

the ENGINEER



MEDIA PACK

2019/20

WELCOME TO THE ENGINEER

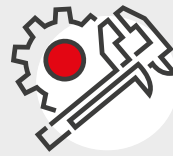
Way back in **1856** the founders of The Engineer laid out a vision to document and report on the astonishing innovations and breakthroughs of the industrial revolution.

More than 160 years later - although the technological landscape would be unrecognisable to our Victorian predecessors - the publication remains true to this vision.

Via our website (www.theengineer.co.uk) and monthly print magazine - and through a combination of news, in-depth reports and hard-hitting opinion - we aim to give engineers across all sectors early warning on the disruptive technologies, trends and products that will impact their roles; keep them informed of developments in other areas of engineering and champion all that is great about UK engineering and manufacturing.

Today, at a time of accelerating technological change, when the role of the engineer is broader than ever before and cross sector collaboration is the key to maintaining a competitive edge, The Engineer has never been more relevant.

Jon Excell,
Editor



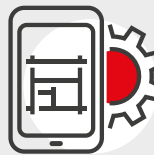
Established **1856** making it the **Go-to Media Platform** in the Engineering Industry.



16,000 fully requested magazine recipients – all readers are **vett**ed and have to be a **recognised decision-maker** in their organisation in order to receive their copy of the magazine



180,000 unique users of www.theengineer.co.uk each month – a **huge audience** to win **new business** from



60,000 registered subscribers opted in to receive the **Engineer Daily** e-newsletter, illustrating that our **audience is always hungry** to hear the latest developments.



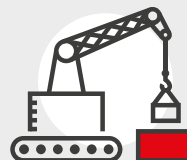
22,000 third party email subscribers – all opted in and **keen to hear from suppliers**



75% of total audience are key influencers and decision makers – **Senior Engineers, Engineering Directors and C-suite Level Executives**



Research has shown that **83%** of our audience regularly take action from client adverts – demonstrating the **high level of trust** our audience has in our portfolio



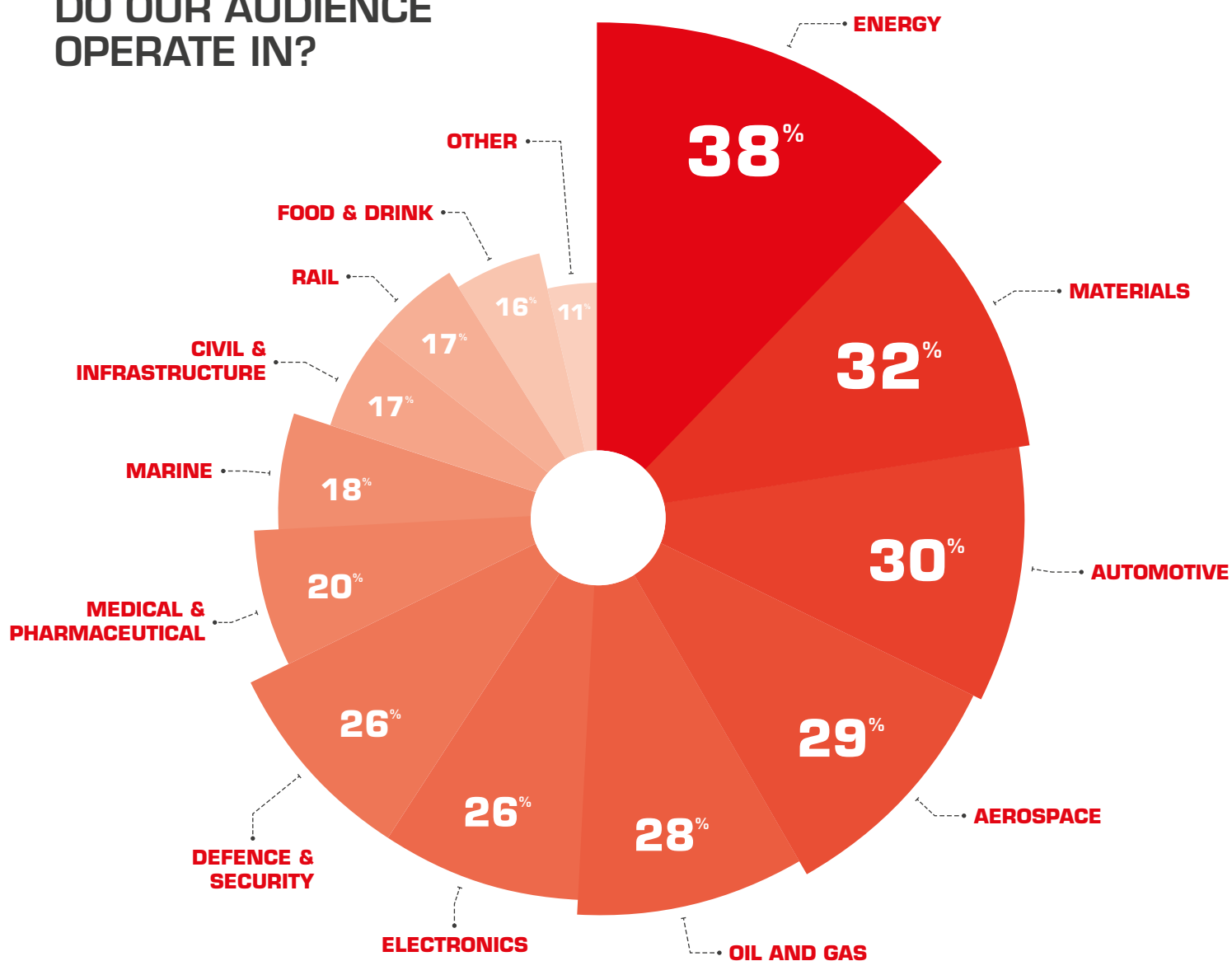
Supported by three leading industry events, **Subcon, The Engineer Expo, Advanced Manufacturing**



