



**POWER**&**MOTION**<sup>™</sup>

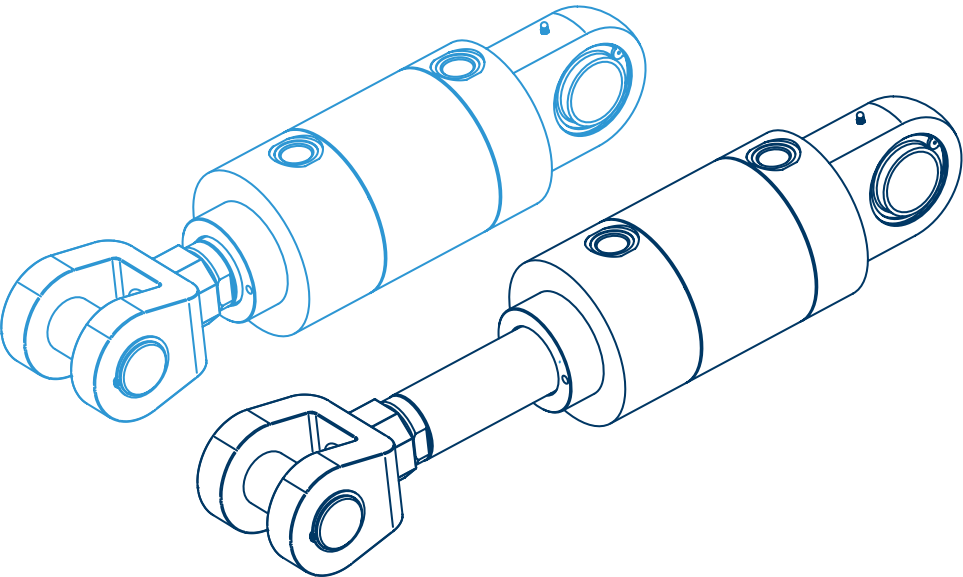
# MARKETING PLANNER 2025

# AT A GLANCE

The Power & Motion team continues to hear over and over again how it is an exciting time for the fluid power industry. Major trends such as electrification and automation are bringing about the need to rethink hydraulic and pneumatic system designs as well as integrate new technologies, leading to development opportunities.

Fluid power-based systems are and will remain an important component in many machine and vehicle designs. But with the greater implementation of electrification, automation, and other major trends, there are applications where electric options are being used in place of or in conjunction with hydraulics and pneumatics. Therefore, it's important for Power & Motion's audience to understand all of the motion technologies available and which solutions will best fit their application requirements.

As hydraulic, pneumatic, and electric motion technologies continue to evolve, so too will Power & Motion's coverage to ensure our audience is staying up to date on the latest design and industry trends which will impact future developments.



## GENERATE DEMAND & HIGH-QUALITY LEADS

Leverage **Power & Motion's** engaged audience, comprehensive coverage and multi-channel opportunities to generate demand and **high-quality leads** from design engineers, and engineering management.



**POWERMOTIONTECH.COM**  
**119K Monthly Page Views**  
Premium Power & Motion Content  
[+VISIT WEBSITE](#)



**NEWSLETTERS**  
**59K Subscribers**  
Portfolio of newsletters covering power & motion news, market trends and more.  
[+VIEW NEWSLETTERS](#)



**SOCIAL**  
**47K Followers**  
Join the Conversation on:  
[Facebook](#), [LinkedIn](#),  
[YouTube](#) and [X](#)



**WEBINARS**  
Editorial driven webinars that build brand awareness and generate high quality leads for your organization  
[+VIEW TOPICS](#)



**TOPIC TAKEOVERS**  
Associate your brand with topics that have been selected by our subject matter experts as trending and high growth.  
[+VIEW TOPICS](#)



**eHANDBOOK**  
Long form content that dives deep into technical applications and demonstrates how technology addresses engineers most pressing challenges.  
[+VIEW TOPICS](#)



**VIEW FULL AUDIENCE PROFILE**

Click  to Learn More



# FOCUSED CONTENT

POWER&MOTION

Covering the key technology enablers that are bringing significant changes to the way design engineers work in the fields of fluid power and electromechanical engineering.



