

# Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

## Media Information 2021

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

abc  
audited  
circulation



# 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**



## Talking Industry



## TALKING INDUSTRY

**Comment from chair (Andy Pye)**

**Talking Industry** is a series of unscripted online panel discussions organised by DFA Media, publisher of leading industry magazines that include Hydraulics & Pneumatics, Drives & Controls, Smart Machines & Factories and Plant & Works Engineering. Within these discussions, experts from manufacturing, engineering and maintenance consider many issues of current interest and importance within the fast-changing world of digitally transformative technology, including those related to automation and system integration. Each sponsored panel session discusses one core subject in depth, spanning three key topics. Each discussion also includes an interactive Question & Answer session. Limited to a maximum of five sponsored panel places per session, this is an ideal platform for companies to showcase themselves to the right target audience. Extensive promotional coverage before, during and after the airing includes editorial content in all relevant magazines. Panelists receive contact details of attendees, making **Talking Industry** a valuable lead-generation opportunity.

## FLUID POWER & SYSTEMS & AIR-TECH 2022

**FLUID POWER & SYSTEMS  
2022**  
The Exhibition  
for Hydraulics &  
Pneumatics Industries

**AIR-TECH  
EXHIBITION  
2022**  
COMPRESSED AIR • VACUUM • GENERATORS

IN ASSOCIATION  
WITH:  
  

**Part of the UK's BIGGEST manufacturing/engineering event of 2022**

**5-7 APRIL 2022 | HALLS 9 & 10 | NEC BIRMINGHAM UK**

Fluid Power & Systems – the only UK exhibition 100% focussed on a comprehensive range of hydraulic & pneumatic equipment for industrial and mobile markets plus products facilitating better electro-mechanical system design & application for improved process automation, control and monitoring. Fully supported by the British Fluid Power Association (BFPA), BVAA. Air-Tech – the UK's only dedicated expo for compressed air, generators and vacuum markets. Supported by the British Compressed Air Society (BCAS) it highlights current key air compressor & related technologies from companies around the globe.

To receive a copy of the exhibitor's brochure for the 2022 show, please contact:

**Ryan Fuller on +44(0)1732 370340 or email [ryan.fuller@dfamedia.co.uk](mailto:ryan.fuller@dfamedia.co.uk) or  
Andrew Jell on +44(0)1732 370347 or email [andrew.jell@dfamedia.co.uk](mailto:andrew.jell@dfamedia.co.uk)**

**DRIVES & CONTROLS  
2022**  
THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

**PLANT & ASSET  
MANAGEMENT  
2022**

**SMART  
INDUSTRY EXPO 2022**

**5**   
**SHOWS**  
**UNDER 1 ROOF**

**OVER  
13,500  
VISITORS**



**OVER  
400**   
**EXHIBITORS**

# 2021 EDITORIAL PROGRAMME

2021 ISSUES	HYDRAULICS	PNEUMATICS	COMPRESSED AIR, VACUUM AND GENERATORS	INTEGRATED SYSTEMS	APPLICATIONS	KNOWLEDGE BASE	SPECIAL REPORTS
JANUARY/ FEBRUARY	Hose/Fittings/ Reels, Cylinders, Lubrication	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	Construction/ Off- Highway	Annual Boardroom Report  BFPA Yearbook
MARCH	Cylinders, Seals, Filters, Valves, Swaging & Crimping			Hydraulics In Robotics/ Automation	Medical/Food	Offshore/ Onshore	PPMA Show Preview Southern Manufacturing Preview
APRIL/MAY	Fluid Analysis Kits, Hose/Fittings/ Reels, Swaging			Electro-Pneumatic Systems	Automation for Fluid Power	Food & Beverage	Offshore/ Onshore Focus LAMMA Preview
JUNE	Valves, Pumps, P/Packs, Heat Exchangers Swaging & Crimping			Electro-Hydraulic Systems	Education/ Training/ Apprenticeships	Agriculture	Mobile Equipment Focus
JULY/AUGUST	Hose/Fittings/ Reels, Power Packs, Motors, Pumps			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	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	Agriculture Focus
OCTOBER	Heat Exchangers, Filters, Fluid Analysis Kits, Swaging & Crimping			Hydraulics In Robotics/ Automation	Education/Training/ Apprenticeships	Energy Efficiency & Safety	Fluid Power & Renewables Focus
NOVEMBER/ DECEMBER	Hose/Fittings/ Reels, Swaging & Crimping, Valves			Electro-Hydraulic Systems	Health & Safety	Agriculture	Valve/Actuator Focus  BCAS Guide

