

Plant & Works

www.pwemag.co.uk **Engineering**

2019 Media Information



OFFICIAL SUPPORTERS



ABC
audited
circulation

The industry's voice since 1981

Preparing for a smart future

Since 1981 Plant & Works Engineering (PWE) has been at the forefront of reporting on the many technological opportunities and challenges in the manufacturing and commercial sectors. Most recently, with the advent of Industry 4.0, and the growing push for businesses to aspire to a smart engineering vision, PWE is able to help readers take advantage of this technological leap forward, with its monthly Smart Maintenance Management focus.

There is little doubt that the 'smartening' process of industry and manufacturing is going to change the face of global industry forever, and smart maintenance has a key role to play within an Industry 4.0 strategy. Intelligent, connected machines will create efficiencies in maintenance through being able to predict failures and trigger maintenance activity autonomously, without any manual intervention.

PWE's regular monthly Smart Maintenance Management focus will help readers take advantage of this technological leap forward, providing readers with the most up-to-date in-depth specialist insight and analysis to help readers realise a smart manufacturing strategy as well as highlighting the range of opportunities the Fourth Industrial Revolution can potentially offer.

Delivering news-led incisive market information with integrity and accuracy, PWE's editorial content focuses on the latest cutting-edge technology from around the globe and real-life application stories, in-depth technology insights, special supplements, education & guidance, and event previews. The editorial programme also reflects the wide variety of topics and interests of its readership, ranging from Pumps & Valves, Boilers, Burners & Controls, Compressed Air, to Handling, Storage & Logistics, Premises & Facilities Management, and Health & Safety.

PWE is recognised for its highly focused editorial profile and independence, researched circulation and thorough industry representation. This editorial approach ensures maximum reader interest and guarantees that PWE is highly targeted for advertisers and provides an ideal promotional vehicle. In addition our website www.pwemag.co.uk is also a comprehensive online hub for professionals

who want to stay current on every aspect of their industry, including news, features, equipment and services.

The wide-breadth of high quality editorial both online and print, will connect you with our readership, your customers and the industry's key decision makers.

No other publication provides such a wealth of independent information in as much detail and depth, and reflects our position as one of the UK's most respected and valued leading monthly magazine for engineering professionals.



A handwritten signature in black ink that reads "Aae Zuber". The signature is stylized and written in a cursive-like font.

2019 Editorial Programme

This year's editorial programme reflects key changes and developments within UK manufacturing and engineering. Specifically, PWE will be looking at Smart Maintenance and Industry 4.0, while continuing to cover our regular topics.

