



# media information 2012

[www.ipesearch.com](http://www.ipesearch.com)



Whatever you need from IP&E just contact the relevant person below who will be more than happy to assist you.

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Achieving excellence in industrial efficiency is key to a successful business operation and IP&E aims to provide – through feature-length articles, case studies and details of new products and services – information that will help readers improve productivity and reduce downtime.

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## **Plant, Process & Control**

This section of the magazine focuses on efficient manufacturing, processing and engineering technology. Areas covered include: Automation; compressed air; drives, motors and gears; instrumentation; pumps and valves; flowmeters; control products; bearings, seals and lubrication; manufacturing and ERP software; boilers and burners; cables and connectors; and lean manufacturing.

## **Efficient Maintenance**

Maintaining plant and equipment efficiently is essential to ensure that downtime, and therefore costs, are kept to a minimum and to ensure the safety of staff operating the equipment. This section includes: Condition monitoring; lubrication; CMMS; predictive and preventive maintenance, and thermography.

## **Production Engineering**

Concerned with the equipment and consumables of a typical machine shop, this section covers: Machine tools; metalworking fluids; welding equipment and consumables, component cleaning and degreasing; cutting; grinding; de-burring; finishing; spray painting; quality testing; and hand power tools.

## **Energy Management**

At a time when everyone is looking to cut costs, efficient use of energy becomes more important than ever and, in this section, we focus on new equipment and services that are designed to help readers reduce their energy consumption. Featuring regularly will be

information relating to: Compressed air; drives and motors; monitoring and targeting; resource efficiency; and boilers and burners.

## **Premises Management & Maintenance**

Here we focus on the fabric of a site covering such topics as: Roofing and flooring; cleaning; aerial access equipment; lighting; security; HVAC; waste management; and facilities software.

## **Handling & Storing**

This section deals with materials handling equipment and storage systems within industrial/warehousing environments. We feature information on forklift trucks and ancillaries; lifting and moving equipment; conveyors; safer manual handling; packing, wrapping and strapping; printing, labelling and barcoding; storing and containers; racking and shelving; warehouse management systems; loading bays and doors.

## **Health, Safety & Welfare**

The aim of this section is to keep readers informed about the latest legislation and standards relating to health and safety and to provide news of the latest clothing, equipment, education and training opportunities – all designed to protect people in the workplace. Areas covered include: PPE; breathing safely; slips, trips and falls; plant and machinery safety; dust and fume extraction; noise measurement; first aid; signage; and training.

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# Features List

**PPC** Plant, Process & Control  
**EM** Efficient Maintenance  
**PE** Production Engineering  
**EM** Energy Management

**H&S** Handling & Storing  
**HSW** Health, Safety & Welfare  
**PMM** Premises Management & Maintenance

**IDR** Indepth Report  
**SUPP** Special Supplement

In a recent survey 92% of readers expressed their satisfaction with the content of the magazine. The editorial programme for 2012 reflects the valuable comments made by readers, however the key topics remain the same.

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## November / December 2011

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**PPC** Bearings, Seals & Lubes; Manufacturing Software  
**EM** Maintenance Software, Thermal Imaging  
**PE** Machine & Hand Tools; Fasteners & Adhesives  
**PMM** Loading Bays & Doors; Flooring  
**H&S** Safer Material Handling; Storing & Containers  
**HSW** Gas Detection; Personal Protective Equipment  
**IDR** **Industrial Cleaning**  
**SUPP** **Energy Management, incorporating compressed air**

## January / February 2012

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**PPC** Pumps & Valves; Instrumentation; Southern Manufacturing Preview  
**PE** Welding & Cutting; Cables & Connectors  
**EM** Motors & Drives; HVAC  
**HSW** Noise Monitoring & Protection, Breathing Safely; Health & Safety South Show Preview  
**PMM** Lighting; Waste Management & Recycling  
**IDR** **Handling & Storing**  
**SUPP** **Efficient Maintenance inc. Maintec 2012 Preview**



