Promoting Manufacturing Management best practice

Manufacturing Management has launched to build on the heritage of Works Management magazine, which has for more than 70 years been the lead source of information for factory managers tasked with improving manufacturing performance, productivity and profit.

Constantly evolving to meet our readers’ needs and reporting on manufacturing best practice, Manufacturing Management delivers high quality content and unrivalled access to a difficult to reach and influential audience of manufacturing managers and their senior teams.

We aim to build close and established relationships with our customers, built on trust and a full understanding of your needs. We always aim to deliver upon your key objectives and exceed expectations, resulting in a long term and profitable partnership.

We look forward to working with you.

LUKE WEBSTER
Publishing Director
The Manufacturing Management circulation is taken from MA Business’ market-leading database. This database includes detailed coverage of all manufacturing sites within the UK and is continually updated by our specialist, in-house data research team.

The MA Business database contains more than 32,000 UK manufacturing sites and is the only one of its kind in the UK. Each site is fully researched and updated regularly by phone and we hold a full family tree showing who reports to whom, what is being manufactured and the full job functions and responsibilities of senior personnel on site.

Manufacturing Management’s gold standard circulation database is unique. No other publisher tracks key manufacturing sites and the decision makers and purchasing job functions like we do.

**ABC Terms of Control:**
Manufacturing Management is a magazine for directors, managers, engineers and other individuals who directly control or perform factory management and/or other factory service functions in specified manufacturing concerns and offices.

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Plant Management</td>
<td>9487</td>
</tr>
<tr>
<td>Overall Charge of Factory Services</td>
<td>6875</td>
</tr>
<tr>
<td>Head of Production/Manufacturing</td>
<td>7381</td>
</tr>
<tr>
<td>Productivity Improvement Programmes</td>
<td>6368</td>
</tr>
<tr>
<td>Energy Management</td>
<td>5139</td>
</tr>
<tr>
<td>Waste/Recycling/Environmental Services</td>
<td>3331</td>
</tr>
<tr>
<td>Works Engineering</td>
<td>4374</td>
</tr>
<tr>
<td>Building Maintenance</td>
<td>3533</td>
</tr>
<tr>
<td>Production Engineering/Planning</td>
<td>2585</td>
</tr>
<tr>
<td>Safety/Welfare</td>
<td>3432</td>
</tr>
<tr>
<td>Handling/Storage</td>
<td>2685</td>
</tr>
<tr>
<td>Warehousing/Distribution</td>
<td>2420</td>
</tr>
<tr>
<td>Training</td>
<td>2637</td>
</tr>
<tr>
<td>Personnel/Recruitment</td>
<td>1902</td>
</tr>
<tr>
<td>Purchase Fork Lift Trucks</td>
<td>2125</td>
</tr>
</tbody>
</table>

- **10,260** print circulation
- **95%** requested
- **5,250** digital circulation
- **11,250** E-newsletter readers
- **109,000** website users
- **200,784** page views
Manufacturing Management celebrates the best of UK manufacturing and the management teams who make our factories world-class.

Celebrating 70 years of heritage as Works Management, we aspire to help our readers realise growth in both their productivity and profit.

From lean management techniques to maintenance via the impending fourth industrial revolution, Manufacturing Management champions the cause of directors and managers in charge of frontline factories and offers a wealth of best practice ideas.

Our latest reader survey demonstrates that Manufacturing Management delivers relevant, useful and unique content and is the preferred magazine for manufacturing managers.

Key focus areas include:

**PEOPLE:** Training, skills, apprenticeships, management techniques, employee engagement, continuous improvement, health, safety & wellbeing, PPE, employment law.


“I have about 40 issues of Works Management stored in my filing cabinet. I’ve read them all but they are very helpful to refer to for ideas when we need them. I can open up a past issue and take ideas out that I have referenced.”

Gary Burgess, CI Manager, Fujifilm Speciality Ink Systems

“My job as site manager is about people more than anything else. How do I recruit the right people? And retain, lead and motivate them? This is a people business and that should always be reflected in your content.”

Trevor Stacey, Operations Director, Coca-Cola European Partners
MULTI-PLATFORM MARKETING
If your business helps manufacturers to reduce costs, improve productivity and increase profits, Manufacturing Management can deliver your key messages to the most senior decision makers across the full range of channels to market.