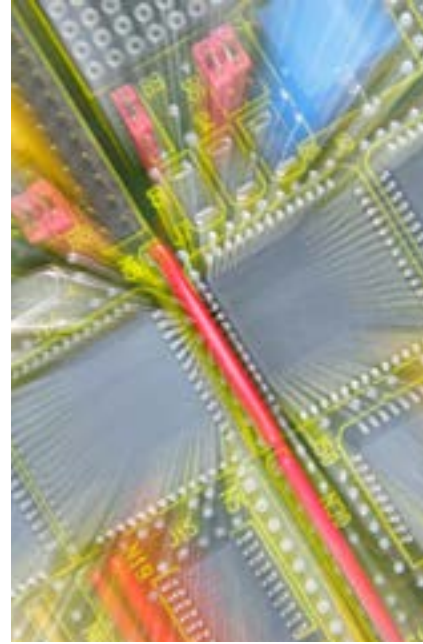
## Hydraulics & Pneumatics

- Pumps
- Motors
- Actuators
- Valves
- Filters, Seals, Compressors, and Other Accessories



## Mechatronics

- Controls and Instrumentation
- Vision Systems
- Servo Motors
- Electromechanical



## Electronics & Software

- Batteries
- Sensors
- Electric Motors and Actuators
- Design Software and Tools



## Applications

- Aerospace
- Packaging Machinery
- Material Handling
- Food and Beverage
- Rail, Truck, and Bus
- Construction, Agriculture, and Other Off-Highway Mobile



## Industry Trends

- Automation
- Electrification
- IoT and Industry 4.0
- 3D Printing
- Market Forecasts

# 2025 EDITORIAL CALENDAR

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TECH TOPICS	Sensors, Software	IoT, data acquisition and utilization	Pumps, motors and drives	AI, Robotics	Hydraulic and pneumatic cylinders and actuators, bearings, couplings	Sensors, Software	Robotics, motion control, conveyance	Mechatronics, Linear Actuation, Servo Motors	Connectors, hoses, fittings	Pumps, motors and drives
INDUSTRY FOCUS	Electrification of fluid power components in industrial and mobile applications	Connectivity in Fluid Power systems	Off-Highway Applications of Fluid Power Systems	Fluid Power and Electromechanical Technologies in Automation Systems	Engineering Essentials: Fundamental Fluid Power Technologies	Smart Fluid Power	Industrial Applications of Fluid Power Systems	Digitalization in Fluid Power	Sustainability Trends in Fluid Power System Design	Fluid Power and Electromechanical Technologies for Electrification
IN FOCUS	Maintenance	Construction Equipment	Mechatronics	Sustainability	Sensors	Controls & Software	Manufacturing Applications	Batteries	Agricultural Equipment	Electrification
FEATURE	Data Centers	Biodegradable Hydraulic Fluids	Hydrogen Systems	Efficient Tech			Semiconductor Production		State of the Industry Outlook	Machine Attachments
WEBINARS				Electrification Series			Electrification Series	Future of Fluid Power in Industrial Applications		
TAKEOVER WEEK				Automation				Industrial Fluid Power		
EHANDBOOKS		Valves		Mobile Equipment		Sensors		Actuators		Pumps, Motors & Drives
EVENTS COVERAGE	Work Truck Show	bauma	Automate			NFPA IEOC, iVT Expo		The Battery Show, Pack Expo	Agritechnica	
SPECIAL FEATURE							EDGE Award Winners Announcement		Salary & Career Survey Report	2026 Forecasts

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

+ [LEARN MORE AT PERSONIF.AI](#)



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



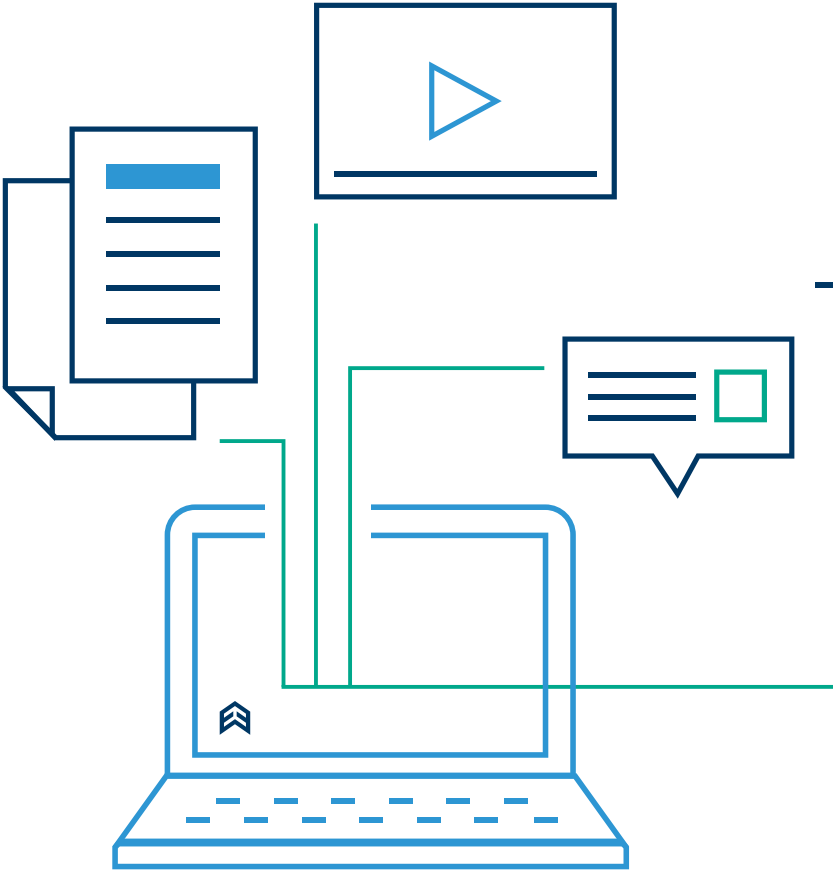
Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