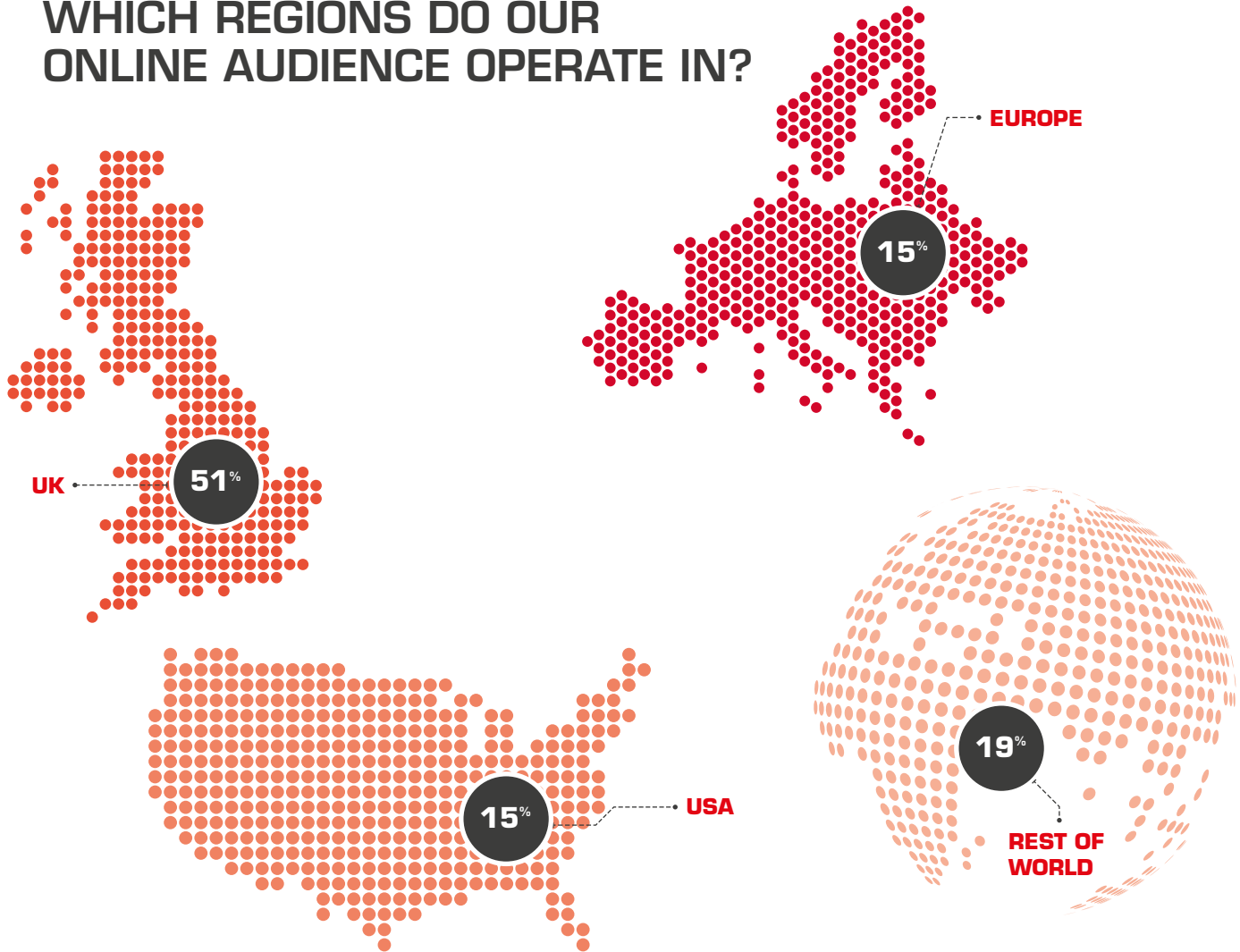
Boasting its own annual **Collaborate to Innovate** awards programme, celebrating **excellence in engineering innovation**