# CIRCULATION ACTIVITY

## Qualified Readers : 9,581

### Main Activity

#### Description

Aerospace	326	Textiles, Clothing & Footwear	359
Agriculture	385	Transport & Communications	118
Automotive/Auto Components	694	Warehouse & Distribution	782
Banking, Insurance & Commerce	87	Other	226
Bricks, Pottery, Glass and Cement	91		
Chemicals & Process Control	525		
Construction	345		
Consulting, Professional & Scientific Services	564		
Defence	168		
Education	95		
Electrical/Electronic Manufacturing	757		
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		

### GEO Code

#### Description

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

#### Description

Consultant	816
Design/Project Engineer	2995
Education/Training	152

Total 9,581

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

Total 9,581

### Company Size

#### Description

1 - 49	4717
50-99	1481
100 - 199	1390
200 - 499	966
500 - 999	411
1000+	616

Total 9,581

Total 9,581

## WHO'S READING THE MAGAZINE? WHAT THE ABC FIGURES MEAN

# 100%

## REQUESTED CIRCULATION



# OVER 9,500



## CIRCULATION

**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 piece 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

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	30 DECEMBER	5 JANUARY	29 JANUARY
MARCH	28 FEBRUARY	5 MARCH	19 MARCH
APRIL/MAY	9 APRIL	16 APRIL	30 APRIL
JUNE	2 JUNE	10 JUNE	24 JUNE
JULY / AUGUST	28 JULY	5 AUGUST	19 AUGUST
SEPTEMBER	2 SEPTEMBER	9 SEPTEMBER	23 SEPTEMBER
OCTOBER	7 OCTOBER	15 OCTOBER	29 OCTOBER
NOVEMBER / DECEMBER	10 NOVEMBER	17 NOVEMBER	2 DECEMBER

# DISPLAY ADVERTISING RATES

## FULL COLOUR

<b>Number of insertions:</b>	<b>1</b>	<b>4</b>	<b>8</b>
Full page	\$3320	\$3225	\$3150
Junior page	\$2800	\$2810	\$2740
Half page	\$2320	\$2265	\$2215
Quarter page	\$1455	\$1425	\$1385

## PRODUCTS & SERVICES DIRECTORY

Standard size 100 x 32mm: **\$910 p.a** Double size 100 x 70mm: **\$995 p.a**  
 Column size 246 x 32mm: **\$1095 p.a**  
 Web Locator URL: **\$350-\$630 p.a**

## EDITORIAL FEATURE SPOTLIGHTS

100 words, image and contact details in one issue: **\$250 per issue**

## COVER PACKAGES

Attach a Belly Band Wrap, Booklet, CD or Catalogue. We can offer a package to match the required impact **\$4720**

## SPECIAL POSITION

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

# DFA DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA's full range of titles and 80k+ contacts from Drives & Controls, 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

**Direct Mail/List rental:** \$320 per 1,000 (minimum order \$500)

**e-Cast rate:** 1k – \$630 2-5k – \$520 / 1,000 6-10k – \$440 / 1000 10k+ – \$360 / 1000 **Lease:** POA

Telephone Campaign: Generate current interest to your company product. Price: On application  
 For more information please contact: Ian Atkinson: t: 01732 370340 e: ian.atkinson@dfamedia.co.uk

Example of E-Casts



# 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](http://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.

## 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.

Web site	Rates	Size (pixels)	File size (max)	Resolution	Format
Headline Banner	\$640	950 x 120	20kB	72dpi	gif/jpg/html
Banner Top Centre	\$480	600 x 150	20kB	72dpi	gif/jpg/html
Banner Bottom Centre	\$400	600 x 150	20kB	72dpi	gif/jpg/html
Top Left Hand Column	\$3605	300 x 200	15kB	72dpi	gif/jpg/html
Left Hand Column	\$320	300 x 200	20kB	72dpi	gif/jpg/html
Video Box	\$640				

E-Newsletter Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Headline Banner	\$1120	672 x 85	20kB	72dpi	gif/jpg/html
Full Skyscraper Banner	\$960	120 x 600	20kB	72dpi	gif/jpg/html
Short Skyscraper Banner	\$760	150 x 280	20kB	72dpi	gif/jpg/html
Sponsored Panel Press Release	\$640	100 words, image and link	20kB	72dpi	gif/jpg/html



# MECHANICAL DATA & CONTACT DETAILS

## MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as Press-Optimized pdf, high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).

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 at the address below as we cannot be held responsible for any colour variations otherwise.

Please contact our Production Manager, Chris Davis with any queries regarding supply of material, 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

### Editor

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## Dimensions: Height x Width mm

### 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

## DFA Media Ltd Our Portfolio

