MAINTENANCE & ENGINEERING

The dedicated magazine and website for the maintenance and engineering industry

www.maintenanceandengineering.com

incorporating

MAINTENANCE & ENGINEERING

MEDIA PACK 2022

for all involved in maintenance engineering and asset management
MAINTENANCE & ENGINEERING MAGAZINE

MEDIA INFORMATION 2022

Maintenance & Engineering (M&E) magazine is the only ABC-audited dedicated magazine for the UK maintenance industry, coupled with our fully interactive website www.maintenanceandengineering.com and digital products, 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 9,552 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.

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
- 8% Development, Design, Projects, Electrical, Electronics, Plant, Services Engineer/Manager
- 8% Others (Planning, Training, Academic, Analyst, Technician or unspecified Engineer/Manager)

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

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

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www.maintenanceandengineering.com

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 9,552 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 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.

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

Maintenance & Engineering Magazine is mailed to an ABC audited database of 9,552 industrial engineering professionals, on a bi-monthly basis.

ISSN: 1748 5290
www.maintenanceandengineering.com

@MaintOnLine
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ISBN: 1748 5290
<table>
<thead>
<tr>
<th>MONTH</th>
<th>PLANT &amp; MAINTENANCE</th>
<th>SITE, BUILDINGS, ENERGY &amp; WORKS MANAGEMENT</th>
</tr>
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</table>
| JANUARY   | • Acoustic Emission  
• Condition Monitoring / Predictive Maintenance  
• Electric Motors  
• Pumps  
• Maintenance Strategy  
• 5G Connectivity | • Boilers  
• Dust and Fume Extraction  
• Energy Management Systems |
| MARCH     | • Bearings  
• Calibration  
• Condition Monitoring / Predictive Maintenance  
• Lubricants, Greases and Oil Analysis Valves  
• Drives and Gears  
• Green Manufacturing  
• Smart Factory  
• Valves | • Compressors and Compressed Air  
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| MAY       | • Adhesives and Fastenings  
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• Field Service Management / Pipework  
• Hydraulics & Pneumatics  
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• Asset Performance 4.0 Preview | • Docking Systems / Air Curtains / Doors / Loading Bays  
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• Computerised Maintenance Management  
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• Total Productive Maintenance (TPM)  
• Vibration Monitoring / Analysis | • Compressors and Compressed Air  
• Robots, Cobots and Automated Guided Vehicles  
• Steam / Heat Recovery Systems  
• Training / Apprenticeships / Skills |
|           |                                                                                      | **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 • FEATURES 2022**

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

**About the Magazine**
- Incorporating maintenance & asset management journal
- In EVERY issue:
  - News • Company News and Product Reviews • Specialist Services Directory • Front Cover Story
- Incorporating into EVERY issue Maintenance & Asset Management Journal - centre section consisting of two in-depth technical papers and case studies

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MAINTENANCE & ENGINEERING MAGAZINE
ADVERTISING RATES 2022

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

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(Site – Company News and product Reviews)

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<td>Third of page vertical (i)</td>
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</tbody>
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(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

(All prices are subject to VAT)
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 4500 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 £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
Magazine

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 and engineering industries 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 9,552 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

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Magazine options

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- 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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- 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

Issue 2022
- January/February: Advert Deadline Friday 28 January
- March/April: Advert Deadline Friday 18 March
- May/June: Advert Deadline Friday 20 May
- July/August: Advert Deadline Friday 15 July
- September/October: Advert Deadline Friday 16 September
- November/December: Advert Deadline Friday 11 November

Publication Dates
- Monday 14 February
- Monday 4 April
- Monday 6 June
- Monday 1 August
- Monday 3 October
- Monday 28 November

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.

### Online

**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>
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<tr>
<td>Enhanced Recruiter Pro</td>
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**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 4500 named individuals once a month. Advertising options available on the email include Headline banners, Sponsors buttons and Top Jobs entry.

### Weekly

**Weekly Email**

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<td>£600</td>
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<tr>
<td>Sponsor Button</td>
<td>£500</td>
<td>£400</td>
<td>£300</td>
<td>£250</td>
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</table>

All prices listed are per month unless otherwise stated; and all are subject to VAT.

**Dimensions:** Banner: 468px x 60px  Button: 363px x 100px
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 9,552 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.

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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

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All prices listed are per month unless otherwise stated; and all are subject to VAT.
MAINTENANCE & ENGINEERING

Issue 2022
January/February
March/April
May/June
July/August
September/October
November/December

Advert Deadline
Friday 28 January
Friday 18 March
Friday 20 May
Friday 15 July
Friday 16 September
Friday 11 November

Press Day
Monday 7 February
Monday 28 March
Monday 30 May
Monday 25 July
Monday 26 September
Monday 21 November

Publication Date
Monday 14 February
Monday 4 April
Monday 6 June
Monday 1 August
Monday 3 October
Monday 28 November