

PRODUCTION ENGINEERING SOLUTIONS

2018 MEDIA PACK

**Building brand exposure for the
Production Engineering Supply Chain**



mobile



tablet



print



digital



social



video

www.pesmedia.com

INTRODUCTION



EDITORIAL STATEMENT

2017 was something of a milestone for **PES**. In May, the magazine celebrated its 20th birthday and as I reflect on its past – and indeed its future – one thing's pretty certain: like the industry it represents, things are always changing and evolving.

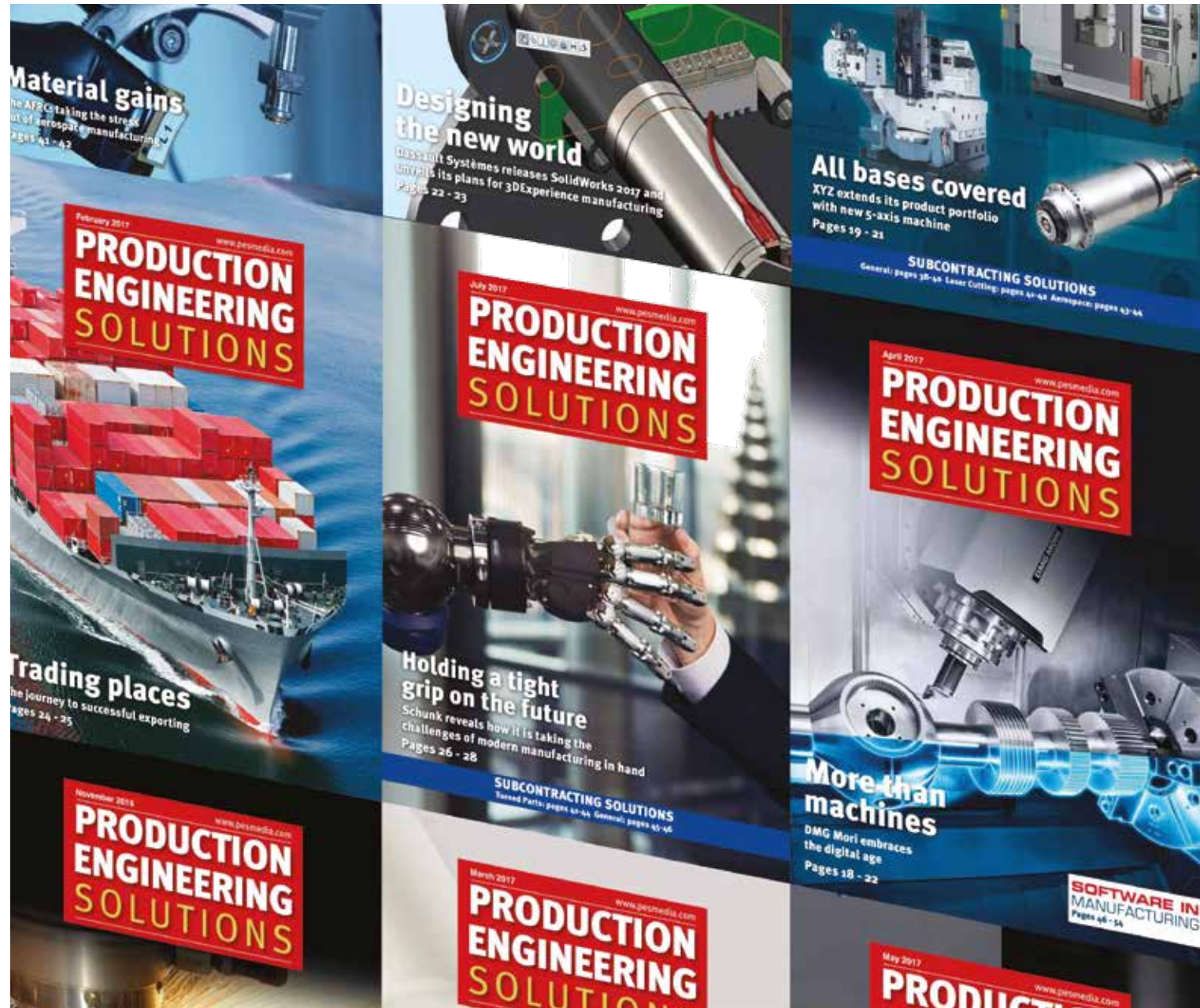
Back in 1997, CNC was revolutionising the manufacturing landscape; now there's a seismic shift towards automation and connectivity with terminology like Big Data, The Internet of Things and Industry 4.0 dominating conversations. And today, as we strive towards greater productivity and efficiency, we're not just concerned with removing material – we add it as well!

