



MANUFACTURING MANAGEMENT

- /Administration
- /Managing Resources
- /Legal
- /Accounting
- /Finance
- /Marketing
- /Publicity
- /Promotion
- /Research
- /Business
- /Development
- /Engineering
- /Manufacturing
- /Planning



- People
- Process
- Plant

2021/22 Media pack



For almost 75 years, *Manufacturing Management* has been the lead source of information for factory managers tasked with improving manufacturing performance, productivity and profit in their sites.

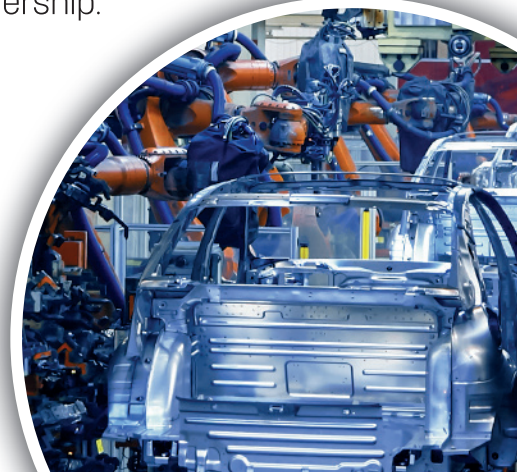
In these unprecedented times, having access to the right information at the right time has never been more important.

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 leadership 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.

Chris Beck, editor





ipapba / stock.adobe.com

82%
use MM to make
a purchasing
decision

Testimonials

Manufacturing Management is key reading for the latest issues affecting our sector. With insightful analysis on the latest industrial trends and technologies, together with practical guidance for companies on how to improve their competitiveness at all levels, it is a vital tool and guide in a period of enormous change.

Stephen Phipson, chief executive, Make UK

Manufacturing Management is a trusted and well-respected industry voice for senior manufacturing leaders. Its content is always well-positioned and relevant. As both the industry and the wider economy rebuild post-pandemic, that voice will be vital in pushing the agenda forwards.

Jonathan Evans, manufacturing engineering director, BAE Systems

We have worked with Manufacturing Management to develop various pieces of insightful and informative content that have been pivotal to engaging with the manufacturing sector. The MM team are a pleasure to work with: they are punctual communicators who provide an excellent level of customer service. We greatly value the true partnership style of our relationship, with effort made to really understand our needs and objectives. They work with us to develop a bespoke package that best maximises the required outcomes.

Alex Wilson, The Inenco Group

Partnerships

Manufacturing Management is proud to be partnered with the following voices of industry:





agor/mark /istock.adobe.com

Readership Details

The *Manufacturing Management* circulation is taken from MA Business' market-leading database, the **UK Manufacturing Census**. This database includes detailed coverage of every manufacturing site in the UK, and is constantly updated by our specialist, in-house research team.

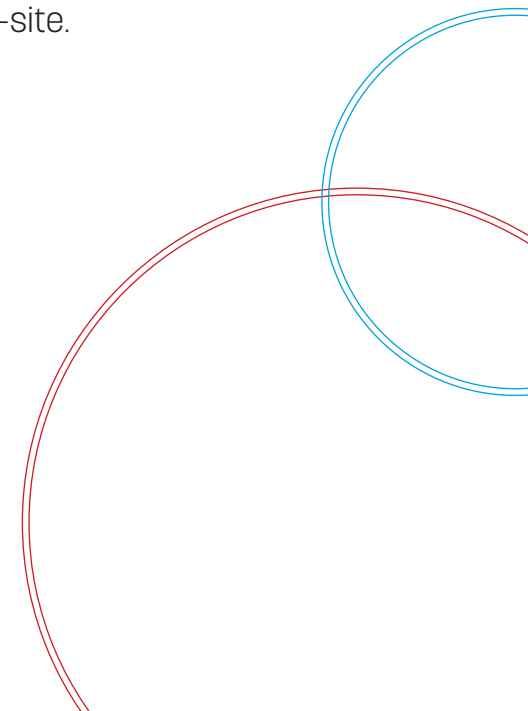
The MA Business database, contains more than 21,500 manufacturing sites and is the only one of its kind in the UK. Each site is fully researched and updated regularly by phone. We hold contact details of senior personnel within each site, as well as details of what it being manufactured, site size, job functions and responsibilities of senior personnel on-site.

