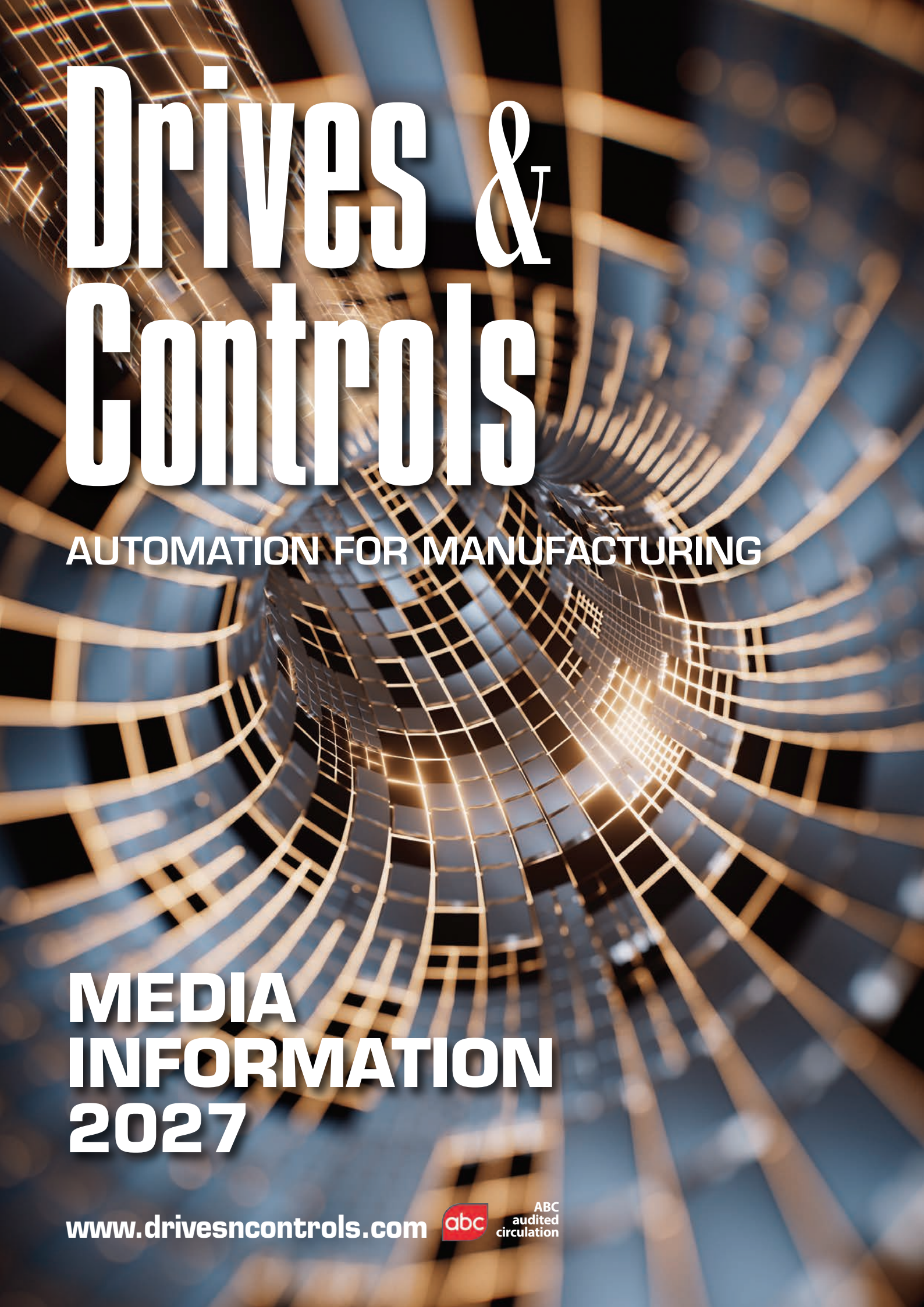


Drives & Controls

AUTOMATION FOR MANUFACTURING

MEDIA INFORMATION 2027

www.drivesncontrols.com

ABC audited circulation

MESSAGE FROM THE EDITOR

For more than 40 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 have 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 on both technological and business issues not only in the UK, but also from the global automation industry, which inevitably has implications for the UK.

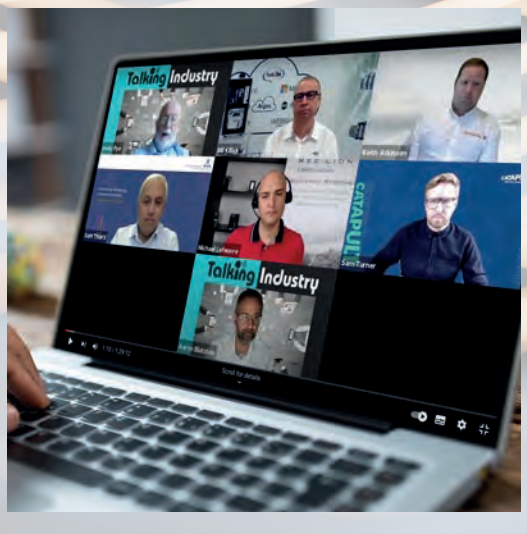
Drives and Controls has carved a unique place among British technical publications. We thank those that have supported us so far, and look forward to working with you again in the future.