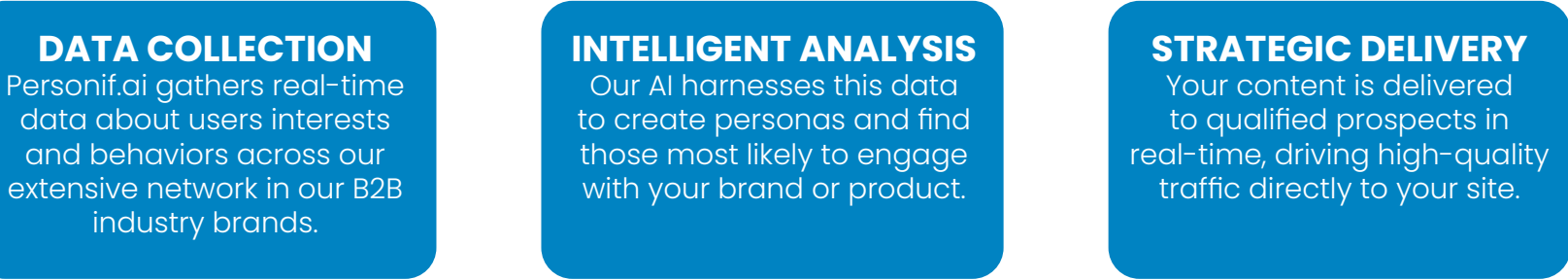
# AI-POWERED MARKETING



**DELIVERING PERSONALIZED EXPERIENCES**

Leverage the power of artificial intelligence to drive highly qualified prospects from **our extensive network of audiences to your website**. Personif.ai enhances your brand awareness, audience engagement, marketing conversions, and return on investment.

## UNDERSTANDING HOW PERSONIF.AI WORKS.



+ Personalization and targeting capabilities.

+ Actionable insights for optimization and decision-making.

Data privacy compliant. Data integration into most CRM platforms.

# ADVERTISING & PROMOTIONS

## WEBSITE ADVERTISING

### AD TYPE

Super Leaderboard

Billboard

Rectangle

Expanding Rectangle

Half Page

Expanding Half page

Welcome ad

In-Banner Video

In-Article Video

In-Article Premium

In-Article Flex

Billboard Flex

### Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.



**DIGITAL BANNER AD SPECS**

### DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Power & Motion content. [+VIEW SPECS](#)

### CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

### NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

### NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

### THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Power & Motion reputation.

### AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

### AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

### SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

### MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

### CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.



# NEWSLETTERS

## POWER & MOTION NEWS

Power & Motion News is your weekly look at the latest insights, applications, and trends in the modern fluid power market including hydraulics, pneumatics and mechatronics, and innovations that are driving new solutions.

Twice Weekly; Mondays, Wednesdays

Subscribers **17,522**

Average Total Open Rate **34.97%**

## POWER & MOTION IN FOCUS

A monthly newsletter highlighting a key technology or trend impacting the fluid power and electronic motion control industries

Monthly, 4th Thursday

Subscribers **13,159**

Average Total Open Rate **40.96%**

## POWER & MOTION PRODUCT SPOTLIGHT

Features a wide range of products and services.

2nd & 4th Monday of Each Month

Subscribers **14,167**

Average Total Open Rate **35.97%**



## MARKET TRENDS IN POWER & MOTION

A monthly newsletter containing economic and market trend information which can help to inform business decisions for those in the hydraulic, pneumatic, and electric motion control industries.

Monthly, 2nd Friday

Subscribers **12,602**

Average Total Open Rate **40.63%**

[+ VIEW NEWSLETTERS](#)

## Market Focused Insight with **MARKET MOVES** NEWSLETTERS

### MANUFACTURING

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more.

Twice Monthly on Saturdays

### ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

Twice Monthly on Fridays

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

All newsletter rates are net per issue  
\* Audience Engagement Report 2024



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**POWER&MOTION**

LEARN MORE

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## Design & Engineering

ENDEAVOR BUSINESS MEDIA

## ENGINEERING, DESIGN, AND PROCUREMENT FOR EMERGING TECHNOLOGY

Media brands, data intelligence, and tools for delivering design inspiration, technical solutions, and part data tools to the entire engineering and buying community, including engineering and operations management, system integrators, R&D and test engineers, and procurement and supply chain professionals.

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control design

Military-Aerospace  
Electronics

**CONTROL**

AutomationWorld

3D  exchange

SUPPLY-CHAIN  
connect

partsdirect

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshow that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

