

theENGINEER

Print & Online
Media Information

ABC Audited circulation of 30,466
132,000 unique users per month
Published since 1856



www.theengineer.co.uk
First for technology & innovation



Published since 1856, The Engineer has earned its reputation for quality, integrity, and authority delivering the best possible environment for your advertising. **The Engineer** is the best read engineering and technology magazine in the UK. Our unrivalled print and online audience of the UK's leading innovators look to The Engineer for the latest news and developments.

SECTORS/INDUSTRIES

Aerospace	5845
Automotive	6644
Biotechnology	989
Chemical	2735
Communications equipment/IT	1909
Consumer electronics/products	2431
Defence/Military	4012
Education & Training	1144
Energy production/Utilities	2240
Energy technology	2717

Food/Drink	2610
Machinery & equipment	8028
Marine	2324
Medical equipment/devices	2657
Metals & Materials\	4564
Oil & Gas/ Petrochemicals	3230
Pharmaceuticals	1591
Rail	1546
Rubber & Plastics	2075
Structural/Civil engineering	1787

JOB FUNCTION/AREA OF EXPERTISE?

Design Engineering OEM	12932
Design Engineering Plant and machinery	4905
C&I	2743
Maintenance/Service	4534
Process Engineering	3605
Production/Manufacturing Engineering	8824
Purchasing	4744
Quality	4039
R&D	6025
Safety/Health & Enviro	2127
Sales Engineer	1846
Stress Testing	1047
Structural	695



- **ABC Audited** circulation of 30,466. 100% annually requested with stringent terms of control.



- **Readership** of 3.1 readers per issue making a total readership in excess of 100,000 engineers every fortnight.



- **Decision Makers** Under the strict terms of our controlled circulation, all recipients of The Engineer must have either purchasing or specification responsibility within their organisation

theENGINEER

Online Media Information

www.theengineer.co.uk has the largest online readership of any UK technology or engineering website. Panasonic, HP, Carbon Trust, SKF, Autodesk, Siemens, and DHL are just some of the companies who advertise on theengineer.co.uk to target key decision makers within engineering establishments. **www.theengineer.co.uk** is part of their marketing activity because they know it reaches;

the right people - senior management, buyers & influencers, 89% are involved in the decision making process
with the right product - the UK's most comprehensive engineering website
in the right place - where response is high and easily tracked

HITWISE ONLINE MARKETSHARE ANALYSIS

(Statistics taken from October 2010)

Website	Domain	Unique Vistors % of Market Share	Page Impressions % of Market Share
1 The Engineer Online	http://www.theengineer.co.uk	43.09%	52.67%
2 Electronics Weekly	http://www.electronicweekly.com	19.34%	18.42%
3 The IET	http://www.kn.theiet.org	16.34%	13.09%
4 Elektor	http://www.elektor.com	8.70%	6.98%
5 Eureka Magazine Online	http://www.eurekamagazine.co.uk	3.61%	2.82%
6 New Electronics	http://www.newelectronics.co.uk	2.97%	2.24%
7 Professional Engineering Online	http://www.profeng.com	2.79%	1.62%
8 Machine Building.Net	http://www.machinebuilding.net	1.67%	1.11%
9 Engineering Specifier.Com	http://www.engineeringspecifier.com	1.64%	1.05%



- www.theengineer.co.uk** has a HTML e-newsletter which is delivered to over 160,000 subscribers every week. From this file over 13,500 subscribers have 'opted in' to receive information from relevant 3rd party organisations.
- With over 650,000 page impressions and 132,000 unique users visiting the site every month **www.theengineer.co.uk** is the largest engineering news resource for the UK.
- The Centaur Engineering and Technology Network** provides the first ABC audited online marketing platform for the UK's engineering & manufacturing sector. With over 440,000 unique users & 1,100,000 page impressions a month.

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We use The Engineer because it is a recognised leader within its market & produces the results we want. It provides us with high quality continued coverage to our customers in a reasonable price range. The content is continuously excellent & it is for these reasons we choose to advertise again & again in The Engineer - both in the magazine & online. The fact we only receive the copies we request also goes to prove The Engineer's guaranteed ABC circulation is exactly what it should be & that is another significant reason for choosing it.

