



Drives & Controls

#1

**ENGINEERING PORTFOLIO
FOR AUTOMATION,
POWER TRANSMISSION
& MOTION CONTROL**

www.drivesncontrols.com

MEDIA INFORMATION 2023

Educating. Innovating. Influencing.

Drives & Controls magazine, web platform, newsletters and socials reach thousands of engineers operating in Automation, Power Transmission & Motion Control every month.

We believe access to knowledge is key to innovation and pride ourselves on editorial quality and integrity.

Our engineering community and industry connect around highly informative content and create meaningful interactions.

Through this deep connection with the automation community, we help companies deliver their marketing to a pre-engaged and highly targeted audience in a genuine and unique way that is valued by our clients.



#DrivesnControls

"I have worked with the team at Drives & Controls on several successful marketing campaigns over the past few years. They offer a flexible marketing mix to reach different audiences covering traditional print publications through to their expanding digital options. Their professional approach towards quality and independent insight means that we value them as a Media Partner supporting our Routeco LIVE events".
Darren Spearing - Marketing Manager Routeco Group.

Audience



Total Subscribers, Followers & Users – 70,000+

Organic reach per month – 205,000+

Magazine circulation – 20,800+ Individual Requests



Source: ABC Audit period: 1 Jan – 31 Dec 2020 (figures taken from audited issue)