Tony Sacks, *Editor, Drives & Controls*

Talking Industry

ONLINE PANEL

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



PODCASTS

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 2027

2027 Issues	Special Promotions & Bonus Distribution	In-depth Reports	Focus Features	Editorial Deadline	Advertising Deadline	Publish Date
January		Variable Speed Drives	Gears and Gearboxes Packaging, Printing & Paper	9 November	7 December	4 January
February	SPS Review Southern Manufacturing Show Preview	Robotics and Automated Manufacturing	Sensors and Encoders Process Automation and Hazardous Areas	17 December	13 January	3 February
March		Food and Beverage	Bearings, Belts and Chains Safety	13 January	10 February	3 March
April		Machine Vision	Conveyors and Materials-Handling Machine building	11 February	11 March	1 April
May	D&C Show Preview	Motors	Linear Motion Scientific, pharmaceutical & medical engineering	12 March	9 April	30 April
June		Intralogistics and Smart Warehousing	Mechanical Power Transmission Gears and Gearboxes Communications, 5G, Security and Networking Cyber Security	9 April	7 May	28 May
July/ August	2027 Annual Buyer's Guide for Drives, Automation, Power Transmission & Motion Control					
		Sensors and Encoders	Transport (Automotive, Aerospace, Railways, Marine) Robotics & Automated Manufacturing	18 June	22 July	9 August
September	EDS Preview	Energy Efficiency	Food and Beverage Maintenance, Service and Repairs	23 July	20 August	15 September
October	SPS Preview	Machine Building	Precision Engineering and Motion Control Water Industry	22 August	24 September	15 October
November/ December		Safety	Electrical and Enclosures Controllers, HMIs and Software	8 October	5 November	26 November
2028 January		Variable Speed Drives	Gears and Gearboxes Packaging, Printing & Paper	5 November	3 December	3 January

This information is provisional and subject to change

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.

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.

Average net circulation January to December 2025 **27,126** abc

7,364 individuals received both print and digital copies (average per issue)

JOB FUNCTION

Design	9695
General/Corporate Management	4305
Production	2450
Research & Development	1136
Purchasing	574
Sales & Marketing	592
Education	435
Consultant	576
TOTAL	**19762**

PRODUCT INTEREST

Mechanical	17332
Electrical	17619
Control	19298
Hydraulic	3020
Pneumatic	3812

MAIN ACTIVITY

Aerospace	947
Automotive / Auto Components	515
Banking, Insurance & Commerce	66
Bricks, Pottery, Glass & Cement	836
Chemical & Allied Trades (inc Plastic & Rubber)	671
Construction	622
Consulting, Professional & Scientific Services	999
Defence	299
Education	172
Electrical/Electronic Manufacturing	3940
Food, Drink & Tobacco	1838
Gas, Water, Electricity & Nuclear	673
Health Service / Medical	341
Instrument Engineering/Manufacture	172
Mechanical Engineering	1675
Metal Production	824
Mining and Quarrying	517
Oil Production & Exploration	367
(Other) Manufacturing Industries	503
Pharmaceutical Industry	532
Printing, Paper & Packaging	1265
Public Admin / Local Authority	150
Shipbuilding & Marine Engineering	259
Textiles, Clothing & Footwear	294
Transport & Communications	320
Warehousing & Distribution	1065
TOTAL	**19762**

COMPANY SIZE

1-49 Employees	9571
50-99 Employees	2086
100-199 Employees	2473
200-499 Employees	2498
500+ Employees	3133
TOTAL	**19762**

GEOGRAPHY

East Anglia	1069
East Midlands	2324
London	318
Midlands	3566
North West	2110
Northern	668
South East	4168
South West	1798
Yorkshire	1866
Northern Ireland	276
Scotland	841
Wales	828
TOTAL	**19762**

Data provided by DFA Media

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 Buyer's 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 2025.

15,598

5,061

2,500

ADVERTISING RATES

MAGAZINE ADVERTISING

DISPLAY ADVERTISING:

Insertions	x1	x3	x6	x10
Full Page	£3381	£3328	£3255	£3171
Half Page	£2394	£2320	£2247	£2184
Third Page	£2079	£1921	£1848	£1785
Quarter Page	£1354	£1302	£1270	£1249

COVER PACKAGE:
Front Cover Panel + Inside Front cover advert + A4 Advertorial page - **£6200**

APPOINTMENTS:
Your advert will appear both in the magazine and also on the Drives & Controls Website.
Quarter Page - **£1000** | Half Page - **£1680** | Full Page - **£2680**

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

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

DIRECT MAIL AND 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 and Power Electronics Europe.

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

Direct Mail/List rental: **£210 per 1000** (minimum order £650)
e-Cast rate: 1k - **£420** | 2-5k - **£385 per 1000** | 6-10k - **£325 per 1000** | 10k+ - **£275 per 1000** **Lease:** **POA**

ONLINE ADVERTISING OPTIONS & 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.

Banner Options	Rates	Size (px)
Leaderboard Banner	£820	728 x 90
MPU	£750	300 x 300
Content Banner	£695	728 x 90

File sizes should be 20kB, 72dpi and supplied in gif/jpg/html formats

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 Ad	Rates	Size (px)
Leaderboard Banner	£995	728 x 90
Content Banner	£695	728 x 90

File sizes should be 20kB, 72dpi and supplied in gif/jpg/html formats

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

1 x post on all networks	£495
4 x post on all networks	£1695

ANNUAL BUYER'S GUIDE:
Prices per annum and include both the printed and online guide.
Sponsorship opportunities available by request.

Enhanced Entry	£655
Enhanced Plus Entry	£995
Enhanced Plus PR Entry	£1235

MECHANICAL DATA

MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as Press-quality PDF (using PDF/X-1a setting with all fonts embedded), 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, Sarah Blake, at the address below as we cannot be held responsible for any colour variations otherwise.

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

LOOSE AND BOUND INSERTS
Please contact our Production Manager for mechanical data.

CANCELLATIONS
Cancellation or suspension of an insertion must be made in writing a minimum of six weeks prior to final copy date.

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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