

# Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

## Media Information 2024

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

 ABC  
audited  
circulation

# MESSAGE FROM THE EDITOR

**Hydraulics & Pneumatics** stands as the UK's only magazine tailored for buyers and users of fluid power equipment and related technologies within the industrial and mobile sectors, encompassing 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 and analysed. 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.

We are also proud to nurture strong affiliations with preeminent industry associations, including the British Fluid Power Association (BFPA), the British Compressed Air Society (BCAS), and the British Valve & Actuator Association (BVAA). These connections position us at the heart of industry discourse and thought leadership.

Published by DFA Media Group, which also produces the BFPA Yearbook and Members' Directory, Hydraulics & Pneumatics magazine exemplifies our unwavering commitment to maintaining our position as the quintessential publication for the fluid power industry. We remain dedicated to delivering real-time insights into the technologies, opportunities, challenges, and dynamic conversations that are evolving in the hydraulic and pneumatics sectors.

Thank you for entrusting us with your continued interest and support which helps us drive our mission to be the most comprehensive information resource for the industry.

*Aaron Blutstein – Editor  
Hydraulics & Pneumatics*

## Talking Industry



## TALKING INDUSTRY

**Talking Industry** is a series of unscripted online panel discussions organised by the DFA Media Group, in which experts from the worlds of Plant, Works, Maintenance & Factory services will discuss issues of vital importance to the sector. The sponsored panel will discuss three key topics, each with an interactive Q&A session with the viewers. Limited to just 5 sponsored panel places this is an exclusive platform for you to showcase your company as a thought leader in its field. Promotional coverage is extensive before, during and after the airing, including a full write up in the magazine. Panellists will receive contact details of viewers and sign ups making Talking Industry a valuable lead generation exercise.

**To find out more information and to book your sponsored place contact the sales team.**  
[www.talkingindustry.org](http://www.talkingindustry.org)

## Talking Industry Live 30.04.2024

Talking Industry Live will return to the MTC Coventry, 30 April 2024. TI Live will provide delegates from the manufacturing and engineering community with an opportunity to Learn, Grow and Connect in a high-end environment. Building on the foundations laid at the 2023 inaugural event, DFA Media Group will develop and grow TI Live into the sectors premier event. Participating in Talking Industry Live 2024 will provide event partners with unrivalled pre and post event marketing across multiple channels.

Event partners will benefit from multiple opportunities to generate leads, develop relationships with delegates and position themselves as leaders in their field on the day of the event.



# 2024 EDITORIAL PROGRAMME

2024 ISSUES	HYDRAULICS	PNEUMATICS	COMPRESSED AIR, VACUUM AND GENERATORS	INTEGRATED SYSTEMS	APPLICATIONS	KNOWLEDGE BASE	SPECIAL REPORTS
JANUARY/ FEBRUARY	Valves, Pumps, P/Packs, Heat Exchangers, Crimping	<b>Every issue:</b> The latest pneumatic products: Accessories, Actuators, Air lines, Air motors, FRLs, Seals, Vacuum, Valves/valve islands, Pneumatic control.	<b>Every issue:</b> 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 BFP Yearbook 2024
APRIL/MAY	Fluid Analysis, Filtration, Pumps, Hose Reels, Swaging			Electro-Pneumatic Systems	Education/ Training/ Apprenticeships	Additive Manufacturing/ 3D Printing	M&E Week Preview Maintenance Focus
JUNE	Hose/Fittings/ Couplings, Reels, Power Packs, Motors			Electro-Hydraulic Systems	Electro-Pneumatic Systems	Digital Transformation	Food & Beverage Focus
JULY/AUGUST	Cylinders, Seals, Filters, Valves, Pumps, Swaging			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 Hose Reels. Lubrication	<b>Every issue:</b> The latest pneumatic products: Accessories, Actuators, Air lines, Air motors, FRLs, Seals, Vacuum, Valves/valve islands, Pneumatic control.	<b>Every issue:</b> 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/fittings/ Couplings			Hydraulics In Robotics/ Automation	Education/Training/ Apprenticeships	Energy Efficiency & Safety	Fluid Power & Renewables Focus
NOVEMBER/ DECEMBER	Heat Exchangers, Filters, Fluid Analysis, Swaging			Electro-Hydraulic Systems	Health & Safety	Digital Transformation	LAMMA Preview Southern Manufacturing Preview

# CIRCULATION ACTIVITY

## Qualified Readers : 9,107

### Main Activity

#### Description

Aerospace	487
Agriculture	449
Automotive/Auto Components	830
Banking, Insurance & Commerce	102
Bricks, Pottery, Glass and Cement	174
Chemicals & Process Control	630
Construction	501
Consulting, Professional & Scientific Services	729
Defence	226
Education	101
Electrical/Electronic Manufacturing	971
Food, Drink & Tobacco	623
Gas, Water, Electricity & Nuclear	687
Health Services/Medical	233
Instrument Engineering/Manufacture	624
Mechanical Engineering	852
Metal Production	722
Mining & Quarrying	141
Oil Production & Exploration	588
Pharmaceutical Industry	342
Printing, Paper & Packaging	256
Public Admin / Local Authority	74
Shipbuilding & Marine Engineering	294

Textiles, Clothing & Footwear	411
Transport & Communications	181
Warehouse & Distribution	931
Other	373

