

Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

Media Information 2022



2535
878

MODEL:428

www.hpmag.co.uk

abc
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, 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.



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 systems 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 or
Andrew Jell on +44(0)1732 370347 or email andrew.jell@dfamedia.co.uk**

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

**PLANT & ASSET
MANAGEMENT
2022**

**SMART
INDUSTRY EXPO 2022**
THE FUTURE OF INTEGRATED AUTOMATION

5 
SHOWS
UNDER 1 ROOF

**OVER
13,500
VISITORS**



**OVER
400** 
EXHIBITORS

2022 EDITORIAL PROGRAMME

2022 ISSUES	HYDRAULICS	PNEUMATICS	COMPRESSED AIR, VACUUM AND GENERATORS	INTEGRATED SYSTEMS	APPLICATIONS	KNOWLEDGE BASE	SPECIAL REPORTS
JANUARY/ FEBRUARY	Valves, Pumps, P/Packs, Heat Exchangers 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.	Food & Beverage	Aerospace/ Defence	Mobile Equipment	Fluid Power & Systems and Air-Tech Preview
MARCH	Hose/Fittings, Reels, Cylinders, Lubrication			Construction/ Agriculture Applications	Medical/Food	Offshore/ Onshore	BFP Yearbook Fluid Power & Systems and Air-Tech Shows Catalogue
APRIL/MAY	Fluid Analysis Kits, Filtration, Hose Reels, Crimping/Swaging			Electro-Pneumatic Systems	Education/ Training/ Apprenticeships	Additive Manufacturing/ 3D Printing	Fluid Power & Systems/Air-Tech Review
JUNE	Hose/Fittings/ Reels, Power Packs, Motors, Pumps			Electro-Hydraulic Systems	Electro-Pneumatic Systems	Digital Transformation	Mobile Equipment Focus
JULY/AUGUST	Cylinders, Seals, Filters, Valves, Swaging & Crimping			Offshore Oil & Gas/Marine Applications	Automotive/ Marine	Education/ Training/ Apprenticeships	Food & Beverage Focus PPMA Preview

H&P ANNUAL BUYERS GUIDE EDITION

SEPTEMBER	Heat Exchangers, Filters, Fluid Analysis Kits, Swaging & CrimpingHydraulics	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	Additive Manufacturing/ 3D Printing	Automation for Fluid Power	Digital Transformation Focus
OCTOBER	Accumulators, Seals, Pumps & P/Packs, Motors Hose and fittings			Hydraulics In Robotics/ Automation	Education/Training/ Apprenticeships	Energy Efficiency & Safety	Fluid Power & Renewables Focus
NOVEMBER/ DECEMBER	Heat Exchangers, Filters, Fluid Analysis Kits, Swaging			Electro-Hydraulic Systems	Health & Safety	Digital Transformation	Valve/Actuator Focus BCAS Guide LAMMA Preview Southern Manufacturing

CIRCULATION ACTIVITY

Qualified Readers : 9,581

Main Activity

Description

Aerospace	398
Agriculture	374
Automotive/Auto Components	725
Banking, Insurance & Commerce	81
Bricks, Pottery, Glass and Cement	99
Chemicals & Process Control	542
Construction	412
Consulting, Professional & Scientific Services	604
Defence	171
Education	86
Electrical/Electronic Manufacturing	784
Food, Drink & Tobacco	503
Gas, Water, Electricity & Nuclear	532
Health Services/Medical	161
Instrument Engineering/Manufacture	536
Mechanical Engineering	749
Metal Production	603
Mining & Quarrying	115
Oil Production & Exploration	479
Pharmaceutical Industry	227
Printing, Paper & Packaging	185
Public Admin / Local Authority	51
Shipbuilding & Marine Engineering	149

Textiles, Clothing & Footwear	364
Transport & Communications	126
Warehouse & Distribution	763
Other	283

Total 10,102

GEO Code

Description

EAST ANGLIA	448
EAST MIDLANDS	1128
LONDON	126
MIDLANDS	1936
NORTHERN IRELAND	108
NORTHERN	1069
NORTH WEST	546
SCOTLAND	468
SOUTH EAST	1876
SOUTH WEST	960
WALES	452
YORKSHIRE	985

Total 10,102

Primary Job Function

Description

Consultant	821
Design/Project Engineer	3115
Education/Training	154

Energy Management	141
General Engineer	415
Environmental Engineer	49
General/Corporate Management	535
Handling, Storage & Logistics	26
Health & Safety	427
Instrument, Control or Electrical Engineer	564
Maintenance Engineer	151
Process Engineer	682
Production/Mechanical Engineer	465
Purchasing	321
Recruitment/Personnel/HR	36
Research & Development	1106
Sales & Marketing	852
Works/Plant Engineer	156
Other	86