| 2019 | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY/AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DEC/JAN 2020 THE ANNUAL BUYERS GUIDE |
|------------------------------------|--|---|--|---|--|---|--|---|--|--|
| Plant & Factory Maintenance | Thermal Imaging/ Facilities Maintenance | Maintenance Software/ Asset Management | Thermal Imaging/ Condition Monitoring | Maintenance Software/ Training | Thermal Imaging/ Condition Monitoring | Maintenance Software/ Asset Management | Remote Maintenance Monitoring/ Condition Monitoring | Maintenance Software/ Training | Thermal Imaging/ Facilities Maintenance | Remote Maintenance Monitoring/Seals, Bearings & Lubrication |
| Process, Controls & Plant | Compressed Air/ Pumps & Valves | Process Heating & Cooling/ Seals, Bearings & Lubrication | Compressed Air/ Pumps & Valves | Seals, Bearings & Lubrication/ Sensors & Measurement | Compressed Air/ Pumps & Valves | Process Heating & Cooling/ Seals, Bearings & Lubrication | Compressed Air/ Pumps & Valves | Seals, Bearings & Lubrication/ Sensors & Measurement | Compressed Air/ Pumps & Valves | Drives, Motors & Controls/ Sensors & Measurement |
| Energy, the Environment & Water | Boilers, Burners & Controls | Drives, Motors & Controls HVAC | Boiler, Burners & Controls | Water & Waste Management | Boilers, Burners & Controls | HVAC | Boilers, Burners & Controls | Drives, Motors & Controls | Boiler, Burnes & Controls/ HVAC | Water & Waste Management |
| SPECIAL FOCUS | Handling, Storage & Logistics / Welding & Cutting | Health & Safety/ Production Engineering | Handling, Storage & Logistics/ Premises & Facilities Management | Health & Safety/ Spring, Fasteners & Adhesives | Handling, Storage & Logistics | Health & Safety/ Loading Bays & Doors | Handling, Storage & Logistics/ Premises & Facilities Management | Health & Safety Boilers, Burners and Controls Management Supplement | Handling, Storage & Logistics/ Production Engineering | Health & Safety |
| Smart Maintenance Management Focus | There is little doubt that the 'smartening' process of industry and manufacturing is going to change the face of global industry forever, and smart maintenance has a key role to play within an Industry 4.0 strategy. Intelligent, connected machines will create efficiencies in maintenance through being able to predict failures and trigger maintenance activity autonomously, without any manual intervention. PWE's regular monthly Smart Maintenance Management focus will help readers take advantage of this technological leap forward. | | | | | | | | | |
| Regulars | EDITOR'S COMMENT, NEWS, INSIGHT, PROBLEM SOLVER, TROUBLESHOOTER Q&A/ BCAS COLUMN/ EEF COMMENT | | | | | | | | | |
| Exhibition Previews | | Hannover Fair | | | Safety & Health Expo | | PPMA | Advanced Engineering Maintec 2019 | | Southern Manufacturing |

To be considered for editorial inclusion please send a synopsis to the editor – editorial@dfamedia.co.uk

Circulation Profile

CIRCULATION BY JOB TITLE

| | |
|-------------------------------|-------|
| Directors | TOTAL |
| Managing | 687 |
| Works/Plant/Maintenance | 602 |
| Manufacturing | 311 |
| Operations/Production | 358 |
| Others | 90 |
| TOTAL | 2048 |

Managers

| | |
|---------------------------------------|------|
| Works/Plant/Maintenance | 1613 |
| Manufacturing | 382 |
| Operations/Production/Technical | 622 |
| General/Engineering/Factory | 972 |
| Facilities/Estates/Energy | 642 |
| Warehouse/Stores/Logistics | 377 |
| Purchasing | 170 |

| | |
|----------------------------------|------|
| Health and Safety/Training | 922 |
| Project | 214 |
| Others | 91 |
| TOTAL | 5982 |

| | |
|--|--------|
| Engineers | TOTAL |
| Chief/Works/Plant/Maintenance | 851 |
| Manufacturing/Production/Process | 473 |
| Mechanical/Electrical | 114 |
| Facilities/Energy/Site Service | 174 |
| Project | 307 |
| Others | 59 |
| TOTAL | 1978 |
| OVERALL TOTAL | 10,031 |

CIRCULATION BY BUSINESS ACTIVITY

| | |
|--|-------|
| Description | TOTAL |
| Mining and Quarrying | 201 |
| Food/Drink/Tobacco | 1506 |
| Basic Metals & Fabrication | 911 |
| Wood & Wood Products | 215 |
| Leather & Leather Goods | 70 |
| Transport, Communication & Banking | 144 |
| Hotel & Restaurants | 137 |
| Pulp, Paper Products, Printing | 491 |
| Construction | 125 |
| Mechanical Engineering | 1033 |
| Non-Metallic Mineral Products | 220 |
| Rubber & Plastics | 750 |
| Textile | 224 |
| Electrical/Electronic Engineering | 885 |
| Motor Vehicle & Parts | 277 |

| | |
|--|--------|
| National & Local Government | 588 |
| Chemicals & Pharmaceuticals | 737 |
| Coke, Refined Petroleum Products | 122 |
| Electricity/Gas/Water Supply | 371 |
| Machinery Manufacture | 336 |
| Other Transport Equipment | 141 |
| Other Manufacturing Industry | 747 |
| TOTAL | 10,031 |