### GEO Code

#### Description

EAST ANGLIA	526
EAST MIDLANDS	1427
LONDON	135
MIDLANDS	2422
NORTHERN IRELAND	112
NORTHERN	1344
NORTH WEST	642
SCOTLAND	583
SOUTH EAST	2370
SOUTH WEST	1189
WALES	560
YORKSHIRE	1222

### Primary Job Function

#### Description

Consultant	890
Design/Project Engineer	3719
Education/Training	349

**Total 12,532**

Energy Management	280
General Engineer	510
Environmental Engineer	64
General/Corporate Management	637
Handling, Storage & Logistics	102
Health & Safety	553
Instrument, Control or Electrical Engineer	689
Maintenance Engineer	191
Process Engineer	734
Production/Mechanical Engineer	589
Purchasing	385
Recruitment/Personnel/HR	52
Research & Development	1331
Sales & Marketing	1024
Works/Plant Engineer	195
Other	238

**Total 12,532**

### Company Size

#### Description

1 - 49	5997
50-99	1952
100 - 199	1979
200 - 499	1377
500 - 999	474
1000+	753

**Total 12,532**

**Total 12,532**

## 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)**

## 2024 PRODUCTION DATES / PUBLISHING DATES

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	5 JANUARY	12 JANUARY	26 JANUARY
MARCH	28 FEBRUARY	6 MARCH	20 MARCH
APRIL/MAY	10 APRIL	17 APRIL	1 MAY
JUNE	7 MAY	14 MAY	28 MAY
JULY / AUGUST	29 JULY	5 AUGUST	19 AUGUST
SEPTEMBER	2 SEPTEMBER	9 SEPTEMBER	23 SEPTEMBER
OCTOBER	4 OCTOBER	11 OCTOBER	25 OCTOBER
NOVEMBER / DECEMBER	13 NOVEMBER	20 NOVEMBER	4 DECEMBER

# 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

## 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 Media Group's full range of titles and 60k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Smart Machines & Factories, Power Electronics Europe..

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: Andrew Jell t: 01732 370347 e: andrew.jell@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.

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

# PRODUCTS & SERVICES RATES

To advertise in this section please contact Andrew Jell on  
 T: 01732 370347 F: 01732 360034 e-mail: andrew@dfamedia.co.uk

**PRODUCTS AND SERVICES DIRECTORY**

Products & Services Directory offers you:

- Continued presence in the UK's only dedicated journal for the Fluid Power Industry
- Quick and effective reader reference
- Full colour listing
- Heading of your choice
- Multiple entry options available
- Cost effective sales lead generation
- Exclusive page on the website

**100mm x 32mm \$1100 p.a**

**100mm x 70mm \$1225 p.a.**

**246mm x 32mm \$1350 p.a.**

# EDITORIAL SPOTLIGHTS RATES

**COMPACT HIGH FLOW  
FMX VALVE**

COAX VALVES UK has announced it has introduced the new FMX range of compact, high flow, stainless steel externally controlled valves. With a new unique seal arrangement gives greater flow than comparable valves - features of the valve include:

- All wetted parts 304 stainless steel
- Port sizes 3/8" top through to 1 1/4" top

Normally closed and normally open functions available; pressure range 0-16 bar in either direction; new design of endcap allows snap in mounting into manifold; read switch sensing available; FMX seals with PTFE seat as standard; 3/2 pilot valve available with different electrical connections available; competitively priced valves and accessories held in stock.  
 ej.john.osborn@coaxvalves.co.uk wj www.fmx-valves.com

**LoSi Steering System Solutions**

LoSi are able to offer a complete package of:

- Hydraulic orbital steering unit
- Steering column
- Steering wheel
- Electrical forward/reverse shifter
- Electrical horn signal indicators

Scaled to IP67 rating against water ingress they are ideal for applications where there is no cab fitted on the vehicle.

Please contact us for more details [sales@lo.si](mailto:sales@lo.si)

UK/Poland: Germany: Bulgaria:  
 +49 530 42000 +49 530 42000 +49 530 42000

For further information please visit [www.lo.si](http://www.lo.si)

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01246 260102  
[www.appliedpumps.co.uk](http://www.appliedpumps.co.uk)  
[sales@appliedpumps.co.uk](mailto:sales@appliedpumps.co.uk)

Have your product, website, news or application story included in Hydraulics & Pneumatics Spotlight pages

- Full colour hi-res image
- 100 words of text
- Contact Details
- Web address

**\$235 insertion magazine only**

**\$275 magazine plus website**

**\$325 magazine plus website plus LinkedIn**

**Spotlights - please contact Andrew Jell:  
01732 370347**

# APPOINTMENTS

**Find your next Fluid Power professional with Hydraulics & Pneumatics in print and online**

**Hydraulics & Pneumatics**

*Hydraulics & Pneumatics Appointments offers you over 33,000 professionals including consultants, design and sales engineers, R&D, Marketing and Management*

*Free web advert with every appointment advert*

*Web only options also available*

**Full Page  
\$1800**

**Half Page  
\$1000**

**Quarter Page  
£495**

**Eight Page  
\$610**

**Job Board only  
\$400  
for 6 weeks +  
LinkedIn**

Harness the power and drive your next appointment to your door

Contact Andrew Jell  
 on 01732 370347  
[andrew.jell@dfamedia.co.uk](mailto:andrew.jell@dfamedia.co.uk)

# 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 Media Group

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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

### 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

