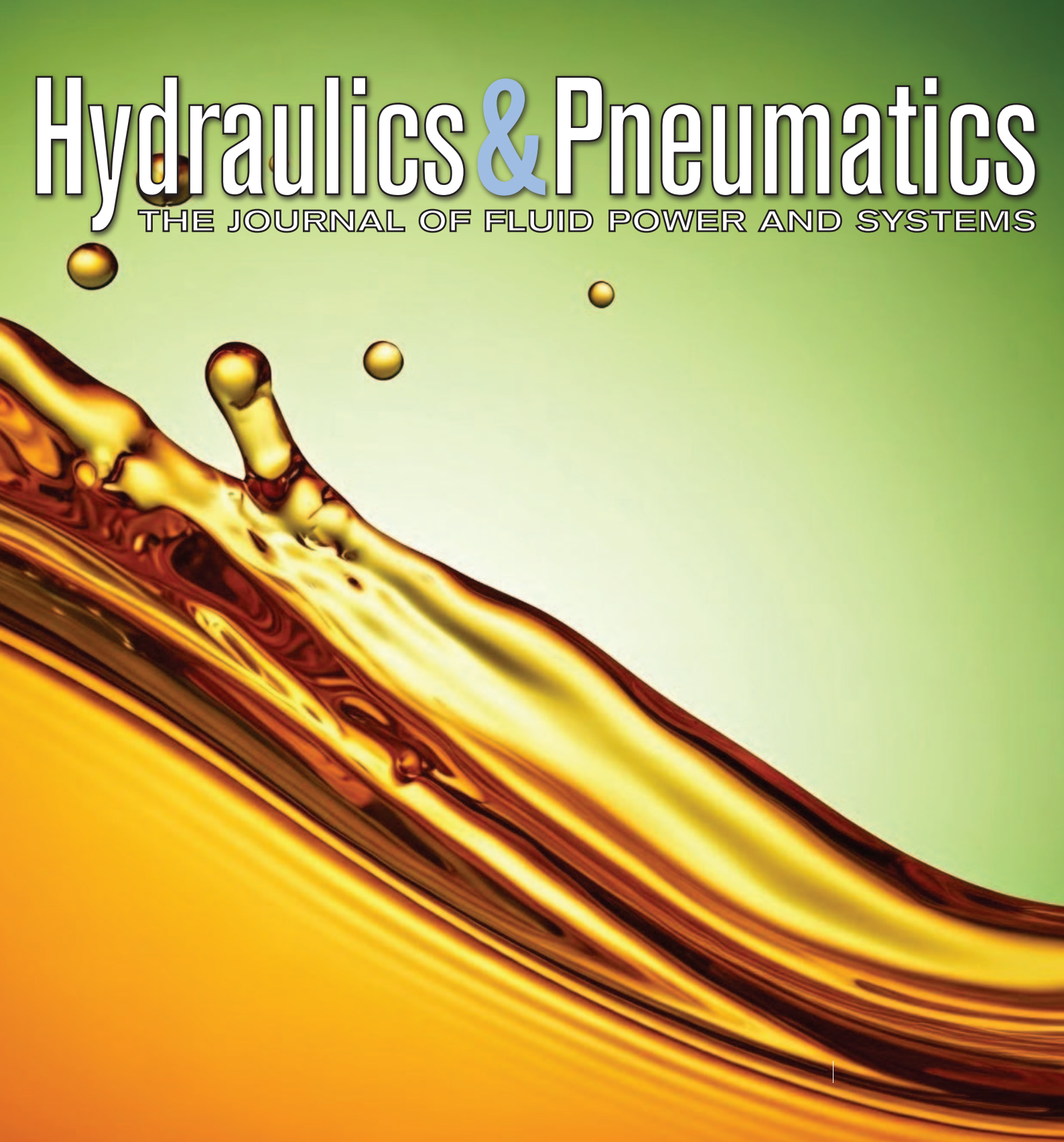
Hydraulics & Pneumatics

THE JOURNAL OF FLUID POWER AND SYSTEMS



Media Information 2027

www.hpmag.co.uk

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

ONLINE PANEL DISCUSSIONS

Talking Industry is a series of unscripted online panel discussions organised by the DFA Media Group, in which experts from the world of manufacturing discuss issues of vital importance to the sector.
Find out more: www.talkingindustry.org





PODCASTS

The Talking Industry Podcast gives followers the opportunity to listen on the go, while our editors speak with influential manufacturing minds around, engineering, automation, robotics, skills, safety and lots more topics affecting UK manufacturing.
Find out more: www.talkingindustry.org/podcast

2027 EDITORIAL PROGRAMME

2027 ISSUES	HYDRAULICS	PNEUMATICS	COMPRESSED AIR, VACUUM AND GENERATORS	INTEGRATED SYSTEMS	APPLICATIONS	KNOWLEDGE BASE	SPECIAL REPORTS
JANUARY/ FEBRUARY	Valves, Pumps, P/Packs, 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, Swagings, Cylinders, Lubrication			Construction/ Agriculture Applications	Medical/Food	Offshore/ Onshore	Digital Transformation Focus
APRIL/MAY	Fluid Analysis, Filtration, Pumps, Hose Reels, Swaging			Electro-Pneumatic Systems	Education/ Training/ Apprenticeships	Additive Manufacturing/ 3D Printing	Smart Maufacturing Week Maintenance Focus
JUNE	Heat Exchangers Hose/Fittings/ Couplings, 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	Filters, Fluid Analysis Swaging 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	Advanced Engineering Preview 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 LAMMA Preview
NOVEMBER/ DECEMBER	Heat Exchangers, Filters, Fluid Analysis, Swaging			Electro-Hydraulic Systems	Health & Safety	Digital Transformation	Southern Manufacturing Preview BFPA Yearbook 2027

