

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	4	8
Full page	£2075	£2015	£1970
Junior page	£1800	£1755	£1710
Half page	£1450	£1415	£1385
Quarter page	£910	£890	£865

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: **£195 per issue**

COVER PACKAGES

Attach a Belly Band Wrap, Booklet, CD or Catalogue. We can offer a package to match the required impact **£2950**

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: £195 per 1,000 (minimum order £500)

e-Cast rate: 1k – £395 2-5k – £325 / 1,000 6-10k – £275 / 1000 10k+ – £225 / 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

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	£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 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	£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