

MEDIA PACK



Manufacturing Management Best Practice



## The champion of UK manufacturing

*Works Management (WM)* is the champion of directors and managers in charge of the UK's manufacturing sites.

Whatever their primary function or discipline, these key individuals wear many hats as they juggle the complexities of internal processes and the pressures of external demands.

From delivering productivity gains and performance managing staff to meeting complex environmental and health and safety standards, our readers demand support across a comprehensive range of issues. For help they turn to *WM*.

Every issue of the magazine is packed with a wealth of best practice ideas covering the broad spectrum of manufacturing business operations. *WM* even deciphers the latest shake ups to employment law – from extended paternity leave to the abolition of the default retirement age, we provide a no-nonsense guide to the changes and how they could affect employers in this sector.

Our exclusive interviews with industry's leading lights reveal the strategic thinking behind some of the UK's manufacturing success stories, from the largest like Ford to smaller specialists such as Brompton Bicycles. *WM* also provides valuable insight for the everyday challenges of running a manufacturing site, from cutting compressed air bills to upgrading forklift truck fleets. Through the magazine, revamped website, ezines and live events, *WM* explores, informs and educates – helping manufacturing's decision-makers to deliver more efficient, more profitable businesses.

*WM* also shapes the manufacturing agenda. Market reports on crux issues like energy costs and business investment confidence offer a litmus test for the health of UK industry.

Our new *WM* Leaders Forum unites grass roots site managers with industry experts to debate a way forward on key challenges such as the shortage of skilled workers or access to finance. *WM* is always on the front foot, protecting and promoting UK manufacturing managers. Our campaigning approach builds trust and recognition within the manufacturing community. *WM*'s Vote Manufacturing campaign lobbied for the new government to tackle five key concerns among the sector. The campaign drew nearly 1,500 signatures and has been a driving force behind Whitehall's growing support for manufacturing.

*WM* is the bible of British manufacturing, delivering authoritative editorial to support senior managers in their investment decisions.

Max Gosney  
Editor

■ *Manufacturing industry generates £153 billion gross value added to the UK economy (2010)*

■ *Manufacturing represents 15% of the UK's GDP and directly employs over 2.5 million people (2010)*

“More of the same please; an excellent and relevant read”  
Head of Production Operations,  
hydraulic component manufacturer



■ **83% of WM readers rate its coverage of core editorial topics as very good or excellent**

**Outstanding Editorial**

WM delivers exclusive, innovative and respected editorial content. Our journalists break the big industry stories first, seeking out comment and interpretation from frontline manufacturing managers. Our in-depth features include case studies that provide real-life templates for best practice alongside groundbreaking industry research around crucial reader issues like salaries, plant investment plans, rising energy costs and IT. Numbers are brought to life by round table debates where readers sit side by side with industry experts to discuss what the data really means.

Our new opinion section offers a platform for the sector's leading lights to speak out on the big issues of the day. And we have our own heavyweight WM Leaders club to champion common industry challenges. Which ever way you look at it, WM is at the heart of what matters to UK manufacturing managers.

■ **74% of WM readers spend at least 30 to 60 minutes reading every issue.**

These are exciting times for WM and its continuous improvement programme which is every bit as ambitious as those taking place at UK factories.

To see WM's full editorial programme visit [www.worksmanagement.co.uk/magazine](http://www.worksmanagement.co.uk/magazine)

**Core Feature Topic Areas**

**Manufacturing Management**

This section defines WM's editorial heartland. The scope of topics comprises everything from corporate strategy and company policies to every facet of productivity and people management, from regulation and compliance, though to the myriad tools and techniques of lean methodologies and best practice.

**Information Technology, Hardware & Software**

No manufacturing organisation can survive without IT. From full blown ERP and CRM implementations to shop floor data capture

devices, IT is covered in every issue of WM, delivered under the **Manufacturing Computer Solutions (MCS)** brand. IT is important enough to have its own channel on the website WM website ([www.mcsolutions.co.uk](http://www.mcsolutions.co.uk)) and its own, dedicated editor.