## March / April 2012

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**PPC** Bearings, Seals & Lubes; Compressed Air; MTEC/Midlands Design & Manufacturing Show Preview; Drives, Airtech, Plant & Asset Management Show Preview  
**EM** Thermal Imaging; Factory Shutdown  
**PE** Quality & Tolerance Testing; Fasteners & Adhesives; MACH Show Preview  
**EM** Boilers & Burners  
**H&S** Conveyor Technology; Forklift Trucks & Ancillaries  
**IDR** **Facilities & Premises Management**  
**SUPP** **Health & Safety including Safety & Health Expo Show Preview**

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Feature suggestions are always welcome – just send

# Features List

## May / June 2012

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- PPC** Sensors & Measurement; Manufacturing Software
- EM** Predictive & Preventative Maintenance
- EM** Lighting; Monitoring & Targeting
- PMM** Working Safely at Height; Plant Equipment Hire
- H&S** Lifting & Moving; Printing Labelling & Barcoding
- HSW** Plant & Machinery Safety; Training & Consultancy
- IDR** **Production Engineering**
- SUPP** **Maintenance Year Book – supported by MAINTEC**



## July / August 2012

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- PPC** Pumps & Valves, Power Transmission inc. Gears
- EM** Thermal imaging
- PE** Component Cleaning, Finish and Preparation; Welding & Cutting
- EM** Drives & Motors; Energy Event Preview
- PMM** Premises Cleaning; Site Security
- H&S** Forklift Trucks & Ancillaries
- IDR** **Health & Safety including Health & Safety Midlands Show Preview**
- SUPP** **AirUser 2012/13**

## September / October 2012

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- PPC** Instrumentation; S&S for Control and Instrumentation Show Preview
- PE** Lubricants; Cables & Connectors
- EM** Lighting; Monitoring & Targeting
- PMM** HVAC inc. Boiler & Burners; Washroom Hygiene
- HSW** Breathing safely; Slips, Trips & Falls; Health & Safety North Preview
- IDR** **Efficient Maintenance**
- SUPP** **Handling & Storing**

## November / December 2012

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- PPC** Bearings, Seals & Lubes
- EM** Maintenance Software, Thermal Imaging
- PE** Machine & Hand Tools; Fasteners & Adhesives
- PMM** Loading Bays & Doors; Flooring
- H&S** Safer Material Handling; Storing & Containers
- HSW** Plant & Machinery Safety; Personal Protective Equipment
- IDR** **Industrial Cleaning**
- SUPP** **Energy Efficiency: incorporating compressed air**

# Circulation Profile

Our circulation is key to the success of IP&E Magazine. We continue to invest in our circulation to exceed the expectation of our advertisers and ensure 100% is controlled and requested. IP&E offers you the most comprehensive, researched and up-to-date circulation in this market. Our transparency ensures as an advertiser your promotional activities with IP&E are targeting the correct readers.

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## Job Titles

### *Directors*

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Managing .....	1707
Manufacturing / Operations .....	554
Works / Plant / Engineering .....	1091
Technical /Production .....	636
Other .....	40
<b>Total Directors</b>	<b>4028</b>

### *Engineers*

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Chief / Works / Plant / Maintenance .....	1439
Production / Process .....	1032
Project .....	175
Manufacturing / Mechanical / Electrical .....	192
Facilities / Energy / Site Service .....	393
<b>Total Engineers</b>	<b>3231</b>

### *Managers*

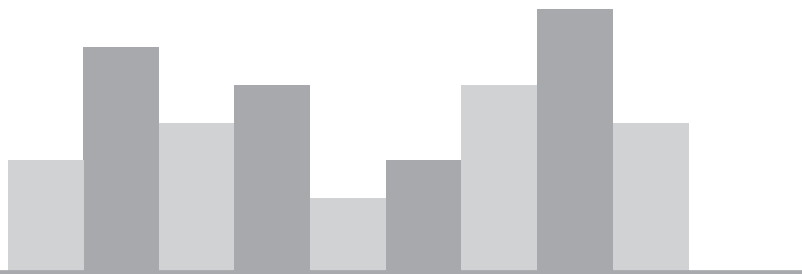
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Plant / Maintenance / Engineering .....	3708
General / Works / Factory .....	986
Project .....	1175
Manufacturing / Operations .....	851
Technical / Production / Quality .....	1513
Facilities / Energy / Estates .....	2175
Warehouse / Stores / Logistics .....	411
Purchasing / Materials .....	308
Health & Safety / Training .....	1036
Others .....	78
<b>Total Managers</b>	<b>12,241</b>

