



The dedicated  
magazine and website  
for the maintenance  
industry

**ME**  
MAINTENANCE & ENGINEERING

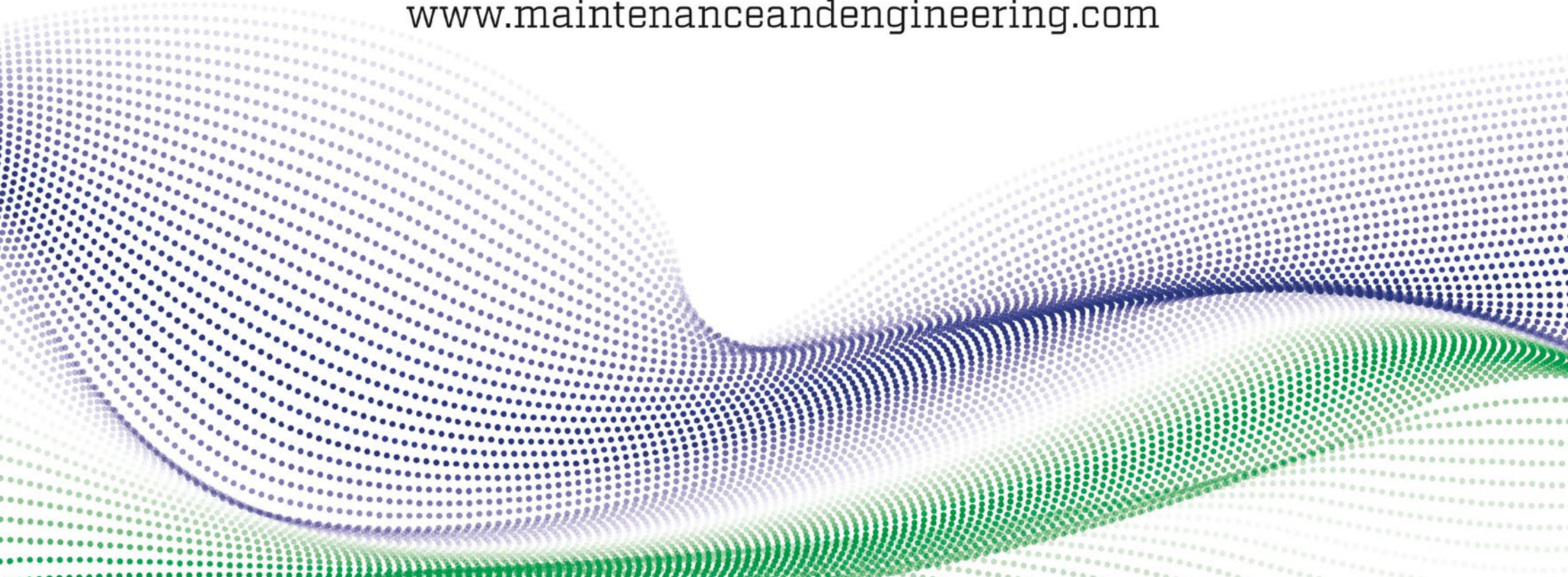


incorporating  
**maintenance**  
& **asset** management  
journal

# **MEDIA PACK 2018**

for those involved in maintenance engineering and asset management

[www.maintenanceandengineering.com](http://www.maintenanceandengineering.com)



# ME

MAINTENANCE & ENGINEERING

incorporating

**maintenance  
& asset management**  
journal

#### In EVERY issue:

- News • Company News and Product Reviews • Specialist Services Directory • Front Cover Story

Incorporated into EVERY issue **Maintenance & Asset Management Journal** - centre section consisting of two in-depth technical papers and case studies

#### CONTACTS

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t/a Conference Communication  
a Barrett Byrd Associates company  
7 Linden Close, Tunbridge Wells  
Kent TN4 8HH Tel: 01892 524455

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@MaintOnLine



Maintenance & Engineering Magazine is mailed to an ABC audited database of 11,000 industrial engineering professionals, on a bi-monthly basis.