OUR UNIQUE AUDIENCE

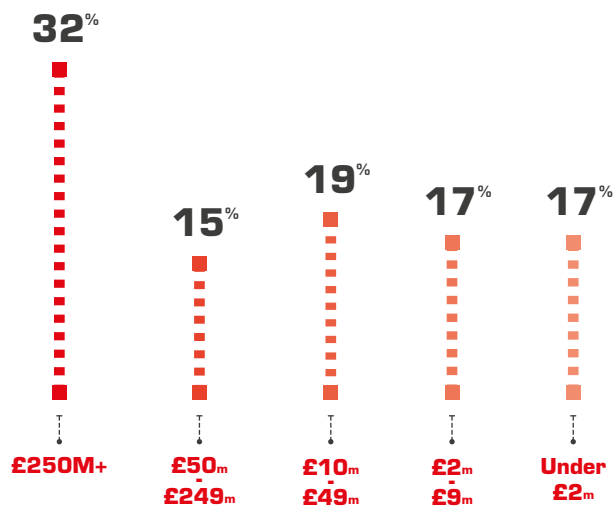
WHICH SECTORS
DO OUR AUDIENCE
OPERATE IN?



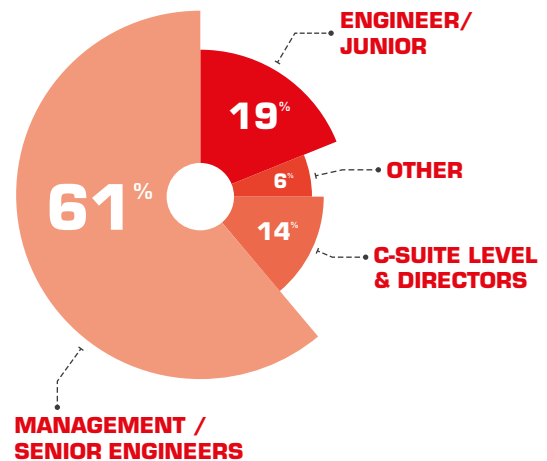
WHICH REGIONS DO OUR ONLINE AUDIENCE OPERATE IN?



COMPANY TURNOVER



SENIORITY



PRINT

First launched in **1856**, The Engineer is the **longest established media brand in UK** engineering. Our print publication is published 10 times a year and has a fully requested distribution of just under **16,000** senior engineering decision-makers in the UK.

A digital edition is published to accompany each issue and is permanently archived on our **www.theengineer.co.uk** website, ensuring that it is easily accessible to our regular online user base of over **180,000** unique users each month.

With many readers boasting up to **40** years of readership loyalty to The Engineer, advertising with us will give you direct access to a **fully engaged and highly influential audience** meaning that your sales message will have real impact and resonance.