**Circulation Total** **19,500**

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# Circulation Profile



## Industry Type

Mining & Quarrying .....	321	Pulp / Paper / Paper Products .	1452
Electric / Gas / Water Supply ...	906	Rubber & Plastics .....	1378
Metals & Metal Manufacturing .	1972	Other Manufacturing .....	1200
Chemicals / Pharmaceuticals /		Distribution .....	875
Man-made Fibres .....	1500	Transport / Communications ..	650
Mechanical Engineering .....	2032	Banking / Finance &	
Motor Vehicles & Parts .....	792	Government Services .....	280
Other Transport Equipment ...	225	Medical / other Health Services	720
Instrument Engineering .....	1340	Other .....	123
Food / Drink / Tobacco .....	3040		
Leather & Leather Goods .....	694	<b>Circulation Total</b>	<b>19,500</b>

## Company Size

1-99 .....	4433
100-199 .....	4205
200-499 .....	4416
500-999 .....	3043
1000+ .....	3403
<b>Circulation Total</b>	<b>19,500</b>

## Area

Northern .....	1336	London .....	1167
Yorkshire .....	1922	South West .....	1154
North West .....	2049	Wales .....	388
East Midlands .....	2501	Scotland .....	1433
Midlands .....	2698	Northern Ireland .....	303
East Anglia .....	1185		
South East .....	3364	<b>Circulation Total</b>	<b>19,500</b>

IP&E magazine has constantly produced issues that offer the perfect medium in which to advertise. Over the years these have been developed into more than just features, we have in-depth reports and separate supplements that are produced each month. We also produce AirUser, a stand alone publication covering compressed air equipment.

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## AirUser 2012 Edition

In July 2012 IP&E will publish the 16th edition of AirUser. Considered to be the number one independent guide to Air Powered Systems AirUser is circulated to the readers of IP&E as well as 800 distributors of compressed air equipment across the UK.

AirUser has set the industry standard as a three part reference guide for specifiers of compressed air equipment. Covering all subjects within the compressed air market it also offers a detailed list of manufacturers and distributors. If you supply any element of a compressed air system then this yearly publication is for you.



*Download full media information and technical requirements at [www.airuser.com/mediapack](http://www.airuser.com/mediapack)*

## Special Supplements

Each supplement is produced separately and therefore has its own identity and relevance. Concentrating on the core areas of the magazine, the supplements are an opportunity to approach these subjects in great detail. For a comprehensive breakdown of the subjects areas covered please refer to the features list on pages 4 and 5 of this booklet.



## Indepth Reports

Every issue of IP&E has an in-depth report. These are comprehensive reports, with their own separate front cover bound within the magazine. Taking an area of strong reader interest, in-depth reports cover these topics in terms of legislation, technology and new product and problem solving application stories.



IP&E offers the most comprehensive classified section in this market. The perfect place to promote a new product or catalogue is the 'Literature Update' section. Get 12 months coverage in 'Industrial Connections', the market's guide for products and services or promote your website for 12 months in our popular 'Web Directory'.

## Classified

### 'Industrial Connections'

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12 months exposure  
Heading to suit company products

**Text + logo** .....£350

**Boxed entry** .....£450

### Literature / Product Panels

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Promote brochures / catalogues / new products  
Up to 65 words of accompanying text + full contact details  
1 full colour image  
Discounts for series bookings

**1 x Issue** .....£295

**3 x Issues** .....£255 each

**6 x Issues** .....£215 each

### Web Directory

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12 months exposure  
Prime position on inside back cover  
Listed under Section & Heading

**Cost** .....£200 per heading



# Rates & Data

IP&E offers many routes to market to suit all budgets. The large circulation that IP&E offers means better value for money than our competitors.

