

Drives & Controls

#1 ENGINEERING PORTFOLIO
FOR AUTOMATION,
POWER TRANSMISSION
& MOTION CONTROL

The background features a complex, futuristic technical design. It includes a central circular area with a dashed border containing icons for gears, a cloud, and a square with a circle inside. Surrounding this are various other elements: a factory icon on the left, a microchip on the right, and several gear icons in different colors (green, orange) at the bottom. The overall aesthetic is high-tech and industrial, with a color palette transitioning from dark blue at the top to bright red at the bottom.

Media Information 2024

A MESSAGE FROM THE EDITOR...

For more than 37 years, readers have turned to Drives & Controls for news on the worlds of motion control, automation and mechanical power transmission. We also provide comprehensive coverage of allied topics such as machine safety, industrial communications and sensors.

Drives & Controls is widely regarded as the leading UK publication in the motion control and automation market. We also carry the latest news on our global Web site and, in recent years, we have also been expanding into social media, generating the biggest following in the sector.

We have built up a reputation for editorial quality and integrity. Unlike many other technical publications, we do not charge fees to publish items.

We report both technological and business issues not only in the UK, but also from the global automation industry, which inevitably has implications for the UK.

Drives & Controls has carved a unique place among British technical publications. We thank those that have supported us so far, and look forward to working with you again in the future.

If you would like to submit material for possible inclusion in Drives & Controls magazine or our Website, there are several types of article that we would consider. In terms of longer articles, we are looking for application stories – ideally, with lessons that readers could apply in their own businesses – or technical articles, neither of which must simply be promoting a company or its products. We are also interested in shorter items of business news or details of new products or technologies.

Tony Sacks, Editor

A MESSAGE FROM THE SALES DIRECTOR...

Drives & Controls has been the number one engineering portfolio for Automation, Power Transmission & Motion Control for over 37 years. During this time manufacturing has changed vastly, robots have become widely used in our factories, IIOT is part of everyday life, and AI is now helping manufacturers do things that were only possible in the movies before. One thing that has been constant is our ability to help you promote your products and services to our audience, and while the way our audience keeps up-to-date with the latest

news, tech and products has changed we have diversified to ensure you can reach them across the whole portfolio. From our market leading ABC circulation, to our biweekly newsletter, website and unrivalled social media coverage, we can help your business grow and deliver your message through our various channels.

Damien Oxlee, Sales Director

Talking Industry

Online Panel Discussions



Talking Industry is a series of unscripted online panel discussions organised by the DFA Media Group, in which experts from the world of manufacturing discuss issues of vital importance to the sector.

Find out more:
www.talkingindustry.org

Live Event - 30.04.24



Returning to the MTC on next April, TI Live will provide delegates from the manufacturing and engineering community with an opportunity to Learn, Grow and Connect in a high-end environment.

Find out more:
www.talkingindustrylive.org

Podcast



The Talking Industry Podcast gives followers the opportunity to listen on the go, while our editors speak with influential manufacturing minds around, engineering, automation, robotics, skills, safety and lots more topics affecting UK manufacturing.

Find out more:
www.talkingindustry.org/podcast

EDITORIAL PROGRAMME 2024

2024 Issues	Special Promotions and Bonus Distributions	In-depth Reports	Focus Features	Editorial Deadline	Advertising Deadline	Publish
January		Variable Speed Drives	Gears & Gearboxes Packaging, Printing & Paper	4 th Nov	7 th Dec	4 th Jan
February	SPS Review Southern Manufacturing Preview	Robotics & Automated Manufacturing	Process Automation & Hazardous Areas	15 th Dec	12 th Jan	2 nd Feb
March	Talking Industry Live Preview	Food & Beverage	Bearings, Belts and Chains Building Services (inc HVAC)	12 th Jan	9 th Feb	1 st March
April	Talking Industry Live Event Brochure	Machine Vision	Conveyors and Materials-Handling Machine Building	12 th Feb	11 th March	2 nd April
May	Drives & Controls 2024 Show Preview	Motors	Linear Motion Scientific, Pharmaceutical & Medical engineering	12 th March	9 th April	30 th April
June	Drives & Controls 2024 Show Catalogue	Intralogistics & Smart Warehousing	Mechanical Power Transmission Communications, 5G, Security and Networking	12 th April	10 th May	31 st May
July/Aug	2024 Annual Buyer's Guide	Clean Energy	Transport (Automotive, Aerospace, Railways, Marine) Robotics & Automation	21 st June	19 th July	9 th Aug
September	PPMA Preview	Energy Efficiency	Food & Beverage Maintenance, Service and Repairs	26 th July	23 rd Aug	16 th Sept
October	SPS Preview	Machine Building	Precision Engineering & Motion Control Water Industry	30 th Aug	27 th Sept	18 th Oct
Nov/Dec		Safety	Electronics & Enclosures Controllers, HMIs & Software	9 th Oct	6 th Nov	27 th Nov
January 25		Variable Speed Drives	Gears & Gearboxes Packaging, Printing & Paper	15 th Nov	6 th Dec	3 rd Jan

CIRCULATION ACTIVITY

Why Drives & Controls?

