

PRODUCTION ENGINEERING SOLUTIONS

2019 MEDIA PACK

www.pesmedia.com

Building brand exposure for the
Production Engineering Supply Chain



mobile



tablet



print



digital



social



video



INTRODUCTION

EDITORIAL STATEMENT



Since its inception in 1997, **PES**' unwavering commitment to bringing readers the latest industry news, product releases, application stories and topical articles has been a cornerstone of its success.

You can also be reassured that we take the quality of our circulation responsibilities very seriously. What does that actually mean? Well, last year we sent more than 35,000 emails, made more than 23,000 phone calls and invested in excess of 1,500 hours verifying the quality of our circulation database across the entire **PES** brand.

Not only that, with the printed magazine circulation, we undertake an independent ABC audit every year to verify its authenticity. For readers and advertisers, strictly controlled circulation is very important. More than 20,000 recipients – in print and digitally – receive **PES** every month.

But of course media today is very much a multi-faceted business. We've invested heavily in our digital offering and social media presence in recent years – in fact, the amount of digital readers visiting the **PES** website per month has quadrupled since our digital relaunch in 2016. Similarly, by utilising different methods of coverage, including social media and achieving recognition on other media outlets, the **PES** digital platform and our clients' digital advertising have reached a much larger audience than ever before.

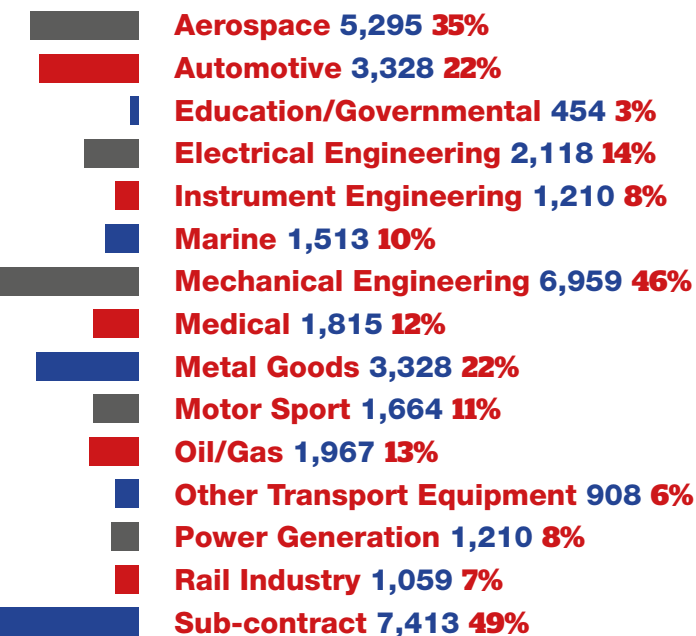
A handwritten signature in black ink that reads "Dave Tudor".

