The dedicated magazine and website for the maintenance and engineering industry

MAINTENANCE & ENGINEERING

incorporating

MAINTENANCE & ASSET MANAGEMENT

MEDIA PACK 2022

for all involved in maintenance engineering and asset management
Maintenance & Engineering (M&E) magazine is a dedicated digital magazine for the UK maintenance industry, 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 digital magazine (circulated to a relevant audience of 9000 maintenance and engineering professionals) M&E also delivers the market a dedicated website and email news service with over 3600 unique visitors a month.

Along with news, analysis and technical information online at www.maintenanceandengineering.com, hosts an archive of digimag versions of the popular 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.

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)
MAINTENANCE & ENGINEERING MAGAZINE
MEDIA INFORMATION 2022

Circulation Profile
Maintenance & Engineering magazine is a digital 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. Each issue of the digital publication is issued to around 9,000 recipients.

Marketing Opportunities – in M&E Magazine
M&E is uniquely placed to offer a wide variety of solutions 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.

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

#### ADVERTISING RATES 2022

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

<table>
<thead>
<tr>
<th>Size/Position</th>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover picture and story on page 4 (1)</td>
<td>Cover picture: 138mm x 171mm&lt;br&gt;Wordcount: 700 words + photo</td>
<td>£1800</td>
</tr>
<tr>
<td>Double page spread (2)</td>
<td>Type: 394mm x 269mm&lt;br&gt;Trim: 420mm x 297mm&lt;br&gt;Bleed: 426mm x 303mm</td>
<td>£1800</td>
</tr>
<tr>
<td>Covers – A4 full page (Inside front, outside back, inside back) (3)</td>
<td>Type: 182mm x 269mm&lt;br&gt;Trim: 210mm x 297mm&lt;br&gt;Bleed: 216mm x 303mm</td>
<td>£1100</td>
</tr>
<tr>
<td>A4 full page (3)</td>
<td>Type: 182mm x 269mm&lt;br&gt;Trim: 210mm x 297mm&lt;br&gt;Bleed: 216mm x 303mm</td>
<td>£1000</td>
</tr>
<tr>
<td>Half page horizontal (4)</td>
<td>Ad size: 182mm x 129mm</td>
<td>£500</td>
</tr>
<tr>
<td>Half page vertical (5)</td>
<td>Ad size: 86mm x 269mm</td>
<td>£500</td>
</tr>
<tr>
<td>Quarter page (6)</td>
<td>Ad size: 86mm x 129mm</td>
<td>£300</td>
</tr>
<tr>
<td>Horizontal strip (7)</td>
<td>Ad size: 182mm x 59mm</td>
<td>£300</td>
</tr>
</tbody>
</table>

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

#### Classified

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single (a)</td>
<td>Ad size: 39mm x 59mm</td>
</tr>
<tr>
<td>Double horizontal (b)</td>
<td>Ad size: 80mm x 59mm</td>
</tr>
<tr>
<td>Double vertical (c)</td>
<td>Ad size: 39mm x 130mm</td>
</tr>
<tr>
<td>Triple vertical (d)</td>
<td>Ad size: 39mm x 210mm</td>
</tr>
<tr>
<td>Quadruple vertical (e)</td>
<td>Ad size: 39mm x 274mm</td>
</tr>
<tr>
<td>Quadruple horizontal (f)</td>
<td>Ad size: 80mm x 130mm</td>
</tr>
</tbody>
</table>

#### Plant – Company News and product Reviews

<table>
<thead>
<tr>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 words, image and contact details (g)</td>
</tr>
<tr>
<td>200 words, image and contact details (h)</td>
</tr>
<tr>
<td>Third of page vertical (i)</td>
</tr>
</tbody>
</table>

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

#### 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 2022**

- **January/February**
  - Advert Deadline: Friday 28 January
  - Press Day: Monday 7 February
  - Publication Date: Monday 14 February

- **March/April**
  - Advert Deadline: Friday 18 March
  - Press Day: Monday 28 March
  - Publication Date: Monday 4 April

- **May/June**
  - Advert Deadline: Friday 20 May
  - Press Day: Monday 30 May
  - Publication Date: Monday 6 June

- **July/August**
  - Advert Deadline: Friday 15 July
  - Press Day: Monday 25 July
  - Publication Date: Monday 1 August

- **September/October**
  - Advert Deadline: Friday 16 September
  - Press Day: Monday 26 September
  - Publication Date: Monday 3 October

- **November/December**
  - Advert Deadline: Friday 11 November
  - Press Day: Monday 21 November
  - Publication Date: Monday 28 November

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, 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

Three-page option £5995
Two-page option £4495

All prices are subject to VAT

To discuss this exclusive opportunity contact:
Accounts Manager:
Kirsty Barrett  01892 553142
kirsty@maintenanceandengineering.com
Digital Marketing Opportunities

To complement *Maintenance & Engineering* magazine and deliver extra services and opportunities for engagement with the market, M&E offers a variety of 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 4500 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 1000 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 1000 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:**
- 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

### 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 4500 most recent contacts on the *Maintenance & Engineering* database. Cost is £450 for a 4500 mailing.

### Recruitment and Online Job Postings

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

### 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

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, 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.

*All prices are subject to VAT*
## Issue 2022

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advert Deadline</th>
<th>Press Day</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Friday 28 January</td>
<td>Monday 7 February</td>
<td>Monday 14 February</td>
</tr>
<tr>
<td>March/April</td>
<td>Friday 18 March</td>
<td>Monday 28 March</td>
<td>Monday 4 April</td>
</tr>
<tr>
<td>May/June</td>
<td>Friday 20 May</td>
<td>Monday 30 May</td>
<td>Monday 6 June</td>
</tr>
<tr>
<td>July/August</td>
<td>Friday 15 July</td>
<td>Monday 25 July</td>
<td>Monday 1 August</td>
</tr>
<tr>
<td>September/October</td>
<td>Friday 16 September</td>
<td>Monday 26 September</td>
<td>Monday 3 October</td>
</tr>
<tr>
<td>November/December</td>
<td>Friday 11 November</td>
<td>Monday 21 November</td>
<td>Monday 28 November</td>
</tr>
</tbody>
</table>