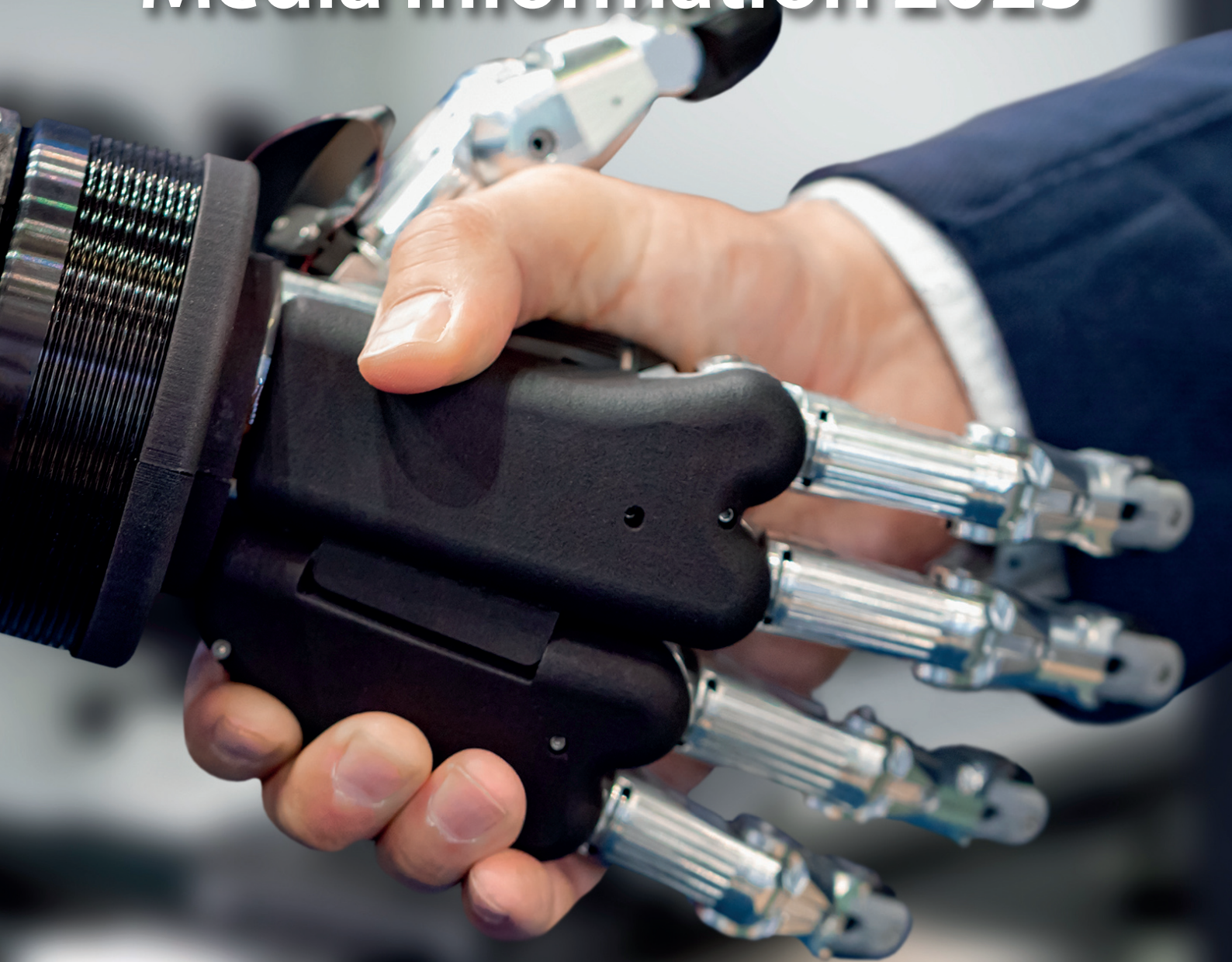


# Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

## Media Information 2023



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

**abc** ABC  
audited  
circulation



# MESSAGE FROM THE EDITOR

**Hydraulics & Pneumatics** remains the UK's only niche magazine for buyers and users of fluid power equipment and related technologies within industrial and mobile sectors such as manufacturing, engineering, construction, offshore oil & gas and transport.

