the ENGINEER

MEDIA PACK
2019/20
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
OUR UNIQUE AUDIENCE

WHICH SECTORS DO OUR AUDIENCE OPERATE IN?

ENERGY: 38%
MATERIALS: 32%
AUTOMOTIVE: 30%
AEROSPACE: 29%
OIL AND GAS: 28%
ELECTRONICS: 26%
DEFENCE & SECURITY: 26%
MEDICAL & PHARMACEUTICAL: 20%
MARINE: 18%
CIVIL & INFRASTRUCTURE: 17%
RAIL: 17%
FOOD & DRINK: 16%
OTHER: 11%

%
WHICH REGIONS DO OUR ONLINE AUDIENCE OPERATE IN?

- **Europe**: 15%
- **UK**: 51%
- **USA**: 15%
- **Rest of the World**: 19%

COMPANY TURNOVER

- **£250M+**: 32%
- **£50M-£249M**: 15%
- **£10M-£49M**: 19%
- **£2M-£9M**: 17%
- **Under £2M**: 17%

SENIORITY

- **Engineer/Junior**: 19%
- **Management / Senior Engineers**: 61%
- **C-Suite Level & Directors**: 14%
- **Other**: 6%
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.
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.

**DIGITAL LEAD GENERATION**

**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*
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.

**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*
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.

**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.

### DAILY NEWSLETTER RATECARD

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>£2,050 + VAT</th>
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</thead>
<tbody>
<tr>
<td>Promotion Slot</td>
<td>£550 + VAT</td>
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### SECTOR-SPECIFIC E-NEWSLETTER SPONSORSHIP RATECARD

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>No. Recipients</th>
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<tbody>
<tr>
<td><strong>Electronic Components</strong></td>
<td>13,852</td>
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<tr>
<td><strong>Materials &amp; Chemicals</strong></td>
<td>11,418</td>
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<tr>
<td><strong>Measurement</strong></td>
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<td><strong>Mechanical Components</strong></td>
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<td><strong>Motion Control</strong></td>
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<tr>
<td><strong>Software Communications</strong></td>
<td>45,682</td>
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</tbody>
</table>

| **SECTOR SPECIFIC E-NEWSLETTER SPONSORSHIP RATECARD** | £1,495 + VAT |
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
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
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 £8,995+VAT
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

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>COST</th>
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<tr>
<td>PARTNERSHIP</td>
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<tr>
<td>PRE-EVENT ROUNDTABLE SPONSOR</td>
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<tr>
<td>CATEGORY SPONSOR</td>
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