***Manufacturing Management's* gold-standard circulation database is unique.
No other publisher tracks manufacturing sites and decision-makers like we do.**

6250 Printed issues Bi-Monthly

15750 Digital Edition Circulation

19000 E-Newsletter/Solus Email Circulation



100%
say MM is
relevant to
their role

Understanding our Audience

Manufacturing Management's annual readership survey tells us how our readers consume content.

The results of the **2021 survey** continue to demonstrate a strong desire for printed articles, but also a growing appetite for digital media - including webinars, virtual conferences and video panels.

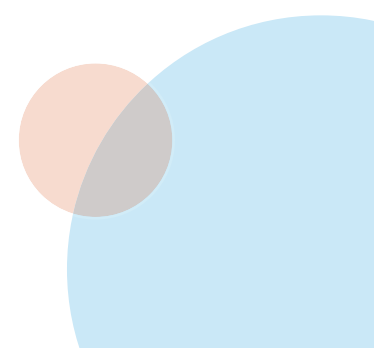
A third of readers say their consumption of media has become **increasingly digital** during the pandemic.

47% say they primarily read the digital version of the magazine.

However, **print remains the preferred option for 53%**, meaning a **cross-platform approach** to marketing remains the most effective method of getting your message to the market.

Our in-depth **industry research** remains strong: **a third** of our readers proactively seek analysis of key industry trends.

Readership profile: job function	Readers
Senior Plant Management	7543
Overall in Charge of Factory Services	4259
Head of Production/Manufacturing	5431
Productivity Improvement Programmes	5485
Energy Management	4606
Waste/Recycling/Environmental Services	2887
Works Engineering	3916
Building Maintenance	3036
Production Engineering/Planning	3333
Safety/Welfare	3218
Handling/Storage	2804
Warehousing/Distribution	2608
Training	3137
Personnel/Recruitment	2630
Purchase Fork Lift Trucks	1681



91%
rate MM content
as 'good' or
'excellent'

Editorial Excellence

Manufacturing Management provides up-to-date, relevant information and opinion that aids manufacturing leaders in making crucial, strategic decisions. We are proud of our editorial heritage and will always cover the biggest stories and key topics. These include:

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

PROCESS: Industry 4.0, manufacturing IT, lean manufacturing, Six Sigma, time & attendance, cyber security, research & development, legislation.

PLANT: Sustainability, materials handling & warehousing, supply chain, automation & robotics, recycling & waste management, asset management, condition monitoring, facilities management, finance, working environment

We cover the latest news and opinion from the industry across our printed publication, website, emails, social media and video content





MANUFACTURING MANAGEMENT

www.manufacturingmanagement.co.uk

Mission statement

Manufacturing Management (MM) celebrates the best of UK manufacturing and the management teams who make our factories world-class. With over 70 years of heritage as Works Management magazine, we aspire to make our readers realise growth in their sites' performance through the content we provide in every issue. From lean management techniques to maintenance via the impending Fourth Industrial Revolution, MM champions the cause of directors and managers in charge of the UK's world-leading sites, offering them a wealth of best practice ideas.

Features List 2021/22

	Material Handling	Health & Safety	Development	Operations	Sustainability	Future Manufacturing	Special Features
April/May	Warehousing		Management		Energy storage	Cyber Security	IT supplement
June/July	Supply Chain	Training		R&D	Renewables	Automation	
August/September	FLTs	PPE	Apprentices	Lean/CI	Recycling	Industry 4.0	IT supplement
October/November	Material Handling	Welfare		Maintenance	Sustainability	Smart Factory	IT supplement
December/January	Supply Chain		Upskilling	R&D		Automation	
February/March	FLTs	Training	People Management	Maintenance	Renewables		IT supplement



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Multi-Platform Marketing: Print

With over 70 years of heritage, 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 productivity, profit and safety within UK factories.

Print advertising remains an ideal method of aligning your brand with relevant editorial opportunities, getting your message directly into the hands of decision-makers.

Cover and Bespoke options

Cover positions such as roll folds, barn doors, wrap-arounds and other bespoke options can be booked from as little as £5,000 per issue, please contact James Slade for further details.

Advertorial

Advertorials offer you the chance to promote your products and services through thought-leader content, case studies and opinion within the print publication.



