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# Uperations engineer



### Helping engineers make it run, and make it run better

*Operations Engineer* has launched 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.

Published on behalf of the Society of Operations Engineers (SOE) by MA Business, *Operations Engineer* magazine offers a wide range of channels to market for advertisers seeking to influence professional engineers in process industries, manufacturing, utilities (including waste collection), construction, building services, transport, military, mining, healthcare and facilities management.

With its quality editorial content supporting readers in developing their skills and competencies, and a circulation of highly relevant potential customers, *Operations Engineer* is THE publication for static and mobile plant industry buyers and companies who want to reach this key audience. The suite of products we can offer means *Operations Engineer* is an ideal partner for any company looking to influence the plant-based operations engineering community.

We look forward to working with you.

### BEVERLY JEPSON SALES MANAGER



# **EDITORIAL** FOCUS

### Operations Engineer is the new face of Plant Engineer magazine; a brand that is revitalised and re-energised.

We're not about the objects ('plant'), but about what we do with them ('operate' them in some kind of industrial process to accomplish some kind of 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 magazine 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 Engineers and its professional sectors of BES and IPlantE. That means that they are committed to develop themselves and their work, improving safety, efficiency and environmental impact. Through information and education, Operations Engineer magazine supports their career development through high-quality information.

Whether testing a pump, lubricating a wire rope or monitoring environmental emissions, operations engineers work to inspect, maintain and repair equipment across a range of industries.

# THE MISSION OF **OPERATIONS ENGINEER MAGAZINE:**

- () 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

WILL DALRYMPLE EDITOR

# 100% of IPlantE and BES members receive the magazine



66%

of readers pass their copy on to a colleague

# **Features list** 2020

	Plant and equipment	Maintenance and asset management	Issues	Industry focus	
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	
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	
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	
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	

# **READERS** WITH PURCHASING POWER

Our 2018 reader survey, carried out by Benchmark Research, shows that readers of *Operations Engineer* have the authority to make purchases and that *Operations Engineer* influences how and where their budget is spent.



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

24%

23%

# TARGETED PROFILE

# HOW WOULD YOU CLASSIFY THE TYPES OF PLANT OR EQUIPMENT OVER WHICH YOU HAVE DIRECT INFLUENCE OR SPECIFICATION RESPONSIBILITY

COMPRESSORS, FANS & PUMPS BULK HANDLING EQUIPMENT PRESSURE SYSTEMS PNEUMATICS & HYDRAULICS MOBILE EQUIPMENT HEATING & COOLING SYSTEMS ENGINES & MOTORS MAINTENANCE EQUIP/TOOLS LIFTING EQUIPMENT ELECTRICAL INSTALLATIONS LOCAL EXHAUST VENT EQUIP OTHER

8,000+



# MULTI-PLATFORM MARKETING



**90%** of readers say they value the magazine's editorial

# ROUNDTABLES & RESEARCH

Is there a burning question you want to ask your prospective customers? Do you want to position your organisation as a thought leader and identify new business opportunities? *Operations Engineer* research, surveys and roundtable events are the way to do just that. Access to our database of engineers means that you will get meaningful answers to any topic that is affecting the industry today. This key information can help inform your future business and marketing strategy. Here is how it works....



### **STEP ONE** - RESEARCH STUDY

- U Typically, 20 questions compiled by the editor in conjunction with the sponsor
- Research survey to be carried out by email with additional telemarketing if required
- Results and survey output to be shared with the sponsors ahead of the event

## **STEP TWO** - ROUNDTABLE EVENT

- The results of the survey can be shared at a physical or even virtual roundtable event
- The event will be chaired by the Operations Engineer editorial team and the survey results will set the scene of the debate
- In addition to the sponsors' invited attendees, other delegates could include Operations Engineer readers
   often survey participants are invited

### **STEP THREE** - THE PUBLICITY OUTPUT

- Write-up of the research findings in *Operations Engineer* magazine (two-three pages) and on the *Operations Engineer* website
- Article to be distributed to all participants by email
- PDF copy of the coverage for your own promotional use
- Additional copies of the write-up can be provided for you to share with customers and prospects

## **BENEFITS** TO YOUR BUSINESS

- Position your company as a thought leader in your field of expertise
- Identify existing and prospective client needs independently
- Gain information that can direct your future marketing strategy
- Nurture sales enquiries
- Gain the edge over your competitors







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# **RATE CARD** & TECH SPECS

# **PRINT ADVERTISING RATES**

INSERTIONS							
Double page spread£3	,250	Full page	£1,950	Half page	£1,000	Quarter page	£600
<b>COVER RATES</b>							
Outside back +20%							
VOLUME DISCOUNTS							
3+ advertisements	10%	6+ advertisements	15%	9+ advertisements	20%		

# 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

Stration Service

n/a





# www.operationsengineer.org.uk

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



26,000 website users a year 51,000



page views

a year

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