

165 YEARS OF TECHNOLOGY AND INNOVATION

THE ENGINEER

MEDIA PACK 2021

WWW.THEENGINEER.CO.UK

WELCOME

MISSION STATEMENT

THE AIM OF THE ENGINEER IS TO CHAMPION AND PROMOTE ENGINEERING INNOVATION AND TECHNOLOGY DEVELOPMENT ACROSS ALL OF THE UK'S KEY ENGINEERING SECTORS.



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.

By delivering independent, insightful and must-read content in this way we are also delivering the best possible environment for our advertisers and commercial partners.

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.

What's more, under the ownership of London's Mark Allen Group The Engineer is now part of a market-leading portfolio of engineering titles (including Eureka, Machinery and Manufacturing Management) and backed by a business dedicated to investing in both the quality of the brand and the data that ensures it is reaching the key disruptors and decision makers from across the UK engineering spectrum.

Jon Excell,
Editor

THE ENGINEER KEY FACTS

- Established for over 160 years
- **Audience profile** - senior engineers through to C-suite personnel operating across all industry sectors
- **Company sizes reached** - SMEs through to the largest OEMs and Tier 1s.
- **Decision makers** - 84% of our readers state that they make purchasing decisions from information seen on our platforms
- **Print Magazine** - 12,500 issues delivered 10 times per year to named senior industry decision makers
- **Online** - 160,000 unique visitors per month to theengineer.co.uk offering a massive industry reach
- **Daily E-newsletter** - 60,000 subscribers to our daily e-newsletters offering a targeted communication
- **Recruitment** -23,000 visitors to our Jobs platform each month
- **The Supplier Network** - online directory bringing together 50,000 buyers and suppliers

MULTIPLATFORM MENU



EVENTS

COLLABORATE TO INNOVATE
AWARDS

ONLINE PANEL DISCUSSIONS

THE ENGINEER EXPO

WEBINARS

ROUND TABLES



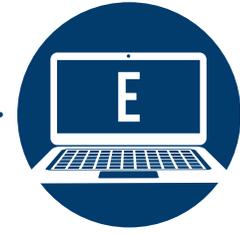
SOCIAL MEDIA



RECRUITMENT



MAGAZINE/ DIGITAL EDITION



ONLINE



E-NEWSLETTERS & BESPOKE E-SHOTS



SUPPLIER NETWORK



RESEARCH



SPECIAL SUPPLEMENTS

“We regularly upload fresh news and product information onto our profile page on the Engineer’s Supplier Network directory. We are continually impressed with the number and quality of leads generated from potential clients downloading this content. We intend to continue to use this service in the coming 12 months.”

Tertia Rimell
Marketing Manager
UK & Ireland Anton Paar

“The Engineer has proved to be a trusted partner over a number of years, not only providing tangible brand awareness among our key demographics, but by providing a sustained platform for our thought-leadership content.”

Yamazaki Mazak UK Ltd

“Camloc Motion Control has used the Engineer Supplier Network resource extensively over the past 12 months, as well as putting together a programme of solus email broadcasts distributed to its readership. We’ve found both channels to be of genuine benefit, both in terms of direct lead generation and wider brand reinforcement and will definitely be working with them again over the coming year”.

Andy Hubbard,
Director, Camlok

READER SURVEY

The results of The Engineer's reader survey show consistently that it has an audience with the authority to spend. The Engineer influences its readers spend and how they spend it. Can you afford not to reach this audience?

LOYAL READERSHIP

47% have been reading The Engineer for more than a decade

88% read more than half of each issue

80% keep hold of their copy

A UNIQUE AUDIENCE

Each printed issue of The Engineer reaches more than **55,000** engineers

49.5% either never read, or are unaware of Professional Engineering, Engineering & Technology and Engineering magazine

75% would choose to read The Engineer, over any other engineering magazine

84%

of readers have made a purchasing decision based on information they have read or seen on any of The Engineer platforms