160 years of innovation
theengineer.co.uk
November 2018 | £3.70

the ENGINEER
FIRST FOR TECHNOLOGY & INNOVATION

Reactor robots
How nuclear fusion research is helping to drive robotic development »24

Wind farmer
Pioneering engineer who helped bring offshore wind to the masses »28

Car of the issue
Behind the wheel of the DS7 – a car with plenty of tricks up its sleeve »46

Advanced Manufacturing
News, features and opinion from the world of production engineering »55

DISPLAY



FALSE FRONT COVER

£15,500 +VAT



BELLY BAND

£12,295 +VAT



DOUBLE PAGE SPREAD

£7,450 +VAT



FULL PAGE AD

£4,225 +VAT



HALF PAGE AD

£2,395 +VAT



QUARTER PAGE AD

£1,350 +VAT



INSERTS

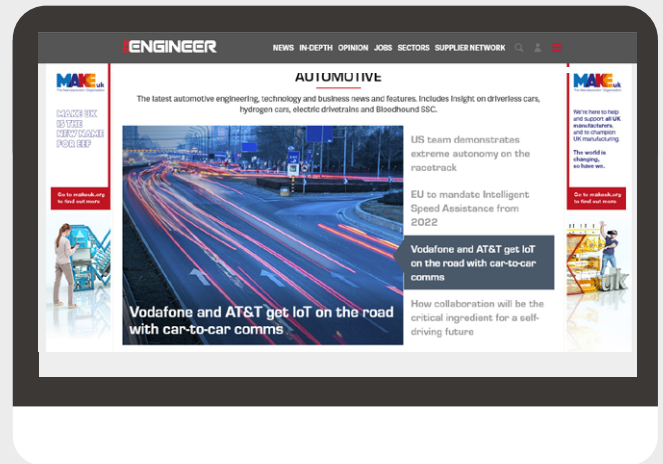
POA

EDITORIAL CALENDAR

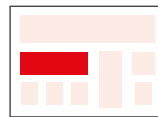
JANUARY	ENERGY
FEBRUARY	AEROSPACE
MARCH	AUTOMOTIVE
APRIL	RAIL
MAY	DEFENCE
JUNE	TRAINING COURSES
JULY	OIL & GAS
SEPTEMBER	AUTOMOTIVE
OCTOBER	AEROSPACE
NOVEMBER	ENERGY
DECEMBER	TECH TRENDS 2020 REPORT

DIGITAL LEAD GENERATION

Over **180,000** unique users each month visit www.theengineer.co.uk to source up-to-date news, videos and articles and to research new products and innovations. We have a **range of prominent advertising options available** which can be purchased to run across the full site or focused around specific industry channels as appropriate.

