MESSAGE FROM THE EDITOR

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
# 2021 Editorial Programme

## 2021 Issues

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Hydraulics</th>
<th>Pneumatics</th>
<th>Compressed Air, Vacuum and Generators</th>
<th>Integrated Systems</th>
<th>Applications</th>
<th>Knowledge Base</th>
<th>Special Reports</th>
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</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>Cylinders, Seals, Filters, Valves, Swaging &amp; Crimping</td>
<td></td>
<td></td>
<td>Hydraulics In Robotics/ Automation</td>
<td>Medical/Food</td>
<td>Offshore/ Onshore</td>
<td>PPMA Show Preview, Southern Manufacturing Preview</td>
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<tr>
<td>APRIL/MAY</td>
<td>Fluid Analysis Kits, Hose/Fittings/ Reels, Swaging</td>
<td>Electro-Pneumatic Systems</td>
<td>Automation for Fluid Power</td>
<td>Food &amp; Beverage</td>
<td></td>
<td></td>
<td>Offshore/ Onshore Focus, LAMMA Preview</td>
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<tr>
<td>JUNE</td>
<td>Valves, Pumps, P/Packs, Heat Exchangers Swaging &amp; Crimping</td>
<td>Electro-Hydraulic Systems</td>
<td>Education/ Training/ Apprenticeships</td>
<td>Agriculture</td>
<td></td>
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<td>Mobile Equipment Focus</td>
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<tr>
<td>JULY/AUGUST</td>
<td>Hose/Fittings/ Reels, Power Packs, Motors, Pumps</td>
<td>Offshore Oil &amp; Gas/Marine Applications</td>
<td>Automotive/ Marine</td>
<td>Maintenance, Repair &amp; Refurbishment</td>
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<td>Food &amp; Beverage Focus</td>
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## H&P Annual Buyers Guide Edition

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Hydraulics</th>
<th>Pneumatics</th>
<th>Compressed Air, Vacuum and Generators</th>
<th>Integrated Systems</th>
<th>Applications</th>
<th>Knowledge Base</th>
<th>Special Reports</th>
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<tbody>
<tr>
<td>SEPTEMBER</td>
<td>Accumulators, Seals, Pumps &amp; P/Packs, Motors</td>
<td>Every issue: The latest pneumatic products: Accessories, Actuators, Air lines, Air motors, FRLs, Seals, Vacuum, Pneumatic control.</td>
<td>Every issue: The latest compressed air &amp; vacuum products: Air treatment, Compressors, Hose &amp; fittings.</td>
<td>Automotive/ Aerospace applications</td>
<td>Agriculture</td>
<td>Automation for Fluid Power</td>
<td>Agriculture Focus</td>
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<tr>
<td>OCTOBER</td>
<td>Heat Exchangers, Filters, Fluid Analysis Kits, Swaging &amp; Crimping</td>
<td></td>
<td></td>
<td>Hydraulics In Robotics/ Automation</td>
<td>Education/Training/ Apprenticeships</td>
<td>Energy Efficiency &amp; Safety</td>
<td>Fluid Power &amp; Renewables Focus</td>
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**Circulation Activity**

**Qualified Readers**: 9,581

<table>
<thead>
<tr>
<th>Main Activity</th>
<th>Description</th>
<th>359</th>
<th>118</th>
<th>782</th>
<th>226</th>
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<tbody>
<tr>
<td>Textiles, Clothing &amp; Footwear</td>
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<td></td>
<td></td>
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<tr>
<td>Transport &amp; Communications</td>
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<tr>
<td>Warehouse &amp; Distribution</td>
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<tr>
<td>Other</td>
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<td><strong>Total 9,581</strong></td>
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**GEO Code**

- **EAST ANGLIA**: 438
- **EAST MIDLANDS**: 1043
- **LONDON**: 128
- **MIDLANDS**: 1824
- **NORTHERN IRELAND**: 103
- **NORTHERN**: 1007
- **NORTH WEST**: 423
- **SCOTLAND**: 464
- **SOUTH EAST**: 1810
- **SOUTH WEST**: 960
- **WALES**: 408
- **YORKSHIRE**: 973

**Primary Job Function:**

- **Consultant**: 816
- **Design/Project Engineer**: 2995
- **Education/Training**: 52
- **General/Corporate Management**: 646
- **Handling, Storage & Logistics**: 128
- **Health & Safety**: 1047
- **Instrument, Control or Electrical Engineer**: 559
- **Maintenance Engineer**: 144
- **Mechanical Engineering**: 134
- **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**: 673
- **Production/ Mechanical Engineer**: 455
- **Purchasing**: 327
- **Recruitment/Personnel/HR**: 35
- **Research & Development**: 1101
- **Sales & Marketing**: 845
- **Works/Plant Engineer**: 152
- **Other**: 84

