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, 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 9,835 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 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 it is the ideal vehicle for promoting your products or services to your target audience.
MAINTENANCE & ENGINEERING MAGAZINE
MEDIA INFORMATION 2021

Circulation Profile  
Maintenance & Engineering magazine is an ABC-audited publication 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 9,835 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.

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 – 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 wraps 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.

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

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www.maintenanceandengineering.com

@MaintOnLine
Maintenance & Engineering Magazine is mailed to an ABC audited database of 9,835 industrial engineering professionals, on a bi-monthly basis.
ISSN: 1748 5290
MAINTENANCE & ENGINEERING MAGAZINE • FEATURES 2021

PLANT & MAINTENANCE

- Acoustic Emission
- Condition Emission
- Electrical Maintenance
- Smart Factory
- Valves

SITE, BUILDINGS, ENERGY & WORKS MANAGEMENT

- Boilers
- Dust and Fume Extraction
- Energy Management Systems

FOCUS on
Facilities Management and Factory Maintenance
Building management systems, Flooring, HVAC, Lighting, Roofing, Site security, Waste management, Water management

FOCUS on
Handling, Storage and Access Solutions
Forklifts, Access equipment, Cranes, Logistics, Lifting and moving, Racking and shelving, Storage and containers

FOCUS on
Health and Safety
Breathing safely, Fire prevention and alarms, Hazardous waste, Legislation, Machine guards, Noise, PPE, Safety showers, Spill containment, Signage, Workwear

FOCUS on
Compressors and Compressed Air
Air handling, Distribution, Filtration, Generation, Hire

FOCUS on
Energy, Boilers and Burners
Energy management, Burners, Installation, Maintenance, Rental, Biomass, Steam, Condensing, Fuel fired, CHP

FOCUS on
Health and Safety
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JANUARY
- Condition Monitoring / Predictive Maintenance
- Lubricants, Greases and Oil Analysis
- Overall Equipment Effectiveness (OEE)
- Planned Maintenance
- Thermography / Temperature Measurement
- Non Destructive Testing
- Asset Performance 4.0 Preview

MARCH
- Adhesives and Fastenings
- Contract Maintenance
- Field Service Management / Pipework
- Hydraulics & Pneumatics
- Lean Manufacturing
- Machine Learning
- Vibration Monitoring / Analysis

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MAINTENANCE & ENGINEERING MAGAZINE

ADVERTISING RATES 2021

Magazine dimensions: A4 – Trim: 210mm x 297mm

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<th>Dimensions</th>
<th>Rates</th>
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<tr>
<td>Front cover picture and story on page 4 (a)</td>
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<td>Half page vertical (f)</td>
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(Classified: 100 words, image and contact details (i) Ad size: 56mm x 247mm £135)

(Plant – Company News and product Reviews: 200 words, image and contact details (h) £240)

(Third of page vertical (i) Ad size: 56mm x 247mm £450)

(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

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

Issue 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Advert Deadline</th>
<th>Press Day</th>
<th>Publication Date</th>
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<td>January/February</td>
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<td>September/October</td>
<td>Friday 17 September</td>
<td>Monday 27 September</td>
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<td>November/December</td>
<td>Friday 12 November</td>
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<td>Monday 29 November</td>
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MAINTENANCE & ENGINEERING MAGAZINE

MAINTENANCE & ENGINEERING MAGAZINE

ROUND TABLES 2021

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 6000 recipients. A summarised version in the email will link to the full story on the M&E website 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 £5995
Two-page option £4495

All prices are subject to VAT

To discuss this exclusive opportunity contact:
Commercial Director:
Fawad Minhas 01892 553149
fawad@maintenanceandengineering.com

Business Development Manager:
Colin Campbell 01892 577149
colin@maintenanceandengineering.com
Digital Marketing Opportunities

To complement Maintenance & Engineering magazine's reach of 9,835 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 6000 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 a highlighted version of the piece appears on the email linking to the full version on our website (up to 1000 words). Your website entry remains online in our archive, providing long term exposure.

