

Hydraulics & pneumatics

SERVING FLUID POWER AND MOTION CONTROL ENGINEERS WORLDWIDE

Media Guide

REACH

20

12



ENGAGE

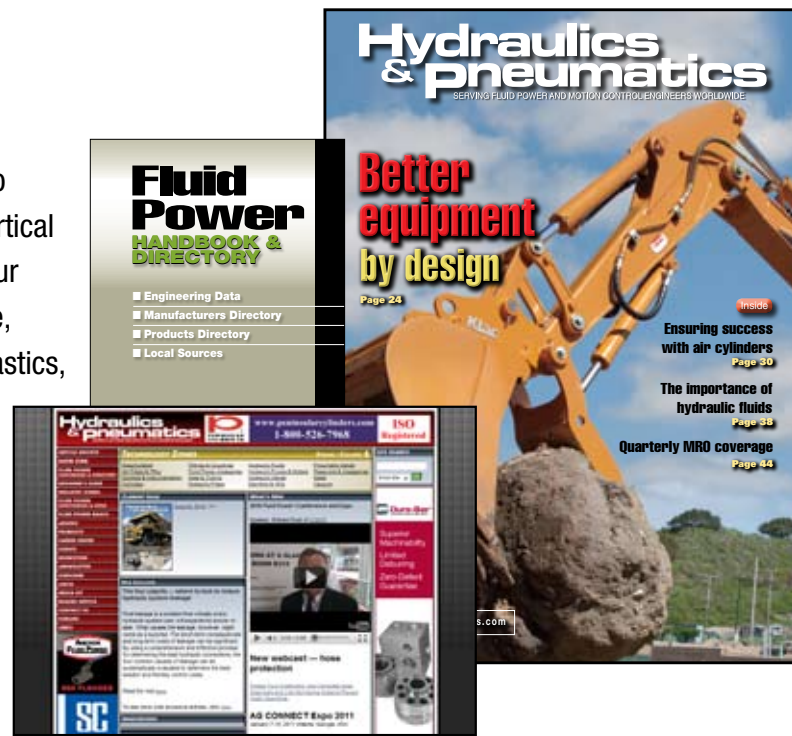


ACHIEVE

Hydraulics & Pneumatics

REACH

Hydraulics & Pneumatics takes your sales message to engineers in vertical markets more efficiently than vertical publications serving individual industries. Whether your markets are in Automotive, Construction & Agriculture, Medical, Shipbuilding & Marine, Food & Beverage, Plastics, Machine Tool or Material Handling.... *Hydraulics & Pneumatics* will get you there, including over 2,000 copies to key distributors and system integrators. A total of over 50,000 copies.



ENGAGE

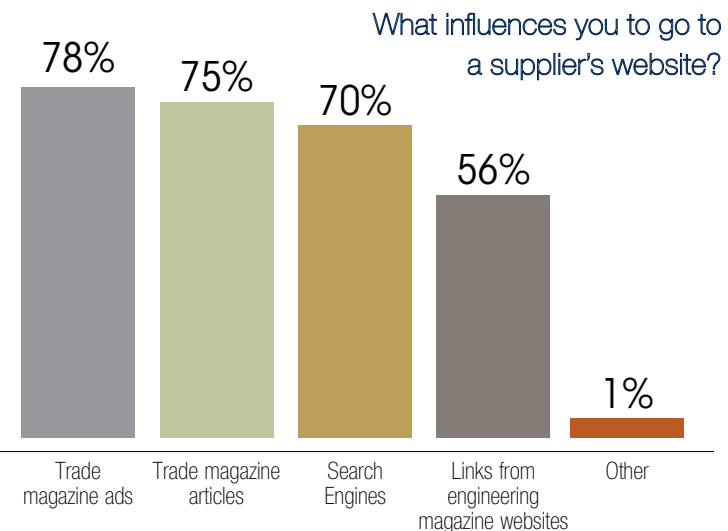
Technical education, industrial experience, knowledge of the fluid power community, and the ability to communicate combine to describe the qualities of the unique editorial staff at *Hydraulics & Pneumatics*. Our editors have chalked up many years of experience writing exclusively about fluid power and have developed an invaluable chain of industry connections across the globe. *Hydraulics & Pneumatics'* editorial coverage is devoted solely to fluid power technology, which allows it to cover machine control, automation, mobile and industrial hydraulics, and pneumatics in every issue . . . and in greater depth.

