



perations

**engineer**  
media pack



🔌 **27,000+** website users a year (*January – December 2019\**)

🔌 **59,000+** page views a year (*January – December 2019\**)

🔌 **12,000+** e-newsletter deliveries (*January 2020^*)

🔌 **8,000+** magazine circulation (*January – December 2019^^*)

🔌 **70%** of readers have active buying power\*\*

🔌 **81%** have influenced a purchasing decision based on information they have read or seen in *Operations Engineer*\*\*

🔌 **66%** of readers pass their copy on to a colleague\*\*

🔌 **80%** of readers read `all` or `almost all` content\*\*

Sources: \*Google Analytics; ^Adestra; ^^ABC audit, Feb 2020; \*\*OE reader survey 2018



## Engineering is changing. Publishing is changing. *Operations Engineer* has responded.

*Operations Engineer* was launched in 2018 to build on the heritage of *Plant Engineer* magazine, which has for more than 70 years been a key source of information for engineers, technicians and those involved with the specification, installation, operation and maintenance of industrial plant and equipment.

Published on behalf of the Society of Operations Engineers (SOE) by MA Business, the *Operations Engineer* model encompasses a 'digital first' approach, supplemented by four quarterly print publications, offering advertisers with a wide range of digital and traditional channels to influence professional engineers in manufacturing, facilities management, construction, process industries, utilities (including waste collection), military, building services, transport, mining and healthcare.

One of a handful of professional engineering institutions, the SOE is licensed by the Engineering Council to award professional

qualifications to its members. They fall into three groups: IOE, the Institution of Operations Engineers; BES, Bureau of Engineering Surveyors, and IRTE, Institute of Road Transport Engineers. This magazine caters mainly to the first two, while sister title *Transport Engineer*, also published by MA Business, is published for the third.

In a world where technology shrouds everything that we do and the onus is on everybody to become more environmentally sustainable, we know that digital can be the key that opens the door to success. Our digital-first approach, along with regular, high-quality editorial content, helps attract and maintain highly skilled readers that want to develop their industrial skills and knowledge. That is why *Operations Engineer* is the publication for any company looking to influence the plant-based operations engineering community.

**BEVERLY JEPSON** SALES MANAGER



# EDITORIAL FOCUS

***Operations Engineer* is a brand that is revitalised, re-energised and rolling with the times.**

We're not about the objects ('plant'), but about what we do with them ('operate' them in some kind of industrial process to accomplish a goal). Whatever it might be, our readers make it go, make it go better, and keep it going (specify, commission, manage, inspect, maintain, repair). Our readers are united by what they do. *Operations Engineer* supports their work by putting 'plant' in context.

The equipment that they deal with also goes beyond the traditional definition of engineering plant to encompass: HVAC; local exhaust ventilation; lifting and access equipment; materials handling equipment; maintenance equipment/tools; mobile equipment; pressure systems; compressors, fans, pumps and motors; engines; pneumatics and hydraulics; and more. We are a horizontal that cuts across industry, accessing industrial product specifiers in many vertical markets.

Apart from what they do, our readers also share membership in a professional engineering organisation: the Society of Operations Engineer and its professional sectors of BES and IOE. That means that they are committed to develop themselves and their work, improving safety, efficiency and environmental impact. Through information and education, *Operations Engineer* supports their career development through high-quality information.

**ADAM OFFORD** EDITOR

## THE MISSION OF *OPERATIONS ENGINEER*:

- ⚡ Improve readers' understanding, knowledge, skills and competencies in operations engineering;
- ⚡ Promote the advancement of science, technology and practices in this field;
- ⚡ In doing so, promote safety, efficiency and environmental sustainability in operations engineering to benefit the wider community.



# Features list

		Plant and equipment	Maintenance & asset management	Issues	Industry focus
SPRING	JANUARY	Mobile plant (including access equipment)	Condition monitoring	Training	Construction
	FEBRUARY	Boilers and pressure systems	Thermal imaging	Environmental spillage and incident management	Water supply and sewerage
	MARCH	Compressors, fans, pumps	Vibration analysis	Hazardous substances: COSHH	Manufacturing
SUMMER	APRIL	I&C and sensors	Inspection	Industry 4.0	Domestic facilities
	MAY	HVAC	Lubrication	Legal/regulatory compliance	Oil and gas
	JUNE	Forklift trucks and lifting equipment	Cleaning	Automation and robotics	Hospital and medical
AUTUMN	JULY	Maintenance equipment and power tools	MRO	Obsolescence	Chemical & process
	AUGUST	Pneumatics and hydraulics and PPE	Energy management, eg building energy management	Cybersecurity	Manufacturing
	SEPTEMBER	Fixed and bulk materials handling	Test & measurement	Waste management	Power generation
WINTER	OCTOBER	Drives and controls	Asset management	Preventive maintenance	Military
	NOVEMBER	Lighting	Repair & refurbishment	Corrosion	Facilities plant management
	DECEMBER	Lifts, walkways, escalators	Disposal	Health and safety	Transport and distribution

# RATE CARD & TECH SPECS

[www.operationsengineer.org.uk](http://www.operationsengineer.org.uk)

Operations Engineer's website hosts daily news and weekly features, plus products, events and videos. Advertising options: banners, MPUs, skyscrapers. Sponsored content: video, white papers, webinars.

Operations Engineer's weekly e-newsletter is a digest of the best content of the last week published online. Advertising options: banners, MPUs. Sponsored content: product focus, white papers.



## ONLINE

ADVERTISING RATES	1	4	8	12
Leaderboard	£500	£1,500	£2,400	£3,500
MPU	£300	£1,100	£2,000	£3,000
Banner	£250	£800	£1,400	£2,500

## ONLINE MECHANICAL SPECIFICATIONS

Leaderboard	728 pixels wide x 90 pixels high
MPU	300 pixels wide x 300 pixels high
News Banner	300 pixels wide x 100 pixels high



Operations Engineer's magazine offers full, half and quarter-page display adverts, inserts, and cover wraps in a quarterly bookazine format that exceeds 100 pages an edition. Quality touches including perfect binding, expert design and engaging, varied content makes the magazine a journal: a reference source that is also a keepsake.



## PRINT ADVERTISING RATES

### INSERTIONS

Double page spread .....	£3,250	Full page .....	£1,950	Half page .....	£1,000	Quarter page .....	£600
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### COVER RATES

Outside back +20%

### VOLUME DISCOUNTS

3+ advertisements	10%	6+ advertisements	15%	9+ advertisements	20%
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## PRINT TECHNICAL SPECIFICATIONS

### SIZE

DPS  
 Full page  
 Half page vertical  
 Half page horizontal  
 Junior page  
 Quarter page vertical

### TYPE AREA

265mm x 394mm  
 265mm x 190mm  
 265mm x 90mm  
 124mm x 190mm  
 n/a  
 124mm x 90mm

### TRIM SIZE

297mm x 420mm  
 297mm x 210mm  
 297mm x 100mm  
 145mm x 210mm  
 186mm x 131mm  
 n/a

### BLEED SIZE

303mm x 426mm  
 303mm x 216mm  
 303mm x 103mm  
 148mm x 216mm  
 n/a  
 n/a



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**[www.operationsengineer.org.uk](http://www.operationsengineer.org.uk)**

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