**Company Size**

- **1 - 99**: 4717
- **100 - 199**: 1481
- **200 - 499**: 1390
- **500 - 999**: 966
- **1000+**: 411

**Total 9,581**

**Company Size**

- **1 - 49**: 4717
- **50 - 99**: 4717
- **100 - 199**: 1481
- **200 - 499**: 1390
- **500 - 999**: 966
- **1000+**: 411

**Total 9,581**

**Textiles, Clothing & Footwear**

**Transport & Communications**

**Warehouse & Distribution**

**Other**

**Total 9,581**

**EAST ANGLIA**

**EAST MIDLANDS**

**LONDON**

**MIDLANDS**

**NORTHERN IRELAND**

**NORTHERN**

**NORTH WEST**

**SCOTLAND**

**SOUTH EAST**

**SOUTH WEST**

**WALES**

**YORKSHIRE**

**Consultant**

**Design/Project Engineer**

**Education/Training**

**General/Corporate Management**

**Handling, Storage & Logistics**

**Health & Safety**

**Instrument, Control or Electrical Engineer**

**Maintenance Engineer**

**Mechanical Engineering**

**Energy Management**

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**Instrument, Control or Electrical Engineer**

**Maintenance Engineer**

**Process Engineer**

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**Purchasing**

**Recruitment/Personnel/HR**

**Research & Development**

**Sales & Marketing**

**Works/Plant Engineer**

**Other**

**Total 9,581**

**100% Requested Circulation**

**ABC Certification**

Hydraulics & Pneumatics offers the advertiser the best value for money when targeting the decision makers within the UK industrial maintenance market with a strong circulation that is current and relevant: and reflective of the size of the market, our strengths lie in the fact that our circulation is 100% controlled and 100% individually requested offering current and relevant value. In today's market where magazine circulations can be misleading, we endorse our claim, with the highly respected and acclaimed ABC certification, offering you peace of mind that we deliver all of our magazines to the relevant people in this highly competitive industry. Be aware of requested magazines with high Non-Controlled figures.

Check for yourself at [www.hpmag.co.uk](http://www.hpmag.co.uk)

**2021 Production Dates / Publishing Dates**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL</th>
<th>ADVERTISING</th>
<th>PUBLISHING DATE</th>
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<tbody>
<tr>
<td>JANUARY / FEBRUARY</td>
<td>30 DECEMBER</td>
<td>5 JANUARY</td>
<td>29 JANUARY</td>
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<tr>
<td>MARCH</td>
<td>28 FEBRUARY</td>
<td>5 MARCH</td>
<td>19 MARCH</td>
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<tr>
<td>APRIL/MAY</td>
<td>9 APRIL</td>
<td>16 APRIL</td>
<td>30 APRIL</td>
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<tr>
<td>JUNE</td>
<td>2 JUNE</td>
<td>10 JUNE</td>
<td>24 JUNE</td>
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<tr>
<td>JULY / AUGUST</td>
<td>28 JULY</td>
<td>5 AUGUST</td>
<td>19 AUGUST</td>
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<tr>
<td>SEPTEMBER</td>
<td>2 SEPTEMBER</td>
<td>9 SEPTEMBER</td>
<td>23 SEPTEMBER</td>
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<tr>
<td>OCTOBER</td>
<td>7 OCTOBER</td>
<td>15 OCTOBER</td>
<td>29 OCTOBER</td>
</tr>
<tr>
<td>NOVEMBER / DECEMBER</td>
<td>10 NOVEMBER</td>
<td>17 NOVEMBER</td>
<td>2 DECEMBER</td>
</tr>
</tbody>
</table>
Target your campaign – choose from DFA’s full range of titles and 80k+ contacts from Hydraulics & Pneumatics, Plant & Works Engineering, Smart Machines & Factories, Power Electronics Europe and DFA exhibition’s visitor data.

Select by:
- Business
- Activity
- Job Function
- Areas of Interest
- Number of Employees

Select from e-Cast or Post.
- Target your campaign to the second, direct to your clients
- Ability to interrogate results and measure campaign effectiveness
- Plan for future programmes with confidence

DFA DIRECT MAIL & E-CAST SERVICES

DFA have a portfolio of shows, conferences and online panel discussions. Contact the sales team for information.

E-NEWSLETTER ADVERTISING

E-NEWSLETTER ADVERTISING

Hydraulics & Pneumatics’s e-newsletter is sent out on a monthly basis to over 10,000 subscribers. To promote new products, technical articles or company articles we offer both press release packages and banner advertisements every month.

Cover Packages
Attach a Belly Band Wrap, Booklet, CD or Catalogue. We can offer a package to match the required impact

- Inside front cover: £+25%
- Outside back cover: £+30%

INSERTS
A great way to attract sales leads by inserting your company literature into the main body of Hydraulics & Pneumatics magazine.

