

Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS

MEDIA INFORMATION 2025

www.hpmag.co.uk

abc
audited
circulation

MESSAGE FROM THE EDITOR

Hydraulics & Pneumatics is the UK's only publication dedicated exclusively to buyers and users of fluid power equipment and related technologies across a broad spectrum of industries, including manufacturing, engineering, construction, offshore oil & gas, and transport.

We are uniquely positioned to provide critical updates and insights on the latest advancements in fluid power, motion control, and the increasingly important role of digitalisation in optimising these systems.

The publication covers a wide range of topics, offering expert analysis and updates through news, technical features, interviews with industry leaders, and in-depth product reviews. We also focus on the integration of digital technologies, such as advanced sensor systems, IoT, data analytics, and automation, which are transforming hydraulic and pneumatic systems by enhancing control, improving performance, and boosting overall efficiency in real time.

Alongside this, we provide essential guidance on maintenance, repair, refurbishment, energy efficiency, training, and health & safety to help end-users maximise the lifespan and effectiveness of their equipment.

We are also proud to publish the annual Hydraulics & Pneumatics Buyers' Guide, an invaluable procurement resource for sourcing fluid power systems, components, and services. This guide, alongside our regular content, supports professionals in making informed decisions in an increasingly complex technological landscape.

Through our close affiliations with leading industry bodies such as the British Fluid Power Association (BFPA), the British Compressed Air Society (BCAS), and the British Valve & Actuator Association (BVAA), we maintain a strong presence at the heart of industry discussions. These partnerships enable us to stay at the forefront of fluid power innovation, ensuring that we continue to be a trusted voice in the sector.

Published by DFA Media Group, which also produces the BFPA Yearbook and Members' Directory, Hydraulics & Pneumatics is committed to being the definitive resource for the fluid power industry. Our mission is to provide timely, relevant information that keeps professionals informed about the latest trends, technologies, and challenges within the industry—particularly as digitalisation continues to shape the future of hydraulics and pneumatics.

Aaron Blutstein Editor **Hydraulics & Pneumatics**



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

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For the latest news and
technology visit our website
www.hpmag.co.uk



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2025 EDITORIAL PROGRAMME

2025 ISSUES	HYDRAULICS	PNEUMATICS	COMPRESSED AIR, VACUUM AND GENERATORS	INTEGRATED SYSTEMS	APPLICATIONS	KNOWLEDGE BASE	SPECIAL REPORTS
JANUARY/ FEBRUARY	Valves, Pumps, P/Packs, Heat Exchangers, Crimping Hose Reels	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 Swaging			Construction/ Agriculture Applications	Medical/Food	Offshore/ Onshore	Digital Transformation Focus BFPA 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	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 Advanced Engineering Preview
OCTOBER	Accumulators, Seals, Pumps & P/Packs, Motors, Hose/fittings/ Couplings			Hydraulics In Robotics/ Automation	Education/Training/ Apprenticeships	Energy Efficiency & Safety	LAMMA Preview Fluid Power & Renewables Focus
NOVEMBER/ DECEMBER	Heat Exchangers, Filters, Fluid Analysis, Swaging			Electro-Hydraulic Systems	Health & Safety	Digital Transformation	Southern Manufacturing Preview

CIRCULATION ACTIVITY

Main Activity

Description

Aerospace	395
Agriculture	357
Automotive/Auto Components	738
Banking, Insurance & Commerce	10
Bricks, Pottery, Glass and Cement	82
Chemicals & Process Control	538
Construction	409
Consulting, Professional & Scientific Services	637
Defence	134
Education	66
Electrical/Electronic Manufacturing	824
Food, Drink & Tobacco	531
Gas, Water, Electricity & Nuclear	595
Health Services/Medical	141
Instrument Engineering/Manufacture	532
Mechanical Engineering	760
Metal Production	612
Mining & Quarrying	75
Oil Production & Exploration	496
Pharmaceutical Industry	250
Printing, Paper & Packaging	157
Public Admin / Local Authority	24
Shipbuilding & Marine Engineering	202

Textiles, Clothing & Footwear	275
Transport & Communications	89
Warehouse & Distribution	849
Other	281

