Internet of Things (IIoT) and Industry 4.0. Additionally, the publication provides useful help and guidance on issues such as maintenance, repair & refurbishment, condition monitoring, energy efficiency, training and health & safety.

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

The journal is fully ABC-certificated and 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**



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

ABC Certified



# HYDRAULICS & PNEUMATICS Editorial Programme 2020

2020 ISSUES	HYDRAULICS	PNEUMATICS	COMPRESSED AIR, VACUUM AND GENERATORS	INTEGRATED SYSTEMS	APPLICATIONS	KNOWLEDGE BASE	SPECIAL REPORTS
MOBILE & INDUSTRIAL							
JANUARY/ FEBRUARY	Hose/Fittings/ Reels, 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.	Construction/ Agriculture applications	Aerospace/ Defence	Offshore/ Onshore	<b>BFPA Yearbook</b> Fluid Power & Systems & Air-Tech Expo Preview
MARCH	Cylinders, Seals, Filters, Valves, Swaging & Crimping			Hydraulics In Robotics	Medical/Food	Construction/ Off-Highway	Fluid Power & Systems & Air-Tech Expo Show Guide
APRIL/MAY	Fluid Analysis Kits, Hose/Fittings/ Reels, Swaging			Electro- Pneumatic Systems	Automation for Fluid Power	Food & Beverage	Fluid Power & Systems & Air-Tech Expo Review
JUNE	Valves, Pumps, P/Packs, Heat Exchangers Swaging & Crimping			Electro- Hydraulic Systems	Education/ Training/ Apprenticeships	Agriculture	Mobile Equipment
JULY/AUGUST	Hose/Fittings/ Reels, Cylinders, Lubrication			Offshore Oil & Gas/Marine applications	Automotive/ Marine	Maintenance, Repair & Refurbishment	Food & Beverage Focus
	H&P ANNUAL BUYERS GUIDE EDITION						
SEPTEMBER	Accumulators, Seals, Pumps & P/Packs, Motors, Swaging & Crimping	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.	Automotive/ Aerospace applications	Agriculture	Automation for Fluid Power	Construction Focus PPMA Show Preview
OCTOBER	Hose/Fittings/ Reels, Swaging & Crimping, Valves			Hydraulics In Robotics	Health & Safety	Energy Efficiency & Safety	Valve/Actuator Focus
NOVEMBER/ DECEMBER	Heat Exchangers, Filters, Fluid Analysis Kits, Swaging & Crimping			Electro- Hydraulic Systems	Education/ Training/ Apprenticeships	Agriculture	LAMMA Expo Preview Southern Manufacturing Preview <b>BCAS Guide</b>

## 2020 Production / Publishing Dates

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	21 JANUARY	28 JANUARY	10 FEBRUARY
MARCH	5 MARCH	12 MARCH	27 MARCH
APRIL/MAY	16 APRIL	23 APRIL	6 MAY
JUNE	28 MAY	4 JUNE	18 JUNE
JULY / AUGUST	27 JULY	3 AUGUST	17 AUGUST
SEPTEMBER	28 AUGUST	7 SEPTEMBER	21 SEPTEMBER
OCTOBER	5 OCTOBER	12 OCTOBER	26 OCTOBER
NOVEMBER / DECEMBER	6 NOVEMBER	13 NOVEMBER	27 NOVEMBER

### 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

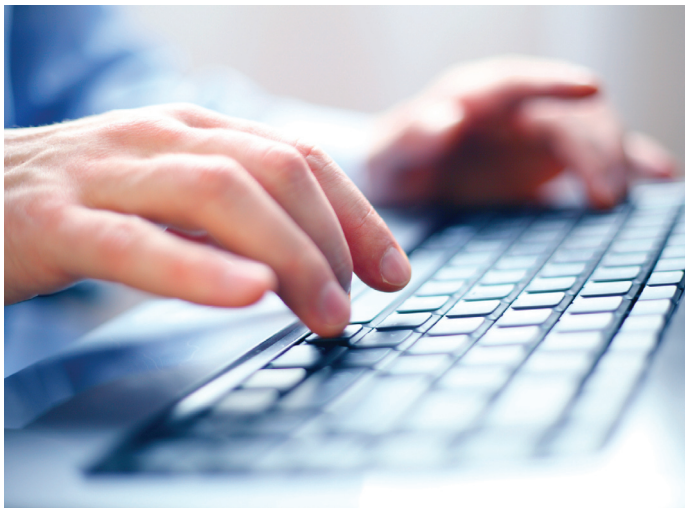
Consultant	616
Design/Project Engineer	3095
Education/Training	152
Energy Management	136
General Engineer	392
Environmental Engineer	45
General/Corporate Management	520
Handling, Storage & Logistics	25
Health & Safety	425
Instrument, Control or Electrical Engineer	559
Maintenance Engineer	144
Process 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 2020

