

Since 1981 **PWE** Plant & Works Engineering

The industry's voice for over 40 years



Media Information 2024

www.pwemag.co.uk



ABC audited circulation

MESSAGE FROM THE EDITOR

PWE's editorial has reported on numerous technological advances since its creation in 1981. Throughout 2024 PWE will continue to bring readers the latest news, technologies, thought leadership stories and case studies, which reflects our highly focused editorial profile and ensures our continued independence, backed up by our researched circulation and thorough industry representation.

PWE has always been at the forefront of reporting the latest cutting-edge technology from around the globe and real-life application stories, in-depth technology insights, special supplements, education & guidance, live events, and more recently digital broadcasts.

At the heart of PWE is our maintenance heritage reflected in our regular monthly feature -

Maintenance Matters - which examines all aspects of industrial maintenance, including the onset of industrial digitalisation and integrated maintenance strategies, such as condition monitoring (CM) systems, which are integral to the future success of UK manufacturing.

The wide breadth of high-quality editorial both online through our website www.pwemag.co.uk, digitally and print media, will connect you with our readership, your customers and the industry's key decision makers. No other publication provides such a wealth of industrial heritage, independent information in as much detail and depth, and reflects our position as one of the UK's most respected and valued industrial trade journals.

Aaron Blutstein, Editor

Talking Industry



TALKING INDUSTRY

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

Talking

Industry Live

30.04.2024

Talking Industry Live will return to the MTC Coventry, 30 April 2024. TI Live will provide delegates from the manufacturing and engineering community with an opportunity to Learn, Grow and Connect in a high-end environment. Building on the foundations laid at the 2023 inaugural event, DFA Media Group will develop and grow TI Live into the sectors premier event. Participating in Talking Industry Live 2024 will provide event partners with unrivalled pre and post event marketing across multiple channels.

Event partners will benefit from multiple opportunities to generate leads, develop relationships with delegates and position themselves as leaders in their field on the day of the event.



2024 EDITORIAL PROGRAMME

2024	Maintenance Matters	Process, Controls & Plant	Energy & Environmental Management	Handling & Safety Matters	Special Focus	General Promotions and Bonus
February/ March	Maintenance 4.0 Condition Monitoring	Compressed Air Pumps & Valves	Boilers, Burners & Controls HVAC	Handling & Storage	Skills & Training	Talking Industry Live
April/ May	CMMS Plant & Asset Management	Compressed Air Seals, Bearings & Lubrication	Boilers, Burners & Controls Net Zero	Health & Safety	Hire Equipment	Maintec 2024 M&E Week
June/ July	Maintenance 4.0 Condition Monitoring	Boilers, Burners & Controls Cooling	Compressed Air CHP	Handling & Storage	Food & Beverage	
August/ September	OEE CMMS	Compressed Air Seals, Bearings & Lubrication	Boilers, Burners & Controls HVAC	Health & Safety	Net Zero Skills & Training	PPMA 2024
October/ November	Maintenance 4.0 Condition Monitoring	Compressed Air Pumps & Valves	Boilers, Burners & Controls Cooling	Handling & Storage	Industrial Security	Advanced Engineering
December/ January 25	ANNUAL BUYERS' GUIDE 2025					
	Plant & Asset Management CMMS	Compressed Air Seals, Bearing Lubes	Boilers, Burners & Controls	Health & Safety	Skills & Training	
Regulars in Every Issue		EDITOR'S COMMENT, INSIGHT, NEWS, PROBLEM SOLVER, BCAS/ MAKE UK COMMENT				

CIRCULATION ACTIVITY

CIRCULATION BY JOB TITLE

Directors	TOTAL
Managing	702
Works/Plant/Maintenance	652
Manufacturing	334
Operations/Production	367
Others	96
TOTAL	2151

Managers	TOTAL
Works/Plant/Maintenance	1671
Manufacturing	415
Operations/Production/Technical	648
General/Engineering/Factory	991
Facilities/Estates/Energy	665
Warehouse/Stores/Logistics	392
Purchasing	211
Health and Safety/Training	943
Project	234
Others	102
TOTAL	6272

Engineers	TOTAL
Chief/ Works/Plant/Maintenance	889
Manufacturing/Production/Process	523
Mechanical/Electrical	129
Facilities/Energy/Site Service	189
Project	325
Others	71
TOTAL	2126
OVERALL TOTAL	10,549

CIRCULATION BY BUSINESS ACTIVITY

Description	TOTAL
Mining and Quarrying	194
Food/Drink/Tobacco	1556
Basic Metals & Fabrication	871
Wood & Wood Products	206
Leather & Leather Goods	78
Transport, Communication & Banking	160
Hotel & Restaurants	135
Pulp, Paper Products, Printing	523
Construction	135