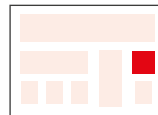


ONLINE RATE CARD



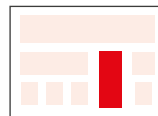
LEADERBOARD

* £3,300 +VAT



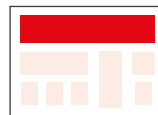
MPU

* £3,600 +VAT



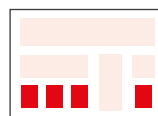
SIDE BARS

* £4,500 +VAT



BILLBOARD

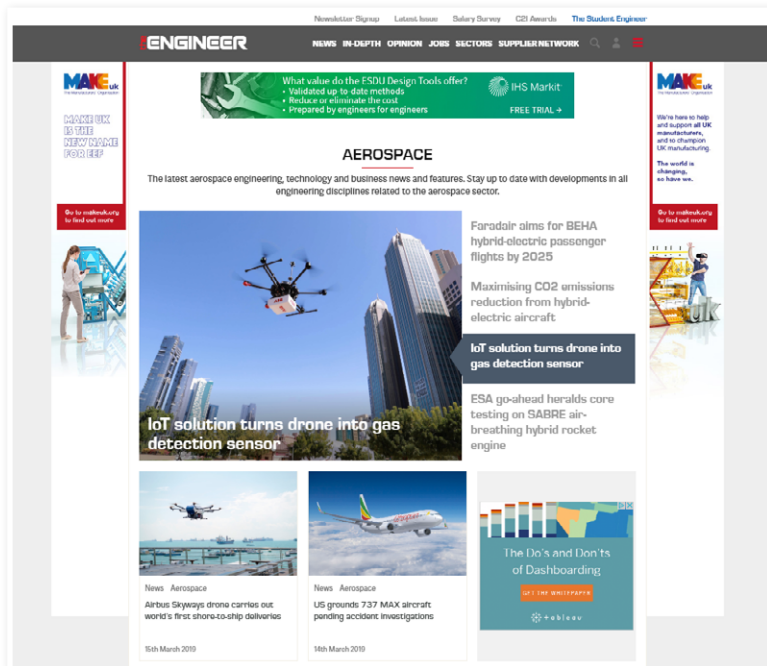
* £5,400 +VAT



BESPOKE POSITIONS

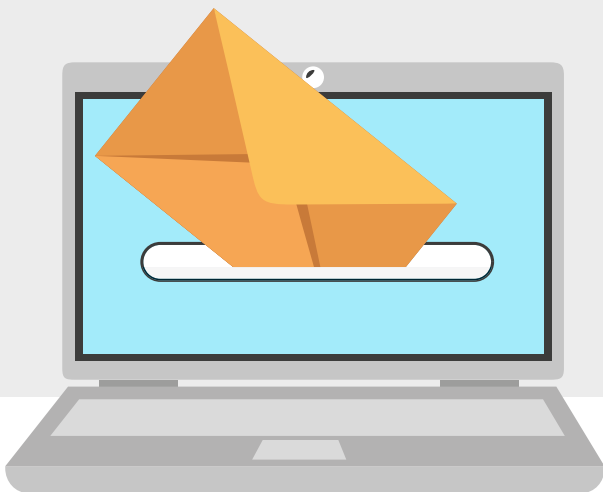
POA

* Guaranteed **30,000** page impression



BRANDED SOLUS EMAIL BROADCAST

We have a **100%** opted-in **GDPR-compliant** audience of **22,000** senior engineering professionals available for you to access with your own fully branded and designed email broadcast. We will enhance your unfiltered sales message with **The Engineer** branding, giving it valuable reinforcement and endorsement and thereby ensuring that our readers give it the attention it deserves.



SOLUS EMAIL RATE

SOLUS EMAIL RATE

* £2,050 +VAT



DAILY AND SECTOR – SPECIFIC E-NEWSLETTERS

Over **60,000** engineering directors and senior engineers opt-in to receive our **Daily E-Newsletter** and this offers a substantial variety of marketing options ranging from full sponsorship to smaller strategically positioned product promotion slots.

DAILY NEWSLETTER RATECARD

EXCLUSIVE SPONSORSHIP

* **£2,050** +VAT

PROMOTION SLOT

* **£550** +VAT

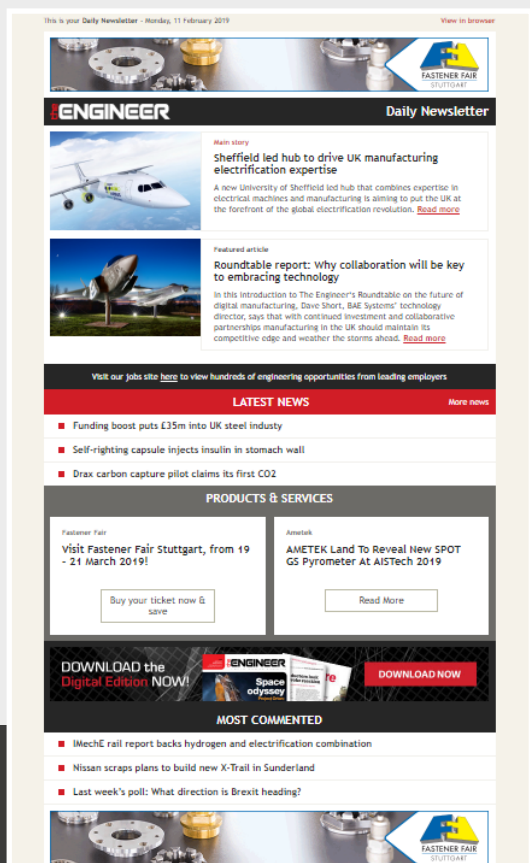
SECTOR-SPECIFIC E-NEWSLETTER

We also produce a variety of sector specific fully opted-in e-newsletters as part of our **Supplier Network resource** as follows:

These enable our advertisers to target a cross-section of our extensive audience with a tailored sales message

E-NEWSLETTER	NO. RECIPIENTS
ELECTRONIC COMPONENTS	13,852
MATERIALS & CHEMICALS	11,418
MEASUREMENT	39,791
MECHANICAL COMPONENTS	35,900
MOTION CONTROL	35,868
PLANT EQUIPMENT	10,404
PRODUCTION AND AUTOMATION	25,026
SOFTWARE COMMUNICATIONS	45,682

