


INTRODUCING

INDUSTRIAL MAINTENANCE ENGINEER

# IME

THE MAGAZINE FOR MRO PROFESSIONALS

A man in a green polo shirt and blue jeans is kneeling in an industrial setting, focused on a yellow multimeter. He is holding the device with both hands, and red and black test leads are connected to it. The background shows complex industrial machinery with various pipes, valves, and electrical components. The lighting is bright, highlighting the man and his work.

## ELECTRICAL POWER TRANSMISSION

THE DRIVING FORCE

ALSO IN THIS ISSUE: BEARINGS & SEALS; MECHANICAL POWER  
TRANSMISSION; TOOLS, EQUIPMENT & PPE; LATEST PRODUCT ROUND UP

MEDIA INFORMATION



## Readership & distribution

**Industrial Maintenance Engineer** targets professionals with MRO and associated responsibilities operating across a broad spectrum of industrial sectors.

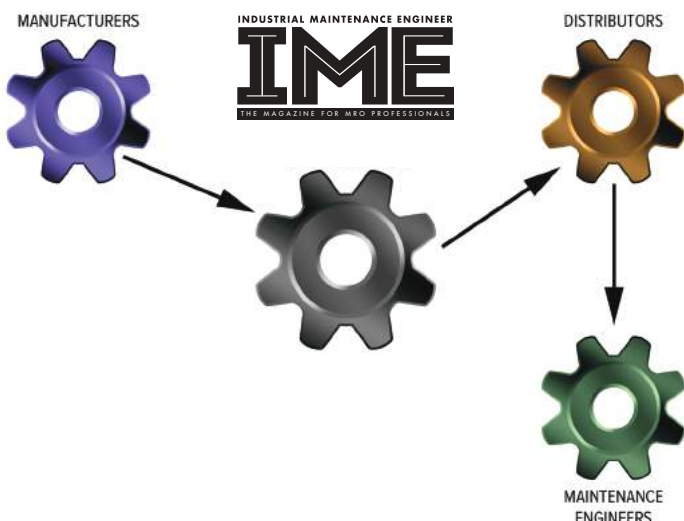
The publication enjoys a unique route to market as its circulation is entirely in partnership with leading national and regional industrial supplies distributors, as well as smaller independents. This enables the title to provide unrivalled market penetration. 25,000 copies are distributed to our target audience through more than 400 branches.

**Industrial Maintenance Engineer's** major distributors include Brammer, IADA and Cromwell Tools. These partnerships are enhanced as each has a branded front cover for its copies.

## Focused editorial

Unscheduled downtime costs, developing technology, drives to improve efficiency and production continuity, as well as legislative changes, combine to demand ever increasing industrial MRO standards.

The editorial content of **Industrial Maintenance Engineer** is designed specifically to enable professionals to deal effectively with these challenges. Each issue delivers in-depth and practical technical advice, as well as the latest products, tools and equipment on the market.





# Proven format

**Industrial Maintenance Engineer** is published by Hamerville Media Group, one of the UK's leading independent media houses. For nearly 40 years, the company has been publishing B2B titles which target their readers in partnership with distributors and wholesalers.



*Professional Builder*, *Professional Electrician* and *Professional Heating & Plumbing Installer*, along with *Professional Motor Mechanic*, are all recognised as the leading publications in their respective fields.

This format of deep sector penetration via a unique route to market, combined with focused and practical editorial content, has proven to be a highly effective and successful advertising environment for suppliers.

Media activity not only delivers exposure to the product user and specifier, but simultaneously demonstrates significant distributor support by driving pull through sales.

**IME's** sister publications are core media partners for the vast majority of key brands in each sector.



# Editorial opportunities

The editorial format of **Industrial Maintenance Engineer** enables brands to deliver comprehensive technical support and updates on new products and initiatives to their ultimate target audience.

## **FEATURE ARTICLES:**

Each issue incorporates three features spanning the breath of industrial MRO, providing readers with insight into the latest technological and regulatory developments and trends.

## **STEP-BY-STEP GUIDES:**

Our installation guides offer a practical demonstration of how to apply best practice when fitting products.

## **SPECIAL REPORTS:**

For product launches and industry developments which don't coincide with features, IME offers special reports to ensure that readers are kept up to date.

## **PRODUCT PAGES:**

In addition to features, each issue contains an extensive round-up of the latest products, tools and equipment to hit the market.

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## Magazine advertising rates & mechanical data

Space	Price	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£3,800	390x255	420x285	426x291
Full page	£2,300	180x255	210x285	213x291
1/2 page (H)	£1,400	180x124	210x145	213x148
1/2 page (V)	£1,400	88x255	103x285	106x291
1/4 page strip (H)	£1,000	180x60	210x70	213x73
1/4 page strip (V)	£1,000	45x255	50x285	53x291
1/4 page	£850	88x124		

### INSERTS:

Loose from £48 per thousand

Bound from £54 per thousand

Regional from £68 per thousand

(Minimum charge: £1,200)

Copy deadline: six weeks prior to publication

All prices are exclusive of VAT

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