Create or Sustain profile(s) Proven sales lead generator

## INSERTION PRICES

DISPLAY ADVERTS	1	4	8
Full Page 4 Colour	\$3320	\$3225	\$3150
Junior Page 4 Colour	\$2880	\$2810	\$2740
Half Page 4 Colour	\$2320	\$2265	\$2215
Quarter Page 4 Colour	\$1455	\$1425	\$1385
<b>COVER PREMIUM</b> 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: \$4720**

# 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 \$1575**

## INSERT RATES

A4 Inserts printed on max' 135gsm			A4 Inserts printed on max' 250gsm		
	Loose	Bound		Loose	Bound
2 Pages - Single Sheet	\$1575	\$1895	2 Pages - Single Sheet	\$2345	\$2645
4 Pages - Double Sheet	\$2705	\$3025	4 Pages - Double Sheet	\$3820	\$4555
6 Pages - Three Sheet	\$3530	\$3830	6 Pages - Three Sheet	\$4980	\$5280
8 Pages - Four Sheet	\$4195	\$4490	8 Pages - Four Sheet	\$5785	\$6085
A4 Inserts printed on max' 170gsm			A5 Inserts (ALL LOOSE)		
	Loose	Bound		135gsm	170gsm 250gsm
2 Pages - Single Sheet	\$1785	\$2085	2 Pages	\$1115	\$1240 \$1365
4 Pages - Double Sheet	\$3030	\$3320	4 Pages	\$1180	\$1790 \$2350
6 Pages - Three Sheet	\$3960	\$4255	6 Pages	\$2130	\$2405 \$3030
8 Pages - Four Sheet	\$4720	\$5020	8 Pages	\$2700	\$3030 \$3820

## 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	\$2360
HALF PAGE	\$1305
QUARTER PAGE	\$795
Eighth page	\$485
Colour insertions + 20%	

FULL PAGE	\$2360
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HALF PAGE	\$1305
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QUARTER PAGE	\$795
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Eighth page	\$485
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Colour insertions + 20%

Don't forget to include:

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

## Spotlights

### SHEET-METAL PUNCHER WITH HYDRAULIC HAND PUMP

**LORETA-CLIP** now offers a combination of a hydraulic hand pump and sheet metal punching tool. The company says users can flexibly produce break cuts in metal cabinets for KIOSKS, KDS-FB, KDS-N, and KDS cable entries within a few minutes. The hydraulic hand pump contains no hose and features a user-friendly, compact design. It weighs only 2.4 kg. The hydraulic punch can be rotated and swivelled at 90° along three axes, allowing for flexible use on hard-to-reach places. The punching tool includes round punch punches for all diameters from KDS to KDS-N for KDS-FB and KDS cable glands and square and rectangular hole punches for KDS to KDS-FB, and KDS cable entries. [cl@clirata.clip.com](mailto:cl@clirata.clip.com) [www.loreta-clip.com](http://www.loreta-clip.com)

### AUTO-CUSHIONING PNEUMATIC CYLINDERS

**CAEMOZI HYDRAULICS** says its Series 23 pneumatic cylinders extend the innovation of well-known CAEMOZI hydraulic cylinders with the same as your conventional cylinders, except instead of a needle valve, it is an adjustable shock absorber. The shock absorber allows the use of charged cylinders that have a number of holes accurately positioned with precision and direction for the cylinder's operation. The shock absorber can be directly adjusted to various combinations of speed and pressure, thus the self-adjusting control is 10- and longer-faster. Eliminating the need to replace valves, the Series 23 pneumatic cylinders are ultrafast, maintenance-free, offering a long, maintenance-free life span. The series 23 is suitable for a wide range of industrial applications, especially if working conditions vary. [info@caemozi.com](mailto:info@caemozi.com) [www.caemozi.com](http://www.caemozi.com)

### COMMERCIAL FLUID SPECIALIST

As a commercial fluid specialist, **APPLIED PUMPS** says it has a complete range of pumps and related fluid equipment:

- Screw Pumps & Gear Pumps for FUELS & OILS
- Centrifugal Pumps for WATER, EFFLUENTS, CHEMICALS, FUELS.
- Pumps for fluid transfer, air conditioning, cooling towers, spraying, dosing, ...
- Drum & Container Pumps for SOLVENTS, CHEMICALS & FUELS
- APPLIED's certified equipment
- All certified pumps also certification to Lloyds, ABS, DNV marine
- All pumps are designed & engineered to a full ISO 9001
- Agitators & Mixers / Flow Meters & Valves
- Electric motors & Inverters
- [info@appliedpumps.co.uk](mailto:info@appliedpumps.co.uk) [www.appliedpumps.co.uk](http://www.appliedpumps.co.uk)

### HYDRAULICS

**HYDRAULICS** has over 50 years experience in the hydraulic industry. **MBR HYDRAULICS** says it is granted to provide a rapid response for hydraulic components supply and repair.