**SECTOR SPECIFIC
E-NEWSLETTER
SPONSORSHIP RATECARD** * **£1,495** +VAT



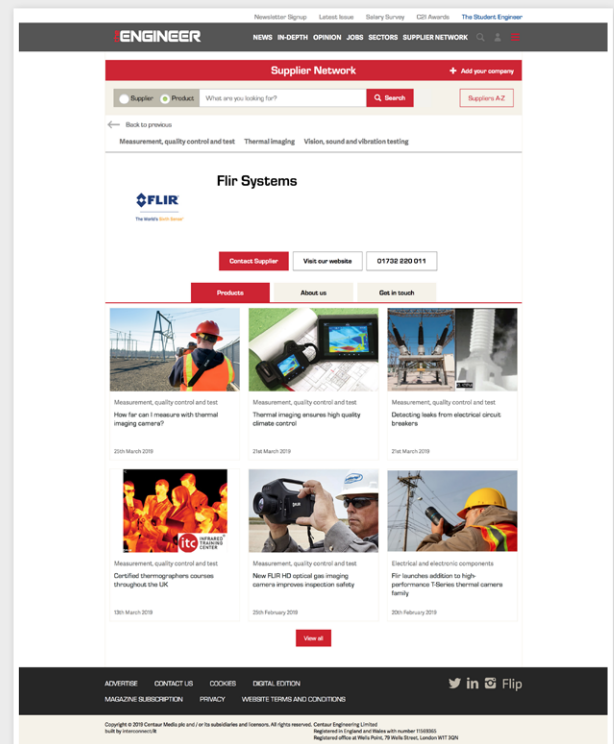
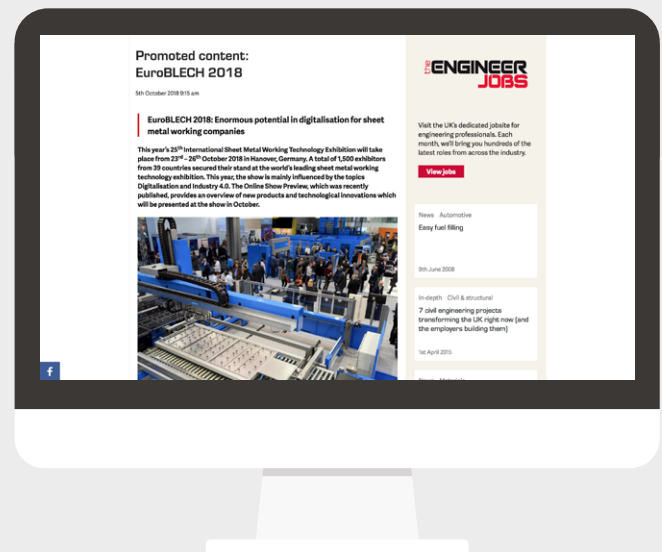
CONTENT PUBLISHING

Give your latest technical case study or product success story the prominence it deserves by way of our **Promoted Content** option. Housed on the Home Page of www.theengineer.co.uk for a full week, supported by a promotional campaign on our own social network channels and then made permanently searchable in our article archives, this option is a **highly cost-effective** way of drawing attention to your latest key developments

PROMOTED CONTENT RATE £3,250 +VAT

Over **50,000** unique users per month access **The Engineer Supplier Network** to search through its vast easy-to-use database of product and supplier news, whitepapers, case studies, product data sheets, videos and brochures from **more than 10,000** leading providers. Taking out a full **Publishing Licence** with us will give you the freedom to **upload as much content as you wish** over a 12-month period to your own dedicated company profile page, ensuring that you're **consistently promoting your key messages** to the major market decision-makers and **bringing valuable sales leads directly into your inbox as a result**

Your licence will include **12 product promotional slots** in a **sector-specific targeted e-newsletter** of your choice, giving you the opportunity to **proactively generate traffic directly to your profile** on a continuous basis.



12 MONTH SUPPLIER NETWORK PUBLISHING LICENCE RATE £3,750 +VAT

FULL 12 MONTHS LEADERBOARD AND SIDEBAR ADVERTISING ON PROFILE PAGE £2,640 +VAT

BESPOKE SOLUTIONS

ROUNDTABLE SPONSORSHIP

As our exclusive roundtable partner you have the opportunity to invite and network with key industry personnel and discuss a topic of importance to your customers and the **Engineer's wider audience**. Together we will shape and deliver a senior level, on-the-record discussion attended by **12 senior industry figures**.