CIRCULATION BY COMPANY (Employee size)

| | |
|-------------------------|--------|
| Description | TOTAL |
| 1 - 99 | 3698 |
| 100-199 | 2016 |
| 200 - 499 | 2243 |
| 500 - 999 | 791 |
| 1000+ | 283 |
| TOTAL CIRCULATION | 10,031 |

Display advertising rates

DISPLAY ADVERTS

| Number of insertions: | 1 | 6 | 12 |
|-----------------------|-------|-------|-------|
| Double Page Spread | £3500 | £3315 | £3130 |
| Full Page 4 Colour | £1995 | £1890 | £1785 |
| Junior Page 4 Colour | £1800 | £1755 | £1710 |
| Half Page 4 Colour | £1100 | £1045 | £990 |
| Quarter Page 4 Colour | £595 | £570 | £545 |

COVER PREMIUM

Inside Front +25% Outside Back +30%

GATEFOLD FRONT COVER

3 pages + front cover panel (max 2 per company) £9750

INSERTS

Prices for both loose and bound-in are available on request

PRODUCTS & SERVICES DIRECTORY

Single entry £570 for 10 issues plus additional logo on www.pwemag.co.uk for 12 months

RECRUITMENT ADVERTISING

Add 15% premium to above display prices

EDITORIAL FEATURE SPOTLIGHTS

100 words, image and contacts details, one issue £145



Mechanical data 2019

MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as QuarkXpress or InDesign files (including all support files and fonts), high-resolution, press-optimised pdf, eps, tiff or jpg files. 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.

LOOSE AND BOUND INSERTS

Please contact Ewa or Emma on ewa.hodden@dfamedia.co.uk or emma.floyd@dfamedia.co.uk for mechanical data. Folding or extra cutting/trimming of inserts will be charged at cost.

CANCELLATIONS

Cancellation: 4 weeks preceding the publication date. Any queries, regarding supply of material, reproduction, etc., please contact Ewa or Emma.
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Double Page Spread

| | |
|-------|-----------|
| Bleed | 303 x 432 |
| Trim | 297 x 420 |
| Type | 264 x 386 |

Full Page

| | |
|-------|-----------|
| Bleed | 303 x 216 |
| Trim | 297 x 210 |
| Type | 264 x 178 |

Junior Page

190 x 130

Half Page Horizontal

| | |
|-------|-----------|
| Bleed | 152 x 216 |
| Trim | 146 x 210 |
| Type | 124 x 178 |

Half Page Vertical

| | |
|-------|-----------|
| Bleed | 303 x 110 |
| Trim | 297 x 104 |
| Type | 264 x 87 |

Half Double Page Spread

| | |
|-------|-----------|
| Bleed | 149 x 432 |
| Trim | 146 x 420 |
| Type | 124 x 386 |

Quarter Page

| | |
|------------|----------|
| Standard | 124 x 87 |
| Horizontal | 59 x 178 |
| Vertical | 264 x 43 |

Third Page

| | |
|-----------------|----------|
| Horizontal Type | 80 x 178 |
| Vertical Type | 264 x 72 |

(Dimensions: height x width mm)

The leading engineering maintenance magazine

Plant & Works Engineering offers the advertiser the best value for money when targeting 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 strength lies 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 magazines to the relevant people in this highly competitive industry. Over half of our year one requested circulation is within the past 12 months, essential in this ever changing and evolving marketplace. Every copy of PWE goes to a requested named individual. Be aware of requested magazines with high Non-Controlled figures.

