

PWE Plant & Works Engineering
Since 1981

2020 Media Information



OFFICIAL SUPPORTERS



ABC
audited
circulation

The industry's voice since 1981

A heritage in industrial maintenance

Delivering news-led incisive market information with integrity and accuracy since 1981, 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.

At the heart of PWE is our maintenance heritage reflected in our regular monthly feature - Maintenance Matters - which examines all aspects of industrial maintenance. With the onset of industrial digitalisation, integrated maintenance strategies, such as condition monitoring (CM) systems are integral to the future of UK manufacturing. They are the eyes and ears of the feedback control loops that ensure long-term, problem-free operation of motors, drives and actuators. They work in the background, monitoring the temperature of bearings, the purity of hydraulic oil, the power consumption of electric motors and numerous other operating parameters. If things start to go wrong, they quickly raise the alarm so that plant operators can take early action to prevent outages and production downtime. PWE can help keep readers up-to-date with these issues.

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.

Aaron Blutstein
Editor



A handwritten signature of Aaron Blutstein in black ink, written in a cursive style.

2020 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.

2020	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DEC/JAN 2021 THE ANNUAL BUYERS GUIDE
Plant & Factory Maintenance	Maintenance 4.0/ Training	Maintenance Software/ Asset Management	Thermal Imaging/ Condition Monitoring	Maintenance Software/ Training	Condition Monitoring/ Maintenance 4.0	Maintenance Software/ Asset Management	Remote Maintenance Monitoring/ Condition Monitoring	Maintenance Software/ Training	Thermal Imaging/ Maintenance 4.0	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 / Premises & Facilities Management	Health & Safety/ Dust & Fume Extraction	Handling, Storage & Logistics/ Moving & Lifting	Health & Safety / PPE	Handling, Storage & Logistics/Loading Bays & Doors	Handling, Storage & Logistics/Loading Bays & Doors	Handling, Storage & Logistics/ Lighting	Health & Safety/ Dust & Fume Extraction	Handling, Storage & Logistics	Health & Safety/ Slips, Trips and Falls
Editor's Insight	There is little doubt that the 'smartening' process of manufacturing is going to change the face of global industry forever. PWE's regular monthly INSIGHT feature will explore some of the latest developments in the plant, works, maintenance arenas to help engineering professionals keep up-to-date with the latest trends, strategies, solutions and technological advances.									
Regulars	EDITOR'S COMMENT, NEWS, PROBLEM SOLVER, BCAS/ MAKE UK COMMENT									
Exhibition Previews		PAM 2020 Preview	Safety & Health Expo/ PAM 2020, Drives 2020, Air-Tech 2020, Fluid Power & Systems 2020, Smart Industry Expo 2020				PPMA	Maintec Preview 2020 Advanced Engineering		Southern Manufacturing 2020

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	TOTAL
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	\$5600	\$5304	\$5008
Full Page 4 Colour	\$3192	\$3024	\$2856
Junior Page 4 Colour	\$2880	\$2808	\$2736
Half Page 4 Colour	\$1760	\$1672	\$1584
Quarter Page 4 Colour	\$952	\$912	\$872

COVER PREMIUM

Inside Front +25% Outside Back +30%

GATEFOLD FRONT COVER

3 pages + front cover panel (max 2 per company) \$15600

INSERTS

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

PRODUCTS & SERVICES DIRECTORY

Single entry \$912 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 \$232



Mechanical data 2020

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



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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	\$2800
Headline	Top of Website	950 x 125 pixels	\$960
Extended	Above Latest Features	470 x 134 pixels	\$640
Box	Side	300 x 189 pixels	\$760
Box	Side	300 x 200 pixels	\$600
Box	Side	300 x 100 pixels	\$480
Box	Side	125 x 125 pixels	\$400

Video of the Month

Your chance to profile your company video

Unique chance to promote your company video or case study from **\$640 per month**



White Papers

Upload your white paper, unique response mechanism **\$160 per month**



E-Newsletter

Sent to 14,000 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	\$1120
Side	Right Hand Column	150 x 280 pixels	\$760
Box	Banner Right Hand Column	125 x 125 pixels	\$400
Skyscraper	Right Hand Column	120 x 600 pixels	\$1120

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

Cost: \$640 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:

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Co located shows