Hydraulics & Pneumatics influences engineers to take action.

Recent readership research shows engineers use *Hydraulics & Pneumatics* for many, many reasons. From solving problems to accessing information on new products and companies, *Hydraulics & Pneumatics* gets engineers excited!

"Hydraulics & Pneumatics has always been, and continues to be a great source for industry news, product and application information and new technologies."

ACHIEVE



"It's the best magazine in the world. The articles are great and I look forward to each issue. You guys are super."

Publishing Expertise

Our core staff alone has more than 100 years of experience in fluid power marketing, technical writing, news coverage, and graphic design. Add to this our network of industry consultants and support staff, and it's obvious that *Hydraulics & Pneumatics* has the dedicated and qualified staff to provide the most extensive coverage of fluid power technology, both online and in print.



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Contributing Editor



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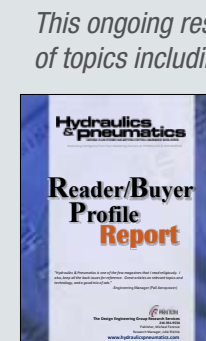
Our extensive research has helped industrial suppliers introduce new products, increase company awareness and brand preference, gain a competitive edge in their respective markets, and find new products to drive growth. Knowing how engineers think and understanding their changing needs is where it all starts. Our research helps you know your industry better, know your competitor better, and know your customers and prospects better.

AIM Readership Studies



Tied to select issues, AIM provides companies with valuable information on the impact of their advertising in our publications. This information is correlated with the engineers' amount of time spent reading an issue, pass-along readership, and candid statements of specific ads found to be of greatest interest. *March & August Issue

Reader Buyer Profile



This ongoing research covers an array of topics including a detailed list of components used and purchased, sources used to locate products/suppliers, and what influences engineers to go to a suppliers website.

"I get a lot of magazines and, honestly, I hardly look at most of them. H&P is one of the few that I read religiously. Concise publication devoted to an important segment of industrial applications."

ENGAGE

"The articles are fantastic as to the different areas of hydraulic use. And truthfully, your advertisements are actually enjoyable. It seems like every time I pick up my new issue, I find a new company. Love your magazine!"

REACH

"Is an all encompassing magazine - first place I look for hydraulic ads for products I seek. Keeps me informed as to the current products and suppliers. Gives me contact info in directing me to make contact with distributors and suppliers."

ACHIEVE

JANUARY

ADVERTISING CLOSING DATE: DECEMBER 15

Designer's Guide and Manufacturers' Index

This annual guide provides a unique, graphical presentation of major fluid power components, suppliers, and specifications. Unlike other guides, the Designer's Guide contains actual specs to aid designers with product selection.

Pumps and Motors in Mobile Hydraulics

Off-highway equipment makes extensive use of hydraulic pumps and motors, so our editors take a close look at this dynamic duo.

Understanding Pneumatic Filters

Dirt and water can work their way into a compressed air system in a variety of ways, and many different types of filters exist to remove it. This tutorial explores different types of filters and the principles behind them.

Industrial Hydraulic Power Unit Design

Optimum power unit design requires a multidisciplinary approach. This tutorial delves into the most important design techniques for specifying the most efficient and reliable power units for industrial hydraulic systems.

FEBRUARY

ADVERTISING CLOSING DATE: JANUARY 13

Fluid Power in Truck, Rail and Bus Applications and Work Truck Show Preview

Thousands of work trucks are used in private and public sectors throughout the country, so we'll reveal how fluid power is essential in getting done whatever job is required.

Pneumatics in Food & Beverage Processing

The speed, cleanliness, and reliability of pneumatics make it a natural for food processing applications.

Hydraulic Filters for Industrial Applications

Dirty fluid is the leading cause of component failure in otherwise well designed hydraulic systems, so this report explores ways of keeping fluid clean.

Best Practices in Hydraulic Maintenance

Maintenance & repair is an important segment of fluid power, so we provide coverage custom-tailored to fluid power professionals.

