

Welcome

www.manufacturingmanagement.co.uk



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

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Knowing Your Audience

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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.

Job Function	Readers
Senior Plant Management	9487
Overall Charge of Factory Services	6875
lead of Production/Manufacturing	7381
Productivity Improvement Programmes	6368
Energy Management	5139
Vaste/Recycling/Environmental Services	3331
Vorks Engineering	4374
Building Maintenance	3533
roduction Engineering/Planning	2585
Safety/Welfare	3432
landling/Storage	2685
/arehousing/Distribution	2420
raining	2637
ersonnel/Recruitment	1902
Purchase Fork Lift Trucks	2125

- 10,260 print circulation
- 95% requested

- **5,250** digital circulation
- 11,250 E-newsletter readers
- **109,000** website users
- **200,784** page views

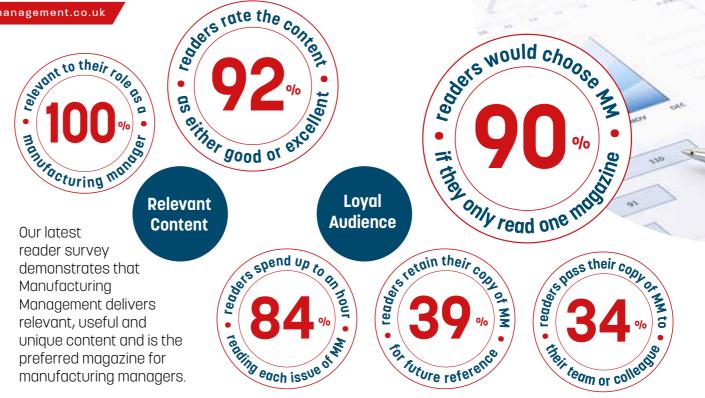
Leading Content

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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.



Key focus areas include:

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

PROCESS: Industry 4.0, Manufacturing IT, Lean Manufacturing, Six Sigma, Continuous Improvement, Time & Attendance, Just in Time, Cyber Security, Energy, Research & Development, Legislation. **PLANT:** Materials Handling, Forklift Trucks, Automation & Robotics, Recycling & Waste Management, Warehousing & Logistics, Asset Management, Combined Heat & Power, Compressed Air, Condition Monitoring, Facilities Management, Finance, Vibration Monitoring, Industrial Vending, Working Environment.

Purchasing Power www.manufacturingmanagement.co.uk Leade purchasing agession and the state of t WES WED WIST WISE WES WERE WISE to the products & set in the set **Budget** Based on What's read in What's to Spend of Esmillion to Estimate of Es of more than significant of £250k - £Imilion To Tacion products & set To Taglory products & set To Tacion products & sale

"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



Media pack 2017/18

Multi-Platform Marketing

www.manufacturingmanagement.co.uk

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.



MANUFACTURING

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-thescenes 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.

Rate Card

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Whether you want to educate prospective customers about your products and services, raise the profile or 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	 15º/o
X6 insertions	25%

"MM is a trusted partner. Not only do the 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.

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

"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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Manufacturing Management is part of MA Business, a division of the Mark Allen Group. www.markallengroup.com

MA Business manages a wide portfolio of business-to-business brands. These include market leading titles Manufacturing Management, Eureka, Engineering Materials, Machinery, Machinery Classified, New Electronics, and FAST (Fastening & Assembly Solutions and Technology) for the UK's manufacturing and engineering community of qualified engineers; Land Mobile and Tetra Today, magazines dedicated to the wireless technology and critical communications industries; Recycling & Waste World, the catalyst for change in the resource management community; HR, the award winning magazine for HR directors; and PrintWeek, the highest-circulating and most widely read printing industry title in the UK.

Manufacturing Management is published by MA Business, Hawley Mill, Hawley Road, Dartford, Kent, DA2 7TJ Telephone: 01322 221144 **www.manufacturingmanagement.co.uk**