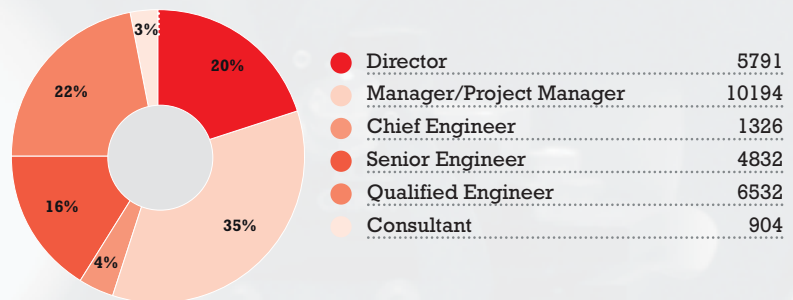
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AMANDA LAUGHTON
ONDRIVES LTD

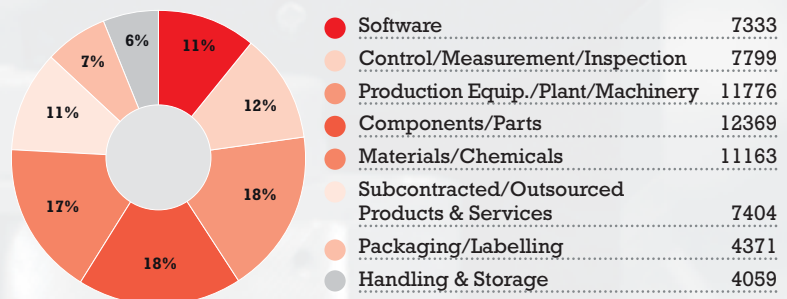
WHY DO YOU READ THE ENGINEER?

Choice	Response%	Response Total
1 To keep abreast of new tech/products	90.21	1318
2 To read about a specific featured subject	60.85	889
3 To look for jobs	29.77	435
4 Because it is an interesting read	78.17	1142
5 To source suppliers	19.78	289
6 For news on peers/competitors/clients	28.06	410
7 Other	1.78	26

JOB TITLE



PRODUCT GROUPS THAT THE ENGINEER MAGAZINE CIRCULATION INFLUENCE SPECIFICATION OR PURCHASING FOR



theENGINEER

Rate Card

Magazine

	1 insertion	6 insertions	12 insertions
Double Page Spread	£7,110	£6,399	£5,688
Cover Position (full page)	£4,550	£4,095	£3,640
Full Page	£3,950	£3,555	£3,160
Half Page	£2,275	£2,047	£1,820
Quarter Page	£1,275	£1,147	£1,020

Unbound Inserts:	Cost per '000'
Less than 10 grams	£135
11 to 20 grams	£160
21 to 30 grams	£185
31 grams +	Price On Application

Minimum order £750

Bound Inserts:	Cost per '000'
Less than 10 grams	£175
11 to 20 grams	£215
21 to 30 grams	£260
31 grams +	Price On Application

Minimum Order £1000

Mechanical Data - Print

	Type	Bleed	Trim
DPS	255x365	286x426	280x420
Full Page	255x190	286x216	280x210
Half Page (Horizontal)	125x190	140x216	137x210
Half Page (Vertical)	255x92	286x106	280x103
Half DPS	125x395	140x426	137x420
Quarter Page	125x92	N/A	N/A

We prefer to receive all files in PDF version PDF/X-1a: 2001 format using the pass4press standard see www.pass4press.com

Online

Display Advertising

Type:	Cost per '000'
Button	£40
Skyscraper	£90
Leaderboard	£110
MPU (Media Playing Unit)	£120

Email Marketing:

The Engineer e-newsletter sponsorship (160,000+ emails)	£1950 per newsletter
Product Promotion Slot (160,000+ emails)	£475 per newsletter
3rd party email campaign (13,500 emails)	£1250

Directory:

Enhanced Directory Listing	£599 per year
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Mechanical Data - Online

Type	Size:
Button	120 x 60 / 90 pixels
Skyscraper	120 x 600 pixels
Leaderboard	728 x 90 pixels
MPU	300 x 250 pixels

Please contact our experienced advertising team on 0207 970 4154 or email lars.fiddy@centaur.co.uk with your enquiries

“ We have now completed our first year of advertising with www.theengineer.co.uk and without adoubt it has been a resounding success. The increased level of exposure generated by a combination of dedicated banners and leaderboards, together with the 3rd party HTML email campaigns has certainly raised our profile. The resulting clicks to our website has increased traffic considerably, making The Engineer one of our largest contributors in this area

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STEWART GOULDING
EMS (ELECTRO
MECHANICAL SYSTEMS) LTD