Areas of expertise include:

- Hydraulic hose manufacture and components supply (24/7 cut out service)
- Hydraulic cylinder overhaul and service
- Oil Distributor for Hy-Po filtration including oil conditioning services
- In house oil analysis and reporting
- Accommodation supply
- Oil distributor for all products
- Oil distributor for Comstock products

[+4415813571001](tel:+4415813571001) [info@mbrydraulics.co.uk](mailto:info@mbrydraulics.co.uk) [www.mbrhydraulics.co.uk](http://www.mbrhydraulics.co.uk)



## SHEET-METAL PUNCHER WITH HYDRAULIC HAND PUMP

CORUS-CLIP offers with a combination of a hydraulic hand pump and sheet-metal punching tool. The company says users can thereby produce break-outs in control cabinets for KDS/KICK, KDS-IV, KDS and KES cable entries within a few minutes.

The hydraulic hand pump contains no hose and features a user-friendly, compact design. It weighs only 2 kg. The hydraulic cylinder can be reached and punched by 300° along three axes, allowing for flexible use even in hard-to-reach positions. The punching tool includes round hole punches for all diameters from M20 to M60 for KDS or separable cable blocks and square and rectangular hole punches for all KDS/KICK.

For more information, contact Corus-CLIP at:

tel +49 327. 9823. 0 or e christian.oesche@corus-clip.de or [www.corus-clip.de](http://www.corus-clip.de)

**AUTO-CUSHIONING PNEUMATIC CYLINDERS**

**CAZAMOTI AUTOMATION** says its Series 23 pneumatic cylinders embrace the invention of "auto-cushioning". The auto-cushioning system works the same as many conventional cylinders, except instead of a needle valve, the air is exhausted with the use of shaped liners that have a number of holes accurately positioned with precisely set dimensions as the piston slowly adapts to various conditions of speed and applied mass, the self-adjusting feature is a "find-and-forget" feature. Eliminating the need to replace settings, the Series 23 pneumatic cylinders are ultimately temperature and pressure insensitive, and require little or no long, maintenance-free service life. The Series 23 is suitable for use in many industrial applications, especially if working conditions are:

☐ 024 7837 4134 ☐ [ajk@caz.com](mailto:ajk@caz.com) ☐ [www.cazamoti.co.uk](http://www.cazamoti.co.uk)

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☐ 024 7837 4134 ☐ [ajk@caz.com](mailto:ajk@caz.com) ☐ [www.cazamoti.co.uk](http://www.cazamoti.co.uk)

## COMMERCIAL FLUID SPECIALIST

As a commercial fluid specialist, APPLIED PUMPS says it has a complete programme of pumps and related fluid equipment

- Screw Pumps & Gear Pumps for FUELS & OILS
- Centrifugal Pumps for WATER, EFFLUENT, CHEMICALS & WASTES
- Pumps for fluid transfer, air conditioning circulation, cooling, tankers, spraying, etc...

- Drum & Container Pumps for SOLVENTS, CHEMICALS, OILS & FUELS
- ATX to certified equipment

- API certified pumps also certification to Lloyds, ABS, DNV marine

- In-plant capacity expansion & built in place

- Agriculture & Motors • Filtration • Fuel Systems • Valves

- Electric motors & Inverters

- 01248 596102 e) info@appliedpumps.co.uk

- w) www.appliedpumps.co.uk

## HYDRAULICS

With over 30 years in the hydraulic industry MAP HYDRAULICS says it is geared to provide a rapid response for hydraulic components supply and repair.

### Areas of expertise are:

- Hydraulic powertrain manufacture and components supply (24/7 call out service)
- Hydraulic cylinder overhaul and service
- Oil Chiller for the Pro-Filtration including oil conditioning services
- In house oil analysis and reporting
- Accumulator supply and service
- UK distributor for Lachem products
- UK distributor for Carquest products

- 0151 357 1861 e) sales@maphydraulics.co.uk

- w) www.maphydraulics.co.uk

## ONE STOP SHOP FOR ALL HYDRAULIC REQUIREMENTS

With over 30 years in the hydraulic industry MAP HYDRAULICS says it is geared to provide a rapid response for hydraulic components supply and repair.

