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PWE Plant & Works Engineering

The industry's voice for over 40 years

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Media Information 2027

www.pwemag.co.uk

MESSAGE FROM THE EDITOR

Since its founding in 1981, Plant & Works Engineering has been a trusted witness to the technologies and strategies reshaping our world. Now, in 2027, that mission feels more relevant than ever.

Across the UK and beyond, the convergence of artificial intelligence, industrial IoT, digital twins and increasingly connected industrial systems is transforming how maintenance, production and asset management are delivered. At PWE, our role remains clear: to help you make sense of these shifts, providing independent insight, real-world applications and a platform for thought leadership that keeps you ahead of the curve.

Artificial intelligence is becoming increasingly embedded in the day-to-day operation of the plants and facilities we cover. From predictive and proactive maintenance to asset lifecycle management strategies that intelligently schedule interventions and extend the life of critical equipment, AI is helping engineers make faster, better-informed decisions. Generative AI is also opening up new ways to interrogate maintenance data, access technical knowledge and support decision-making on the plant floor.

But technology is only part of the picture as engineering has always depended on knowledge, judgement and practical experience, and those qualities are every bit as important today as they have ever been. AI can analyse vast amounts of data, identify patterns and support complex diagnostics, but it is the engineer who understands the machine, the process and the operating environment. The greatest gains will come from combining new capabilities with the traditional engineering skills and experience that remain at the heart of successful industrial operations.

Digital twins, too, have moved well beyond the experimental stage. The focus is increasingly shifting from individual projects towards integration and scale, as manufacturers connect virtual models with live operational data across the asset lifecycle. These dynamic, data-rich models can link design, operation and maintenance, enabling better forecasting, remote support and more informed interventions.

As AI capabilities are combined with digital twins and increasingly sophisticated component and system models, the potential becomes greater still. Together, these technologies can give engineers a clearer understanding of asset condition and performance, helping organisations make better maintenance decisions, improve reliability and use resources more effectively. Crucially, their value ultimately depends on how successfully they support the people responsible for keeping industrial operations running.

What excites us most is how these technologies are converging to address some of UK industry's toughest challenges. Energy efficiency, decarbonisation, productivity and resilience are increasingly interconnected priorities. AI, digital twins and connected technologies are enabling smarter energy management, reduced downtime, longer asset life and less waste, helping manufacturers improve environmental performance while remaining competitive in a demanding global market.

At the same time, investment in technology must go hand in hand with investment in people. That means developing new digital capabilities, but it also means protecting, valuing and passing on the engineering knowledge and practical skills that industry has built over generations. As experienced engineers retire and businesses seek to attract new talent, transferring that expertise will be every bit as important as adopting the latest technology.

At PWE, we're proud to reflect and shape this conversation. Our Maintenance Matters coverage explores everything from AI-driven diagnostics and condition monitoring to digital-twin-enabled maintenance and sustainability strategies, while our growing digital platform brings industry leaders and practitioners together to share insights, experience and best practice.

With every issue and every online feature, our goal remains the same as it has been for more than four decades: to provide the trusted, independent voice that connects technology, expertise and the people driving progress.

Aaron Blutstein Editor, Plant & Works Engineering

Talking Industry

ONLINE PANEL

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	Maintenance Matters	Process, Controls & Plant	Energy & Environmental Management	Handling & Safety Matters	Special Focus	General Promotions and Bonus
February/ March	Smart Maintenance 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 2027 Smart Manufacturing Week
June/ July	Smart Maintenance Condition Monitoring	Compressed Air CHP	Boilers, Burners & Controls Cooling	Handling & Storage	Food & Beverage	
August/ September	OEE CMMS	Compressed Air Seals, Bearings & Lubrication	Boilers, Burners & Controls HVAC	Health & Safety	Net Zero Skills & Training	PPMA 2027
October/ November	Smart Maintenance Condition Monitoring	Compressed Air Pumps & Valves	Boilers, Burners & Controls Cooling	Handling & Storage	Industrial Security	Advanced Engineering
December/ January 28	**ANNUAL BUYERS' GUIDE 2028**					
	Plant & Asset Management CMMS	Compressed Air Seals, Bearing Lubrication	Boilers, Burners & Controls	Health & Safety	Skills & Training	
Regulars in Every Issue	EDITOR'S COMMENT, INSIGHT, NEWS, PROBLEM SOLVER, MAKE UK COMMENT					

CIRCULATION ACTIVITY

CIRCULATION BY JOB TITLE

Directors	TOTAL
Managing	685
Works/Plant/Maintenance	634
Manufacturing	325
Operations/Production	357
Others	93
TOTAL	**2095**

Managers	TOTAL
Works/Plant/Maintenance	1626
Manufacturing	404
Operations/Production/Technical	631
General/Engineering/Factory	964
Facilities/Estates/Energy	647
Warehouse/Stores/Logistics	381
Purchasing	205
Health and Safety/Training	918
Project	228
Others	99
TOTAL	**6104**

