



Hydraulics and Pneumatics from Penton

Hydraulics & Pneumatics reports on the latest innovations in fluid power technology and applications using tutorial articles and practical examples from the real world to show how products are combined into modern motion control systems.

SEGMENTS

134,124	Total Universe / Universe Rate	\$150.00/M
115,116	Records with Phones	+ \$60.00/M
30,893	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

Hydraulics & Pneumatics reaches design engineers, manufacturing engineers and other technical personnel who are involved in buying or specifying fluid power components, systems, materials, and controls.

Primary Business	Postal	Email
Manufacturer	6011	1135
Distributor	355	99
System Integrator	509	134
Other	294	62

Title Category	Postal	Email
Top Management	33985	7851
Middle/administrative Management	19985	4941
Financial Management	2831	591
Sales & Marketing Management	5830	1795
Information Technology (it) Professionals	4610	1135
Production Management	16639	3352
Engineering Management Professionals	47897	10770
All Other Management	5817	1604
Vp-level	325	88
Director-level	4961	1049
Manager-level	3764	920
Assistant -level	30249	6984
	438	124

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA
Canada

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/20/2015
Counts Through	07/20/2015

DATA CARD MAINTENANCE

New To System	07/20/2015
Last Update	07/22/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

Human Resources	176	40
Purchasing	1553	320
Retired	9	4
Senior (c-level Or Higher)	22518	5263
Students	50	33
Education	263	96
Medical	720	208
Lawyers	9	3

Component/Product	Postal	Email
Hydraulic Pumps	13790	2433
Air Compressors	17	2
Accumulators	8923	1573
Vacuum Pumps	10	2
Hydrostatic Transmissions	12	3
Intensifiers	12755	2244
Hydraulic Hose	14483	2578
Air Hose & Tubing	27	4
Hydraulic End Fittings	33	6
Air Fittings	6866	1226
Hydraulic Tubing	29	6
Quick-acting Couplings	14066	2507
Manifolds	13239	2346
Rotating Joints, Swivels	27	3
Hydraulic - Directional	26	5
Pneumatic - Directional	20	3
Hydraulic - Proportional	18	2
Pneumatic - Pressure Regu	19	2
Hydraulic - Flow Control	26	4
Pneumatic - Flow Control	20	4
Hydraulic - Cartridge Val	23	4
Pneumatic - Modular	14104	2494
Hydraulic Filters	13710	2427
Airline Filters, Frls	14039	2496
Heat Exchangers	22	3
Air Dryers, Drains	12	1
Reservoirs & Accessories	26	3
Hydraulic Fluids	22	2
Hydraulic Cylinders	14114	2488
Air Cylinders	24	2
Hydraulic & Air Motors	13592	2395
Rodless Cylinders	7	1
Rotary Actuators	13210	2321
Linear Slides	11	1
Pressure Gauges	14169	2523
Pressure Transducers	18	2

Pressure Switches	25	4
Linear Transducers	10	2
Limit & Prox Switches	20	3
Row Meters	22	4
Piston & Rod Seals, Rings	19	4
Protective Caps & Plugs	16	2
Diagnostic Instruments	10	2
Shock Absorbers	11	2

Digital Issue	Postal	Email
Digital/electronic	17464	7811
Print	115295	22746

Specify	Postal	Email
No	52186	11670
Yes	80937	19572

Document Employee	Postal	Email
1-9	15746	4475
10-19	7502	1865
20-49	11949	2765
50-99	10930	2489
100-249	15746	3605
250-499	9510	2162
500-999	6535	1357
1000-2499	4400	988
2500 & Over	3216	719

Title	Postal	Email
Company Management	6448	1167
Production & Equipment Design	7661	1359
Plant & Manufacturing	4970	968
Storage Warehousing	68	16
Purchasing	686	110
Sales	112	28
Other Titles	5	0
Non Qualified Titles	1	0

Industry	Postal	Email
Beverage & Tobacco Pro	7327	1432
Textile Mills	2468	481
Textile Product Mills	2498	548
Apparel Mfg	1435	346
Leather & Allied Produ	5220	1059
Wood Product Mfg	3217	722