### Areas of expertise are:

- Hydraulic powertrain manufacture and components supply (24/7 call out service)
- Hydraulic cylinder overhaul and service
- Oil Chiller for the Pro-Filtration including oil conditioning services
- In house oil analysis and reporting
- Accumulator supply and service
- UK distributor for Lachem products
- UK distributor for Carquest products

- 0151 357 1861 e) sales@maphydraulics.co.uk


- w) www.maphydraulics.co.uk

## COMMERCIAL FLUID SPECIALIST

As a commercial fluid specialist, APPLIED PUMPS uses a complete range of pumps and related fluid equipment:

- Screw Pumps & Gear Pumps for FUELS & OILS
- Centrifugal Pumps for WATER, EFFLUENTS, CHEMICALS, FUELS
- Pumps for fluid transfer: air conditioning, cooling, tankers, spraying, dosing...
- Drum & Container Pumps for SOLVENTS, CHEMICALS, OILS & FUELS
- ATEX in certified equipment
- All certified pumps also certification to Lloyd's, ABS, DNV marine
- In-situ packages designed to fit and order
- Filtrators & Mixers • Filtration • Flow meters • Valves
- Electric motors & Inverters

01256 260747 [info@appliedpumps.co.uk](mailto:info@appliedpumps.co.uk)  
[www.appliedpumps.co.uk](http://www.appliedpumps.co.uk)





**M&H**  
**HYDRAULICS**

## ONE STOP SHOP FOR ALL HYDRAULIC REQUIREMENTS

With over 30 years experience in the hydraulic industry, M&H Hydraulics says it is geared to provide a rapid response for hydraulic components supply and repair.

**Areas of expertise are:**

- Hydraulic hose manufacture and components supply (24/7 call out service)
- Hydraulic cylinder overhaul and service
- UK Distributor for Ily-Por Filtration including oil conditioning services
- In house oil analysis and reporting
- Accumulator supply/repair
- UK distributor for Lazerco products
- UK distributor for Camozzi products

**T** 0151 357 1901

**E** [sales@mhydraulics.co.uk](mailto:sales@mhydraulics.co.uk)

**W** [www.mhydraulics.co.uk](http://www.mhydraulics.co.uk)









**M&H**  
**HYDRAULICS**

## ONE STOP SHOP FOR ALL HYDRAULIC REQUIREMENTS

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- In house oil analysis and reporting
- Accumulator supply/repair
- UK distributor for Lazerco products
- UK distributor for Camozzi products

**tj 0151 357 1901**

**email: [sales@mhydraulics.co.uk](mailto:sales@mhydraulics.co.uk)**

**www: [www.mhydraulics.co.uk](http://www.mhydraulics.co.uk)**







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

- Monthly selection by the Editor
- Full colour image plus 90 words of text
- Telephone number and web address

**\$150 per insertion and  
\$250 to appear inclusive on the website**

Spotlights - please contact Abbie Green  
01732 370340 – [abbie.green@dfamedia.co.uk](mailto:abbie.green@dfamedia.co.uk)

## Products & Services



Products & Services Directory offers you:

- Continued presence in the UK's 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
- Inclusive on website

**100 x 32mm – 4 colour entry – 12 month schedule \$910**



# 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 \$630**

**Linage Entry only \$350**

# 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 7th 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 5th October.

# Digital Media

Hydraulics & Pneumatics website:

[www.hpmag.co.uk](http://www.hpmag.co.uk)

incorporating turnpage digital issue.