25%

have budget
of £1m-£5m

Multi-Platform Marketing: Digital

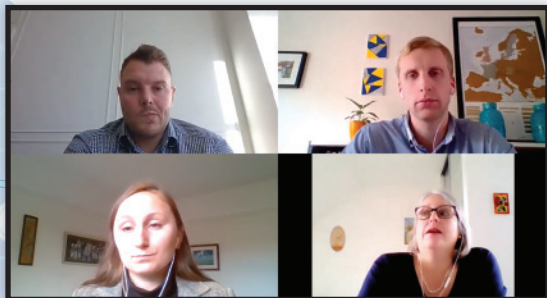
Our research has shown a growing importance for digital content amongst our readership. There has never been a better time to engage digitally with the market, via our industry-leading website, comprehensive email database, monthly e-newsletters and bespoke video content.

Lead Generation opportunities

Executive Panels - Bespoke, invite-only digital events with 10-12 high-profile manufacturing leaders to discuss key thought-leadership topics within the sector. Coverage includes a double-page write-up in a subsequent issue of the printed magazine, plus a personalised, fully designed PDF version, and an edited video of the discussion, which is sent to the MM reader database as a lead-generation opportunity.

Manufacturing Management Digital Panels - A high-level video debate, with 3-6 panellists, chaired by our editor, discussing a given topic during a pre-recorded Zoom call. A lightly edited version of the video is hosted on the MM website and sent to our email database as a lead generation opportunity.

Ask the Expert interviews - Highly targeted and informative five-minute video interviews with MM's editor, designed to directly inform and educate manufacturing leaders on how your business can help them. The video is hosted on the MM website and sent to our email database.





Webinars - A more traditional webinar opportunity, with the opportunity to present slides to a live audience. Once recorded, the webinar is hosted on MM's website for a year. MM provides full contact details for delegates who register to attend and those who watch on-demand post-event.

Solus Emails - Solus Emails are sent to our database of opted-in manufacturing leaders. Each send is followed by a comprehensive tracking report, including the names and contact details of anyone who clicks on the content. This approach offers your marketing campaign strong Return on Investment and engagement with your target audience.

Monthly e-newsletter - Our monthly round-up of key stories from the UK manufacturing industry is sent to our email database on the final Wednesday of every month. There are sponsorship opportunities available for featured news, video links and banner advertising.



NEW FOR 2021: Industry Barometers

As we emerge into a post-pandemic, post-Brexit landscape, *Manufacturing Management's* remit becomes increasingly important. We want to help shape the future of the sector, via quarterly, in-depth reports into the key issues facing manufacturing leaders.

Our new Industry Barometers are your chance to deep-dive into the key issues driving UK manufacturing. These bespoke, research-led reports include a survey (8-10 questions) of our database, plus a full write-up in the printed magazine, email marketing and a designed PDF report. Sponsors will also take part in a panel discussion with senior industry leaders to discuss the survey results.

This campaign provides you with up-to-date insight into UK manufacturing, positioning your company as a thought-leader, lending weight to your offering to the market.

Topics include, but are not limited to:

- **Health & Safety**
- **Supply Chains & Logistics**
- **Sustainability**
- **Technology**
- **Investment & Finance**
- **Management**
- **Maintenance & Facilities**
- **Skills & Training**

For cost options, please contact James Slade directly.



Rate card

Print Display Advertising

- Double Page Spread _____ **£4,000**
- Full Page _____ **£2,990**
- Half Page _____ **£1,900**

Print Advertorial

- Double Page Spread _____ **£4,000**
- Full Page _____ **£2,990**

Loose Inserts

- 10g _____ **£1,500**

Series Discounts

- X3 insertions _____ **15%**
- X6 insertions _____ **25%**

Online & Video

- 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
- Ask the Expert interview _____ **£2,500** per campaign
- Webinar/Digital Panel _____ **£4,950** per campaign
- Executive Panel _____ **£10,000** per session

E-newsletter

- Solus Email _____ **£1,950** per email
- Sponsored News _____ **£500** per insertion
- Banner _____ **£750** per insertion
- Small Message Panel _____ **£500** per insertion
- Whitepaper insertion _____ **£750** per insertion

Print advert specification

Size		Depth	Width
Double page spread	Bleed	303	426
	Trim	297	420
	Type area	263	396
Full page	Bleed	303	216
	Trim	297	210
	Type area	263	186
Half horizontal	Bleed	148	216
	Trim	145	210
	Type area	130	186
Half vertical	Bleed	303	108
	Trim	297	105
	Type area	263	90
Quarter standard	Type area	130	90
Quarter horizontal	Type area	65	186

Key contacts

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Blue Planet Studio / iStock.adobe.com

MA Business

Part of **Mark Allen**

www.markallengroup.com

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.

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