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	575
Health Services/Medical	141
Instrument Engineering/Manufacture	532
Mechanical Engineering	760
Metal Production	612
Mining & Quarrying	75
Oil Production & Exploration	489
Pharmaceutical Industry	232
Printing, Paper & Packaging	157
Public Admin / Local Authority	24
Shipbuilding & Marine Engineering	202
Textiles, Clothing & Footwear	275
Transport & Communications	89
Warehouse & Distribution	849
Other	282
Total 10,015	

GEO Code

Description	
EAST ANGLIA	320
EAST MIDLANDS	1203
LONDON	99
MIDLANDS	2145
NORTHERN IRELAND	72
NORTHERN	1075
NORTH WEST	436
SCOTLAND	377
SOUTH EAST	2045
SOUTH WEST	884
WALES	343
YORKSHIRE	1016
Total 10,015	

Primary Job Function

Description	
Consultant	760
Design/Project Engineer	3585
Education/Training	218
Energy Management	149
General Engineer	352
Environmental Engineer	49
General/Corporate Management	486
Handling, Storage & Logistics	76
Health & Safety	401
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	49
Total 10,015	

Company Size

Description	
1 - 49	4789
50-99	1567
100 - 199	1587
200 - 499	1098
500 - 999	376
1000+	598
Total 10,015	

WHO'S READING THE MAGAZINE?

100%
REQUESTED CIRCULATION

OVER 10,000 CIRCULATION

Hydraulics & Pneumatics offers the advertiser the excellent 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% requested offering current and relevant value. In today's market where magazine circulations can be misleading, we continue to invest heavily in our data to ensure you are reaching the correct readers through our magazine, website, newsletters and direct mail services. ABC Audit – Average net circulation 10,015 January 2024 to December 2024.

2027 PRODUCTION DATES / PUBLISHING DATES

ISSUE	EDITORIAL	ADVERTISING	PUBLISHING DATE
JANUARY / FEBRUARY	6 JANUARY	13 JANUARY	27 JANUARY
MARCH	25 FEBRUARY	4 MARCH	18 MARCH
APRIL/MAY	8 APRIL	15 APRIL	29 APRIL
JUNE	5 MAY	12 MAY	26 MAY
JULY / AUGUST	21 JULY	28 JULY	11 AUGUST
SEPTEMBER	1 SEPTEMBER	8 SEPTEMBER	22 SEPTEMBER
OCTOBER	30 SEPTEMBER	7 OCTOBER	21 OCTOBER
NOVEMBER / DECEMBER	11 NOVEMBER	18 NOVEMBER	2 DECEMBER

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	4	8
Full page	$2770	$2690	$2630
Junior page	$2400	$2345	$2285
Half page	$1935	$1890	$1850
Quarter page	$1215	$1190	$1150

COVER PACKAGES

Attach a Belly Band Wrap, Booklet, CD or Catalogue. We can offer a package to match the required inpact **$3950**

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



Example of E-Casts

Direct Mail/List rental: **$280 per 1,000 (minimum order $670)**

e-Cast rate: **3k** – $560 **3-5k** – $515 / 1,000 **6-10k** – $435 / 1000 **10k+** – $365 / 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

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 Pnuematics 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 Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Website Takeover Banners	$2335	519 x 1297	20kB	72dpi	gif/jpg/html
Leaderboard Banner	$975	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	$650	728 x 90	20kB	72dpi	gif/jpg/html
MPU	$810	300 x 300	20kB	72dpi	gif/jpg/html
Video Box	$535				

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	$1115	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	$835	728 x 90	20kB	72dpi	gif/jpg/html
Sponsored Panel Press Release	$680	100 words, image and link	20kB	72dpi	gif/jpg/html

PRODUCTS & SERVICES RATES



Products & Services Directory offers you:

- Continued presence in the UKs 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 $1195 p.a.
100mm x 70mm $1330 p.a.
246mm x 32mm $1465 p.a.

EDITORIAL SPOTLIGHTS RATES



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

$260 insertion magazine only
$300 magazine plus website
$370 magazine plus website plus LinkedIn

Spotlights - please contact Andrew Jell:
01732 370347

APPOINTMENTS



Full Page
$1970

Half Page
$1090

Quarter Page
$660

Eight Page
$500

Job Board only
$435
for 6 weeks + LinkedIn

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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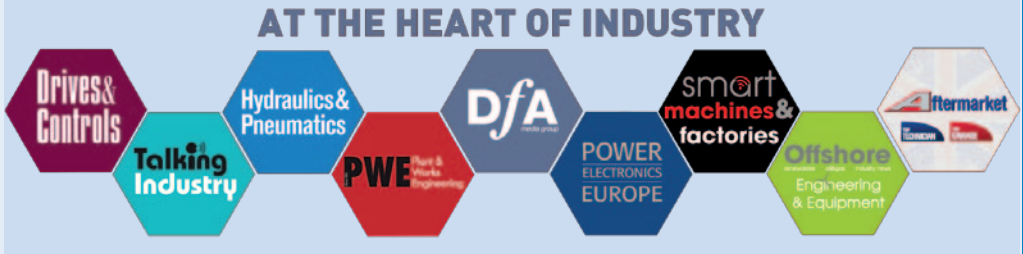
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Dimensions: Height x Width mm

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 ..... 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