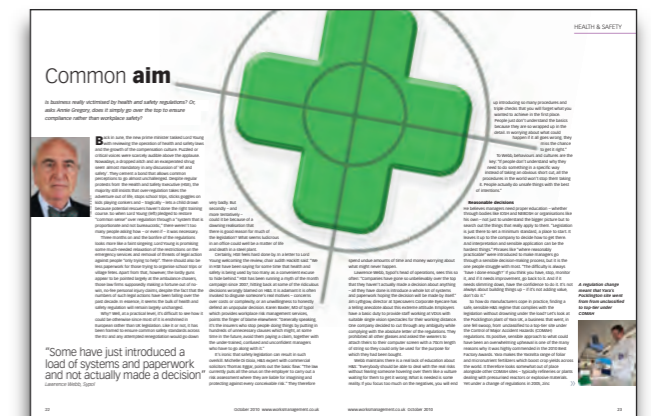
**Materials Handling & Logistics**

Manufacturing is all about processing materials from one form into another, adding value at every stage. The movement and co-ordination of goods from raw material source to the end product is complex, costly and ripe for mechanisation and automation. This section

explores the subject end-to-end from storage equipment and forklifts to strategic distribution services.

**Manufacturing Operations & Services**

Plant, processes and power. An efficient working environment demands that managers pay as much attention to industrial regulations, health & safety rules and people skills as much as they do to the fabric of the building, the effectiveness of the plant and equipment inside and the energy it consumes. This section covers it all.



■ 60% of WM readers attend between 2-3 manufacturing conferences a year

"I like the breadth of subjects and the website is a really useful reference source"  
 Supply Chain Integration Manager, building products manufacturer



■ WM has the highest audited circulation of any title specifically targeting the UK's senior manufacturing management team of decision makers and buyers (ABC 2010)

**Regular Sections**

**Comment**

The editor's thoughts on the latest hot topic...or whatever's bugging them at the time.

**Talking Point**

News and views from across the Industry.

**Opinion**

The sector's leading lights share their thoughts on the major manufacturing issues of the day.

**Employment Law**

A popular section among WM readers who are increasingly being tested on the difficult walk through the minefield of employment law and employee rights.

**Interviews**

When key industry people have something to say, they talk to WM editors

**Special Reports**

Throughout the year, WM delivers a number of special reports. Topics include the Energy Report, People & Productivity, Best Factory Awards winners; Salary Survey IT Shortlist and Manufacturing Outlook.

**Events**

WM organises a number of face-to-face events each year ranging from large scale conferences to small, round table events. Each format provides an ideal opportunity for suppliers to engage directly with manufacturing directors and managers in an appropriate environment. These events offer sponsor branding and networking opportunities to generate leads and consolidate relationships.

**Best Factory Awards and Conference**

Renowned as the most prestigious of all manufacturing awards events, the BFAs are organised with our partners at Cranfield School of Management. With its must attend continuous improvement Conference each

spring and the BFA Awards in autumn, this rolling annual marketing programme is the UK's showcase for outstanding achievement in manufacturing. It provides suppliers branding and networking opportunities among the best of the UK's manufacturers. Sponsorship packages include significant print, online and email elements throughout the year.

**WM Roundtables and Forum**

From small roundtable gatherings with targeted focus user groups, to 100-seat one day seminar forum and workshops, these events bring together senior manufacturing decision makers and key industry leaders to discuss and debate the practical solutions to some of the big issues facing UK manufacturers. Organised and facilitated by the WM team, and covering key topics ranging from energy issues to IT

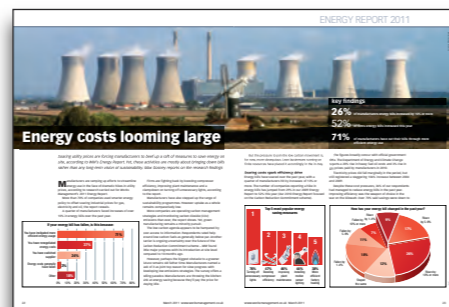
solutions, these events are designed to stimulate the ideas and initiatives that will drive the sector forward.

**Factory Tours**

As a result of its work with the BFAs, WM is able to offer a number of factory tours to award-winning sites, usually accompanied by a seminar presentation on topics ranging from lean manufacturing to health & safety and skills development.

**Bespoke Events and Seminars**

WM's event team and editors can organise and deliver bespoke events for clients. These events can follow the format of exciting live events or be delivered online through webcasts and webinars.



■ **88%** of *WM* readers are directors or managers in charge of a manufacturing site or a key departmental function within it

### Circulation Excellence

To ensure your marketing can build awareness and deliver response from the right audience, you have to be certain that your marketing messages are reaching the right people. With *WM* you can have that confidence. Its investment in circulation database development is unrivalled in this sector and is supported by an independent ABC certified audit which guarantees that readers want to receive the magazine and that it's reaching the claimed audience profile.