ISSN: 1748 5290

# MAINTENANCE & ENGINEERING MAGAZINE

## MEDIA INFORMATION 2018

**Maintenance & Engineering (M&E) magazine is the only ABC-audited dedicated magazine for the UK maintenance industry and, coupled with our fully interactive website [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com), offers the maintenance market a comprehensive one-stop shop for both advertisers looking to target this unique audience and maintenance professionals looking for the latest news and intelligence for their industry.**

Maintenance is too often seen as an overhead – a business cost subject to random cuts – rather than part of a properly structured asset management strategy, working in partnership with production to add value to an organisation by reducing plant and machinery downtime, increasing productivity, improving efficiency and leading, in turn, to increased profitability.

M&E is specifically designed to encourage the pursuit of excellence in asset management, engineering, maintenance and manufacturing, informing and educating maintenance professionals across the UK's industrial, commercial and public sectors.

As well as the bi-monthly magazine (circulated to a relevant audience of 11,000 maintenance and engineering professionals) M&E also delivers the market a dedicated website and email news service.

Along with news, analysis and technical information online at [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com) hosts digimag versions of the popular print magazine. This offers readers an invaluable reference tool of past and present issues of M&E while giving advertisers extra continuing exposure to their target market: the online digimag versions of the magazine include direct links to your website, ensuring interested readers are taken directly to you.



### Editorial Content

Maintenance & Engineering comprises four key editorial sections:

**Plant & Maintenance:** Addresses the challenges facing today's engineers and managers, and focuses on the development and implementation of technology and best practice in maintenance. Independent technical and management advice is offered and real-life case studies are used to illustrate the benefits of applying these modern techniques and methods.

**Maintenance & Asset Management journal:** Since 2008, *Maintenance & Asset Management* journal (M&AM) has been incorporated into the pages of M&E. M&AM features in-depth technical papers on core aspects of maintenance and asset management.

**Site, Buildings, Energy & Works Management:** Covers the wider plant and asset management disciplines that work in tandem with Plant & Maintenance to ensure the smooth and efficient operation of manufacturing and process industries. This includes health & safety, compressed air, boilers, steam generation, welding and corrosion, to name but a few. Energy is an issue of global importance with far-reaching implications for industry and commerce, and we report on the changing face of energy generation and management and its implications for plant engineering, maintenance and manufacturing.

**Works Management** Covers issues relating to the overall management of the UK's industrial and commercial activities: the buildings, the impact of environmental legislation, health and safety, welfare and training of the workforce and the onerous legislative framework within which companies have to operate

Maintenance & Engineering is totally committed to providing you with the perfect platform for reaching not only to your existing customers, but to identify new ones. In short, coupled with [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com) it is the ideal vehicle for promoting your products or services to your target audience.

### Circulation – by job title/responsibility

- 38% Maintenance or Asset Engineer/Manager/Director
- 20% Production, Works, Technical, Manufacturing, Mechanical, Operations Engineer/Manager/Director
- 13% Engineering Manager, Chief Engineer, Senior Engineer
- 8% Chairman, Managing Director, CEO, Partner
- 7% Buildings, Facilities, Estates Engineer/Manager
- 6% Development, Design, Projects, Electrical, Electronics, Plant, Services Engineer/Manager
- 8% Others (Planning, Training, Academic, Analyst, Technician or unspecified Engineer/Manager)

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### Circulation Profile

Maintenance & Engineering magazine is an ABC-audited publication which is sent to a structured industrial and commercial database comprising engineers, managers and senior executives who are in part or wholly responsible for the acquisition, commissioning, operation and maintenance of their organisations' plant, machinery and buildings. Circa 11,000 printed copies are mailed out every two months.

### Marketing Opportunities - in M&E magazine

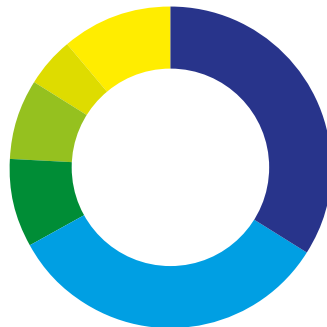
M&E is uniquely placed to offer a wide variety of ideas to help you promote your products and services effectively.