Mechanical Engineering	1185
Non-Metallic Mineral Products	225
Rubber & Plastics	758
Textile	225
Electrical/Electronic Engineering	920
Motor Vehicle & Parts	275
National & Local Government	574
Chemicals & Pharmaceuticals	741
Coke, Refined Petroleum Products	138
Electricity/Gas/Water Supply	388
Machinery Manufacture	353
Other Transport Equipment	154
Other Manufacturing Industry	755
TOTAL	10,549

CIRCULATION BY COMPANY (Employee size)

1 - 99	4895
100-199	2175
200 - 499	2283
500 - 999	861
1000+	335
TOTAL CIRCULATION	10,549

WHO'S READING THE MAGAZINE? WHAT THE ABC FIGURES MEAN

100%
REQUESTED
CIRCULATION



OVER 
10,000
CIRCULATION

Plant & Works Engineering 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.abc.org.uk

PLANT & WORKS ENGINEERING COPY DEADLINES

Month	Issue Copy Deadline 2024	Month	E-news Copy Deadline 2024
February/ March	1st February	January	19th January
		February	17th February
April/ May	27th March	March	17th March
		April	20th April
June/ July	4th June	May	20th May
		June	19th June
August/ September	31st July	July	21st July
		August	18th August
October/ November	22nd September	September	21st September
		October	20th October
December/ January 25	24th November	November	17th November
		December	8th December

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	3	6
Double page spread	£3500	£3315	£3130
Full page	£2000	£1890	£1785
Junior page	£1800	£1755	£1710
Half page	£1100	£1045	£990
Quarter page	£595	£570	£545

PRODUCTS & SERVICES DIRECTORY

Standard size 37 x 80mm:	£1000 for 6 issues
Double size 37 x 160mm:	£1900 for 6 issues
Web Locator URL:	£500 for 6 issues

EDITORIAL FEATURE SPOTLIGHTS

120 words, image and contact details in one issue: **£220 per issue**
 Bespoke packages available – **Contact 01732 370340**

FRONT COVER PACKAGES

Front Cover Strip + DPS:	£4500
Front Cover Strip + Full page:	£3000

SPECIAL POSITION

Inside front cover:	£2400
Outside back cover	£2600

INSERTS

A great way to attract sales leads by inserting your company literature into the main body of *Plant & Works Engineering* magazine.
 Full circulation or split regional runs available.
 Contact the sales team for 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 / 1,000 10k+ – £275 / 1,000 **Lease:** POA

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

Plant & Works Engineering's frequently updated global website (www.pwemag.co.uk) has established itself as a leading online resource for the Plant, Works, Maintenance & Factory services market. Each month the site typically attracts well over 20,000 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.

E-NEWSLETTER ADVERTISING

Plant & Works Engineering'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.

Web site Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Website Takeover Banners	£1750	519 x 1297	20kB	72dpi	gif/jpg/html
Leaderboard Banner	£695	950 x 125	20kB	72dpi	gif/jpg/html
Full Banner	£465	470 x 134	20kB	72dpi	gif/jpg/html
Standard Tile	£420	125 x 125	15kB	72dpi	gif/jpg/html
MPU	£575	300 x 300	20kB	72dpi	gif/jpg/html
Skyscraper	£635	160 x 600	20kB	72dpi	gif/jpg/html

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

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.

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

Sales Director

Damien Oxlee

t: +44 (0)1732 370342

m: +44 (0)7951 103754

e: damien.oxlee@dfamedia.co.uk

Sales Manager

Andrew Jell

t: +44 (0)1732 370347

e: andrew.jell@dfamedia.co.uk

Managing Director

Ryan Fuller

t: +44 (0)1732 370344

e: ryan.fuller@dfamedia.co.uk

DFA Direct

Ian Atkinson

t: +44 (0) 1732 370340

e: ian.atkinson@dfamedia.co.uk

Editor

Aaron Blutstein

t: +44 (0) 1732 370340

e: editorial@dfamedia.co.uk

Editorial Content

Leslah Garland

t: +44 (0) 1732 370340

e: editorial@dfamedia.co.uk

Operations Manager

Emma Floyd

t: +44 (0)1732 370340

e: emma.floyd@dfamedia.co.uk

Marketing Executive

Hope Jepson

t: +44 (0)7132 371081

e: hope.jepson@dfamedia.co.uk

Production Manager

Chris Davis

t: +44 (0) 1732 370340

e: chris.davis@dfamedia.co.uk

Head Office:

DFA Media Group

192 High Street, Tonbridge, Kent TN9 1BE UK

t: +44 (0) 1732 370340

info@dfamedia.co.uk - www.pwemag.co.uk



ABC
audited
circulation



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 entry80 x 37

Double entry160 x 37

AT THE HEART OF INDUSTRY