Electronic Direct Marketing (EDM)

M&E also offers you the option to send an exclusive bespoke email directly to our readers containing just your company and message. M&E EDMs are sent to the 6000 most recent contacts on the Maintenance & Engineering database. Cost is £100 per 1000 with a minimum order of 5000 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:
- Bottom: 680px x 90px £500 (per month)
- Top: 680px x 90px £600
- Middle: 680px x 90px £700

Maintenance Directory

Over 1000 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
- Email material to andrew@maintenanceandengineering.com

All prices are subject to VAT
www.MaintenanceAndEngineeringJobs.com (M&Ejobs) is the dedicated online recruitment platform for professionals in the manufacturing and engineering industries powered by Maintenance & Engineering (M&E) magazine.

M&E magazine is the only ABC audited dedicated magazine for the UK maintenance industry and offers the maintenance market a comprehensive one-stop shop for both advertisers looking to target this unique audience and maintenance and engineering professionals looking for the latest news and intelligence for their industry.

As well as the bi-monthly magazine (circulated to a relevant audience of 9,835 maintenance and engineering professionals) M&E also delivers the market an interactive news website and email news service via www.maintenanceandengineering.com along with a dedicated recruitment platform.

## Audience Profile

M&E 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.

## Magazine options

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All prices are per issue and subject to VAT.
www.MaintenanceAndEngineeringJobs.com provides a unique online opportunity for recruiters to position themselves as an employer of choice and attract relevant candidates, immediately.

The recruitment website for the UK maintenance and engineering sectors, ensuring active jobseekers have a dedicated platform where they can find relevant and current vacancies. M&EJobs provides those looking to recruit a unique opportunity to position themselves as key employers of choice and attract relevant candidates now and in the future through employer branding as well promoting specific current and upcoming vacancies.

**Online job postings** – appear for one calendar month and offer unlimited text plus your logo. **Cost per posting:** 1 job posting £225; 2 postings £175 each

**Jobs Unlimited** – our annual recruitment subscription service designed to support those that recruit regularly throughout the year (see next page).

**Online display advertisements** – lets you raise the profile of your recruitment campaign as well as establish yourself as a destination choice through employer branding. All online display advertisements include a link to any specific page on your website, driving interested parties directly to you. Banner positions can appear top or bottom of the page and buttons appear on the right hand side.

**Our A-Z Recruiter Directory channel** – allows job seekers to easily identify and find active recruiters. This makes an excellent opportunity for recruiters to stand out in the directory by having an Enhanced Recruiter Profile. All job postings receive a free basic entry.

### Website

#### Homepage

<table>
<thead>
<tr>
<th>Tenancy – Number of months</th>
<th>1</th>
<th>3</th>
<th>6</th>
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### Email

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<td><strong>Sponsor Button</strong></td>
<td>£500</td>
<td>£400</td>
<td>£300</td>
<td>£250</td>
</tr>
</tbody>
</table>

**Dimensions:** Banner: 468px x 60px  Button: 363px x 100px

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**Enhanced Recruiter Profile** – appears in the Recruiter Directory and gives you the opportunity to engage with job seekers and outline your specific services or benefits to attract the candidates to apply for your roles. Your profile page will also include a link to your website as well as feature a list of the roles you currently have live on www.MaintenanceAndEngineeringJobs.com your logo will also appear on the home page.

<table>
<thead>
<tr>
<th>Number of months</th>
<th>3</th>
<th>6</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhanced Recruiter Pro</strong></td>
<td>£200</td>
<td>£150</td>
<td>£100</td>
</tr>
</tbody>
</table>

**Recruiter sponsored news story** – £1000 per month.

Appears on home page and on the weekly email for one week as well as on the news channel for one month.

**Featured job** – posting appears in search results with highlighted background colour making your role stand out – only an additional £100 per month to your job posting to increase your visibility.

**Top Jobs** – enhance your job posting and increase your vacancies presence through the Top Jobs section, which appears on the home page of the website as well as on the right hand side of every job search results page, giving you much more exposure.

You can also enhance your presence further by inclusion in the Top Jobs section of the M&E email newsletter. Top Jobs entry includes your company logo and job title which then links to your job posting on the site. Costs are in addition to job posting costs:
- £250 per month for inclusion on the website.
- £200 per week for inclusion on the weekly email.
- £650 per month for inclusion on both the website and email.

**M&E email newsletter** is a dedicated industry email newsletter sent directly to the inbox of 8000 named individuals once a month.

Advertising options available on the email include Headline banners, Sponsors buttons and Top Jobs entry.