PURCHASING AUTHORITY

30%

Make the purchase

33%

Take final decisions

27%

Authorise Expenditure

49%

Select supplier

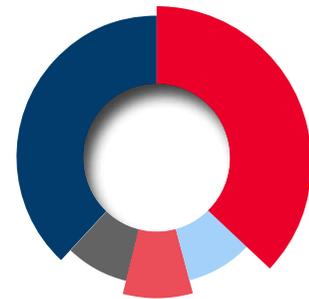
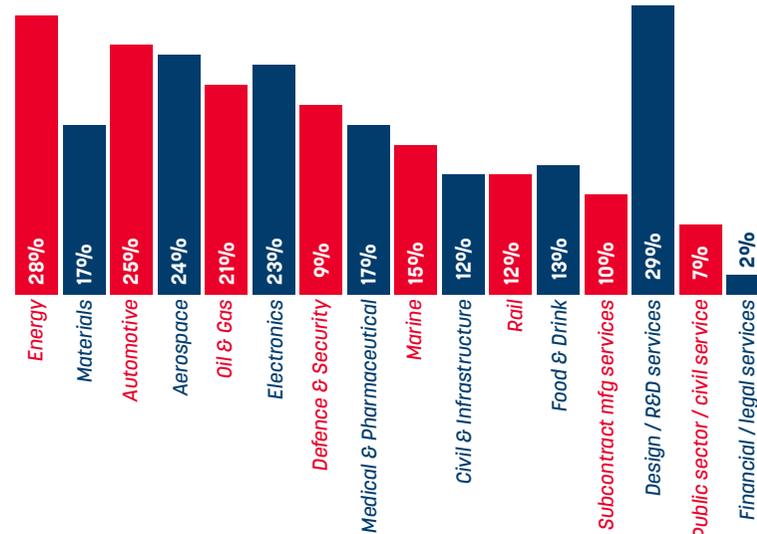
62%

Specify requirements

51%

Initiative/ recommend purchase

INDUSTRY SECTORS



Company Size (employees)

1-49	37%
50-99	9%
100-199	8%
200-499	8%
+500	38%



Seniority (job role)

Director/ C-Suite	21%
Manager/ Head of Department	30%
Senior Engineer	42%
Other	7%

Areas of Spend (next 12 months)

Additive manufacturing and prototyping	25%
Measurement, quality control and test	43%
Production and machine tools	28%
Motion control	14%
Software and communications	37%
Plant equipment and automation	31%
Mechanical components	54%
Electrical and electronic components	47%
Materials and chemicals	33%

Multi-platform Readership

96% regularly consume content from the printed magazine

32% regularly consume content from the digital magazine

38% regularly consume content from the website and supplier network

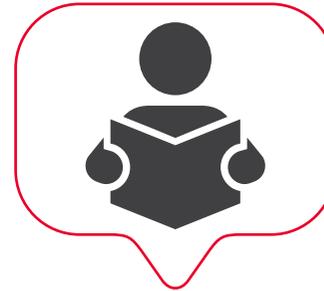
30% regularly consume content from the e-newsletter

Source: Benchmark Research, reader survey July 2019. 511 respondents.

PRODUCT OVERVIEW

First launched in 1856, The Engineer is the longest established media brand in UK engineering. Published 10 times a year The Engineer has a fully requested distribution to 12,500 senior level engineering decision-makers.

A digital edition is published to accompany each issue and is permanently archived on www.theengineer.co.uk, ensuring that it is easily accessible to our online audience of over 180,000 unique visitors per month.



PRINT MAGAZINE

PRICING:

False Front Cover: **£12,295**

Belly Band: **£7,500**

Double Page Spread: **£7,450**

Full page Ad : **£4,225**

Half Page Ad: **£2,395**

Quarter Page Ad: **£1,350**



DIGITAL LEAD GENERATION

www.theengineer.co.uk receives over 225,000 visitors each month to source up-to-date news, video, 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.

PRICING:

Leaderboard: **£3,300**
(Guaranteed 30,000 page impression)

MPU: **£3,300**
(Guaranteed 30,000 page impression)

Side Bars: **£4,500**
(Guaranteed 30,000 page impression)

Billboard: **£5,400**
(Guaranteed 30,000 page impression)

Bespoke Positions: **POA**



BRANDED SOLUS EMAIL BROADCAST

We have a 100% opted-in GDPR-compliant audience of 18,000 senior engineering professionals available for you to access with your own fully branded and designed email.