As a brand **PES** also continues to evolve. The printed magazine remains a cornerstone of our portfolio but the past year has seen further, significant strides in our digital presence.

Since relaunching the **PES** website in April 2016, page views have doubled and visitor numbers have trebled. Broadening our media platform with video content, email marketing, social media, and utilising search engine optimisation has had a lasting impact on our digital offering, enhancing our industry coverage and engaging with more readers than ever before.

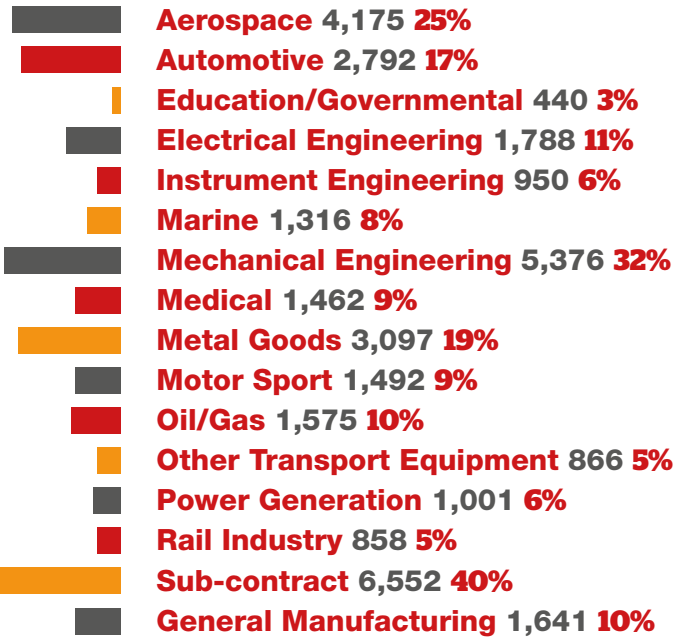
15,054 ABC (audit bureau of circulations) audited monthly subscribers to the printed magazine + 1,492 recipients of the digital version + significant year on year increases in web traffic is a winning combination in anyone's book!

