

# MANUFACTURING UPDATE

WWW.MANUFACTURING-UPDATE.CO.UK



MEDIA PACK 2023

# Don't just take our word

“

Using an independent analytics programme, we found that Jet Digital came in a resounding 1st place when compared with similar businesses in generating traffic to our website.

Their team are on hand to provide a top service throughout our advertising campaigns and we have had great experiences with them when it comes to promoting digital awareness of Chell to their audience.



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Although we do a mixture of activity the e-shots and online presence has a clear direct impact on our website hits and subsequently our business. The service and support we receive is outstanding, and we continue to look forward to working with the team at Engineering Update long into the future



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# for it!

We're always proud of the product we produce and fantastic opportunities we offer to our clients. Here are just a few of the testimonials we received from some of the biggest names in the industry.

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Harvey Communications appreciate Jet Digital and we have established an excellent relationship. They work hard, are a very enthusiastic team and deserve support. We supply PR content for a range of clients and they are quick to respond and upload PR. Keep up the good work!



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fresh

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Fresh PR have built up an excellent relationship with Jet Digital. We deal with a number of different companies, and they are always on hand to offer us editorial and any other marketing offers that may be relevant to our clients. Outstanding customer service and a great magazine. We wouldn't hesitate to recommend them to anyone looking to build their brand in the engineering sector.

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# ABOUT The

At the forefront of digital marketing, Manufacturing Update strives to inform, engage and collaborate with its users on the latest developments, trends and technology within the manufacturing sector.

The platform comprises of daily online news for over 50,000 unique monthly website visitors, a digital magazine and newsletter going to over 47,000 opted in subscribers, active Twitter and LinkedIn profiles with over 30,000 followers, and direct marketing campaigns to a relevant engaged database.



# Platform

Our magazine is an industry leader, and is distributed directly to laptops, tablets, PCs and mobile devices, allowing potential customers to click straight through to your website and enquire immediately.

What's more, all of our marketing is backed by analytical reports that we share with you following your involvement.



**esi** ESI Technology Limited

**DIGITAL PRESSURE MEASUREMENT SOLUTIONS**

Discover our newest range of digital pressure measurement solutions. With RS-485 output.

[f](#) [@](#) [v](#) [t](#) [in](#)

[www.esi-tec.com](http://www.esi-tec.com)

The advertisement features a central image of a silver digital pressure sensor with a green label that reads 'RS-485', 'ESI TEC', and '+44 1811 511111'. The sensor is positioned in front of a computer monitor displaying a data graph with a prominent reading of '-0.00057 bar'. The background is a blurred office setting with a person's hands on a keyboard. A green diagonal graphic element is on the right side of the ad.

**Become part of the conversation and call or email us today!**

# KEY TOPICS **Featured**

<b>January</b>	Sensors	MRP	Warehouse Automation	Industry 4.0
<b>February</b>	Smart Manufacturing	Digitisation	Onshore vs Offshore	Autonomous Mobile Robots
<b>March</b>	Predictive Maintenance	Upskilling	Intelligent Automation	Smart Factories
<b>April</b>	Sensors	IIoT	Test Systems	Automotive
<b>May</b>	Machine Vision	3D Printing	Agile Manufacturing	Manufacturing Software
<b>June</b>	Inspection Systems	Materials Testing	Security	Machine Learning
<b>July</b>	Artificial Intelligence	Lights-out Manufacturing	Mechanics	Smart Processes
<b>August</b>	Optics	Industry 4.0	Machine Learning	IIoT
<b>September</b>	Pharmaceutical Manufacturing	Intelligent Systems	Supply Chain Management	Cloud and Big Data
<b>October</b>	Robotic Process Automation	Sensors	Food Manufacturing	Sustainability
<b>November</b>	Data Analysis	Smart Mechanisation	Pneumatics and Hydraulics	Collaborative Robot Applications
<b>December</b>	Annual Review	Event Preview	Companies of the Year	Projects of the Year