Bonus Distribution: Work Truck Show — Indianapolis, March 5-8

MARCH

ADVERTISING CLOSING DATE: FEBRUARY 15

Hydraulics in Waste and Recycling Equipment and WasteExpo Preview

Fluid power packs a punch in crushing, shredding, sorting, and collecting waste. A technical review of this integral technology will include a preview of Waste Expo.

Specifying Pneumatic Valves

We look at ways to improve productivity in automation operations with the right valves to help move loads quickly and efficiently.

Transducers for Fluid Power Applications

Our coverage helps readers address the proliferation of electronics into fluid power systems for sensing pressure and/or position.

Fundamentals of Hydraulic Fittings

Selecting the right fitting for an application can mean the difference between a reliable, leak-free system and one that is plagued by leakage and failure.

Bonus Distribution: Waste Expo — Las Vegas, April 30- May 2

APRIL

ADVERTISING CLOSING DATE: MARCH 15

Hydraulics in Marine and Offshore Applications and Offshore Technology Conference Preview

Our coverage examines applications in this major industry and previews the premiere event surrounding it.

Using Pneumatics for Torque and Speed

Air motors, regulators, directional valves, filters, and mufflers all work together to generate torque and speed from compressed air.

Design Considerations for Hydraulic Hose Assemblies

Almost every hydraulic system uses a combination of hose and end fittings, making hose assemblies one of the most widely used components.

Choosing the Right Hydraulic Fluid

Hydraulic fluids come in a wider variety than ever, so designers look for all the help they can get for specifying the best fluid for their applications.

Bonus Distribution: Offshore Technology Conference — Houston, April 30-May 3

MAY

ADVERTISING CLOSING DATE: APRIL 13

Mobile Hydraulics in Construction Equipment

Our coverage highlights the importance of hydraulics to give construction machinery the power and control to dig, lift, carry, pull, and more. Pumps, valves, hose, tubing, fittings, cylinders, filters, and motors all work in concert to make machines safe, reliable, and productive.

Innovations in Vacuum Technology

We explain how vacuum provides gentle — yet powerful — lifting and holding force for gripping objects without damaging delicate surfaces. We'll cover not only vacuum pumps and grippers, but switches and valves as well.

Best practices in Hydraulic Maintenance

Maintenance and repair is an important segment of fluid power, so we provide coverage custom-tailored to fluid power professionals.

Design Benefits of Accumulators

We offer insight into the selection of accumulators for energy savings and cover innovative techniques to get the most from these versatile components.

JUNE

ADVERTISING CLOSING DATE: MAY 15

Mobile Hydraulics in Agricultural Equipment

This article highlights innovative design techniques that give hydraulics the power and precision to operate agricultural machinery safely, efficiently, reliably, and with the highest productivity.

Managing Compressed Air

Industrial equipment must run efficiently for manufacturers to make their products economically. We'll reveal techniques to help readers squeeze higher efficiency from the pneumatic systems they design.

Minimizing Contamination in Hydraulic Systems

Keeping hydraulic fluid clean is essential to maximizing machine reliability and longevity, which, ultimately, reduces downtime. Our coverage examines techniques for excluding and removing contaminants from hydraulic systems.

Designing with Cartridge Valves and Manifolds

Designers build cartridge valves and manifolds into hydraulic integrated circuits that save space, weight, and money, and reduce leakage.

JULY

ADVERTISING CLOSING DATE: JUNE 15

Supplier Central — Hydraulic Pumps

Pumps and available control options make the selection of the right pump and control features more than an open-and-shut case.

Pneumatics in Factory Automation

Our editors review useful techniques and versatile pneumatic systems that allow designers to improve productivity of their automation projects.

Valves that Control Mobile Hydraulics

Off-highway equipment requires precise control of speed, force, and torque, which is all accomplished by specifying the right valve. This article explores the techniques for doing so.

Fluid Power in Material Handling

Whether it's loading and moving objects on conveyors or moving tons of material in one fell swoop, fluid power is often the choice of technology for these operations.

Media Mart - Mid-year Edition

AUGUST

ADVERTISING CLOSING DATE: JULY 13

Industrial Hydraulics in Manufacturing & IMTS Preview

We provide an in-depth look at the continued improvements in components and designs that provide reliable and efficient operation of machinery used in manufacturing.