Dave Tudor
Editorial Director

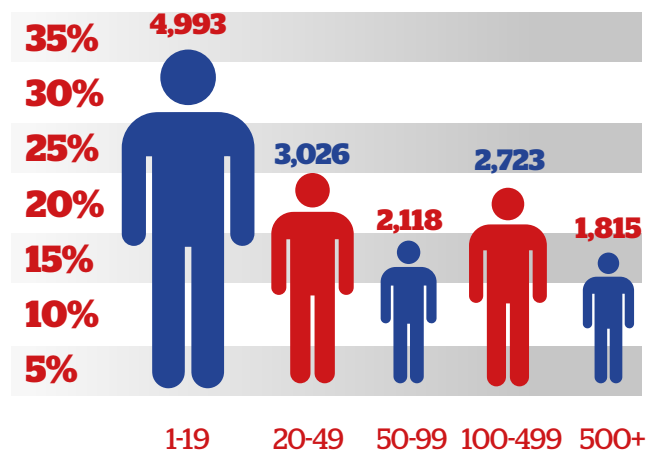


BRAND REACH & DISTRIBUTION

CIRCULATION BY COMPANY ACTIVITY



CIRCULATION BY NUMBER OF EMPLOYEES



PRODUCTION ENGINEERING SOLUTIONS

MAGAZINE

Print Edition Monthly **15,060** | Electronic Edition Monthly **5,078**



Targeted Ecasts

12,059



Editor's Newsletter

14,433



Magazines Distributed at Leading Trade Events

8,900



Annual Website Page Impressions

296,608



Highly Engaged Social Followers

6,411

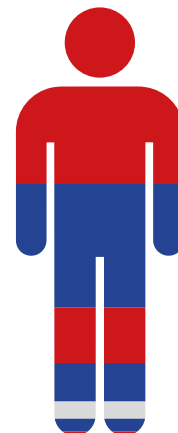


Monthly Website Users

10,160

CIRCULATION BY JOB FUNCTION

- Buyer 605 4%
- Director/General Management 5,598 37%
- Education/Governmental 151 1%
- Other 1,059 7%
- Production Director 756 5%
- Production Engineer 2,118 14%
- Production Manager 1,815 12%
- Quality Control 605 4%
- R&D/Design 1,059 7%
- Systems Integration 151 1%
- Works/Maintenance Engineer 1,059 7%



Readership figures you can trust

Reaching 15,060 audited readers + over 14,000 digital subscribers every month.

Authenticated and verified print and digital readerships.



Audit Bureau of Circulations



Google Analytics



GDPR Compliant

2019 PES EDITORIAL FEATURE PROGRAMME



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	5-AXIS MACHINING				5-AXIS MACHINING	
			ADDITIVE MANUFACTURING/3D PRINTING			
	AUTOMATION & ROBOTICS					
			CAD/CAM			CAD/CAM
				CUTTING OILS & COOLANTS		
			COMPONENT CLEANING			
	EDM			EDM		
		GRINDING & SURFACE FINISHING TECHNOLOGY			GRINDING & SURFACE FINISHING TECHNOLOGY	
						HONING & DEEP HOLE DRILLING
		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		QUALITY & INSPECTION
			SAWING & CUTTING OFF			
		TURNING				TURNING
	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING
	SPECIAL REPORTS	SOFTWARE IN MANUFACTURING		CONNECTED MANUFACTURING		AEROSPACE
	SUBCONTRACTING SOLUTIONS	MACHINED COMPONENTS, LASERS/PROFILING/ ADVANCED SHEETMETAL		MACHINED COMPONENTS, AEROSPACE		MACHINED COMPONENTS, LASERS/PROFILING/ ADVANCED SHEETMETAL

TRADE SHOW
PREVIEW EDITIONS 2019

SOUTHERN
19 Manufacturing
& Electronics

5-7 FEB

TIMTOS

4-9 MARCH



7-10 MAY



4-6 JUNE 20 JUNE

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2020
	5-AXIS MACHINING			5-AXIS MACHINING		5-AXIS MACHINING
	ADDITIVE MANUFACTURING/3D PRINTING					
AUTOMATION & ROBOTICS				AUTOMATION & ROBOTICS		AUTOMATION & ROBOTICS
		CAD/CAM			CAD/CAM	
					CUTTING OILS & COOLANTS	
			COMPONENT CLEANING			
EDM				EDM		EDM
	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 CENTRES			MACHINING CENTRES			
		MATERIALS & STOCKHOLDING PROFILING & ADVANCED SHEETMETAL TECHNOLOGY				
		QUALITY & INSPECTION		QUALITY & INSPECTION		QUALITY & INSPECTION
SAWING & CUTTING OFF			SAWING & CUTTING OFF			
	TURNING			TURNING		
TOOLING & WORKHOLDING SOFTWARE IN MANUFACTURING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING CONNECTED MANUFACTURING	TOOLING & WORKHOLDING SOFTWARE IN MANUFACTURING	TOOLING & WORKHOLDING	TOOLING & WORKHOLDING
MACHINED COMPONENTS, LASERS/PROFILING/ ADVANCED SHEETMETAL		MACHINED COMPONENTS, TURNED PARTS, OIL & GAS		GEAR CUTTING, MACHINED COMPONENTS	ANNUAL SUBCON SOURCING GUIDE	MACHINED COMPONENTS, LASERS/PROFILING/ ADVANCED SHEETMETAL