Engineers	TOTAL
Chief/ Works/Plant/Maintenance	869
Manufacturing/Production/Process	511
Mechanical/Electrical	126
Facilities/Energy/Site Service	184
Project	316
Others	69
TOTAL	**2075**
OVERALL TOTAL	**10,274**

CIRCULATION BY BUSINESS ACTIVITY

Description	TOTAL
Mining and Quarrying	189
Food/Drink/Tobacco	1515
Basic Metals & Fabrication	848
Wood & Wood Products	200
Leather & Leather Goods	76
Transport, Communication & Banking	156
Hotel & Restaurants	131
Pulp, Paper Products, Printing	509
Construction	131
Mechanical Engineering	1157
Non-Metallic Mineral Products	219
Rubber & Plastics	738
Textile	219
Electrical/Electronic Engineering	895
Motor Vehicle & Parts	268
National & Local Government	559
Chemicals & Pharmaceuticals	723
Coke, Refined Petroleum Products	134
Electricity/Gas/Water Supply	378
Machinery Manufacture	344
Other Transport Equipment	150
Other Manufacturing Industry	737
TOTAL	**10274**

CIRCULATION BY COMPANY (Employee size)

1 - 99	4764
100-199	2120
200 - 499	2221
500 - 999	840
1000+	328
TOTAL CIRCULATION	**10,274**

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

100%
REQUESTED CIRCULATION

OVER 10,000 CIRCULATION

Plant & Works Engineering 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 10,274 January 2024 to December 2024.

PLANT & WORKS ENGINEERING COPY DEADLINES

Month	Issue Copy Deadline 2027	Month	E-news Copy Deadline 2027
February/ March	2nd February	January	19th January
		February	17th February
April/ May	25th March	March	17th March
		April	20th April
June/ July	7th June	May	18th May
		June	18th June
August/ September	31st July	July	21st July
		August	18th August
October/ November	22nd September	September	17th September
		October	20th October
December/ January 28	24th November	November	17th November
		December	8th December

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	3	6
Double page spread	£3675	£3480	£3285
Full page	£2100	£1985	£1875
Junior page	£1890	£1840	£1795
Half page	£1155	£1095	£1040
Quarter page	£625	£595	£570

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: **£4725**
Front Cover Strip + Full page: **£3150**

SPECIAL POSITION

Inside front cover: **£2520**
Outside back cover **£2730**

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.

Example of E-Casts

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

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.

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	£730	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	£485	728 x 90	20kB	72dpi	gif/jpg/html
MPU	£605	300 x 300	20kB	72dpi	gif/jpg/html

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.

E-Newsletter Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Headline Banner	£835	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	£625	728 x 90	20kB	72dpi	gif/jpg/html
Sponsored Panel Press Release	£510	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.

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DfA media group

AT THE HEART OF INDUSTRY

Drives & Controls · Talking Industry · Hydraulics & Pneumatics · PWE Plant & Works Engineering · DfA media group · POWER ELECTRONICS EUROPE · smart machines & factories · Offshore Engineering & Equipment · Aftermarket

Dimensions: Width x Height mm

Front Cover Strip
Type ..... 51 x 200

Full A4 Page
Type ..... 178 x 254
Trim ..... 210 x 297
Bleed ..... 216 x 303

Half Page Horizontal
Type ..... 178 x 124
Trim ..... 210 x 146
Bleed ..... 216 x 152

Half Page Vertical
Type ..... 86 x 254
Trim ..... 96 x 297
Bleed ..... 102 x 303

Third Page
Horizontal Type ..... 178 x 80
Horizontal Trim ..... 178 x 104
Horizontal Bleed ..... 216 x 110
Vertical Type ..... 72 x 254
Vertical Trim ..... 72 x 297
Vertical Bleed ..... 78 x 303

Quarter Page
Standard ..... 86 x 124
Horizontal Type ..... 178 x 59
Horizontal Trim ..... 210 x 77
Horizontal Bleed ..... 216 x 83
Vertical Type ..... 43 x 254
Vertical Trim ..... 52 x 297
Vertical Bleed ..... 58 x 303

Junior Page ..... 130 x 190

Double Page Spread
Type ..... 394 x 254
Trim ..... 420 x 297
Bleed ..... 426 x 303

Half Page Spread
Type ..... 394 x 124
Trim ..... 420 x 146
Bleed ..... 152 x 436

Third Page Spread
Type ..... 394 x 80
Trim ..... 420 x 104
Bleed ..... 426 x 110

Quarter Page Spread
Type ..... 394 x 59
Trim ..... 420 x 77
Bleed ..... 426 x 83

Products & Services advert
Standard entry ..... 37 x 80
Double entry ..... 37 x 160