# CIRCULATION & Rates

Manufacturing Update is distributed digitally on a monthly basis to 47,696 Engineers, Production Managers and Directors around the world, with our readers in the following fields:

Primary Job Function	
Automation Engineering	2021
Maintenance	356
Production Management	24785
Production Engineers	6923
Process Engineers	1233
Supply Chain	5766
Other	6612



Industrial sites are a haven for reflective surfaces. Avoiding unwanted reflections, especially self portraits, is vital

*"It is not worth taking proper pictures here, the environment is too..."*

You can complete this sentence with as many negative adjectives as you like, some unprintable! In my 30 years plus as a professional photographer I have heard many ... *'it's too dark', 'too busy', 'too dangerous', 'too old and worn', 'too secret', 'too scruffy'.*

Yet all companies are compelled to compete and promote themselves and, in our digital age that means in pictures as well as words. So what to do? An approach taken by some is to find out who has the best camera on their phone and send them along to do the deed. From the selection of poorly lit and badly composed phone pictures, one shot is selected and trundled out on to social media and the company web site.

Yes, some money has been saved and you got that social post done. However, you don't know how much you might be losing because those pictures are not making your business look like the skilled, expert, professional engineers that you are. You are not yet aware that when you need a large version of that picture for your exhibition board, the poor quality image only enlarges the gap between how you want to be seen and the perception you will actually create.

Poor pictures will never open the door of an opportunity to make the front page of your key trade publication – such as the one in this edition of Manufacturing Update. In short, a quick snap for a quick view and to be quickly forgotten.

Good Images Turbo

and charismatic backdrop. Dark? It just needs some sympathetic lighting. Works around the clock? Well, that is just a matter of timing and the right preparation to fit with production. In fact all you need for 'proper pictures' in an industrial setting like yours is a 'proper photographer'. One who understands these difficulties and knows how to overcome them easily to create striking images that 'pop' wherever they are seen – print, online, video, in the boardroom or a large exhibition board.

#### Painting with Light

A recent commission from PR experts Ainsworth Maguire, shooting for Wallwork Heat Treatment, illustrates my point. Their Manchester site is one of the largest heat treatment facilities in the UK. Serving aerospace, motorsport, medical and other precision industries, their working environment is 24/7. Much of their work is subject to non disclosure agreements. They have sites around the UK, some modern while others have had an 80 year plus working life. Lighting is mixed, styliights, sodium, strip and spots.

Understanding light is fundamental. Problems of mixed lighting are overcome with the right equipment. Using multiple high powered flash units, lighting can be arranged to generate a sense of drama and texture. The aim is to spotlight the subject and lead viewers into your world and see anything but the everyday and ordinary.

The furnace pictures you see here are from a shoot at one of Wallwork's vacuum furnace halls and shows that such a hard-working environment can



Lit with white light, including smaller flashes under these three large vacuum furnaces creates a dramatic 3D effect.

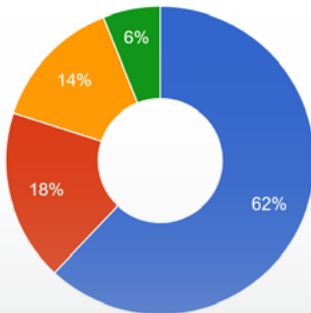


Same picture now adding warm light to give the heat treatment and introducing subjects to tell a different story

for you? As a professional industrial photographer, I know that however difficult you think your environment to far longer that you thought possible. Coupled with this, Ainsworth Maguire PR can add the crafted text. Let them make

#### Readership by Region

- UK
- Europe
- USA
- Rest of World



## Shining Light on the Drama of Industrial

Size	Price	Area	Trim
Double Page Spread	£1495	277mm x 400mm	297mm x 420mm
A4 Page	£995	277mm x 190mm	297mm x 210mm
Half Page	£695	130mm x 190mm	n/a
Quarter Page	£495	130mm x 92mm	n/a

# MEET the team

To speak to a member of the team, email:  
[hello@manufacturing-update.co.uk](mailto:hello@manufacturing-update.co.uk), or call 020 805 09659

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