Drives & Controls has the largest circulation of any UK magazine in its sector, according to the latest figures from the independent circulation auditing organisation, ABC. Drives & Controls is being sent to readers who have asked to receive them.

The number of individually requested readers is the best indication of who is actually reading the magazine, and who regard the publication highly enough to ask to receive their own copies.

Many publishers boost their circulation figures by sending copies of their magazines to people who have not asked for them. They could be going to companies that no longer exist, to companies who do not wish to receive them or to individuals who are no longer with a company.



Job Function	
Design	10,211
General/Corporate Management	4,534
Production	2,583
Research & Development	1,196
Purchasing	604
Sales & Marketing	623
Education	460
Consultant	607
Total	20,818

Company Size	
1-49 Employees	10,080
50-99 Employees	2,198
100-199 Employees	2,607
200-499 Employees	2,633
500+ Employees	3,301
Total	20,818

Geography	
East Anglia	1,125
East Midlands	2,449
London	335
Midlands	3,755
North West	2,222
Northern	704
South East	4,393
South West	1,894
Yorkshire	1,894
Northern Ireland	290
Scotland	886
Wales	871
Total	20,818

Product Interest	
Mechanical	17,989
Electrical	18,286
Control	20,029
Hydraulic	3,135
Pneumatic	3,956

Main Activity	
Aerospace	997
Automotive/Auto Components	543
Banking, Insurance & Commerce	70
Bricks, Pottery, Glass & Cement	880
Chemical & Allied Trades	706
Construction	655
Consulting, Professional & Scientific	946
Defence	314
Education	181
Electrical/Electronic Manufacturing	4,149
Food, Drink & Tobacco	1,936
Gas, Water, Electricity & Nuclear	708
Health Service/Medical	359
Instrument Engineering/Manufacture	180
Mechanical Engineering	1,763
Metal Production	868
Mining & Quarrying	545
Oil Production & Exploration	387
Manufacturing Industries	530
Pharmaceutical Industry	560
Printing, Paper & Packaging	1,336
Public Admin/Local Authority	158
Shipbuilding & Marine Engineering	273
Textiles, Clothing & Footwear	310
Transport & Communications	337
Warehousing & Distribution	1,124
Total	20,818

SOCIAL MEDIA

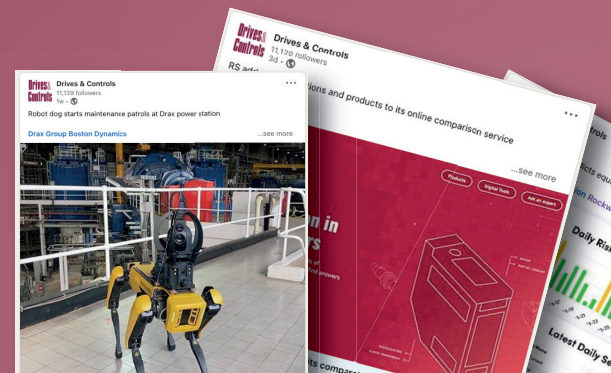
The Drives & Controls social media channels bring you news from the worlds of automation, motion engineering & power transmission, updates from the manufacturing industries, must-attend events and links to the engineer's handbook that is the Drives & Controls Annual Buyers guide.

With an unmatched following of engineers and manufacturing professionals across LinkedIn, Facebook and X – Drives social media achieves over 50,000 impressions each month, and continues to grow into 2024.

 11,139

 4,823

 2,510



DISPLAY ADVERTISING RATES

Number of insertions	1	3	6	10
Full Page	£3381	£3328	£3255	£3171
Half Page	£2394	£2320	£2247	£2184
Third Page	£2079	£1921	£1848	£1785
Quarter Page	£1354	£1302	£1270	£1249

Products & Services Directory

Standard size 80 x 40mm - **£1188 per annum for 10 issues**

Double size 160 x 40mm - **£2200 per annum for 10 issues**

Appointments Quarter Page - **£1000**

Half Page - **£1680**

Gatefold Front Cover

3 pages + Front Cover Panel
(max 2 per company) **£10,250**

Front Cover Package

Front Cover Panel + Inside Front Cover
£6200

Insert

Prices for both loose and bound-in inserts are available on request and are dependent on size and weight.



DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA's full range of titles and 50k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Smart Machines & Factories, Power Electronics Europe.