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All prices listed are per month unless otherwise stated, and all are subject to VAT.
Jobs Unlimited

If you are regularly recruiting, have a large one-off campaign or want to have a strong ongoing presence in the market as a destination choice and key employer then our Jobs Unlimited annual subscription service may just offer the support and exposure you need.

For a fixed rate of £400 + vat per month (which can be invoiced either quarterly, six-monthly or annually) you benefit from all of the following:

- **Unlimited Job Postings** – you can post as many jobs as you need on to our site throughout the year, ensuring each vacancy has visibility and exposure to attract specific candidates for specific roles.

- **Personal Account** – you will be given your very own personal account and details of how to add/remove/amend job postings to the site so you have full control of when and how your jobs are added to the site giving you real control over your recruitment campaigns and activity on the site.

- **Enhanced Recruiter Profile** – this is a dedicated page on you where you can outline the benefits and opportunities of joining your company; you can have up to 250 words / text description on this page along with your logo, contact details as well as link to your website – also all the jobs you have active live on the site will also be listed on your Enhanced Recruiter Profile page (as well as within the main jobs / search section of the website). Your page can be accessed from our Recruiter A-Z Directory page as well as directly from the home page of our website.

- **Featured Recruiter** – as a Jobs Unlimited annual subscriber you will also benefit from having your logo appear in the Featured Recruiter section on the home page of our website, ensuring you have further exposure and visibility, the logo will link and take jobseekers directly to their Enhanced Recruiter Profile so they can instantly find and see all the jobs you have available.

Please note that due to the highly discounted rate and attractive package Jobs Unlimited offers this subscription service is client specific and once booked cannot be cancelled; it can only be used to post jobs for your company directly and no one else, they must be live jobs that you are recruiting for.

M&E magazine has 9,835 readers which gives us a very unique and specialist audience that no one else has access to. We are regularly promoting and marketing our dedicated jobsite through our printed magazine, email newsletters and the M&E news website ensuring www.MaintenanceAndEngineeringJobs.com continues to be seen as a vital recruitment service for the sector.

Which means Jobs Unlimited offers outstanding value, exposure and control.

Special Recruitment Packages

We understand that recruitment initiatives and campaigns can have different priorities and objectives so we have created these special package to help support you during your recruitment drive:

- **Rapid Response** – for those looking for high exposure for a campaign or roles that require a quick turnaround for applications then our rapid response package can help you:
  - One job posting
  - Featured job
  - Top Jobs entry on the website for one month
  - Top Jobs entry on the email for one week

  Value: £775
  Package cost: £650
  Saving you £125

- **Branded Campaign** – for the recruitment campaign that wants to raise the profile of your company as a destination choice and key employer in the market:
  - One Job Posting
  - Enhanced Recruiter Profile for one month
  - Banner for one month on the website
  - Banner for one month on the email

  Value: £1290
  Package cost: £925
  Saving you £365

- **Profile Drive** – helps to support any campaign that’s looking to recruit a number of candidates over a short period for a major recruitment campaign:
  - Up to 3 job postings for three months
  - Enhanced Recruiter Profile for three months
  - Button on the website for three months
  - A Recruiter sponsored news story (one week on the home page and three months on the news channel)

  Value: £2925
  Package cost: £1975
  Saving you: £950

All prices listed are per month unless otherwise stated; and all are subject to VAT
### Issue 2021

<table>
<thead>
<tr>
<th>Period</th>
<th>Advert Deadline</th>
<th>Press Day</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Friday 29 January</td>
<td>Monday 8 February</td>
<td>Monday 15 February</td>
</tr>
<tr>
<td>March/April</td>
<td>Friday 19 March</td>
<td>Monday 29 March</td>
<td>Monday 5 April</td>
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<tr>
<td>May/June</td>
<td>Friday 21 May</td>
<td>Monday 31 May</td>
<td>Monday 7 June</td>
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<tr>
<td>July/August</td>
<td>Friday 16 July</td>
<td>Monday 26 July</td>
<td>Monday 2 August</td>
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<td>September/October</td>
<td>Friday 17 September</td>
<td>Monday 27 September</td>
<td>Monday 4 October</td>
</tr>
<tr>
<td>November/December</td>
<td>Friday 12 November</td>
<td>Monday 22 November</td>
<td>Monday 29 November</td>
</tr>
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