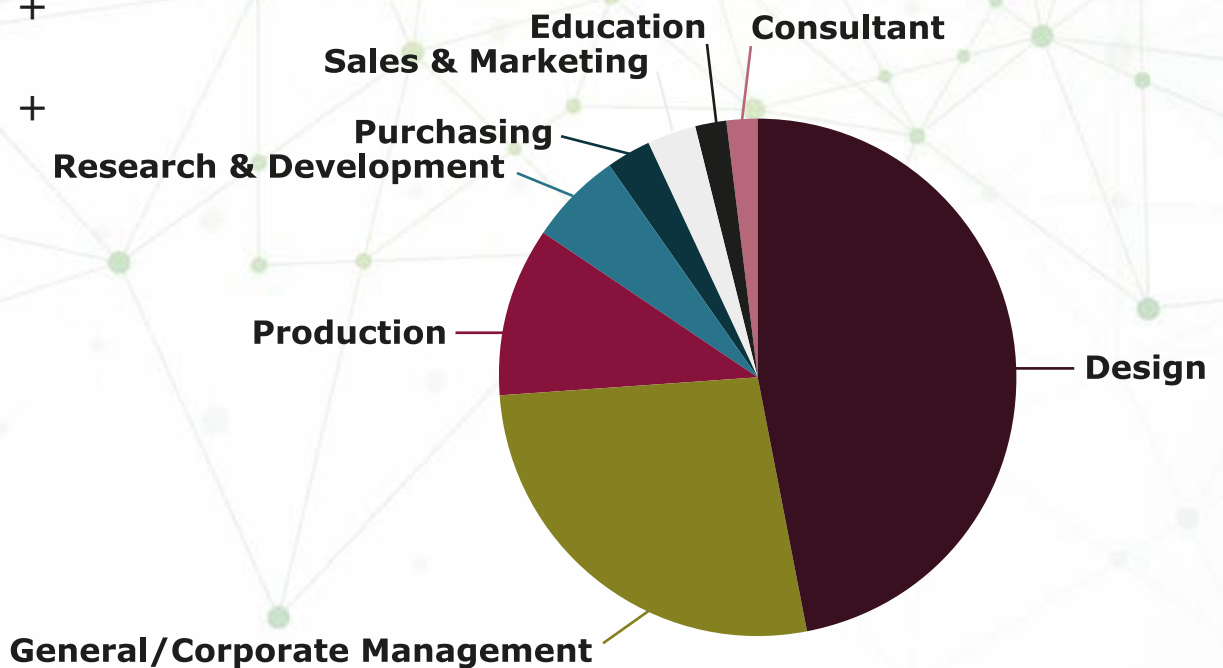
Newsletter subscribers – 16,000 +

Social newsletter – 3,800 +

Unique website users – circa 22,000 pcm



 9,000 +
 4,700 +
 2,500 +



Aerospace - Automotive / Auto Components, Banking, Insurance & Commerce, Bricks, Pottery, Glass & Cement, Chemical & Allied Trades (inc Plastic & Rubber), Construction, Consulting, Professional & Scientific Services, Defence, Education, Electrical/Electronic Manufacturing, Food, Drink & Tobacco, Gas, Water, Electricity & Nuclear, Health Service / Medical, Instrument Engineering/, Mechanical Engineering, Metal Production, Mining and Quarrying, Oil Production & Exploration, Manufacturing Industries, Pharmaceutical Industry, Printing, Paper & Packaging, Public Admin / Local Authority, Shipbuilding & Marine Engineering, Textiles, Clothing & Footwear, Transport & Communications, Warehousing & Distribution.

#1 Circulation - Social Following - Subscribers

Editorial Programme 2023

Issue	Special Promotions & Bonus Distribution	In-depth Reports	Focus Features
January	Southern Manufacturing Preview	Variable Speed Drives	Gears and Gearboxes Packaging, Printing & Paper
February	SPS report	Robotics & Automated Manufacturing	Sensors and Encoders Process Automation and Hazardous Areas
March		Food & Beverage	Bearings, Belts and Chains Building Services (inc HVAC)
April	Talking Industry Live Programme	Machine Vision	Conveyors and Materials-Handling Machine Building
May		Motors	Linear Motion Scientific, Pharmaceutical & Medical Engineering
June		Intralogistics and Smart Warehousing	Mechanical Power Transmission Communications, 5G, Security and Networking
2023 Annual Buyers' Guide Drives, Automation, Power Transmission & Motion Control			
July/Aug	PPMA Show Preview	Clean Energy	Transport (Automotive, Aerospace, Railways, Marine) Robotics & Automated Manufacturing
September		Energy Efficiency	Food and Beverage Maintenance, Service and Repairs
October	SPS Preview	Machine Building	Precision Engineering and Motion Control Water Industry
Nov/Dec		Safety	Controlgear and Enclosures Controllers, HMIs and Software
January 24		Variable Speed Drives	Gears and Gearboxes Packaging, Printing & Paper

* This information is provisional and subject to change

"If you would like to submit material for possible inclusion in Drives & Controls magazine or our Web site, 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

Reader Testimonials



Gabriel Farragher
Lecturer
Galway-Mayo Institute of Technology

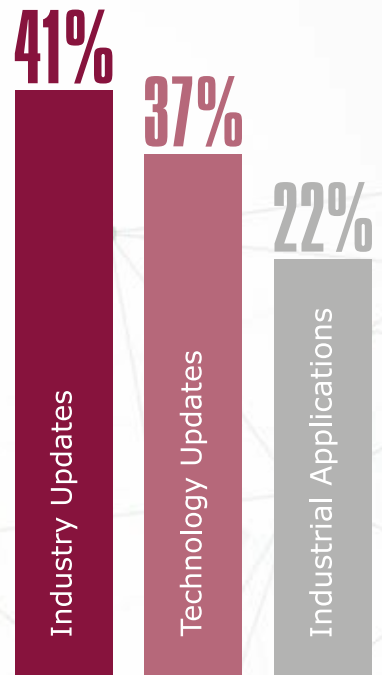
"I read Drives & Controls to keep up-to-date with technology news"

Gareth Roberts
Regional Controls Engineer
Sherwin-Williams

"I read Drives & Controls to keep up to date with industry trends and find the application stories particularly interesting."



When polled engineers engage with Drives & Controls to gain knowledge on:



Events



Talking Industry is DFA Media's innovative series of online panel discussions. A panel of four or five industry experts from the worlds of engineering, automation and manufacturing join our veteran consultant editor and commentator Andy Pye on Zoom to discuss a subject of vital importance to the sector. Now moving into the podcast domain, Talking Industry offers on-demand access whilst on the go, opening our discussions to a wider global audience.