#### Front Cover Package

The most exclusive package available offering prime positions and editorial coverage ensuring you stand out and your message engages with our readers. You supply an image, of an industrial scene, for the front cover of the magazine, plus a 3-7 word strapline, to also appear on the front cover. In addition to these you supply a 700 word article relating to the image on the cover, which is published as a full page editorial piece in an early prime position inside the magazine. Your contact details are shown at the bottom of the editorial page. This is unique and powerful package to present you as a leader in your field.

#### Display advertising

If you have a particular product, brand, training course, or service, or simply want to recruit staff or promote your company as a whole, then a display advertisement will give you impact and presence. All advertisements are placed facing cutting-edge independent editorial, giving your message maximum exposure to our readers.



### Circulation - by Industry

- 34% Manufacturing Industries: Aerospace, Automotive, Electrical/Electronic, Clothing Textile & Footwear, Shipbuilding Marine Engineering, Mechanical, Instrument and other manufacturers
- 33% Process Industries: Pharmaceutical, Chemical, Plastics, Food Drink & Tobacco, Metal Production, Paper Printing & Packaging, Oil Production, Mining & Quarrying, Bricks, Pottery, Glass, Cement
- 9% Facilities Management: Banks, Insurance & Commercial, Health Service, Public Administration, Construction
- 8% Consulting Professional and Scientific Services
- 5% Utilities Gas: Water, Electricity and Nuclear
- 11% Others: Defence, Education, Shipping, Transport, Communications, Warehousing & Distribution

#### Company News & Product Reviews

New products or services can be advertised on our Company News & Product Review pages. Entries, in the main, consist of 100 words, image and contact details, but can be booked as double sized entries if desired. Each entry is also given coverage online on our website, [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com), resulting in extra continuing exposure and reach.

#### Classified Services

An entry in the Specialist Services Directory will ensure that your company has a regular presence in each edition of the magazine under relevant product headings, so readers can find and contact you whenever they need to.

#### Loose leaflet inserts

Loose inserts can be an effective way of promoting your products. The reader has to physically remove your leaflet from the magazine, which through this very action invites investigation of its content and ensures excellent visibility for you.

#### Belly wraps

A belly wrap is a paper seal branded with your company logo or message that wraps completely around the magazine. The seal has to be broken before the reader can open the magazine.

#### Bound Outserts

Bound outserts are attached to the outside of the magazine when it is stapled together. A Bound outsert remains on the outside of the magazine for the duration of its life, bringing huge brand awareness.

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# MAINTENANCE & ENGINEERING MAGAZINE • FEATURES 2018

## PLANT & MAINTENANCE

## SITE, BUILDINGS, ENERGY & WORKS MANAGEMENT



JANUARY

- Acoustic Emission
- Asset Management
- Condition Monitoring / Predictive Maintenance
- Maintenance Strategy
- Pumps
- Reliability Centred Maintenance
- Lubricants, Greases and Oil Analysis

- Boilers
- Dust and Fume Extraction
- Energy Management Systems
- Legionella

**FOCUS on**

**Facilities Management and Factory Maintenance**

Building management systems, Computer Aided Facilities Management (CAFM), flooring, hvac, lighting, roofing, site security, waste management, water management



MARCH

- Bearings
- Calibration
- Condition Monitoring / Predictive Maintenance
- Contract Maintenance / Outsourcing
- Drives and Gears • Electric Motors
- Lean Maintenance
- Maintenance Benchmarking
- Smart Factory • Valves

- ATEX / Hazards
- Compressors and Compressed Air
- Energy Efficiency
- Steam Generation
- Training / Apprenticeships

**FOCUS on**

**Handling, Storage and Access Solutions**

Forklifts, access equipment, cranes, logistics, lifting and moving, racking and shelving, storage and containers



JULY

- Adhesives and Fastenings
- Condition Monitoring / Predictive Maintenance
- Field Service Management, pipework
- Key Performance Indicators (KPIs)
- Lean Manufacturing
- Vibration Monitoring / Analysis
- Hydraulics & Pneumatics

- Burners
- Combined Heat and Power
- Energy Monitoring and Targeting
- Industrial Cooling

**FOCUS on**

**Health and Safety**

Breathing safely, fire prevention and alarms, hazardous waste, legislation, machine guards, noise, PPE, safety showers, spill containment, signage, workwear