Single EDM: **£2250**

DAILY AND SECTOR E-NEWSLETTERS:

Over 60,000 engineering directors and senior engineer's 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.

Alongside these, we produce a variety of sector specific fully opted-in e-newsletters. These enable our advertisers to target a cross-section of our audience with a tailored sales message

Sponsor the Daily eNewsletter: **£2,450**
 Include a Promoted Content link: **£650**

SECTOR & QUANTITY

- Mechanical Components **35,900**
- Electronic Components **13,852**
- Materials & Chemicals **11,418**
- Software Communications **45,682**
- Plant Equipment **10,404**
- Motion Control **35,868**
- Measurement **39,791**
- Production and Automation **25,026**

Targeted Newsletter Sponsorship £1250

CONTENT PUBLISHING ON THE SUPPLIER NETWORK

Over 50,000 unique users per month access The Engineer Supplier Network online directory. It delivers a database of product and supplier news, whitepapers, case studies, product data sheets, videos and brochures from more than 10,000 industry suppliers.

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. This ensures 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

As well as displaying your full company contact details for 12 months your licence will include 10 product promotional slots in a sector-specific e-newsletter of your choice. These routes offer a long term, low cost lead generation service.

Cost for a 12-month Publishing Licence £3,750

PRODUCT OVERVIEW

“Engineering remains key to our current and future prosperity in the UK and collaboration is the bedrock upon which we base this.”

Professor Andy Wright –
Director Strategic Technology, BAE Systems

ROUNDTABLE SPONSORSHIP

Work with the Engineer events and editorial team and exclusively sponsor a half day, on-the-record discussion attended by 12 senior industry figures discussing a topic relevant to your objectives.

Benefits of sponsorship:

- Full project management of the event by the Engineer team to your brief
- Exclusive collaboration with the Engineer brand.
- Be seen as thought leaders in the industry.
- Exclusive networking with your key target accounts.
- 6-page editorial write-up in the print and online editions of the Engineer magazine.
- Optional video content produced from the event

Roundtable partner - **£14,995**

WEBINAR SPONSORSHIP

Webinars deliver our partners a database of new and relevant sales leads whilst informing the industry about your products and services.

Benefits of collaboration:

- Guaranteed lead generation
- Full project management by the team at the Engineer
- 4-week webinar marketing campaign across social media and online platforms reaching over 300,000 engineering professionals
- Webinar hosted by the Editor of The Engineer
- Recorded webinar delivered back to you for further lead generation activity

Webinar partner - **£6,995**

RESEARCH

Research projects create exclusive market insight and deliver you a valuable bank of knowledge which can be turned into a lead generation and thought leadership campaign

Benefits of collaboration:

- Survey development and creation led by the Engineer Insight team, working to your brief
- Understand what your potential customers are thinking / planning.
- Generation of marketing qualified leads
- Delivery of full survey results in PDF and Excel formats
- Optional whitepaper / webinar / presentation / event created from the research results

Research partner - **£7,995**

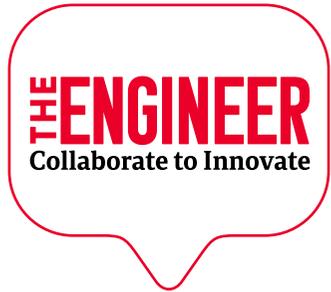
ONLINE PANEL DISCUSSION SPONSORSHIP

Work with the Editor to deliver an Online Panel Discussion attended by 4 industry experts, discussing a topic relevant to the industry and your objectives.

Benefits of sponsorship:

- An interactive, informative and engaging way to be associated with a key industry topic
- Guaranteed lead generation (GDPR Compliant)
- Full project management by the team at the Engineer
- 4-week event promotion across social media and online platforms reaching over 300,000 engineering professionals
- The hour long event is hosted by the Editor of The Engineer and includes your speaker as part of the expert panel
- The event recording is delivered back to you for further lead generation activity and is hosted on The Engineer website.