Diagnostics for Mobile Hydraulics

Assessing the health of a hydraulic system is essential to keeping equipment operating reliably and efficiently.

Innovative Designs with Air Cylinders

The use of air cylinders is so widespread that many designers might consider them a commodity, but our in-depth coverage proves they're anything but.

Best Practices in Hydraulic Maintenance

Maintenance & repair is an important segment of fluid power, so we provide coverage custom-tailored to fluid power professionals.

Bonus Distribution: IMTS — Chicago, September 10-15

SEPTEMBER

ADVERTISING CLOSING DATE: AUGUST 15

Mobile Hydraulics in Mining Equipment and MINExpo Preview

Raw power and compact design are necessities of mining equipment, so we examine the design options found in these machines. We'll also preview MINExpo, the premiere event for this industry.

Designing Leak-free Pneumatic Systems

Leaky compressed air systems may go unnoticed until the electric bill arrives. This article describes causes of leakage and how to eliminate them.

Hydraulics in Alternative Energy

Wind turbines, solar collectors, and other forms of renewable energy often rely on the precision of fluid power to squeeze the most energy from limited resources.

Transducers in Industrial Automation

Readers remain hungry for information about electronic sensors and controls to help them automate the fluid power systems they design.

Bonus Distribution: MINExpo — Las Vegas, September 24-26

OCTOBER

ADVERTISING CLOSING DATE: SEPTEMBER 14

Pneumatics in Packaging Equipment and PackExpo Preview

This article previews the year's premiere packaging event and reveals how pneumatics gives packaging equipment the speed, reliability and repeatability it needs.

Hydraulics in Oilfield Applications

Our coverage examines applications of hydraulic components in this major industry that keeps other industries running worldwide.

Hydraulic Cylinders in Mobile Equipment

Off-highway equipment is the largest sector of fluid power and H&P readership, so we give readers what they want by covering innovative designs in this important industry.

Environmentally Friendly Hydraulic Systems

Environmentally sound choices in hydraulic fluid can mean different things depending on the application. This report explores some of the important characteristics of bio-fluids.

Bonus Distribution: PackExpo — Las Vegas, October 28-31

NOVEMBER

ADVERTISING CLOSING DATE: OCTOBER 15

Hydraulics in the Forestry and Lumber Industries

Whether it's harvesting trees or precision cutting of logs for maximum yield and productivity, fluid power is an important part of lumber production throughout the world. We'll explore innovative machines that require speed, reliability, and efficiency.

Pneumatics for Machine Automation

We look at ways to improve productivity in automation operations with the right components to help move loads quickly, reliably, and efficiently.

Innovative Hydraulic Hose Assemblies

Hydraulic hose must route hydraulic fluid under high pressure, remain flexible, stand up to temperature extremes, and resist wear. The article shows innovative ways to meet these goals.

Best practices in Hydraulic Maintenance

Maintenance & repair is an important segment of fluid power, so we provide coverage custom-tailored to fluid power professionals.

DECEMBER

ADVERTISING CLOSING DATE: NOVEMBER 15

Medical Marvels with Pneumatics

Healthcare equipment makes extensive use of pneumatics, so we examine innovative applications throughout the industry.

Materials in Hydraulic Fitting Selection

This tutorial covers the importance of selecting the right material for hydraulic fittings — whether it's brass, carbon steel, or stainless steel.

Hydraulics in Aerospace and Defense Applications

Fluid power offers the high pressures, light weight, and precise and reliable control required in aerospace and defense applications.

Minimizing Contamination in Hydraulic Systems

We show how keeping hydraulic fluid clean is essential in maximizing machine system reliability and longevity.