Total 10,059

GEO Code

Description

EAST ANGLIA	320
EAST MIDLANDS	1221
LONDON	99
MIDLANDS	2183
NORTHERN IRELAND	87
NORTHERN	1138
NORTH WEST	436
SCOTLAND	377
SOUTH EAST	2045
SOUTH WEST	884
WALES	353
YORKSHIRE	1016

Total 10,059

Primary Job Function

Description

Consultant	760
Design/Project Engineer	3588
Education/Training	218

Energy Management	149
General Engineer	379
Environmental Engineer	49
General/Corporate Management	486
Handling, Storage & Logistics	76
Health & Safety	404
Instrument, Control or Electrical Engineer	533
Maintenance Engineer	53
Process Engineer	602
Production/Mechanical Engineer	450
Purchasing	230
Recruitment/Personnel/HR	18
Research & Development	1046
Sales & Marketing	893
Works/Plant Engineer	62
Other	63

Total 10,059

Company Size

Description

1 - 49	4814
50-99	1567
100 - 199	1587
200 - 499	1105
500 - 999	380
1000+	606

Total 10,059

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

2025 PRODUCTION DATES / PUBLISHING DATES

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	7 JANUARY	14 JANUARY	28 JANUARY
MARCH	26 FEBRUARY	6 MARCH	20 MARCH
APRIL/MAY	9 APRIL	16 APRIL	1 MAY
JUNE	6 MAY	13 MAY	27 MAY
JULY / AUGUST	22 JULY	29 JULY	12 AUGUST
SEPTEMBER	2 SEPTEMBER	9 SEPTEMBER	23 SEPTEMBER
OCTOBER	1 OCTOBER	8 OCTOBER	22 OCTOBER
NOVEMBER / DECEMBER	12 NOVEMBER	19 NOVEMBER	3 DECEMBER

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	4	8
Full page	\$2700	\$2620	\$2560
Junior page	\$2340	\$2280	\$2222
Half page	\$1884	\$1838	£1799
Quarter page	\$1182	\$1156	£1124

COVER PACKAGES

Attach a Belly Band Wrap, Booklet, CD or Catalogue. We can offer a package to match the required impact **\$3834**

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: \$273 per 1,000 (minimum order £500)

e-Cast rate: 3k – \$546 3-5k – \$500 / 1,000 6-10k – \$422 / 1,000 10k+ – \$357 / 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) 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	\$520	950 x 120	20kB	72dpi	gif/jpg/html
Banner Top Centre	\$390	600 x 150	20kB	72dpi	gif/jpg/html
Banner Bottom Centre	\$325	600 x 150	20kB	72dpi	gif/jpg/html
Top Left Hand Column	\$357	300 x 200	15kB	72dpi	gif/jpg/html
Left Hand Column	\$357	300 x 200	20kB	72dpi	gif/jpg/html
Video Box	\$520				

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	\$1033	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	\$773	728 x 90	20kB	72dpi	gif/jpg/html
Sponsored Panel Press Release	\$630	100 words, image and link	20kB	72dpi	gif/jpg/html

PRODUCTS & SERVICES RATES

To advertise in this section please contact Andrew Jell on
01732 370347 E 01732 360034 or email andrewjell@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 \$1165 p.a.

100mm x 70mm \$1295 p.a.

246mm x 32mm \$1425 p.a.

EDITORIAL SPOTLIGHTS RATES

**COMPACT HIGH FLOW
FMX VALVE**

co-ax valves uk

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 seat arrangement gives greater flow than comparable valves - features of the valve include:

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

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, reed switch sensing available. FMX seals with PTFE seat as standard. 3/2 pilot valve available with different electrical connectors 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 turn 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.co.uk

LoSi
Hydraulics & Pneumatics

UK/Ireland: LoSi Ltd
Germany: LoSi GmbH
Bulgaria: LoSi Hydraulics

For further information please visit www.lo-si.co.uk

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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

\$255 insertion magazine only

\$295 magazine plus website

\$360 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 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
\$1945**

**Half Page
\$1060**

**Quarter Page
\$645**

**Eight Page
\$490**

**Job Board only
\$425
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

Hydraulics & Pneumatics

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.

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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

AT THE HEART OF INDUSTRY