Full 10,000 or split regional runs available. Contact the sales team for more information.

Display Advertising Rates

<table>
<thead>
<tr>
<th>Number of insertions:</th>
<th>1</th>
<th>4</th>
<th>8</th>
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<tbody>
<tr>
<td>Full page</td>
<td>£2075</td>
<td>£2015</td>
<td>£1970</td>
</tr>
<tr>
<td>Junior page</td>
<td>£1800</td>
<td>£1755</td>
<td>£1710</td>
</tr>
<tr>
<td>Half page</td>
<td>£1450</td>
<td>£1415</td>
<td>£1385</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£910</td>
<td>£890</td>
<td>£865</td>
</tr>
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</table>

PRODUCTS & SERVICES DIRECTORY

Standard size 100 x 32mm: £895 p.a. Double size 100 x 70mm: £995 p.a
Column size 246 x 32mm: £1095 p.a
Web Locator URL: £220-£395 p.a

Editorial Feature Spotlights
100 words, image and contact details in one issue: £175 per issue

Events
DFA have a portfolio of shows, conferences and online panel discussions. Contact the sales team for information.

Online Advertising & Specifications

Hydraulics & Pneumatics frequently updated global website (www.hpmag.co.uk) has established itself as a leading online resource for the Hydraulics and Pneumatics services market. Each month the site typically attracts well over 10,000 page views and more than 3,250+ unique users per month and the numbers are continuing to grow. Banner advertising on the website is available on a cost per months basis. Contact the sales team for all pricing options.

Headline Banner
£400
950 x 120
20kB
72dpi
gif/jpg/html

Banner Top Centre
£300
600 x 150
20kB
72dpi
gif/jpg/html

Banner Bottom Centre
£250
600 x 150
20kB
72dpi
gif/jpg/html

Top Left Hand Column
£275
300 x 200
15kB
72dpi
gif/jpg/html

Left Hand Column
£275
300 x 200
20kB
72dpi
gif/jpg/html

Video Box
£400

E-Newsletter Ad Options

Headline Banner
£700
672 x 85
20kB
72dpi
gif/jpg/html

Full Skyscraper Banner
£600
120 x 600
20kB
72dpi
gif/jpg/html

Short Skyscraper Banner
£475
150 x 280
20kB
72dpi
gif/jpg/html

Sponsored Panel Press Release
£400
100 words, image and link
20kB
72dpi
gif/jpg/html
Please contact our Production Manager, Chris Davis, for mechanical data and reproduction, etc.

**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.

**LOOSE AND BOUND INSERTS**
Please contact our Production Manager, Chris Davis, for mechanical data and insert delivery procedure.

**DFA Media Ltd**
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skype: intersmartmedia – melsmer@intersmartmedia.co.uk

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t: +44 (0) 1732 370340 f: +44 (0) 1732 360034 info@dfamedia.co.uk

www.hpmag.co.uk

**Dimensions:**
**Front Cover Strip**
Type ........................................ 200 x 51

**Full A4 Page**
Type ........................................ 254 x 178
Trim ........................................ 297 x 210
Bleed ........................................ 303 x 216

**Half Page Horizontal**
Type ........................................ 124 x 178
Trim ........................................ 146 x 210
Bleed ........................................ 152 x 216

**Half Page Vertical**
Type ........................................ 254 x 86
Trim ........................................ 297 x 96
Bleed ........................................ 303 x 102

**Third Page**
Horizontal Type ................. 80 x 178
Horizontal Trim ................. 104 x 178
Horizontal Bleed ................. 110 x 178
Vertical Type ......................... 254 x 72
Vertical Trim ......................... 297 x 72
Vertical Bleed ......................... 303 x 78

**Quarter Page**
Standard .................................. 124 x 86
Horizontal Type ................. 59 x 178
Horizontal Trim ................. 77 x 210
Horizontal Bleed ................. 83 x 216
Vertical Type ......................... 254 x 43
Vertical Trim ......................... 297 x 52
Vertical Bleed ......................... 303 x 58

**Junior Page** ................. 190 x 130

**Double Page Spread**
Type ........................................ 254 x 394
Trim ........................................ 297 x 420
Bleed ........................................ 303 x 436

**Half Page Spread**
Type ........................................ 124 x 394
Trim ........................................ 146 x 420
Bleed ........................................ 152 x 436

**Third Page Spread**
Type ........................................ 80 x 394
Trim ........................................ 104 x 420
Bleed ........................................ 110 x 436

**Quarter Page Spread**
Type ........................................ 59 x 394
Trim ........................................ 77 x 420
Bleed ........................................ 83 x 436

**Products & Services advert**
Standard entry ....................... 100 x 32
Double entry ......................... 100 x 70