Whether your objective is to raise your profile, nurture prospects, generate leads to feed your sales team, gain ground on your competitors or a combination of these. Manufacturing Management provides the most effective route to your prospective customers, whatever your objective, message or preferred platform.

MAGAZINE & DIGITAL EDITION
With 70 years of heritage as Works Management magazine, Manufacturing Management is the voice for UK manufacturing leaders. The publication and online digital edition are the go-to resource for the latest news, comment and opinion on the topics that affect their day-to-day lives.

ONLINE
The new manufacturingmanagement.co.uk website is visited by over 100,000 unique visitors per annum. The content is updated daily with breaking news, and now features more exclusive online content and interactive, reader-driven comment forum.

ENEWSLETTERS
Our monthly e-newsletters give you access to the inbox of senior manufacturing management teams each month. With an easily digestible chunk of the most important news. Views and tips, the enewsletters are designed to generate leads and create potential new customers.

SPECIAL SUPPLEMENTS
Manufacturing Management features regular, in-depth special reports and surveys into business-critical issues facing UK manufacturers. Our regular IT supplement looks at the latest developments in technology as we approach the Fourth Industrial Revolution, while the annual Forklift Truck market report explores the current trends in materials handling. New for 2017 is the Manufacturing Outlook Report, which presents an opportunity for companies to set out their agenda and strategy.
“Manufacturing Management – your strategic marketing partner”

WEBINARS
Detailed reader research has demonstrated an appetite for Manufacturing Management content to be delivered in a webinar format. Key topics have been identified as a priority and we work with partners to deliver your message to prospective customers in an informative, educational format.

CONFERENCES & EXHIBITIONS
Manufacturing Management is the publication behind industry-leading events the Manufacturing Management Show and Manufacturing Management Conference. These key industry events combine conference content, hands-on workshops and opportunities to meet senior manufacturing leaders in a conference-driven learning environment.

ROUND TABLES
If you want to position your organisation as a thought leader and identify new business opportunities, Manufacturing Management can create a platform to communicate your key themes and messaging in the form of a research study or roundtable event.

All content is then delivered across Manufacturing Management magazine, website and enewsletters post event.

AWARDS
Now into their fourth year, the Manufacturing Champions Awards celebrate the people who make UK manufacturing world-class. With 11 categories, including Team of the Year and Safe Workplace Champion, the awards are an ideal way to align your brand with manufacturing excellence.

RESEARCH STUDIES
Is there a burning question you would like to ask our readers? Manufacturing Management’s research surveys are the way to do just that. Access to our database of senior management at every manufacturing site in the UK means 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.

FACTORY TOURS & EXPERIENCE DAYS
Manufacturing Management’s extensive factory tour network has been giving readers behind-the-scenes access to leading UK manufacturing sites for many years. New for 2017, we will be extending the offering to include themed Experience Days, which will include hands-on workshops and further learning experiences to demonstrate what world-class really looks like.
Whether you want to educate prospective customers about your products and services, raise the profile of your company, or generate leads or a combination of these, Manufacturing Management provides the most effective route. As every campaign and budget is different, we welcome the opportunity to discuss and understand your needs in more detail.

**Print Display Advertising**
- Double Page Spread: £4,000
- Full Page: £2,990
- Half Page: £1,070

**Print Advertorial**
- Double Page Spread: £4,000
- Full Page: £2,990

**Loose Inserts**
- £1,500: 10g

**Series Discounts**
- X3 insertions: 15%
- X6 insertions: 25%

**Online**
- Leaderboard: £1,500 per month
- Banners: £1,000 per month
- Small Message Panel: £500 per month
- Large Message Panel: £750 per month
- Page Peel: £2,000 per month
- Webinar: £4,950 per campaign
- Hover-over: £950 per month

**E-newsletter**
- Sponsor News: £500 per insertion
- Banner: £750 per insertion
- Small Message Panel: £500 per insertion
- White Paper insertion: £750 per insertion
- Video of the week: £750 per insertion

“MM is a trusted partner. Not only do you get an insightful and thought provoking publication in which to communicate key marketing, but you know it’s going to the right people, in the right businesses.”

Douglas Brown, Marketing Manager, MSC Industrial Supply Co.

“Advertising with MM has provided us a great opportunity to get our brand out to the decision makers. As Business Insurance providers we need to be seen in the boardroom and the targeting of MM means that we can be confident that we’re being seen by the right people.”

Rachael Ryan, Marketing Manager, Swinton Group
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