Paper Mfg	1337	351
Printing & Related Sup	4737	1103
Petroleum & Coal Produ	1391	291
Chemical Mfg	10639	2397
Plastics & Rubber Prod	13063	2599
Nonmetallic Mineral Pr	18083	4148
Primary Metal Mfg	9446	1992
Fabricated Metal Produ	4705	1040
Machinery Mfg	4359	932
Computer & Electronic	4	3
Electrical Equip. App	2633	546
Transportation Equipme	7908	1834
Furniture & Related Pr	4994	1033
Miscellaneous Mfg	6024	1238

End Markets	Postal	Email
Aerospace	63860	14481
Appliance	58814	13443
Automotive	63451	14824
Machine Tools	63136	14730
Material Handling	57693	13397
Metalworking	56655	13035
Packaging	55574	12688
Plastics	60720	14141
Agricultural Equipment	52671	11960
Construction Equipment	57872	13762
Mining Equipment	58211	13844
Other Mobile Equipment	52320	11966

Evaluate/Specify	Postal	Email
Compressors Vacuum Pumps	63860	14481
Pneumatic Conditioning Equ	58814	13443
Connectors (fittings Hose)	63451	14824
Cylinders (pneumatic & Hyd	63136	14730
Electronic And Electrohydr	57693	13397
Hydraulic Filters	56655	13035
Hydraulic Fluids	55574	12688
Gauges Transducers	60720	14141
Heat Exchangers (air Coole	52671	11960
Motors (pneumatics & Hydra	57872	13762
Hydraulic Pumps (intensifi	58211	13844
Reservoirs And Accessories	52320	11966
Rotary Actuators (pneumati	50767	11557
Seals Packing	57713	13341
Valves Pneumatic & Hydrau	60219	14456

State	Postal	Email
Alberta	188	109
Alaska	110	34
Alabama	1852	386
Arkansas	1239	265
Arizona	1434	361
British Columbia	181	110
California	11928	2847
Colorado	1737	390
Connecticut	2003	397
District Of Columbia	125	38
Delaware	265	56
Florida	4328	1153
Georgia	3003	701
Hawaii	72	18
Iowa	2384	425
Idaho	742	152
Illinois	7899	1805
Indiana	4149	919
Kansas	1813	374
Kentucky	1994	421
Louisiana	1372	324
Massachusetts	2976	647
Manitoba	55	28
Maryland	1677	371
Maine	584	132
Michigan	6192	1407
Minnesota	4194	864
Missouri	2980	634
Mississippi	940	194
Montana	360	70
New Brunswick	12	9
North Carolina	3999	915
North Dakota	420	81
Nebraska	1262	235
New Hampshire	834	212
New Jersey	2929	711
Newfoundland	2	2
New Mexico	490	105
Nova Scotia	15	7
Nevada	471	124
New York	5529	1166
Ohio	9150	1974
Oklahoma	1618	339
Ontario	696	429
Oregon	1735	412

Pennsylvania	6866	1499
Prince Edward Island	4	4
Puerto Rico	138	51
Quebec	335	171
Rhode Island	420	105
South Carolina	2039	499
South Dakota	573	116
Saskatchewan	36	26
Tennessee	2640	587
Texas	8526	2106
Utah	1238	297
Virginia	2319	544
Virgin Islands	3	3
Vermont	325	69
Washington	2364	553
Wisconsin	5816	1235
West Virginia	641	134
Wyoming	236	47

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(design, tech, machinery, industrial, specialized)

SELECTS

Bus/Industry Type	\$15.00/M
Email/FTP Delivery	\$75.00/F
End Markets	\$15.00/M
Evaluate, Purchase or Specify Equipment	\$15.00/M
Job Title	\$15.00/M
Key Code	\$3.00/M
Number of Employees	\$15.00/M
One Per Company	\$15.00/M
SCF	\$10.00/M
State	\$10.00/M
Zip	\$10.00/M
Eval/Specify/Influence	\$15.00/M
Sales Volume	\$15.00/M
Employee Size	\$15.00/M
Industry	\$15.00/M
Primary Business	
Title Category	
Components/Products Used	
Evaluate/Specify	

GENDER

Male	85%
Female	4%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING

Key Coding is available

Charges **\$3.00/M**

ADDRESSING

FTP **\$75.00/F**

EMAIL **\$75.00/F**

SPECIAL INSTRUCTIONS

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