

Drives & Controls

**AUTOMATION FOR
MANUFACTURING**

**MEDIA
INFORMATION
2025**

www.drivesncontrols.com

 **ABC**
audited
circulation

MESSAGE FROM THE EDITOR

For more than 38 years, readers have turned to Drives & Controls for news on the worlds of motion control, automation and mechanical power transmission. We also provide comprehensive coverage of allied topics such as machine safety, industrial communications and sensors.



Drives & Controls is widely regarded as the leading UK publication in the motion control and automation market. We also carry the latest news on our global Website, which has recently had a significant upgrade. We have also been expanding into social media, generating the biggest following in the sector.

We have built up a reputation for editorial quality and integrity. Unlike many other technical publications, we do not charge fees to publish items.

We report on both technological and business issues not only in the UK, but also from the global automation industry, which inevitably has implications for the UK.

Drives & Controls has carved a unique place among British technical publications. We thank those that have supported us so far, and look forward to working with you again in the future.

If you would like to submit material for possible inclusion in Drives & Controls magazine or our Website, there are several types of article that we would consider. In terms of longer articles, we are looking for application stories – ideally, with lessons that readers could apply in their own businesses – or technical articles, neither of which must simply be promoting a company or its products. We are also interested in shorter items of business news or details of new products or technologies.

Tony Sacks, Editor, Drives & Controls

Talking Industry

ONLINE PANEL DISCUSSIONS

Talking Industry is a series of unscripted online panel discussions organised by the DFA Media Group, in which experts from the world of manufacturing discuss issues of vital importance to the sector.

Find out more: www.talkingindustry.org



PODCASTS

The Talking Industry Podcast gives followers the opportunity to listen on the go, while our editors speak with influential manufacturing minds around, engineering, automation, robotics, skills, safety and lots more topics affecting UK manufacturing.

Find out more: www.talkingindustry.org/podcast

EDITORIAL PROGRAMME 2025

2025 Issues	Special Promotions & Bonus Distribution	In-depth Reports	Focus Features	Editorial Deadline	Advertising Deadline	Publish Date
January		Variable Speed Drives	Gears and Gearboxes Packaging, Printing & Paper	8 November	6 December	3 January
February	SPS Review Southern Manufacturing Show Preview	Robotics and Automated Manufacturing	Sensors and Encoders Process Automation and Hazardous Areas	17 December	13 January	3 February
March		Food and Beverage	Bearings, Belts and Chains Building Services (inc HVAC)	13 January	10 February	3 March
April		Machine Vision	Conveyors and Materials-Handling Machine building	11 February	11 March	1 April
May	D&C Show Preview	Motors	Linear Motion Scientific, pharmaceutical & medical engineering	12 March	9 April	30 April
June		Intralogistics and Smart Warehousing	Mechanical Power Transmission Communications, 5G, Security and Networking	11 April	8 May	30 May
	2025 Annual Buyer's Guide for Drives, Automation, Power Transmission & Motion Control					
July/ August		Clean Energy	Transport (Automotive, Aerospace, Railways, Marine) Robotics & Automated Manufacturing	20 June	23 July	8 August
September	PPMA Show Preview	Energy Efficiency	Food and Beverage Maintenance, Service and Repairs	25 July	22 August	15 September
October	SPS Preview	Machine Building	Precision Engineering and Motion Control Water Industry	29 August	26 September	17 October
November/ December		Safety	Electrical and Enclosures Controllers, HMIs and Software	9 October	6 November	27 November
2026 January		Variable Speed Drives	Gears and Gearboxes Packaging, Printing & Paper	7 November	5 December	4 January

CIRCULATION ACTIVITY

Why Drives & Controls?

Drives & Controls has the largest circulation of any UK magazine in its sector, according to the latest figures from the independent circulation auditing organisation, ABC. Drives & Controls is being sent to readers who have asked to receive them.

The number of individually requested readers is the best indication of who is actually reading the magazine, and who regard the publication highly enough to ask to receive their own copies.

Many publishers boost their circulation figures by sending copies of their magazines to people who have not asked for them. They could be going to companies that no longer exist, to companies who do not wish to receive them or to individuals who are no longer with a company.



JOB FUNCTION

Design	9292
General/Corporate Management	4126
Production	2351
Research & Development	1088
Purchasing	550
Sales & Marketing	567
Education	416
Consultant	552
TOTAL	18942

PRODUCT INTEREST

Mechanical	17449
Electrical	17737
Control	19429
Hydraulic	3040
Pneumatic	3837

MAIN ACTIVITY

Aerospace	907
Automotive / Auto Components	494
Banking, Insurance & Commerce	64
Bricks, Pottery, Glass & Cement	801
Chemical & Allied Trades	

(inc Plastic & Rubber)	642
Construction	596
Consulting, Professional & Scientific Services	861
Defence	286
Education	165
Electrical/Electronic Manufacturing	3776
Food, Drink & Tobacco	1762
Gas, Water, Electricity & Nuclear	644
Health Service / Medical	327
Instrument Engineering/Manufacture	164
Mechanical Engineering	1604
Metal Production	790
Mining and Quarrying	496
Oil Production & Exploration	352
(Other) Manufacturing Industries	483
Pharmaceutical Industry	510
Printing, Paper & Packaging	1215
Public Admin / Local Authority	144
Shipbuilding & Marine Engineering	248
Textiles, Clothing & Footwear	282
Transport & Communications	307
Warehousing & Distribution	1020
TOTAL	18942

COMPANY SIZE

1-49 Employees	9173
50-99 Employees	2000
100-199 Employees	2370
200-499 Employees	2396
500+ Employees	3004
TOTAL	18942

GEOGRAPHY

East Anglia	1024
East Midlands	2227
London	305
Midlands	3417
North West	2022
Northern	640
South East	3998
South West	1723
Yorkshire	1723
Northern Ireland	264
Scotland	806
Wales	793
TOTAL	18942

Data provided by DFA Media

SOCIAL MEDIA

The Drives & Controls social media channels bring you news from the worlds of automation, motion engineering & power transmission, updates from the manufacturing industries, must-attend events and links to the engineer's handbook that is the Drives & Controls Annual Buyer's guide.

