

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 |

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 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: £210 per 1,000 (minimum order £500)

e-Cast rate: 3k – £420 3-5k – £385 / 1,000 6-10k – £325 / 1000 10k+ – £275 / 1000 **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 | £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 | £795 | 728 x 90 | 20kB | 72dpi | gif/jpg/html |
| Content Banner | £595 | 728 x 90 | 20kB | 72dpi | gif/jpg/html |
| Sponsored Panel Press Release | £485 | 100 words, image and link | 20kB | 72dpi | gif/jpg/html |

PRODUCTS & SERVICES RATES



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 £895 p.a.**
100mm x 70mm £995 p.a.
246mm x 32mm £1095 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 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 on mounting into manifold; reed switch sensing available
- Made with PTFE seat as standard; 3/2 pilot valve available with different electrical connections
- Available competitively priced valves and accessories held in stock.

Call for more information: www.coaxvalves.co.uk or info@coaxvalves.co.uk

LoSi Steering System Solutions

LoSi are able to offer a complete package of:

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

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

Please contact us for more details: www.losi.co.uk

UK/Poland: Germany: 020 8261 1000 Bulgaria: UK Hydraulics: www.losi.co.uk

APPLIED PUMPS

- Quiet, smooth running
- High flows
- ATEX Ex certified
- Oils, Fuels, Chemicals

Call for more information: www.appliedpumps.co.uk

01246 260102
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
- £195 insertion magazine only**
£225 magazine plus website
£275 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

Harness the power and drive your next appointment to your door

Contact Andrew Jell on 01732 370347 andrew.jell@dfamedia.co.uk

Full Page £1475

Half Page £815

Quarter Page £495

Eight Page £375

Job Board only £325 for 6 weeks + LinkedIn