Dave Tudor
Editorial Director

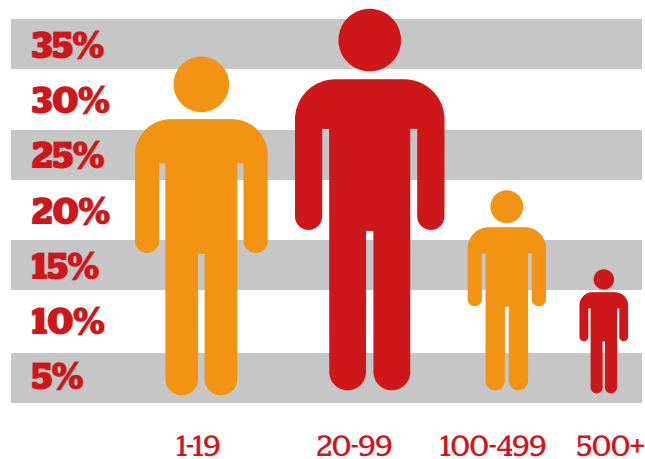


BRAND REACH & DISTRIBUTION

CIRCULATION BY COMPANY ACTIVITY



CIRCULATION BY NUMBER OF EMPLOYEES



PRODUCTION ENGINEERING SOLUTIONS

MAGAZINE

Print Edition Monthly **15,054** | Electronic Edition Monthly **1,492**



Targeted Ecasts

13,842



Editor's Newsletter

13,650



Magazines Distributed at Leading Trade Events

8,200+



Annual Website Page Impressions

180,262



Highly Engaged Social Followers

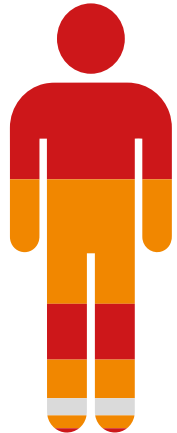
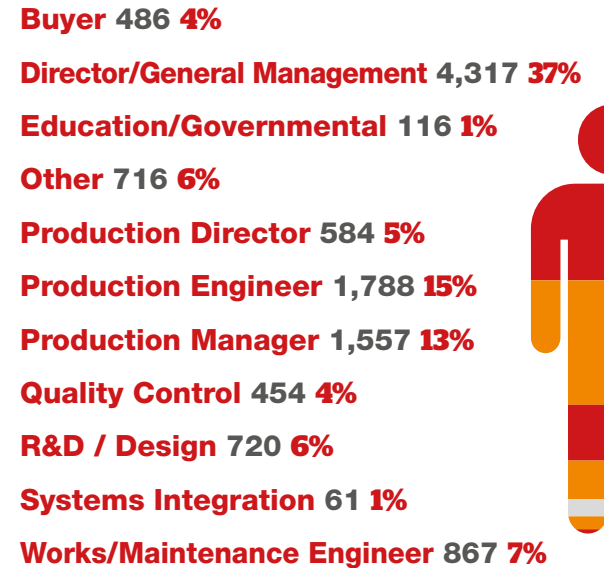
4,052



Monthly Website Users

5,533

CIRCULATION BY JOB FUNCTION



PES Magazine is fully audited by the Audit Bureau of Circulations

2018 PES EDITORIAL FEATURE PROGRAMME



	JANUARY	FEBRUARY	MARCH	MID-MARCH	APRIL	MAY	
5-AXIS MACHINING					MACH 2018 SHOW ISSUE	5-AXIS MACHINING	
			ADDITIVE MANUFACTURING/3D PRINTING				
AUTOMATION & ROBOTICS			CAD/CAM				
				CUTTING OILS & COOLANTS			
			COMPONENT CLEANING				
EDM				EDM			
		GRINDING & SURFACE FINISHING TECHNOLOGY					GRINDING & SURFACE FINISHING TECHNOLOGY
		LARGE CAPACITY MACHINE TOOLS					LARGE CAPACITY MACHINE TOOLS
MACHINING	MACHINING	MACHINING	MACHINING	MACHINING			MACHINING
				MACHINING CENTRES			
		PROFILING & ADVANCED SHEETMETAL TECHNOLOGY					PROFILING & ADVANCED SHEETMETAL TECHNOLOGY
QUALITY & INSPECTION				QUALITY & INSPECTION			
			SAWING & CUTTING OFF				SAWING & CUTTING OFF
		TURNING					
TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING		TOOLING & WORKHOLDING	
SPECIAL REPORTS		SOFTWARE IN MANUFACTURING		INDUSTRY 4.0			
SUBCONTRACTING SOLUTIONS	MACHINED COMPONENTS, LASERS/ PROFILING/ADVANCED SHEETMETAL		DEEP HOLE DRILLING, MACHINED COMPONENTS, AEROSPACE			SUBCON SHOW PREVIEW, MACHINED COMPONENTS, LASERS/PROFILING/ADVANCED SHEETMETAL	

TRADE SHOW
PREVIEW EDITIONS 2018

SOUTHERN
18 Manufacturing
& Electronics

6-8 FEB

SIMODEC

6-9 MARCH

MACH
2018

1ST MACH PREVIEW



24-27 APRIL

MACH
2018

2ND MACH PREVIEW

MACH
2018

MACH

SUBCON **MACH 2018**

5-7 JUNE

21 JUNE

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2019
5-AXIS MACHINING				5-AXIS MACHINING		5-AXIS MACHINING	
AUTOMATION & ROBOTICS		ADDITIVE MANUFACTURING/3D PRINTING		AUTOMATION & ROBOTICS		AUTOMATION & ROBOTICS	
CAD/CAM			CAD/CAM			CAD/CAM	
						CUTTING OILS & COOLANTS	
				COMPONENT MARKING			
EDM				EDM		EDM	
HONING & DEEP HOLE DRILLING		GRINDING & SURFACE FINISHING TECHNOLOGY				GRINDING & SURFACE FINISHING TECHNOLOGY HONING & DEEP HOLE DRILLING LASER & WATERJET PROFILING	
				LARGE CAPACITY MACHINE TOOLS			
MACHINING	MACHINING	MACHINING	MACHINING	MACHINING	MACHINING	MACHINING	MACHINING
MACHINING CENTRES				MACHINING CENTRES			
			MATERIALS & STOCKHOLDING PROFILING & ADVANCED SHEETMETAL TECHNOLOGY				
QUALITY & INSPECTION			QUALITY & INSPECTION		QUALITY & INSPECTION		QUALITY & INSPECTION
SAWING & CUTTING OFF				SAWING & CUTTING OFF			
TURNING		TURNING			TURNING		
TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING
AEROSPACE	SOFTWARE IN MANUFACTURING	UK AUTOMOTIVE SECTOR		POWER GENERATION	SOFTWARE IN MANUFACTURING		
	MACHINED COMPONENTS, LASERS/ PROFILING/ADVANCED SHEETMETAL		MACHINED COMPONENTS, LASERS/PROFILING/ ADVANCED SHEETMETAL, OIL & GAS		GEAR CUTTING, MACHINED COMPONENTS		MACHINED COMPONENTS, LASERS/ PROFILING/ADVANCED SHEETMETAL