Put simply, *WM* is read by the directors, managers, engineers and other individuals who directly control the day-to-day operations of site management, plant and factory operations, and other key factory service functions in specified manufacturing concerns and offices.

In many cases, *WM* readers have multiple functions and typical roles include head of site, most senior technical manager, most senior financial manager, head of factory services, superior of the head of manufacturing/production and the superior of the head of factory services, heads of IT, IT systems specialist, and continuous improvement/productivity programme managers.

<i>WM</i> Readers: Analysis by Job Title	Total Copies
<b>Directors</b>	<b>4448</b>
Chief Executives/Managing Directors	2714
Works/Engineering/Technical Directors	199
Production/Process Directors	969
Other Directors	566
<b>Managers</b>	<b>10197</b>
Factory/General Managers	2763
Production/Process Managers	1825
Engineering Managers	1420
Other Managers	4189
<b>Engineers/Executives</b>	<b>1855</b>
Works Engineers	528
Production/Process Engineers	201
Other Engineers/Executives	1126
<b>Total</b>	<b>16500</b>

<i>WM</i> Readers: Analysis by Job Function	Total
Senior Plant Management	10259
Head of Production/Manufacturing	7146
Production Engineering/Planning	2287
Overall Charge of Factory Services	9113
Works Engineering	7137
Building Maintenance	5641
Safety/Welfare	4668
Handling & Storage	3936
Warehousing & Distribution	3546
Training	3945
Personnel/Recruitment	3480
Productivity Improvement Programmes	5064
Energy Management	3503
Waste/Recycling/Environmental Services	3244
Purchase Fork Lift Trucks	3010
Purchase Compressors	3229

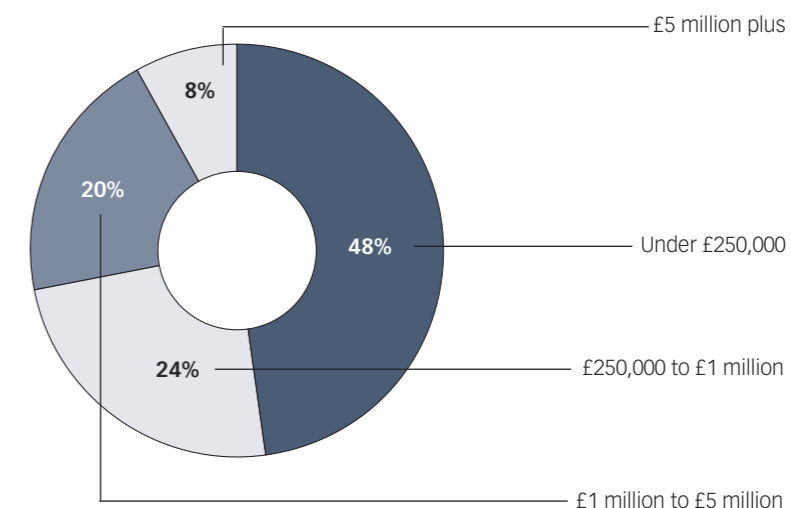
Note: this analysis allows for multiple responses from individual readers

ABC Total average net circulation per issue 16,840 (ABC 2010)







### *WM* Readership Survey 2010

*WM*'s 2010 reader research confirms what you would expect from an audience of very senior manufacturing managers: they have budgets to spend and the authority to spend. More importantly, 89% report that they been influenced when making a purchasing decision based on what they have read or seen in *WM*. And they make time to read it; 74% spending between 30 minutes and an hour per issue.

### Annual Budget – Products and Services



### *WM* readers' authority to spend by area

Investment Area	% of <i>WM</i> readers that authorise or specify product purchases
 Plant Equipment & Maintenance	<b>79%</b>
 Materials Handling & Equipment	<b>78%</b>
 Logistics/Distribution	<b>40%</b>
 Information Technology	<b>36%</b>
 Consulting/Training Services	<b>61%</b>
 Energy Suppliers/Service	<b>39%</b>

■ **94%** of *WM* readers are involved in the specifying and purchasing process

### Display Advertising

If you want to influence the senior manufacturing managers responsible for making key purchasing decisions, WM can help. Display advertising in print builds and reinforces awareness of your brand in the minds of existing and new customers. Research confirms this is best achieved through print. And it helps deliver quality business leads.