16-21 SEPT



3-6 SEPT



2-3 OCTOBER



30-31 OCTOBER



EMAIL PROMOTION

CUSTOMISED EBLAST/SHOT

Reach: 12,059* named email addresses

Specifications: HTML

Rate: £1,200 per eCast



2018 GDPR DATA COMPLIANT

EDITOR'S NEWSLETTER

Reach: 14,433* named email addresses

Specifications: 490 x 85 pixels

- No Animated files

Rate: £600 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: drive readers to sales brochures, websites, tutorial videos, event registration pages.

Specifications on application:
Logos are to be supplied in full colour
Standard: 670px x 350px (required)
Rate: £500 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: £520 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

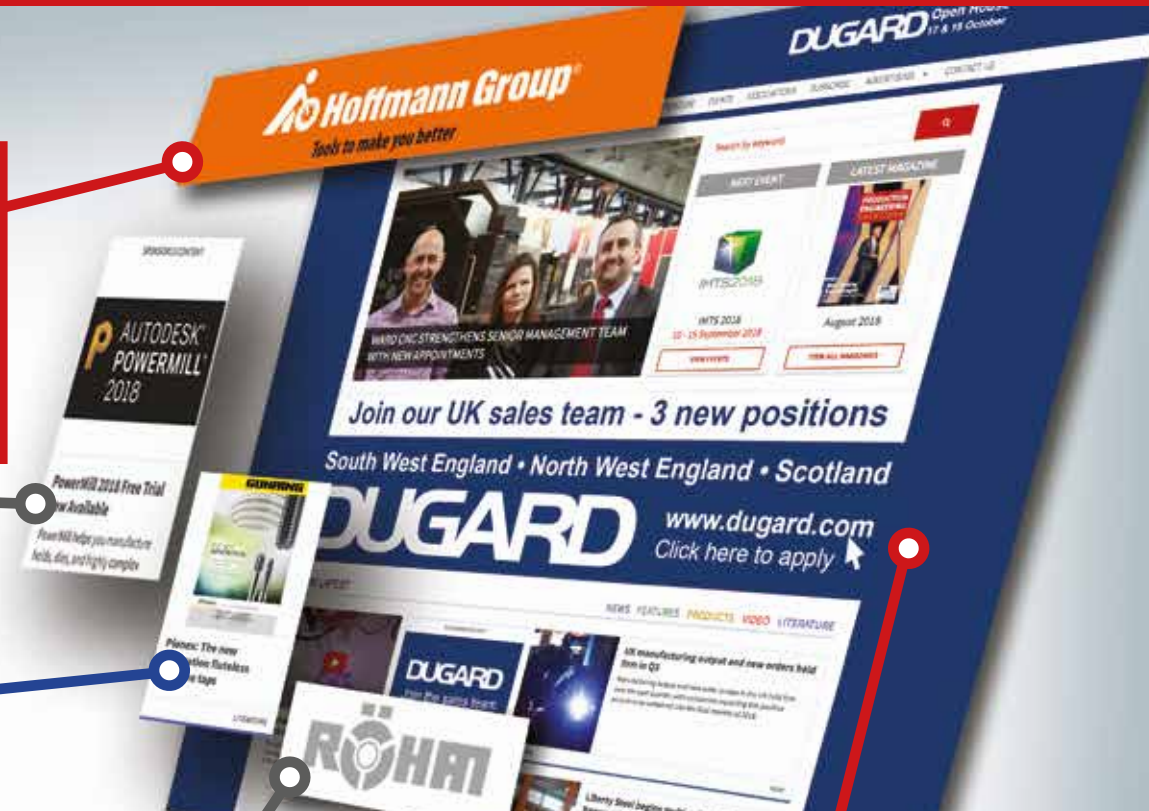
Benefit: complements other website advertising and reinforces brand.
Rate: £150 per month