A market leading circulation from a market leading publication

- ABC Audited
- 100% Individually Requested
- 100% Controlled



ABC audited circulation



DFA Direct mail & E-cast services

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Select by: ■ Job Function ■ Areas of Interest ■ Geography ■ Company Size

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- Ability to interrogate results and measure campaign success
- Plan for future programs with confidence

E-Cast rate: Prices 1k – £395.00 2-5k – £325.00 / 1000 6-10k – £275.00 / 1000 10k+ – £225.00 / 1000



ONLINE ADVERTISING www.pwemag.co.uk

Plant & Works Engineering is the leading site for the plant, works and maintenance market

- Average 3,250+ Unique users per month,
- 20,000+ page impressions per month
- Breaking news stories on business, legislation and relevant products unique to www.pwemag.co.uk
- News on up and coming events, industrial maintenance, handling & storage, energy efficiency and health & safety markets
- Buyers' Guide online – the digital replication of *PWE's* printed version – the most comprehensive and easy to use guide for the works & maintenance market
- The best features and application stories from recent issues of *PWE*
- Extensive marketing through in house titles and optimum websearch

Website

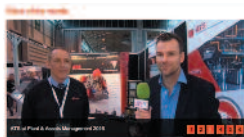
Banner Advert Rates:

| Banner Type | Advert Position | Size | Monthly Price |
|--------------------|-----------------------|------------------|---------------|
| Full page takeover | Home Page | Full page | £1750 |
| Headline | Top of Website | 950 x 125 pixels | £600 |
| Extended | Above Latest Features | 470 x 134 pixels | £400 |
| Box | Side | 300 x 189 pixels | £475 |
| Box | Side | 300 x 200 pixels | £375 |
| Box | Side | 300 x 100 pixels | £300 |
| Box | Side | 125 x 125 pixels | £250 |

Video of the Month

Your chance to profile your company video

Unique chance to promote your company video or case study from **£400 per month**



White Papers

Upload your white paper, unique response mechanism **£100 per month**



E-Newsletter

Sent to 16,000 subscribers ever month

Get your message direct to the buyers desk

Breaking news stories on business, legislation and relevant product

Newsletter Rates:

| Banner Type | Position | Size | Monthly Price |
|-------------|--------------------------|------------------|---------------|
| Headline | Top of Newsletter | 672 x 85 pixels | £700 |
| Side | Right Hand Column | 150 x 280 pixels | £475 |
| Box | Banner Right Hand Column | 125 x 125 pixels | £250 |
| Skyscraper | Right Hand Column | 120 x 600 pixels | £700 |

Feature your latest product on the newsletter with full press release included on www.pwemag.co.uk.

Cost: £400 per insertion

Sponsor:

PWE monthly e-newsletter

or the monthly issue alert



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Plant & Asset Management is the UK's leading biennial event dedicated to all aspects of the management and maintenance of physical assets, with a special focus on Smart Maintenance.

With the growing push for businesses to aspire to a Smart Engineering vision, Plant & Asset Management will help visitors take advantage of this technological leap forward, with many of the exhibitors offering technology and services able to help those implementing an Industry 4.0 strategy and transforming to a smart manufacturing era, of which smart maintenance is paramount.

The exhibition provides an ideal opportunity for maintenance professionals to see first-hand these latest products and services all at one event. On offer will be everything from smart preventative maintenance condition monitoring systems, facilities management solutions and maintenance management software, together with training, contract maintenance and consultancy services. Visitors to the event will include chief, plant, works, maintenance,

mechanical, electrical, production engineers and managers, plus professionals responsible for their company's health & safety, training, logistics, facilities management, operations and factory management.

There is little doubt that the 'smartening' process of industry and manufacturing is going to change the face of global industry forever, and Plant & Asset Management Exhibition has a key role to play in helping to achieve this. Plant & Asset Management Exhibition will also feature its own dedicated seminar theatre providing fascinating free seminar and panel discussions bringing together all aspects of plant and asset management including CMMS, condition monitoring, smart maintenance, predictive maintenance strategies and technological developments, plus much more.

Contact the sales team to find out how you can exhibit:
Damien Oxlee – 01732 370342 – damien.oxlee@dfamedia.co.uk
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Co located shows