 16-22 JULY	  10-15 SEPT 18-22 SEPT	   23-27 OCTOBER	  1-6 NOVEMBER		
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EMAIL PROMOTION

CUSTOMISED EBLAST/SHOT

Reach: 13,842* named email addresses
Specifications: HTML
Rate: £1,200 per eCast



EDITOR'S NEWSLETTER

Reach: 13,650* named email addresses
Specifications: 490 x 85 pixels
– No Animated files
Rate: £800 per banner



* Due to the dynamic nature of the research campaign these figures may vary

DRIVE CUSTOMERS TO YOUR WEBSITE

- CLICKABLE BANNERS
- WEBSITE TAKEOVERS
 - VIDEOS
- CLIENT BROCHURES
- COMPANY LOGOS

SPONSORED CONTENT

Benefit: links to content (case study) on advertisers website.

Specifications:

Logos are to be supplied in full colour

Standard: 670px x 350px (required)

Rate: £250 per month

LEADERBOARD/BANNER

Benefit: reinforces brand exposure and promotes call to action.

Specifications:

Standard: 490px x 85px (required)

Retina Screens: 980px x 170px (optional)

Rate: £500 per month

LITERATURE HOSTING

Benefit: increases exposure for advertiser's products and services.

Rate: £850 per brochure* per 12 months (*size restrictions may apply)

COMPANY LOGO BUTTON

Benefit: complements other website advertising and reinforces brand.

Rate: £150 per month

VIDEO CREATION & HOSTING

Benefit: improves reader understanding with audio visual experience.

Creation rate: £1,750 per video with 12 months hosting

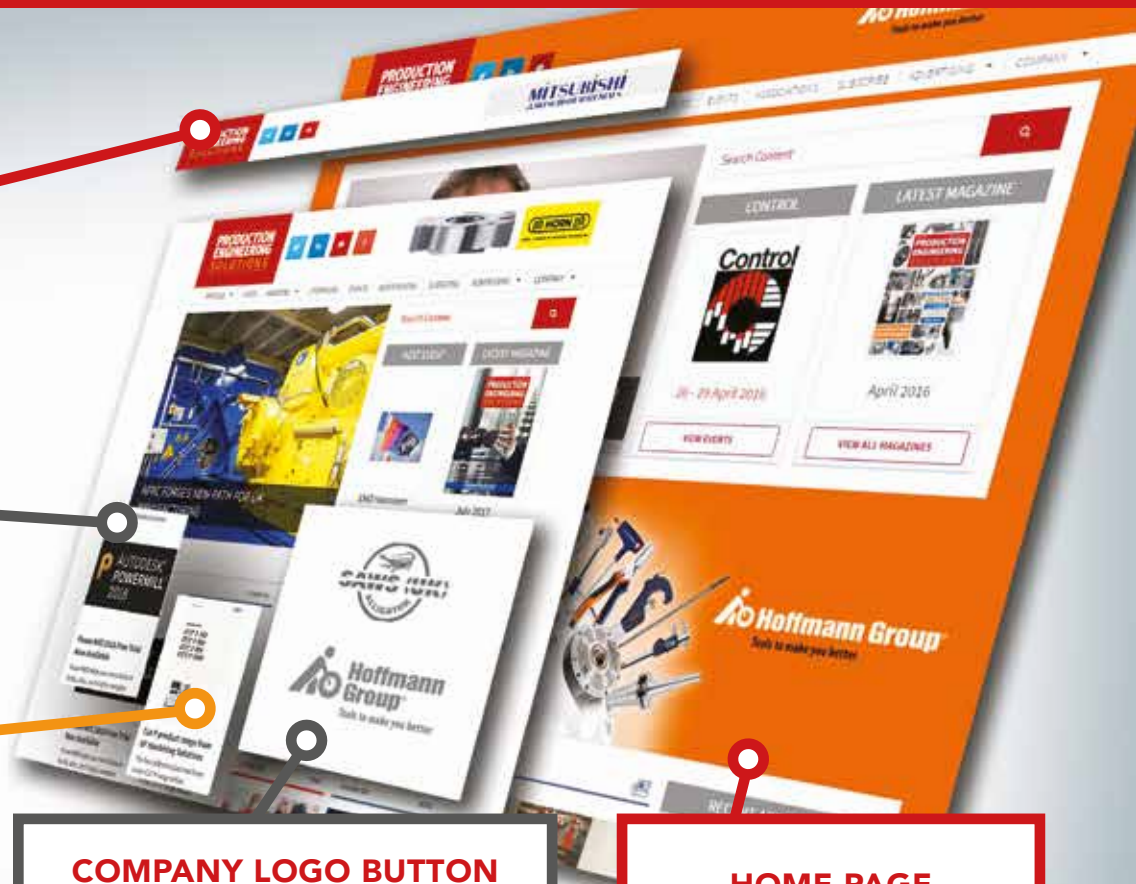
Hosting Rate: £1,250 per video per 12 months