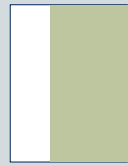
Media Mart - Year-end Edition

Print Specifications & Rates



1 Page

Dimensions: 7.0 x 9.75
Bleed: 7.875 x 10.75



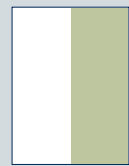
2/3 Page

Dimensions: 4.5 x 9.75
Bleed: 5.125 x 10.75



Island Half

Dimensions: 4.5 x 7.375
Bleed: 5.125 x 8.0



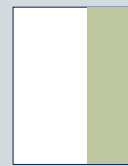
1/2 Page Vertical

Dimensions: 3.25 x 9.75
Bleed: 3.875 x 10.75



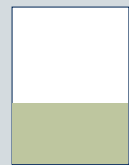
1/2 Page Horizontal

Dimensions: 6.875 x 4.625
Bleed: 7.875 x 5.375



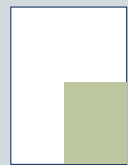
1/3 Page Vertical

Dimensions: 2.125 x 9.75
Bleed: 2.625 x 10.75



1/3 Page Horizontal

Dimensions: 6.875 x 3.0



1/4 Page Vertical

Dimensions: 3.25 x 4.625



1/4 Page Horizontal

Dimensions: 6.875 x 2.25

Print Rates

*ALL RATES ARE GROSS

Black & White	1-5x	6-11x	12x
Full Page	\$6,000	\$5,500	\$5,200
2/3 Page	\$4,800	\$4,400	\$3,800
1/2 Page Island	\$4,000	\$3,600	\$3,200
1/2 Page	\$3,500	\$3,200	\$3,000
1/3 Page	\$2,800	\$2,500	\$2,300
1/4 Page	\$2,200	\$2,000	\$1,800

Media Marts

Designed to drive potential fluid power buyers to your products, literature, software or website. Media Marts are 1/8 page ads that feature a picture, descriptive copy and a circle number.

Media Marts - \$900 - 1/8 page (July & Dec issues)

For mechanical and space information or to upload your ad, go to:

www.pentondigitalads.com

Online Advertising

Boombboxes



Banners



Buttons



Boombboxes

Boombboxes are a dynamic and highly visible way to place your message on *Hydraulics & Pneumatics* pages, adjacent to the site's main content and directly below the site search.

Rate: \$1,500 gross per month

Specs: 300w x 250h, GIF, JPG, Rich Media
Maximum File Size: 39k

Banners

Banner ads give your company exposure throughout the *Hydraulics & Pneumatics* website.

HomePage Rate: \$800 gross per month

Section Rate: \$165 gross per month

Specs: 728w x 90h, GIF, JPG, Rich Media
Maximum File Size: 39k

Buttons

Buttons are an excellent choice for both branding and for direct response.

HomePage Rate: \$500 gross per month

Section Rate: \$165 gross per month

Specs: 125w x 125h, GIF, JPG, Rich Media
Maximum File Size: 39k

Digital Edition

The H&P digital edition is posted each month at www.hydraulicspneumatics.com and offers a variety of cost-effective, high-exposure advertising options.

Rate: Contact your regional manager

eBlasts

Reach a targeted group of prospects in the fluid power market through email. Promote your single-sponsor message in HTML format to our full list of available subscribers.

Rate: \$3,400 gross per blast

Specs: 600 x 400 pixels; GIF or JPG with URL
Maximum size: 50k

Newsletters

Fluid Power Monthly eNewsletter

These online newsletters are the perfect complement to our monthly print edition, and the most cost-efficient way to deliver your product message in HTML format to more than 21,500 newsletter subscribers.



Rates:

Company Sponsor: \$2,500

1st Sponsorship \$2,370

2nd Sponsorship \$1,800

3rd Sponsorship \$1,350

4th Sponsorship \$900

Featured Links \$180

Specs:

Company Sponsor

Skyscraper 160 x 600

Positions 1-4

Banner: 468w x 60h pixels - Max File Size: 30k

Text Box: Headline, 80 words of text, and URL logo: 180w pixels

Featured Links

Company name, 25 word or less description & click-through URL

H&P Product Source eNewsletter

Each month, our subscribers receive instant product and service information in the Product Source. Sold on a first-come, first-serve basis, the Product Source offers a convenient and successful way to promote your products to this important audience.



Rates: \$345 gross per position (up to 8 sponsors per issue)

Specs: Includes headline, 80 words of text, and URL. This can also include a small image or logo no greater than 125w pixels (30k max).