With an unmatched following of engineers and manufacturing professionals across LinkedIn, Facebook and X – Drives' social media achieves over 50,000 impressions each month, and continues to grow into 2025.



12,898



4,952



2,510



ADVERTISING RATES

MAGAZINE ADVERTISING

DISPLAY ADVERTISING:

Insertions	x1	x3	x6	x10
Full Page	£3381	£3328	£3255	£3171
Half Page	£2394	£2320	£2247	£2184
Third Page	£2079	£1921	£1848	£1785
Quarter Page	£1354	£1302	£1270	£1249



COVER PACKAGE:

Front Cover Panel + Inside Front cover advert + A4 Advertorial page - **£6200**

APPOINTMENTS: Your advert will appear both in the magazine and also on the Drives & Controls Website.
Quarter Page - **£1000** | Half Page - **£1680** | Full Page - **£2680**

INSERTS: Prices for both loose and bound-in inserts are available on request and are dependent on size and weight.

PRODUCTS & SERVICES DIRECTORY:
Standard size 80 x 40mm - **£1188** per annum for 10 issues
Double size 160 x 40mm - **£2200** per annum for 10 issues

DIRECT MAIL AND E-CAST SERVICES

Target your campaign – choose from DFA's full range of titles and 50k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Smart Machines & Factories and Power Electronics Europe.

Select by: Business | Activity | Job Function | Geographic Location | Company Size

Direct Mail/List rental: £210 per 1000 (minimum order £500)

e-Cast rate: 1k - £420 | 2-5k - £385 per 1000 | 6-10k - £325 per 1000 | 10k+ - £275 per 1000 **Lease:** POA

ONLINE ADVERTISING OPTIONS & SPECIFICATIONS

DRIVES & CONTROLS WEBSITE:

Drives & Controls' frequently updated global Website (www.drivesncontrols.com) has established itself as a leading online resource for design engineers and technical managers around the world who are involved in automation, power transmission and motion control. Each month, the site typically attracts well over 60,000 page views and more than 19,000 users, and the numbers are continuing to grow.

Banner Options	Rates	Size (px)
Leaderboard Banner	£820	728 x 90
MPU	£750	300 x 300
Content Banner	£695	728 x 90

File sizes should be 20kB, 72dpi and supplied in gif/jpg/html formats

E-NEWSLETTER SPONSORED PANELS:

Drives & Controls' e-newsletter is sent to over 18,000 subscribers twice a month. To promote new products, technical articles or company announcements we offer **Sponsored Panels** in the newsletter consisting of a title, 100 words, a picture and a link directly to your website.
Cost: £785

E-Newsletter Ad	Rates	Size (px)
Leaderboard Banner	£995	728 x 90
Content Banner	£695	728 x 90

File sizes should be 20kB, 72dpi and supplied in gif/jpg/html formats

SOCIAL MEDIA:

Drives & Controls has an unmatched presence across LinkedIn, X and Facebook.

1 x post on all networks	£495
4 x post on all networks	£1695

ANNUAL BUYER'S GUIDE:

Prices per annum and include both the printed and online guide.
Sponsorship opportunities available by request.

Enhanced Entry	£655
Enhanced Plus Entry	£995
Enhanced Plus PR Entry	£1235

MECHANICAL DATA

MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as Press-quality PDF (using PDF/X-1a setting with all fonts embedded), high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).

All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK or grayscale for mono. Please also supply a colour proof to the Production Manager, Sarah Blake, at the address below as we cannot be held responsible for any colour variations otherwise.

Please contact our Production Manager with any queries regarding supply of material, reproduction, etc.

LOOSE AND BOUND INSERTS

Please contact our Production Manager for mechanical data.

CANCELLATIONS

Cancellation or suspension of an insertion must be made in writing a minimum of six weeks prior to final copy date.

Dimensions: Width x Height mm

Please keep any important text and graphics at least 5mm from the trim edge of the page and 6-8mm away on the spine side of the page for spread adverts.

Front Cover & Supplement Cover Panel

Trim.....190 x 182

Full A4 Page

Trim.....210 x 297

Bleed.....216 x 303

Half Page Horizontal

Type.....178 x 124

Trim.....210 x 146

Bleed.....216 x 152

Half Page Vertical

Type.....86 x 254

Trim.....96 x 297

Bleed.....102 x 303

Third Page

Horizontal Trim.....210 x 104

Horizontal Bleed.....216 x 110

Vertical Trim.....72 x 297

Vertical Bleed.....78 x 303

Quarter Page

Standard.....86 x 124

Horizontal Trim.....210 x 77

Horizontal Bleed.....216 x 83

Vertical Trim.....52 x 297

Vertical Bleed.....58 x 303

Junior Page.....130 x 190

Double Page Spread

Trim.....420 x 297

Bleed.....426 x 303

Half Page Spread

Trim.....420 x 146

Bleed.....426 x 152

Third Page Spread

Trim.....420 x 104

Bleed.....426 x 110

Quarter Page Spread

Trim.....420 x 77

Bleed.....426 x 83

Products & Services

Standard entry.....40 x 80

Double entry.....40 x 160

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