HOME PAGE TAKEOVER

Benefit: full reader engagement

Includes: Top Homepage Leaderboard, Horizontal Centre Banner and background colour of website set to a colour of your choice to complement your campaign. Specifications on application.

Rate: £300 per day



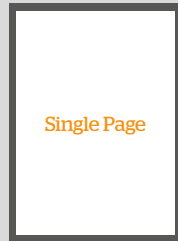
PES DISPLAY PAGE



Double Page Spread

Type 317mm x 474mm
Trim 341mm x 496mm
Bleed 335mm x 490mm

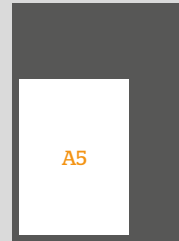
£5,500



Single Page

Type 317mm x 229mm
Trim 341mm x 251mm
Bleed 335mm x 245mm

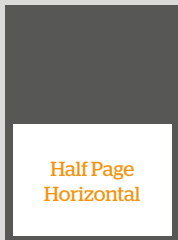
£3,000



A5

Type 197mm x 135mm

£1,500



Half Page Horizontal

Type 155mm x 229mm

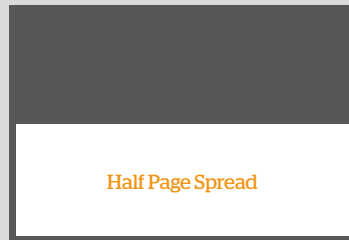
£1,700



Half Page Vertical

Type 317mm x 112mm

£1,700



Half Page Spread

Type 155mm x 474mm

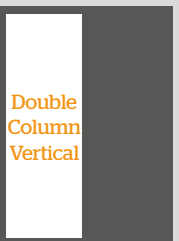
£3,400



Quarter Page Vertical

Type 155mm x 112mm

£1,300



Double Column Vertical

Type 317mm x 89mm

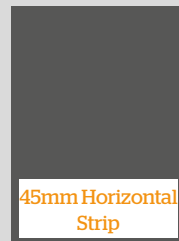
£1,600



65mm Horizontal Strip

Type 65mm x 229mm

£1,200



45mm Horizontal Strip

Type 45mm x 229mm

£900

MATERIAL REQUIREMENTS

Application files: QuarkXPress, Adobe InDesign, Photoshop and Illustrator with all support files and fonts included.

Pictures: TIFF, JPEG and EPS formats. Resolution should be 300dpi at the size to be published. Colour pictures should be saved as CMYK and mono pictures as grayscale.

PDF files: Press-ready PDFs should be created using the CMYK, PDF/X-1a setting, all fonts embedded. Transparencies flattened. Please refer to www.pass4press.com for more detailed information. Please provide a colour proof as we cannot be held responsible for colour variations.

A4 DISPLAY PAGE



A4 Double Page Spread

Type 267mm x 369mm

£4,800



A4 Single Page

Type 267mm x 180mm

£2,500



A4 Half Page Horizontal

Type 130mm x 180mm

£1,500



A4 Half Page Vertical

Type 267mm x 85mm

£1,500



A4 Quarter Page Vertical

Type 130mm x 85mm

£920



A4 Half Page Spread

Type 130mm x 360mm

£3,000



Datafile

Type 66mm x 88mm

£400



Sub-contract Profile

Type 122mm x 137mm

£890

Printed advertisements appear within the Digital Edition with embedded HTML links

EXTRAS

Search Engine (6 Months) 20 x 40mm

£400

Search Engine (6 Months) 30 x 40mm

£500

Search Engine (6 Months) 50 x 40mm

£800



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