SEPTEMBER

- Condition Monitoring / Predictive Maintenance
- Lubrication
- Overall Equipment Effectiveness (OEE)
- Planned Maintenance
- Pumps
- Thermography / Temperature Measurement

- Docking Systems / Air Curtains / Loading Bays
- Emissions Monitoring
- Flooring
- Steam
- Training / Apprenticeships

**FOCUS on**

**Compressors and Compressed Air**

Air handling, distribution, filtration, generation, hire

- Alignment
- Bearings
- Condition Monitoring / Predictive Maintenance
- Electrical Maintenance
- Smart Factory
- Valves
- Drives, Gears and Automation

- Access Equipment / Working at Height
- ATEX / Hazards
- Corrosion Protection
- Handling and Storage

**FOCUS on**

**Energy, Boilers and Burners**

Energy management, burners, installation, maintenance, rental, biomass, steam, condensing, fuel fired, CHP

NOVEMBER

- Asset Management / Maintenance Management
- Budgeting
- Computerised Maintenance Management
- Condition Monitoring / Predictive Maintenance
- Couplings
- Total Productive Maintenance (TPM)
- Vibration Monitoring / Analysis

- Building Management
- Compressors and Compressed Air
- Steam / heat Recovery Systems
- Training / Apprenticeships

**FOCUS on**

**Health and Safety**

Breathing safely, fire prevention and alarms, hazardous waste, legislation, machine guards, noise, PPE, safety showers, spill containment, signage, workwear

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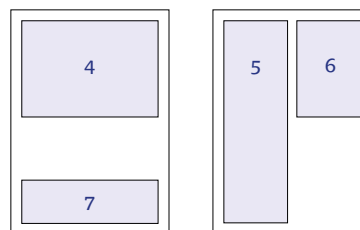
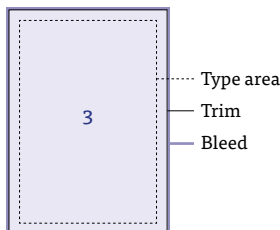
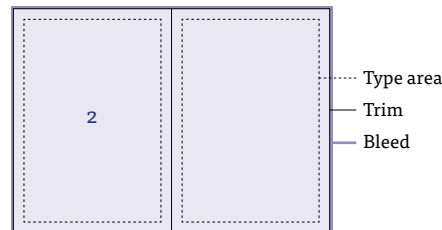
# MAINTENANCE & ENGINEERING MAGAZINE

## ADVERTISING RATES 2018

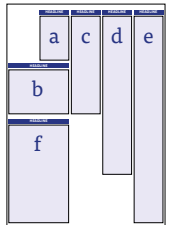
**Magazine dimensions:** A4 - Trim: 210mm x 297mm

Size/Position	Dimensions	Rates
Front cover picture and story on page 4 (1)	Cover picture: 146mm x 171mm Wordcount: 700 words + photo	£2500
Double page spread (2)	Type: 394mm x 269mm Trim: 420mm x 297mm Bleed: 426mm x 303mm	£2500
Covers - A4 full page (Inside front, outside back, inside back) (3)	Type: 182mm x 269mm Trim: 210mm x 297mm Bleed: 216mm x 303mm	£1450
A4 full page (3)	Type: 182mm x 269mm Trim: 210mm x 297mm Bleed: 216mm x 303mm	£1350
Half page horizontal (4)	Ad size: 182mm x 129mm	£650
Half page vertical (5)	Ad size: 86mm x 269mm	£650
Quarter page (6)	Ad size: 86mm x 129mm	£330
Horizontal strip (7)	Ad size: 182mm x 59mm	£330

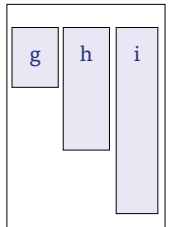
(Numbers in brackets ( ) refer to advert sizes, see diagrams below)



Classified	Dimensions	Rates
Single (a)	Ad size: 39mm x 59mm	£395
Double horizontal (b)	Ad size: 80mm x 59mm	£650
Double vertical (c)	Ad size: 39mm x 130mm	£650
Triple vertical (d)	Ad size: 39mm x 210mm	£900
Quadruple vertical (e)	Ad size: 39mm x 274mm	£1150
Quadruple horizontal (f)	Ad size: 80mm x 130mm	£1150



Plant - Company News and product Reviews	Rates
100 words, image and contact details (g)	£135
200 words, image and contact details (h)	£240
Third of page vertical (i) Ad size: 56mm x 247mm	£450



Site - Company News and product Reviews	Rates
100 words, image and contact details (g)	£135
200 words, image and contact details (h)	£240
Third of page vertical (i) Ad size: 56mm x 247mm	£450

(Letters in brackets ( ) refer to advert sizes, see diagrams alongside)

**Inserts**

Prices for both bound and loose inserts are available on request.