Panel Discussion Sponsorship - **£7,250**



COLLABORATE TO INNOVATE AWARDS

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

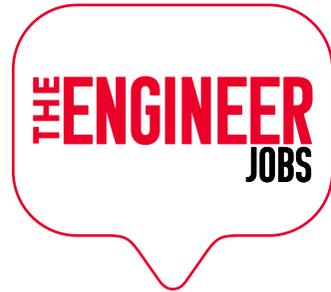
By supporting these awards you will benefit from profiling as a leading industry thought leader; benefit from an 8 month marketing campaign. The awards evening in November offers the opportunity to network with over 350 senior industry professionals and to celebrate excellence.

www.awards.theengineer.co.uk

Category sponsorship **£5,750**

Pre-event roundtable sponsorship **£9,750**

Partner Sponsor package **£14,950**



THE ENGINEER JOBS

The Engineer Jobs is the online jobs board from The Engineer. Employers from all industry sectors use Engineer Jobs to find the right candidate with the right skills using a blend of specific role advertising and employer branding.

THE ENGINEER JOBS KEY FACTS

23,000

unique visitors per month to The Engineer Jobs site

61,000

total visits per month to The Engineer Jobs section

52,326

Daily Job Alert the subscribers

181,700

Registered Users Jobs by email service

141,764

Weekly E- Newsletter subscribers

PACKAGES

Single Job Listing

A single job listing stays live on the site for 28 days and is tagged under the most relevant job sector, job function and region to maximise candidate response. It will be automatically sent to relevant candidates via the daily jobs email alert.

£500

Premium Job Listing

Appears boxed and highlighted. The most recently posted Premium Job appears above all Standard listings and is prioritised in the Jobs by Email alert. Includes all the benefits of the Standard listing.

£650

Featured Job listing

Appear on the Home Page of The Engineer.co.uk. Very effective targeting of passive candidates who visit The Engineer.co.uk content site. Includes all the benefits of the Premium listing

£750

Advertorial

Provide advertorial content for the Jobs site. Your article can focus on the benefits of working at your company through features, interviews or video. Link content back to your roles or website.

£1,000 per post

Keyword Sponsorship

Target a job to a word or group of words used by jobseekers to search. When these words are used by jobseekers, a Keyword Sponsored Job is prioritised at the top of the search results. Keyword Sponsored Jobs are boxed and highlighted for prominence. Includes all the other benefits of Standard listing.

£925

Job of The Week

Appears on the Home Page of The Engineer.co.uk. Highly effective at targeting the passive jobseeker and raising the profile of your role.

£1,250

Bespoke Job Email

Bespoke Job Email delivered to a targeted segment of our Jobs by Email database. Can link to your website, or roles running on The Engineer Jobsite.

£2,050 per blast

Content site leader board

Appears on the home page of The Engineer.co.uk content site. Highly effective at targeting the passive jobseeker and all who are browsing content on The Engineer.co.uk. 30,000 page impressions guaranteed.

£2,250

CONTACT

Editorial

Jon Excell, Editor/Publisher

E-mail: jon.excell@markallengroup.com
Phone: +44 (0)20 80760575

Jason Ford, News Editor

Email: jason.ford@markallengroup.com
Phone: +44 (0)20 80760576

Andrew Wade, Senior Reporter

Email: andrew.wade@markallengroup.com
Phone: +44 (0)20 80760579

Sales

Justyn Gidley, Commercial Director

E-mail: justyn.gidley@markallengroup.com
Phone: +44 (0)20 80760583

Paul Tilston, Business Development Manager

Email: paul.tilston@markallengroup.com
Phone: +44 (0)20 80760582

Lindsay Smith, Senior Account Manager

E-mail: lindsay.smith@markallengroup.com
Phone: +44 (0)207 80760581

January 1856

“Our intention is not to furnish a dry register of the progress of machinery...our aim is higher : it is our hope and purpose to represent effectually the industrial activity in which we live, to keep pace with the progress of improvement and development in all those departments of the arts and manufactures which contribute to our material comforts.”

**The Founder,
Edward Charles Healey**