The journal offers comprehensive updates on current developments concerning fluid power/motion control and related computerised technologies through news, technical articles, topical opinion, in-depth interviews, product news and informative end user-focused application stories.

Current trends within the world of hydraulics, pneumatics, compressed air – together with complementary digitally transformative technologies that help to optimise systems control and performance – are regularly surveyed. The publication also provides useful help and guidance on issues such as maintenance, repair & refurbishment, condition monitoring, energy efficiency, training and health & safety.

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

Hydraulics & Pneumatics magazine has strong links with leading trade associations including the British Fluid Power Association (BFPA), the British Compressed Air Society (BCAS) and the British Valve & Actuator Association (BVAA). The journal's publisher DFA Manufacturing Media also produces the BFPA Yearbook and Members' Directory, and the Official BCAS Compressed Air & Vacuum Technology Guide.

Our ongoing commitment is to continue to produce the industry's number one publication for the fluid power industry; the technologies, the opportunities, the challenges and topical debate as and when the news breaks.

Thanks for your continued interest and support.

**Ed Holden**  
Editor



## Talking Industry



## TALKING INDUSTRY

**Comment from chair (Andy Pye)**

**Talking Industry** is a series of unscripted online panel discussions organised by the DFA Media Group, 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.

## Talking Industry Live 25.04.2023

Talking Industry Live in partnership with The MTC will bring exhibitors and visitors together in a unique environment.

With nearly two decades of experience running both large-scale exhibitions and intimate one day events DFA Media Group is taking Talking Industry to the next level in its development. Building upon these foundations Talking Industry Live will provide an environment for delegates to learn about cutting edge technologies and best practice through unscripted panel discussions, presentations, live demos and workshops.

It will provide event partners with an opportunity to generate leads and develop relationships with prequalified delegates



# 2023 EDITORIAL PROGRAMME

2023 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	Health & Safety Focus
MARCH	Hose/Fittings, Reels, Cylinders, Lubrication			Construction/ Agriculture Applications	Medical/Food	Offshore/ Onshore	Digital Transformation Focus
APRIL/MAY	Fluid Analysis Kits, Filtration, Hose Reels, Crimping/Swaging			Electro-Pneumatic Systems	Education/ Training/ Apprenticeships	Additive Manufacturing/ 3D Printing	Maintenance Focus
JUNE	Hose/Fittings/ Reels, Power Packs, Motors, Pumps			Electro-Hydraulic Systems	Electro-Pneumatic Systems	Digital Transformation	Food & Beverage Focus
JULY/AUGUST	Cylinders, Seals, Filters, Valves, Swaging & Crimping			Offshore Oil & Gas/Marine Applications	Automotive/ Marine	Education/ Training/ Apprenticeships	Mobile Equipment Focus PPMA Preview

## H&P ANNUAL BUYERS GUIDE EDITION

SEPTEMBER	Heat Exchangers, Filters, Fluid Analysis Kits, 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	Additive Manufacturing/ 3D Printing	Automation for Fluid Power	Valve/Actuator 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	LAMMA Preview Southern Manufacturing Preview Preview

# 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](http://www.hpmag.co.uk)**

## 2023 PRODUCTION DATES / PUBLISHING DATES

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	9 JANUARY	16 JANUARY	30 JANUARY
MARCH	27 FEBRUARY	6 MARCH	20 MARCH
APRIL/MAY	11 APRIL	18 APRIL	2 MAY
JUNE	1 JUNE	8 JUNE	22 JUNE
JULY / AUGUST	26 JULY	4 AUGUST	18 AUGUST
SEPTEMBER	1 SEPTEMBER	8 SEPTEMBER	22 SEPTEMBER
OCTOBER	4 OCTOBER	11 OCTOBER	25 OCTOBER
NOVEMBER / DECEMBER	13 NOVEMBER	20 NOVEMBER	4 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: **\$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](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.

## 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

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ABC  
audited  
circulation



## 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

## AT THE HEART OF INDUSTRY