On the 25 April 2023 at the AMTC Coventry, Talking Industry Live, in partnership with the MTC, will bring exhibitors and visitors together in a unique and high-class environment. Limited to 400 pre-qualified delegates, this unique one day event will be broken into five distinctive elements allowing visitors and exhibitors to tailor-make their own event, creating an environment to learn new skills, meet new suppliers and gain knowledge whilst networking with peers.

www.talkingindustry.org

"Since taking the helm of Euchner UK & ROI In 2019, myself and the team have worked tirelessly to promote the best kept secret in machinery safety engineering. Drives & Controls has provided us with the vehicle to deliver this message through print and digital marketing channels. We have worked with our partners at D&C to produce interesting and innovative campaigns that have significantly contributed to our exponential growth and increased our brand awareness."

David Dearden - Managing Director - Euchner UK&I

Advertising Opportunities

Magazine

Double page spread - £4,900

Full page - £3,020

Half Page - £2,080

Quarter page - £1190

Front cover package - £6,200

Gate fold front cover - £10,250

Inserts - POA

Full circulation or split runs available.

Products and services directory - £2,200 per annum

Appointments & Recruitment - from £999

Digital

Website Banners

Leaderboard banner - £780

Skyscraper banner - £750

MPU - £715

Full banner - £565

Site takeover / Web Skin

1 weeks - £1,500

1 month - £5,000

Newsletter

Leaderboard banner - £850

Sponsored article - £750

Content banner - £660

Social Media

Monthly Promoted Posts:

1 x Post all networks - £450

4 x Posts all networks £1,600
(Content, Picture and URL provided by client)

Annual Buyer's Guide

Enhanced entry £625 per annum

Enhanced plus entry £950 per annum

Enhanced plus PR entry £1,175 per annum

Sponsorship opportunities available by request

Bespoke campaigns, content generation & marketing plans available by request

Direct Marketing

Target your campaign – choose from DFA's full range of titles and 30k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Smart Futures

Select by:

Establishment Types | Job Function | Number of Employees | Geography

Select e-Cast or Post. (All rates below charged per 1000)

e-Cast rate: Up to 3k - £420.00 | 3-5k - £385.00 | 6 - 10k - £325.00 | 10k+ - £275.00
(Minimum order value £650)

Post Cost: Direct Mail/List rental £210 (Minimum order £500)

Lease: POA

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 supply a colour proof to our Production Manager at the address on page 8 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.

Digital Specifications

Please supply files with a maximum resolution of 72 dpi and 20kb file size.

Accepted formats include: gif/jpg/html

Website Ad Options	Size
Leaderboard Banner	728 X 90
Full Banner	468 X 60
Leaderboard Tile	125 X 125
MPU	300 X 300
Narrow Skyscraper	120 X 600
Skyscraper	160 X 600

E-Newsletter Ad Options	Size
Leaderboard Banner	728 X 90
Content Banner	728 X 90

Mechanical Specifications

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

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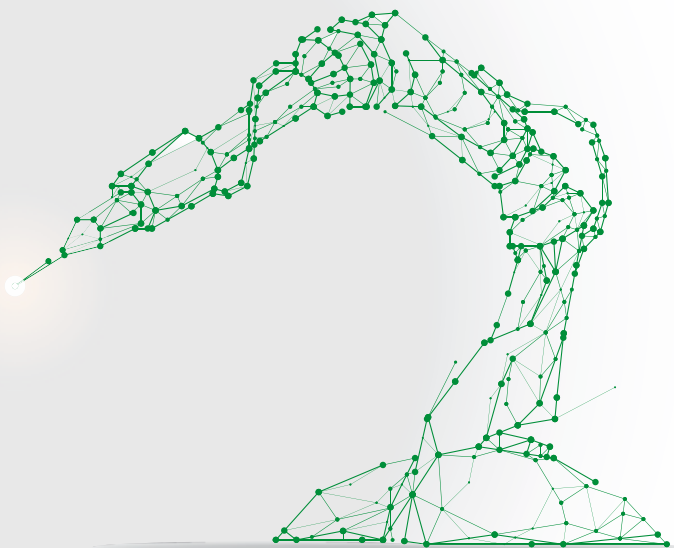
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Our Portfolio

AT THE HEART OF INDUSTRY