The H&P website will feature: –

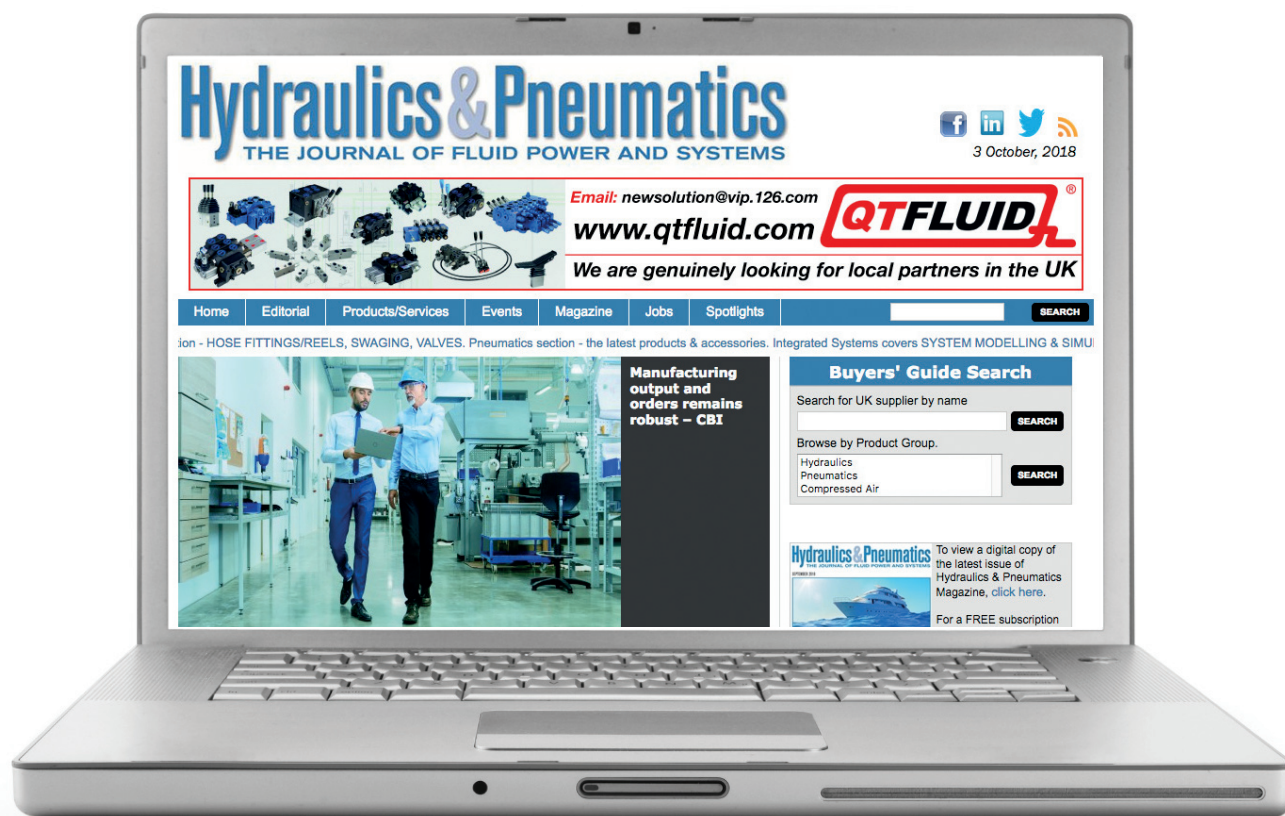
- Breaking news stories on business, legislation and relevant products unique to this website.
- New rich media content – relevant moving media for fluid power industry
- News on up and coming events
- Buyers Guide on line – the digital replication of H&P's printed version – the most comprehensive and 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 \$500 per month

Costs are per month	3 months	6 months	9 months	12 months
Headline Banner 950pxl x 120pxl	\$640	\$600	\$560	\$520
Banner Top Centre 600pxl x 150pxl	\$480	\$440	\$400	\$360
Banner Bottom Centre 600pxl x 150pxl	\$400	\$360	\$320	\$280
Top Left Hand Column 300pxl x 200pxl	\$360	\$320	\$280	\$240
Left Hand Column 300pxl x 200pxl	\$320	\$280	\$240	\$200
Video Box	\$640	\$600	\$560	\$520



# DFA Direct

**Hydraulics & Pneumatics**  
THE JOURNAL OF FLUID POWER AND SYSTEMS

**Drives & Controls**

**PWE** Plant & Works Engineering

**Aftermarket**

**POWER ELECTRONICS EUROPE**

**OEE** Offshore Engineering & Equipment

**SMART** MACHINES & FACTORIES

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 (minimum order £500)

Media E-Cast rate

1k - \$630 2-5k - \$520/k 6-10k - \$440/k 10k+ - \$360/k Lease : POA

Telephone Campaign

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

For more information please contact: Ian Atkinson: t: 01732 370340 f: 01732 360034 e: [ian.atkinson@dfamedia.co.uk](mailto:ian.atkinson@dfamedia.co.uk)



## our portfolio

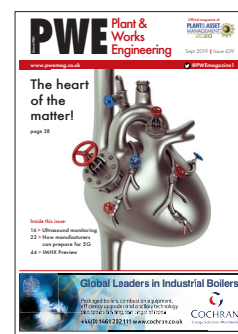
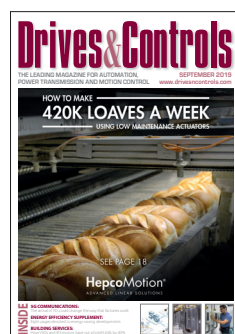
Head office

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