BENEFITS OF SPONSORSHIP:

- Be seen as thought leaders in the industry ahead of your competitors.
- Exclusive networking time for your senior personnel in front of your key target accounts.
- ½-day on the record discussion
- Networking lunch post event
- Full project management of the process and the event hosted by the Editor of the Engineer
- Social media coverage and a 6-page editorial write-up in the print and online editions of the Engineer magazine.
- Optional video content produced from the event
- Cost to be the exclusive partner - **£14,995+VAT**

WEBINAR SPONSORSHIP

Webinars deliver our partners a database of new and relevant sales leads. Collaborating with The Engineer's editorial team to educate and inform our audience of over 180,000 engineering decision makers and position your business as a thought leader within your market.

BENEFITS OF COLLABORATION:

- Guaranteed lead generation
- 6-week webinar marketing campaign across social media and online platforms reaching over 300,000 engineering professionals
- Webinar hosted and endorsed by the Editor of The Engineer
- Full project management by the team at the Engineer
- Recorded webinar delivered back to you for further lead generation activity
- Cost to be the exclusive partner - **£12,995+VAT**



MARKET RESEARCH

Research projects deliver you exclusive market insight and a valuable bank of knowledge which can be turned into a lead generation and thought leadership campaign. Collaborate with the **Insight team at The Engineer** and engage with our audience of over **180,000** professional engineers and **deliver new market insights.**

BENEFITS OF COLLABORATION:

- Guaranteed lead generation
- 6-week marketing campaign across social media and online platforms reaching over 300,000 engineering professionals
- Full research results shared with our partner
- Guaranteed editorial reporting of the results including an interview with your senior personnel
- Full project management by the team at the Engineer
- Optional whitepaper / webinar / presentation event created from the research results
- Cost to be the exclusive partner – from **£9,995+VAT**

salary survey | 2018

in partnership with



Brexit doubts persist as average falls

The Engineer's 2018 survey shows a small decrease in earnings overall, oil and gas once again topping the league and a growing gender disparity

The past 12 months have been a period of considerable uncertainty in the UK. Despite relief over the Government finally agreeing the terms of a post-Brexit transition period with the EU, concerns over the extent of the UK's future trading relationship with member states after this period have continued to dominate the headlines. And while the pound's weakness in the first half of this period helped to make UK exports more attractive to overseas buyers, there remain concerns about the impact Brexit will have on future investment into the UK. Even the weather has added to the uncertainty, with the so-called Beast from the East cold snap followed by spells of unseasonably warm weather affecting both productivity and consumer spending. But how has all this uncertainty affected the UK's engineering sector? Have salaries and job security been impacted by doubts about the UK's future, and have some sectors of the industry been weathering the storm better than others?

There remain concerns about the impact of Brexit on investment into the UK

Each year, The Engineer surveys professionals from across the industry, to find out how much they earn, where in the UK they work and in which sector, and how they feel about their jobs. With 2,864 engineers taking part this year, from 11 different sectors, we have analysed the results to find out which industries and regions have the highest salaries, how large the gender imbalance within the profession is, and how satisfied respondents feel by their chosen career. By comparing this year's results with those of previous surveys, we can also reveal how things have changed for engineers over the last year or so.

The average salary for all engineers in 2018 is £47,896, a slight decrease on last year's average of £48,197. This compares reasonably well with other professions in the UK, sitting below those in strategy and consultancy on £57,554, qualified accountants on £53,887, and those in banking on £52,866, but above those in financial services on £47,250.

Of those surveyed, 61.2 per cent of engineers are concerned about the potential impact of Brexit on the

£44.5k-£53.9k

Average salary by sector

Oil & Gas	£53,913.00
Energy/Renewables/Nuclear	£52,653.00
Chemicals & Pharma/Medical	£50,890.00
Automotive	£48,967.00
Food & Drink/Consumer Goods	£48,155.00
Defence & Security/Marine	£47,968.00
Aerospace	£47,752.00
Materials	£47,130.00
Rail/Civil & Structural	£45,871.00
Academia	£44,774.00
None of these	£44,563.00
Telecomms & Utilities/Electronics	£44,504.36

THE ENGINEER | JUNE 2018

salary survey
2018

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average salary by industry

The highest average salaries are found at director level in the Automotive sector