VIDEO CREATION & HOSTING

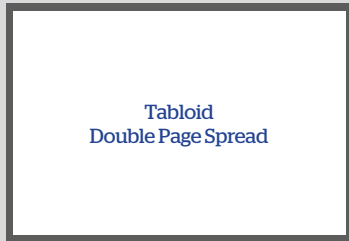
Benefit: improves reader understanding with audio visual experience.
Hosting Rate: £1,250 per video per 12 months
Creation Rate: £1,975 per video with 12 months hosting

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 TABLOID DISPLAY PAGE



Tabloid
Double Page Spread

Type 317mm x 474mm (incl 16mm gutter area)
Trim 335mm x 490mm
Bleed 341mm x 496mm

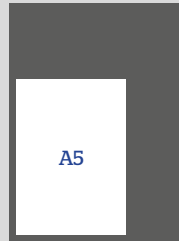
£5,700



Tabloid
Single Page

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

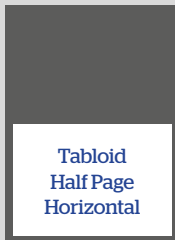
£3,200



A5

Type 197mm x 135mm

£1,580



Tabloid
Half Page
Horizontal

Type 155mm x 229mm

£1,850



Tabloid
Half Page
Vertical

Type 317mm x 112mm

£1,850



Tabloid
Half Page Spread

Type 155mm x 474mm (incl 16mm gutter area)

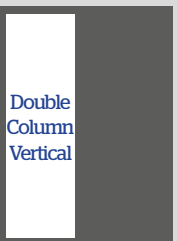
£3,800



Tabloid
Quarter
Page
Vertical

Type 155mm x 112mm

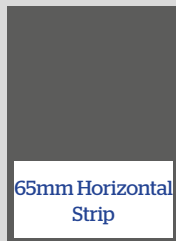
£1,380



Double
Column
Vertical

Type 317mm x 89mm

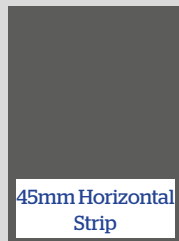
£1,700



65mm Horizontal
Strip

Type 65mm x 229mm

£1,250



45mm Horizontal
Strip

Type 45mm x 229mm

£950

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 376mm (incl 16mm gutter area)

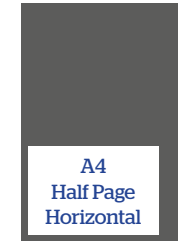
£5,000



A4
Single Page

Type 267mm x 180mm

£2,700



A4
Half Page
Horizontal

Type 130mm x 180mm

£1,580



A4
Half Page
Vertical

Type 267mm x 85mm

£1,580



A4
Quarter
Page
Vertical

Type 130mm x 85mm

£940



A4
Half Page Spread

Type 130mm x 376mm (incl 16mm gutter area)

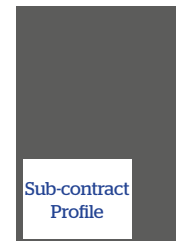
£3,400



Datafile

Type 66mm x 88mm

£440



Sub-contract
Profile

Type 122mm x 137mm

£940



Printed advertisements
appear within the
Digital Edition with
embedded HTML links

EXTRAS

Search Engine (6 Months) 20 x 40mm

£500

Search Engine (6 Months) 30 x 40mm

£600

Search Engine (6 Months) 50 x 40mm

£1,000

Trouble in your current production direction?
There's always another route.

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