Total 10,102

Company Size

Description

1 - 49	4905
50-99	1502
100 - 199	1654
200 - 499	982
500 - 999	431
1000+	628

Total 10,102

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

100%
REQUESTED
CIRCULATION



OVER 
10,000
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

2022 PRODUCTION DATES / PUBLISHING DATES

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	7 JANUARY	14 JANUARY	28 JANUARY
MARCH	22 FEBRUARY	1 MARCH	15 MARCH
APRIL/MAY	1 APRIL	8 APRIL	22 APRIL
JUNE	13 MAY	20 MAY	3 JUNE
JULY / AUGUST	19 JULY	26 JULY	9 AUGUST
SEPTEMBER	23 AUGUST	30 AUGUST	13 SEPTEMBER
OCTOBER	28 SEPTEMBER	5 OCTOBER	19 OCTOBER
NOVEMBER / DECEMBER	1 NOVEMBER	8 NOVEMBER	22 NOVEMBER

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	4	8
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: **\$1250 p.a** Double size 100 x 70mm: **\$1370 p.a**
 Column size 246 x 32mm: **\$1500 p.a**
 Web Locator URL: **\$350-\$630 p.a**

EDITORIAL FEATURE SPOTLIGHTS

100 words, image and contact details in one issue: **\$270 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 / 1,000 10k+ – \$360 / 1,000 **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



BESPOKE MARKETING PACKAGES & SOLUTIONS

With decades of PR and marketing experience we can provide your company with bespoke solutions to achieve your marketing objectives. These include; content creation, lead generation, market studies, social media campaigns as well as webinar promotion and hosting. Contact the team to see how we can help.

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.

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 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.

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.

CANCELLATIONS Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). All cancellations are subject to a minimum of six weeks prior to final copy date.

DFA Manufacturing Media Ltd

Editor

Ed Holden

t: +44 (0) 1892 615806

e: ed.holden@dfamedia.co.uk

Managing Director

Ryan Fuller

e: ryan.fuller@dfamedia.co.uk

Sales Manager

(UK, Germany, USA & Canada)

Andrew Jell

e: andrew.jell@dfamedia.co.uk

Production

Ewa Hodden - Emma Floyd

e: ewa.hodden@dfamedia.co.uk

e: emma.floyd@dfamedia.co.uk

DFA Direct

Ian Atkinson

e: ian.atkinson@dfamedia.co.uk

Advertising Overseas

Italy

Oliver & Diego Casiraghi tel: +39 031 261407

fax: +39 031 261380 info@casiraghi.info

Turkey:

intersmart media

tel: +44 (0)161 764 4160

skype: intersmartmedia -

meltem@intersmartmedia.co.uk

Design

Chris Davis

e: chris.davis@dfamedia.co.uk

Head Office:

DFA Manufacturing Media Ltd

192 High Street, Tonbridge, Kent TN9 1BE, UK

t: +44 (0) 1732 370340 f: +44 (0) 1732 360034

info@dfamedia.co.uk

www.hpmag.co.uk



ABC
audited
circulation



Dimensions: Height x Width mm

Front Cover Strip

Type200 x 51

Full A4 Page

Type254 x 178

Trim297 x 210

Bleed303 x 216

Half Page Horizontal

Type124 x 178

Trim146 x 210

Bleed152 x 216

Half Page Vertical

Type254 x 86

Trim297 x 96

Bleed303 x 102

Third Page

Horizontal Type80 x 178

Horizontal Trim104 x 178

Horizontal Bleed110 x 178

Vertical Type254 x 72

Vertical Trim297 x 72

Vertical Bleed303 x 78

Quarter Page

Standard124 x 86

Horizontal Type59 x 178

Horizontal Trim77 x 210

Horizontal Bleed83 x 216

Vertical Type254 x 43

Vertical Trim297 x 52

Vertical Bleed303 x 58

Junior Page190 x 130

Double Page Spread

Type254 x 394

Trim297 x 420

Bleed303 x 436

Half Page Spread

Type124 x 394

Trim146 x 420

Bleed152 x 436

Third Page Spread

Type80 x 394

Trim104 x 420

Bleed110 x 436

Quarter Page Spread

Type59 x 394

Trim77 x 420

Bleed83 x 436

Products & Services advert

Standard entry100 x 32

Double entry100 x 70

Our Portfolio