Select by: - Business - Activity - Job Function - Geographic Location - Company Size

Direct Mail/List Rental: £210 per 1,000 (minimum order £500)

E-Cast rate: 1k – £420 per 1,000 / 2-5k – £385 per 1,000 / 6-10k – £325 per 1000 / 10k+ – £275 per 1000

Lease: POA



ONLINE ADVERTISING & SPECIFICATIONS

Drives & Controls Website

Drives & Controls' frequently updated global Website (www.drivesncontrols.com) has established itself as a leading online resource for design engineers and technical managers around the world who are involved in automation, power transmission and motion control.

Each month, the site typically attracts well over 60,000 page views and more than 19,000 users, and the numbers are continuing to grow. (Data from Google Analytics). Banner advertising on the Website is available on a cost per month basis.

Banner Options	Rates	Size(px)	File Size	Resolution	Format
Skyscraper	£785	160 x 600	20kB	72 dpi	gif/jpeg/html
Leaderboard Banner	£820	728 x 90	20kB	72 dpi	gif/jpeg/html
MPU	£750	300 x 300	20kB	72 dpi	gif/jpeg/html
Full Banner	£595	468 x 90	20kB	72 dpi	gif/jpeg/html
Leaderboard Tile	£440	125 x 125	20kB	72 dpi	gif/jpeg/html
Narrow Skyscraper	£690	120 x 600	20kB	72 dpi	gif/jpeg/html

E-Newsletter Sponsored Panels

Drives & Controls' e-newsletter is sent to over 18,000 subscribers twice a month. To promote new products, technical articles or company announcements we offer Sponsored Panels in the newsletter consisting of a title, 100 words, a picture and a link directly to your website. **Cost: £785**

E-Newsletter Options	Rates	Size(px)	File Size	Resolution	Format
Leaderboard Banner	£995	728 x 90	20kB	72 dpi	gif/jpeg/html
Content Banner	£695	728 x 90	20kB	72 dpi	gif/jpeg/html

Social Media

Drives & Controls has an unmatched presence across LinkedIn, X and Facebook.

1 x post on all networks - **£495**

4 x posts on all networks - **£1,695**

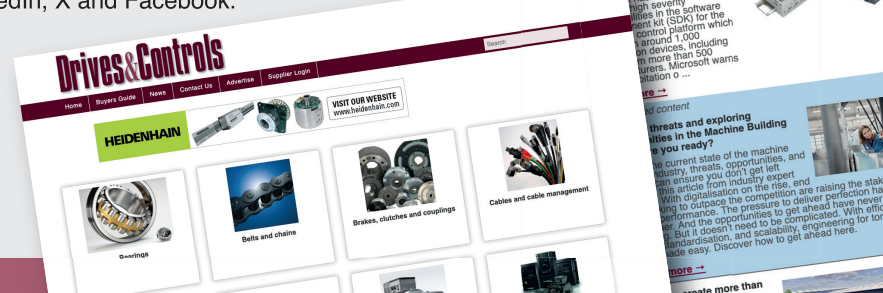
Annual Buyer's Guide

Enhanced entry **£655 per annum**

Enhanced plus entry **£995 per annum**

Enhanced plus PR entry **£1,235 per annum**

Sponsorship opportunities available by request



MECHANICAL DATA

Dimensions: width x height mm

Please keep any important text and graphics at least 5mm from the trim edge of the page and 6-8mm away on the spine side of the page for spread adverts.

Front Cover &

Supplement Cover Panel

Trim.....190 x 182

Full A4 Page

Trim.....210 x 297

Bleed.....216 x 303

Half Page Horizontal

Type.....178 x 124

Trim.....210 x 146

Bleed.....216 x 152

Half Page Vertical

Type.....86 x 254

Trim.....96 x 297

Bleed.....102 x 303

Third Page

Horizontal Trim.....210 x 104

Horizontal Bleed.....216 x 110

Vertical Trim.....72 x 297

Vertical Bleed.....78 x 303

Quarter Page

Standard.....86 x 124

Horizontal Trim.....210 x 77

Horizontal Bleed.....216 x 83

Vertical Trim.....52 x 297

Vertical Bleed.....58 x 303

Junior Page.....130 x 190

Double Page Spread

Trim.....420 x 297

Bleed.....426 x 303

Half Page Spread

Trim.....420 x 146

Bleed.....426 x 152

Third Page Spread

Trim.....420 x 104

Bleed.....426 x 110

Quarter Page Spread

Trim.....420 x 77

Bleed.....426 x 83

Products & Services

Standard entry.....40 x 80

Double entry.....40 x 160

Material Requirements

Printed Web Offset. Advertising copy can be supplied as Press-Optimized pdf, high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).

All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK or grayscale for mono. Please also supply a colour proof to the Production Manager at the address below as we cannot be held responsible for any colour variations otherwise.

Please contact our Production Manager, **Sarah Blake**, with any queries regarding supply of material, reproduction, etc.

Loose and Bound Inserts

Please contact our Production Manager, Sarah Blake, for mechanical data and insert delivery procedure.

Cancellations

Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). All cancellations are subject to a minimum of six weeks prior to final copy date.

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Drives &
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