### Display Rates

Number of insertions	1	3	6	12
Double page spread	£5,800	£5,220	£4,930	£4,640
Full page	£2,900	£2,610	£2,465	£2,320
Half page	£1,785	£1,605	£1,515	£1,425
Quarter page	£1,060	£955	£900	£850

### Special Positions

Outside back	£3,480	£3,130	£2,950	£2,785
Inside front	£3,335	£3,000	£2,835	£2,665
First right	£3,335	£3,000	£2,835	£2,665
First left	£3,265	£2,935	£2,775	£2,610
Other guaranteed positions	+10%			

Full mechanical data is online at [www.worksmanagement.co.uk](http://www.worksmanagement.co.uk)

### Sponsored Editorial

Sponsored editorial pages, or advertorials, provide an ideal alternative to traditional branding advertisements when the message you want to convey is complex or where the product or service is so different from those previously marketed. Produced by the WM team, under your guidance, to the same high standards as the rest of magazine, Sponsored Editorial pages allow you to talk about your company, products, people and customers.

DPS sponsored editorial	£5,900
Full page sponsored editorial	£3,000

### Inserts

Often cheaper than directly mailing yourself, an insert in WM is guaranteed to reach the right audience. Your brochure, event mailer or general marketing message, can be precisely targeted at any section of the WM circulation, broken down by geography, job function, type or size of business.

Full circulation up to 10gm	£110 per 1,000
Split runs available	Minimum order £1,000

### Creative Marketing Options

WM offers a range of special advertising formats including belly bands, tip-on cover items, wrap arounds, false covers, barn door covers. As each product is bespoke, please contact WM sales to discuss your requirements.

### Contacts

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Sales Manager

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### WM Website channels for targeted marketing

- Manufacturing Management
- Materials Handling & Logistics
- Manufacturing Operations & Services
- Information Technology, Hardware & Software ([www.mcsolutions.co.uk](http://www.mcsolutions.co.uk))



### A Single Trusted Source

[www.worksmanagement.co.uk](http://www.worksmanagement.co.uk) raises, debates and resolves the strategic issues important to manufacturers. While keeping a keen eye on news from Whitehall and the latest employment legislation, we focus on the issues that most challenge and inspire Britain's manufacturing leaders – all in a language they understand.

Every day we deliver the biggest breaking manufacturing news stories, plus employment law issues, manufacturing case studies and supplier news.

The site is focused around four key content channels: Manufacturing Management, Manufacturing IT, Materials Handling & Logistics and Manufacturing Operations & Services. Each channel has its own news, feature archives, events, and videos and comprehensive supplier directory.

As you would expect, a full range of traditional advertising options are available online including banners, buttons etc. If you really want to grab our readers' attention then channel sponsorship, page peels, expandable banners and message panels might be more appropriate.

### WM Online Rate Card

Leaderboard banner	£1,000 per month	Page Peel £1,500 per month
Skyscraper	£1,000 per month	Central Message Panel (MPU) £750 per month
Button	£350 per month	Channel Sponsorship EPOA
Video	£500 per month	White Papers £500 per month

### E-marketing

Complementing the print publication and website, WM can offer a direct route to target our unique audience through our regular, channel specific subscriber ezines. Sent direct to a recipient's inbox, they provide trackable, measurable results and immediate lead generation potential.

### WM Ezine Rate Card

Banner £750 per ezine	Sponsored News Story £250 per ezine
Button £350 per ezine	Sponsored Ezine £1,000 per ezine

**Bespoke E-shot** – content and promotion exclusive to your company delivered in association with the trusted WM brand - EPOA

### Supplier Spotlight – Print & Online Packages

For the regular promotion of new products and services, the combined display and online packages offer a low-cost, year round presence in both media. Companies feature in the Supplier Spotlight section of the magazine with a 1/6th page advertisement and can post their latest press releases in the Supplier Spotlight section of their preferred channel on the WM website.

- Option 1** 4x Supplier Spotlight Panels, 4x Supplier Spotlight stories £1,600
- Option 2** 6x Supplier Spotlight Panels, 6x Supplier Spotlight stories £2,400
- Option 3** 12x Supplier Spotlight Panels, 12x Supplier Spotlight stories £4,800



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