The dedicated magazine and website for the maintenance and engineering industry

www.maintenanceandengineering.com

incorporating maintenance & asset management journal

DIGITAL MEDIA PACK 2023

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.

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
- 5% Others (Planning, Training, Academic, Analyst, Technician or unspecified Engineer/Manager)
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 9000 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
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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MAINTENANCE & ENGINEERING MAGAZINE • FEATURES 2023

PLANT & MAINTENANCE

- Acoustic Emission
- Condition Monitoring & Predictive Maintenance
- Electric Motors
- Pumps
- Maintenance Strategy
- 5G Connectivity

MARCH

- Bearings
- Calibration
- Condition Monitoring & Predictive Maintenance
- Lubricants, Greases & Oil Analysis
- Drives & Manufacturing
- Smart Factory
- Valves

JUNE

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

SEPTMBER

- Condition Monitoring & Predictive Maintenance
- Lubricants, Greases & Oil Analysis
- Overall Equipment Effectiveness (OEE)
- Planned Maintenance
- Pumps
- Thermography & Temperature Measurement
- Non Destructive Testing
- Asset Performance 4.0 Preview

OCTOBER

- Condition Monitoring & Predictive Maintenance
- Electrical Maintenance
- Smart Factory
- Valves
- Drives, Gears & Automation
- Equipment Finance
- Reliability Centred Maintenance
- Sensors & Measurement

NOVEMBER

- Bearings
- Cyber Security
- Computerised Maintenance Management
- Condition Monitoring & Predictive Maintenance
- Couplings
- Total Productive Maintenance (TPM)
- Vibration Monitoring & Analysis

SITE, BUILDINGS, ENERGY & WORKS MANAGEMENT

- Boilers
- Dust & Fume Extraction
- Energy Management Systems

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

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

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

FOCUS on
- Compressors & Compressed Air
Air handling, Distribution, Filtration, Generation, Hire

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

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FREE conference 12-13 July
MAINTENANCE & ENGINEERING MAGAZINE
DIGITAL ADVERTISING RATES 2023

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

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<th>Dimensions</th>
<th>Rates</th>
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<td>Front cover picture and story on page 4 (1)</td>
<td>Cover picture: 138mm x 171mm Wordcount: 700 words + photo</td>
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<tr>
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<td>Trim: 210mm x 297mm</td>
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<td>Half page vertical (5)</td>
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<tr>
<th>Size/Position</th>
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<th>Rates</th>
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<td>Plant – Company News and product Reviews</td>
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<td></td>
<td>200 words, image and contact details (h)</td>
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Site – Company News and product Reviews

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  |

(All prices are subject to VAT)

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 2023

<table>
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<th>Month</th>
<th>Advert Deadline</th>
<th>Press Day</th>
<th>Publication Date</th>
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<td>Friday 27 January</td>
<td>Monday 6 February</td>
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<td>March/April</td>
<td>Friday 17 March</td>
<td>Monday 27 February</td>
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<td>May/June</td>
<td>Friday 19 May</td>
<td>Tuesday 30 May</td>
<td>Monday 5 June</td>
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<td>Friday 14 July</td>
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<td>Monday 31 July</td>
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<td>September/October</td>
<td>Friday 15 September</td>
<td>Monday 25 September</td>
<td>Monday 2 October</td>
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<td>November/December</td>
<td>Friday 10 November</td>
<td>Monday 20 November</td>
<td>Monday 27 November</td>
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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 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 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.

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.

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: 600px x 90px
(also 600px x 120px)
Top: £500
Middle: £400
Bottom: £450

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

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 rundtable 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