



THE MAGAZINE SPECIFICALLY
CREATED FOR THE MOST
IMPORTANT PEOPLE IN PLANT:
THE OPERATORS



Media Information 2016

ABOUT UK PLANT OPERATORS

UK Plant Operators Magazine is a site-level publication dedicated to the art and science of Construction Plant Operators & Machinery. It has a circulation of 2,000 and our target audience is the operators who are the life-blood of the industry.

UK Plant Operators Magazine is distributed free by direct mail to UK subscribers who are involved in all aspects of plant operation, repair, maintenance, sales, manufacturing and logistics, primarily in the construction, rail and engineering sectors. Our audience is comprised of operators, fitters and transportation professionals; construction, plant and rail directors and managers; and manufacturing executives at foreign and domestic UK companies. This target audience are the day to day cogs in the machine and the decision-makers for daily running, and future planning issues within their companies.

Readers are also management consultants who need to keep up to date with the latest in the Plant, Hire & Construction industry.

The magazine is published 6 times a year.

INSIDE UK PLANT OPERATORS

Many of you have followed us on social media for some years now and helped us reach operatives all over the UK and further, with a reach of over 2.9 million people discussing issues which matter to the UK Plant Operators and other associated trades.

This new magazine will be made available online and also in hard

copy posted straight to your door or your device of choice. We are going to cover topics and stories asked for by our followers like training issues, passing of knowledge and best practice, plus product reviews – by the operators, and lots of other thought provoking articles from the likes of manufacturers, plant hire companies and contractors.

ADVERTISING FOCUS:

Companies in the following sectors of the 'Plant' should consider the benefits of advertising in **UK Plant Operators Magazine**: trade show organisers, plant hire companies, recruiters & agencies; manufacturers & parts companies, commercial construction companies/developers, tool brands, clothing manufacturers, distribution companies, industrial/engineering IT companies, construction products and conference companies. Plus, apart from advertising there are a number of editorial opportunities for advertisers to take advantage of:

Company Profile – if your company is involved in any aspect of Construction/Plant and you would like to promote this via editorial exposure, our monthly company profile page could be the very answer. Produced as an editorial piece **UK Plant Operators** will create a advertorial feature in conjunction with the advertiser to promote their company.

Similarly, if your company is launching a new product to market, our *in-depth product profile page* could be the very place to gain additional exposure.

READERSHIP

Sector	% of readership
Rail	9%
Plant	35%
Construction	18%
Procurement	4%
Finance	2%
Safety/Training	1%
Sales	4%
Engineering	9%
Planning	6%
Operations	4%
Marketing	5%
Project Management	4%
Other	4%

Occupation	% of readership
Senior Executive	4%
Senior Manager	4%
Middle Manager	9%
Professional	9%
Supervisor	9%
Operator	37%
Fitter	18%
Other	10%

Hard Copy Circulation: 2,000

Readership: 7,000

Online readership: 35,000

ISSUE CALENDAR *subject to change - advertisers given 2 months notice

Issue	Focus
Jun/Jul 16	Technology
Aug/Sep 16	Training
Oct/Nov 16	Major Projects
Dec/Jan 16/17	Health & Safety
Feb/Mar 17	Owner Operators
Apr/May 17	Latest Products
Jun/Jul 17	Technology
Aug/Sep 17	Training
Oct/Nov 17	Major Projects
Dec/Jan 17/18	Health & Safety

Submissions deadline	Mailout
June 25th	June July Launch
August 17th	August 27th
October 17th	October 27th
November 17th	November 27th
February 17th	February 27th
April 17th	April 27th
June 17th	June 27th
August 17th	August 27th
October 17th	October 27th
November 17th	November 27th

PRINT ADVERTISING RATES AND MECHANICAL DATA (all measurements in mm, vertical dimension first)

Ad size	Bleed	Trim	Type area	Cost
Double Page Spread	303x426	297x420	256x182*	£2,400
Full Page	303x216	297x210	256x182	£1,250
Half Page Vertical	–	263x88	–	£850
Half Page Horizontal	–	128x182	–	£850
Third Page Vertical	–	245x57	–	£725
Third Page Horizontal	–	74x182	–	£725
Quarter Page Vertical	–	128x88	–	£550

* Each page of a double page spread should be supplied as an individual artwork with 3mm bleed on all outside edges. To avoid copy running into the gutter, the same type area should be observed as for a standard Full Page advertisement.

Special positions	Cost
Inside Front Cover	£1,750
Inside Back Cover	£1,750
Back Cover	£1,950

Multiple ad bookings	Discount
3	5%
6	10%
12	15%

The preferred format for advertisements is an artwork quality PDF file or a 300dpi TIF file. You can supply your digital media via email, CD or USB flash drive. An FTP site for uploading files is also available on request.

A design/artwork service is available to advertisers. For more details regarding this, or if you have any enquiries regarding production of your advertisement, please contact Sam Kennedy at the number shown overleaf.

Editorial submissions can be sent in Microsoft Word or via email. Please include all images separately.

WEB ADVERTISING RATES AND MECHANICAL DATA (all measurements in pixels, vertical dimension first)

Ad size	Dimensions	Cost
Home Page Banner	430x55	£525
Home Page Skyscraper	372x100	£500
Home Page Display Ad	185x222	£500
Home Page Tile	80x100	£300
Sub Page Banner	430x55	£475
Sub Page Skyscraper	372x100	£450
Sub Page Display Ad	185x222	£400
Sub Page Tile	80x100	£250

Web discounts	Cost
HP Banner + HP Skyscraper	£800
SP Banner + SP Skyscraper	£750
HP Banner + HP Tile	£600
SP Banner + SP Tile	£500

All costs indicated are on a monthly basis.

Other advertising options are available upon request. Please contact the sales team at: ukpo@mcmoran.co.uk

Web advertisements can be in GIF, animated GIF, JPEG or Flash format and must have an active URL.

SOCIAL MEDIA PROMOTION

UK Plant Operators have an established presence on various Social Media platforms with over 70,000 active members on our Facebook pages and groups and a audience reach of over 2.9 million. With vast followings on platforms such as Facebook, Twitter, Instagram, and Snapchat to name a few, we are in a prime position to get important messages out to who they matter to most, in the fastest time possible.

We have various packages and solutions to target and engage our audience with your news, products and events ensuring the best deliverability and maximum exposure for your brand.

If you would like to know more about our Social Media promotion services please get in touch on the relevant platform or email us at ukpo@mcmoran.co.uk

CONTACT INFORMATION

ADVERTISING

ukpo@mcmoran.co.uk

PRODUCTION

sam@mcmoran.co.uk

EDITORIAL SUBMISSIONS

news@ukplantoperators.com

WEBMASTER

sam@mcmoran.co.uk

EDITOR

mark@ukplantoperators.com

ASSISTANT EDITOR

dale@ukplantoperators.com

SOCIAL MEDIA EDITOR

gavin@ukplantoperators.com

GENERAL ENQUIRIES

info@ukplantoperators.com

UK Plant Operators Limited
27 Wheatley Crescent,
Taunton, Somerset,
TA1 2AX