Building brand exposure for the Production Engineering Supply Chain
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.

Dave Tudor
Editorial Director
BRAND REACH & DISTRIBUTION

CIRCULATION BY COMPANY ACTIVITY

- Aerospace 5,295 35%
- Automotive 3,328 22%
- Education/Governmental 454 3%
- Electrical Engineering 2,118 14%
- Instrument Engineering 1,210 8%
- Marine 1,513 10%
- Mechanical Engineering 6,959 46%
- Medical 1,815 12%
- Metal Goods 3,328 22%
- Motor Sport 1,664 11%
- Oil/Gas 1,967 13%
- Other Transport Equipment 908 6%
- Power Generation 1,210 8%
- Rail Industry 1,059 7%
- Sub-contract 7,413 49%

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%

CIRCULATION BY NUMBER OF EMPLOYEES

- 0-19 4,993
- 20-49 3,026
- 50-99 2,723
- 100-499 2,118
- 500+ 1,815

MAGAZINE

- Print Edition Monthly
- Electronic Edition Monthly

- 15,060
- 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

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
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EMAIL PROMOTION

CUSTOMISED EBLAST/SHOT
Reach: 12,059* named email addresses
Specifications: HTML
Rate: £600 per eCast

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
**DIGITAL MARKETING**

**DRIVE CUSTOMERS TO YOUR WEBSITE**

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

**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.

**Specifications on application:**
- Logos are to be supplied in full colour
- **Standard:** 670px x 350px (required)
- **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

**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

**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

**Rate:** £300 per day

**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
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.

PES TABLOID DISPLAY PAGE

Type 317mm x 474mm (incl 16mm gutter area)  £5,700
- Tabloid Double Page Spread

Type 317mm x 229mm  £1,850
- Tabloid Half Page Horizontal

Type 317mm x 229mm  £1,850
- Tabloid Half Page Vertical

Type 317mm x 135mm  £1,580
- Tabloid Half Page Spread

A4 DISPLAY PAGE

Type 267mm x 376mm (incl 16mm gutter area)  £5,000
- A4 Double Page Spread

Type 317mm x 229mm  £2,700
- A4 Single Page

Type 197mm x 135mm  £1,580
- A4 Half Page Horizontal

Type 317mm x 229mm  £1,580
- A4 Half Page Vertical

Type 317mm x 229mm  £1,580
- A4 Quarter Page Vertical

Type 66mm x 88mm  £440
- Datafile

Type 122mm x 137mm  £940
- Sub-contract Profile

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

Printed advertisements appear within the Digital Edition with embedded HTML links.