FasTrac

This electronic lead generation tool will be distributed to 21,000 qualified buyers and specifiers five times in 2012: (February, March, June, September, December). Emailed directly to their in boxes, FasTrac provides instant product and service information. Twelve sponsored positions are available.

Rate: \$300 gross each per distribution.

Creative must be received three weeks prior to campaign
Material should be emailed to demg@penton.com

Home Page

Home Page Video

Feature your web video on www.hydraulicspneumatics.com. Prominent placement at the top of the site. Home Page Video



includes short description of the video and a link to your website. Your video plays directly on the H&P site home page.

Rate: \$500 gross per month

Specs: Ask your sales rep. for details.

Home Page Web Exclusive

This special website-only content feature allows you to promote your company's educational content to our online audience. Prominently placed on the home page of the site (above the fold) this content section features teaser copy and your company's logo. Site users click into the site to read the rest of your article, including product images, if desired.

Rate: \$500 gross each per month

Specs: Ask your sales representative for details.

Product Spotlight and Innovations

Designed to drive fluid power buyers to your products, Product Spotlight and Innovations ads are an opportunity to introduce your new products where they will get the most visibility... on the *Hydraulics & Pneumatics* home page.

Rate: \$500 gross per month

Specs: Headline, product description (around 80 words) & product image or logo & URL.

Roadblocks

Roadblock ads are featured in the "can't be missed" position PRIOR to the visitor's first sight of the home page. Seen for a maximum of 20 seconds, they offer a unique platform to capture audience attention.



Rate: \$1,500/ 2 week period

Specs: 640w x 480h pixels. GIF, JPG/ Rich Media accepted.
Maximum file size: 50k

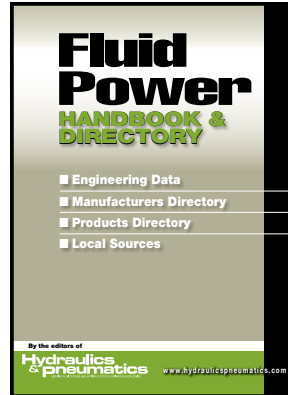
White Paper Program

Includes one white paper, customized registration form (up to two qualifying questions), posting on www.hydraulicspneumatics.com White Paper Library for 12 months, one newsletter text ad (based on open inventory) and full-contact lead reports provided upon request.

Rate: \$2,000 gross per program

Fluid Power Handbook & Directory

The Fluid Power Handbook & Directory is the most thorough and comprehensive resource for fluid power information. It is the most efficient, cost effective means to reach thousands of fluid power buyers, specifiers and buying influences in print and online. There are three easy ways to access information: CD-ROM, in print and online at www.hydraulicspneumatics.com.



Section A

Engineering Data

A unique reference volume and working tool for design and in-plant engineers responsible for the efficient design, operation and maintenance of machinery and equipment powered by hydraulic and pneumatic systems.

Section B

Manufacturers' Section

Users can locate manufacturers alphabetically or by trade name. Consists of the Manufacturers' Directory, Product Index, Trade Names Directory, and Advertisers' Directory, containing a breakout and inserts. This section also includes a comprehensive Product Directory containing a breakout of fluid power components and related products, along with advertisements from leading companies.

Section C

Distributors/Local Sources

An alphabetical listing of local sales outlets by state and city, including street address, telephone and fax numbers, email addresses, and websites. All of the fluid power distributor advertising appears in this section and is organized by state.

ENHANCE YOUR LISTING

Choose from this selection of online listing packages and order today!

PACKAGE SPECIFICATIONS	FREE LISTING	GOLD	PLATINUM
	FREE	\$540	\$960
Company name & address link in 1 location	•		
Company name, address, phone, fax, email link in 4 locations		•	
Company name, address, phone, fax, email link in 10 locations			•
Active web address link		•	•
Priority placement in all locations			•
Full color logo on your company page		•	•
Full color Featured Supplier Listing with logo on the search results page			•
150-word optimized company description		•	
300-word optimized company description			•
Additional information tabs		•	•
50-character tagline on search results page			•
List additional contacts (up to 10)			•
Full Media Package: Links to all your photos, video, audio clips, white papers, and product spotlights			•
Targeted banner & boombox ad on your company page			•
Purchase additional locations for \$25 each	•	•	•

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