Junior Engineer	Salary
Chemicals & Pharma/Medical	£38,808.24
Aerospace	£32,800.00
Oil & Gas	£32,865.71
Materials	£32,738.05
Energy/Renewables/Nuclear	£32,000.42
Automotive	£30,763.78
Rail/Civil & Structural	£28,183.65
Defence & Security/Marine	£29,157.89
Academia	£28,817.78
None of these	£28,445.71
Food & Drink/Consumer Goods	£27,802.31
Telecomms & Utilities/Electronics	£23,906.46
Senior Engineer / Manager	Salary
Oil & Gas	£55,400.40
Energy/Renewables/Nuclear	£52,632.40
Aerospace	£50,014.91
Chemicals & Pharma/Medical	£48,100.71
Automotive	£48,808.24
Rail/Civil & Structural	£47,025.74
Defence & Security/Marine	£47,438.78
Food & Drink/Consumer Goods	£47,187.71
Materials	£47,107.78
Telecomms & Utilities/Electronics	£46,356.24
None of these	£43,864.97
Academia	£41,895.00
Director or above	Salary
Automotive	£81,228.67
Academia	£81,185.56
Defence & Security/Marine	£79,857.86
Food & Drink/Consumer Goods	£78,383.31
Chemicals & Pharma/Medical	£77,801.87
Energy/Renewables/Nuclear	£76,326.75
Materials	£68,276.15
Aerospace	£67,011.88
None of these	£65,076.00
Oil & Gas	£65,795.25
Telecomms & Utilities/Electronics	£64,638.08
Rail/Civil & Structural	£63,866.95

1. seniority

This year, 85.1 per cent of respondents to our survey describe themselves as senior engineers or above. This is a slight increase on last year, but continues to reflect the seniority levels of the overall audience of The Engineer. Of those surveyed, senior engineers continue to make up the largest group, at 44.7 per cent, which is strikingly similar to the 2017 figure. Managers make up the second largest group, at 30.2 per cent, followed by junior engineers at 12 per cent, directors at 7 per cent, chief executives at 3.2 per cent and graduate trainees and apprentices at 3 per cent.

For the majority of engineers responding to our survey, average salaries have remained fairly static year on year, with relatively minor fluctuations both up and down. Senior engineers and managers saw their pay decrease from £48,100 in 2017 to £47,971 in 2018. Junior engineers and graduate trainees have seen a small increase in average pay from £29,020 in 2017 to £30,557 in 2018.

However, those describing themselves as a director or above have somewhat surprisingly seen a slight drop in their average salaries over the past twelve months, declining from £78,825 in 2017 to £77,071 in 2018. This drop is even more striking in the oil and gas industry, which is typically the sector offering the most generous pay packages, where those describing themselves as a director or above have seen their average salary decrease from £81,805 in 2017 to £66,795 this year.

For the majority, average salaries have remained fairly static this year

By contrast, in academia, which is often at the bottom end of the table for directors' pay levels, average salaries have increased from £58,500 in 2017 to £81,185 in 2018. This puts those in the sector just behind the top paid directors in our survey, those in the automotive industry.

While the unexpected results for directors are possibly skewed by the relatively small size of the sample group, respondents describing themselves as senior engineers and managers account for a far more robust sample group and here the picture is more in line with previous years, with those in the oil and gas industry earning the highest average salaries of £55,433 in 2018. This is over £10,000 more than their equivalent senior engineers and managers in academia, who earned £41,965 on average.

As in 2017, junior engineers in the chemicals, pharmaceuticals and medical industry had the highest average salaries in 2018, at £38,838. This is once again over £10,000 more than the average salary for junior engineers in the telecoms, electronics and utilities industry, who took home £25,958 in 2018.

The average age is 42.6, almost exactly the same as in 2017. Once again almost half are 50 or above. The percentage of female directors, managers and senior engineers is broadly the same as the overall picture for the profession, at around 5 per cent.

THE ENGINEER | JUNE 2018

COLLABORATE TO INNOVATE AWARDS SPONSORSHIP 2019

Now in its fourth year, **The Collaborate to Innovate Awards** were launched to uncover and celebrate great examples of engineering collaboration – a dynamic considered critical to solving many of the challenges and problems faced by society.

By supporting these awards you will benefit from profiling as a leading industry thought leader; benefit from a marketing campaign reaching out to our audience of over **200,000 professional engineers** through a print and digital campaign and have the **opportunity to network** at our eagerly anticipated annual awards event in London.

AWARDS CATEGORIES

- Academic Innovator
- Automotive
- Aerospace, Defence & Security
- Energy & Environment
- Healthcare & Medical
- Information, Data & Connectivity
- Manufacturing Technology
- Young Innovator

SPONSORSHIP PACKAGES

PARTNERSHIP	£14,000
PRE-EVENT ROUNDTABLE SPONSOR	£7,000
CATEGORY SPONSOR	£5,500



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