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## Display Rates

	1	3	6
<b>Full Page</b>	£2500	£2400	£2300
<b>IFC/IBC/OBC</b>	£2750	£2650	£2550
<b>Half Page</b>	£1500	£1440	£1380
<b>Quarter Page</b>	£775	£740	£700
<b>Double Page Spread</b>	£4500	£4450	£4400
<b>Supplement Cover Package</b>	£3500	–	–

Other special positioning requirements by arrangement.

Insert and onsert rates, available on request.

Supplement cover package comprises front cover artwork plus 1 page cover story.

## Production Data

*(All measurements are in mm, width x height)*

<b>A4 full page</b>	<b>1/2 vertical</b> .....	.92 x 270
trim size .....	<b>1/2 landscape</b> .....	.190 x 130
.210 x 297	<b>1/4 portrait</b> .....	.92 x 128
type area .....	<b>1/4 horizontal strip</b> .....	.190 x 64
.200 x 287	<b>1/4 vertical strip</b> .....	.44 x 270
<b>Double Page Spread</b>	<b>Junior page</b> .....	.140 x 195
trim size .....		
.420 x 297		
type area .....		
.410 x 287		

Allow 3mm for bleed on all edges

Up-to-date advert spec's at: <http://specle.net/uk/western-business-publishing>

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## Copy Requirements

Email: [production@western-bp.co.uk](mailto:production@western-bp.co.uk)

Files must be supplied compatible with Apple Mac, in the following formats:

**Hi-resolution PDF (pass4press, or PDF/X-1a)** or 300dpi .tif or .jpg

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## Copy Deadlines

Last week of the month prior to publishing.

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## Email Newsletter Advertising

Advertising options range from email newsletter stories and banners to a sponsorship package offering a mix of online and email advertising.

### E-newsletter sponsorship package

**£1000**

- E-news main banner
- One article – up to 250 words plus an image
- Links to a company profile on our website
- Direct URL link to your website
- Email enquiry service
- Open rates & click through stats



### Editorial package *(Series booking discounts available)*

**£450**

- Up to 250 words plus an image
- Links to a company profile on our website
- Direct URL link to your website
- Email enquiry service
- Open rates & click through stats

### E-newsletter publishing schedule

*(Newsletters will be published during the week commencing the dates shown)*

<b>Jan:</b>	IP&E Maintenance & Asset Management (MAINTEC)	23rd	<b>Jun:</b>	IP&E AirUser	18th
<b>Feb:</b>	IP&E Maintenance & Asset Management (MAINTEC) AirUser	20th	<b>Jul:</b>	IP&E	23rd
<b>Mar:</b>	IP&E Maintenance & Asset Management	19th	<b>Aug:</b>	IP&E AirUser	23rd
<b>Apr:</b>	IP&E AirUser	23rd	<b>Sep:</b>	IP&E Maintenance & Asset Management	24th
<b>May:</b>	IP&E Maintenance & Asset Management	21st	<b>Oct:</b>	IP&E AirUser	22nd
		21st	<b>Nov:</b>	IP&E Maintenance & Asset Management	19th
			<b>Dec:</b>	IP&E AirUser	17th
					17th

## Website Advertising

IP&E's website is one of the UK's best sources of information for those responsible for the specification and purchase of industrial plant and equipment products and services. Please contact the Tri Media sales team on 01342 333718/733 about the advertising opportunities available.

[www.ipesearch.com](http://www.ipesearch.com)



"Over **92%** of IP&E's readers rate the content as very good or better"\*

"**82%** of readers pass their copy of IP&E onto at least 1 other colleague, this gives a readership of over 45,000"\*

"**90%** of IP&E readers consider trade publications to be influential in their decision making process"\*

"**99%** of these readers said that learning about new products and services was important to them"\*

"Over **84%** of our readers spend longer than 16 minutes reading IP&E"\*

"**89%** of our readers consider the internet to be influential in their decision making process"\*

\*Source: IP&E reader survey, October 2010



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