**Advert Design**

You can either provide your completed ready to use advert or we can design the advert for you from your supplied material at a cost of £100 per hour.

**Advert Specification**

Please send artwork in PDF format, preferably complying with the PDF/X-1a standard. For further information on this standard visit [www.pdfx.info](http://www.pdfx.info)

Please ensure that all colour files are saved as CMYK, with no spot colours and nothing in RGB. Ensure that all images are of a high enough resolution (at least 300dpi) and embed all fonts. Please send artwork by email to [andrew@maintenanceandengineering.com](mailto:andrew@maintenanceandengineering.com)

Issue 2018	Advert Deadline	Press Day	Publication Date
January/February	Friday 26 January	Friday 2 February	Friday 9 February
March/April	Friday 23 March	Wednesday 28 March	Wednesday 6 April
May/June	Friday 18 May	Friday 25 May	Friday 1 June
July/August	Friday 20 July	Friday 27 July	Friday 3 August
September/October	Friday 21 September	Friday 28 September	Friday 5 October
November/December	Friday 23 November	Friday 30 November	Friday 7 December

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## Maintenance & Engineering

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# MAINTENANCE & ENGINEERING MAGAZINE ROUNDTABLES 2018

## Demonstrate thought leadership and network with peers



**Roundtables offer you the opportunity to be the exclusive sponsor of a topical debate of high interest on a key market area, at an event which brings together around eight key individuals from the sector.**

Roundtables produce engaging editorial which draws in readers, and positions you as a leader in your chosen area.

The event will appear as a prominent two or three page feature in *Maintenance & Engineering*, which will include photos, comments and your branding: the two-page option will consist of editorial/reporting of the topic, debate and event; in the three-page option the third page is dedicated to your comments as sponsor, to outline your opinions and expertise in this market area.

The roundtable will also be promoted via email in the *Maintenance & Engineering* Newsletter, sent to over 8,000 recipients. A summarised version in the email will link to the full story on the M&E website [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com), driving extra interest and readers to view the report of the debate.

As the exclusive sponsor you will have the opportunity to invite one of your clients to take part in the roundtable, as well as up to two representatives of your company, representing your interests and expertise on the subject matter.

The editor of *Maintenance & Engineering* or a relevant expert will chair/host the event to make sure it is impartial and focused, flows naturally and is productive. A Roundtable is an excellent way to align yourself with key individuals and present your company as a thought leader on a specific area of interest.

### Key areas of interest and topics include:

- Made Smarter – industry digitalisation
- Skills and Recruitment, the impact of automation
- Cybersecurity and Industry 4.0
- The Smart Factory
- From Condition Monitoring to Predictive Maintenance
- Asset Management

If there is a specific topic or market area in which you want to be seen as a leader we can create a bespoke roundtable on that subject for you.

### This exclusive sponsorship package includes:

- Input on the core subject topic for the event
- Submit questions you would like to be discussed
- Event venue
- Refreshments
- Invitations to the guests
- Two seats at the table for your representatives
- Option to suggest names for potential guests
- You can bring branding and marketing literature to the event
- Photographs being taken of the debate to appear in *Maintenance & Engineering* magazine
- A journalist at the event
- Editor or key expert relevant to the debate to take part
- Two or three page prominent report on the roundtable in *Maintenance & Engineering* magazine
- Three-page option includes up to one full page dedicated to your company
- Promoted in the *Maintenance & Engineering* newsletter
- Full report available on [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com)

**Three-page option £5,995**

**Two-page option £4,495**

*All prices are subject to VAT*



To discuss this exclusive opportunity contact:

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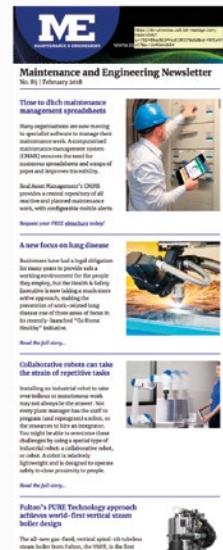
# MAINTENANCE & ENGINEERING MAGAZINE DIGITAL MARKETING 2018

## Digital Marketing Opportunities

To complement *Maintenance & Engineering* magazine's reach of 11,000 professionals, and deliver extra services and opportunities for engagement with the market, M&E offers a variety digital opportunities.

The monthly *Maintenance & Engineering* email Newsletter contains a combination of PR/news items and editorial contributions, ensuring readers are kept up to date on relevant news and information, delivered in a concise and easy to read format directly to their email inbox. This offers the opportunity for excellent engagement and reach to a relevant audience of 8,000 email recipients. Advertising options through this email service include both PR and news items as well banner advertising which can drive relevant interested readers directly to you.

The Newsletter's PR and news items will also be available on the website [www.maintenanceandengineering.com](http://www.maintenanceandengineering.com) a highlighted version of the piece appears on the email linking to the full version on our website (up to 1,000 words). Your website entry remains online in our archive, providing long term exposure.



### Newsletter entries

- 3-7 word headline
- Up to 50 words of text on the email
- Up to 1,000 on the website
- Image/logo
- Contact URL

£350 for the first or second entry in the Newsletter  
£290 for all other entries

### Banners

Banner adverts are available at the top, middle and bottom on each Newsletter, ensuring you are seen as readers scroll down the email through the stories. Your banner can link to any specific page on our website, driving traffic directly where you want it.

**Banner dimensions:** 600px x 90px  
(also 600px x 120px and 600px x 150px)

**Top:** £500

**Middle:** £400

**Bottom:** £450

## Electronic Direct Marketing (EDM)

M&E also offers you the option to send an exclusive bespoke email directly to our readers promoting just your company and message. M&E EDMs are sent to the 8,000 most recent contacts on the *Maintenance & Engineering* database. Cost is £100 per 1,000 with a minimum order of 5,000 mailing.

The email can be sent to us ready to go: we extract the HTML code from the email supplied and drop this into our emailing software. Within the HTML code, all images must contain the full URL where they are hosted and must start with <http://www>. Alternatively, we can design the EDM for you from supplied material at a typical additional cost of £150 per EDM (this depends on the level of design work required and will be discussed and agreed at time of booking). We can host the email's images.

## www.maintenanceandengineering.com

The M&E website contains a wealth of information for today's industrial engineer, such as editorial and news entries, the Maintenance Directory, recruitment ads, event listings, video gallery plus back issues of M&E magazine and links to previous e-newsletters.

### Online Advertising Banners

Banner positions are available on most pages of the M&E website, so you can be seen where you want to be and drive interested traffic directly to any page on your website. Campaigns can be booked for a variety of durations so you are visible to the market when you want to be. Spaces are limited and available on a first to book basis.



### Banner dimensions:

**Top:** 680px x 90px £500 (per month)

**Middle:** 680px x 90px £400

**Side:** 300px x 250px £450

300px x 200px £400

300px x 150px £350

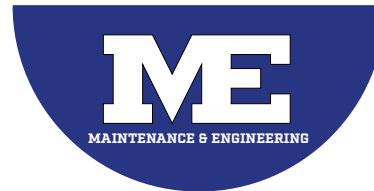
### Maintenance Directory

Over 1,000 companies are listed on the Maintenance Directory. A basic 30-word text entry is free in the Maintenance Directory. Options are available to enhance your entry in the Directory so you can stand out from other listings. Enhanced entries appear above basic text entries as well as under three relevant search categories, helping users find you quickly and easily. For a small investment the enhanced entries are a great way for you to stand out to readers looking for a particular product or service.

### Banner Specification

- Format: Jpeg, Gif, PNG. Please bear in mind that you use a good, clear typeface to avoid any pixellation in transmission
- Files are not to exceed 50KB in size
- Please supply URL
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