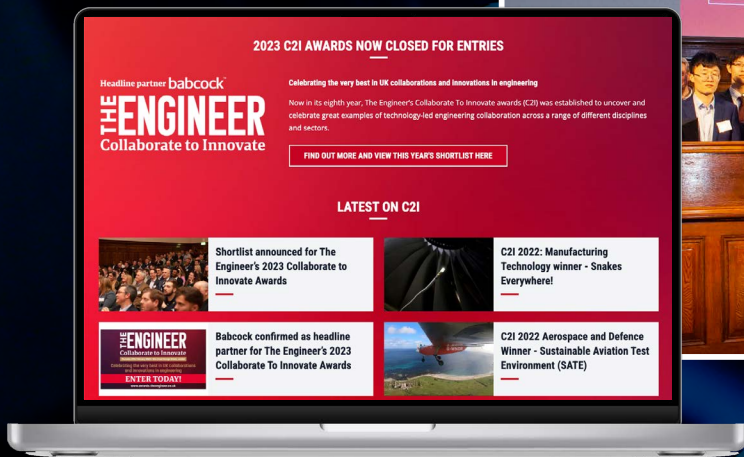


167 YEARS OF TECHNOLOGY AND INNOVATION

THE ENGINEER



MEDIA PACK 2024

WWW.THEENGINEER.CO.UK

OVERVIEW

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.

THE ENGINEER KEY FACTS

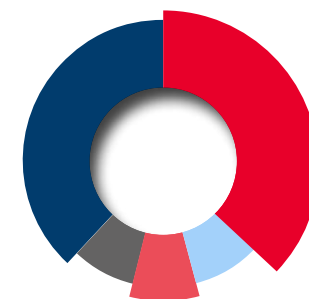
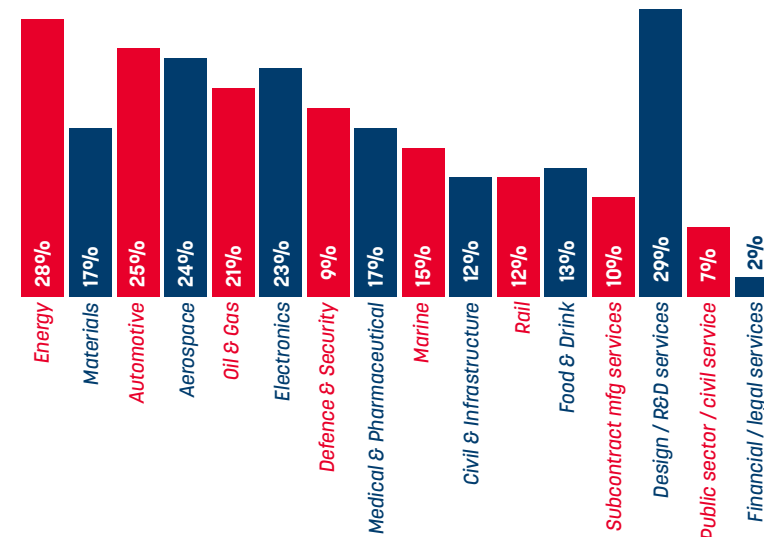
- **Established in 1856**
- **Audience profile** - Senior engineers operating across all industry sectors and company sizes
- **Magazine distribution** – 17,750 issues across print and digital delivered 10 times per year
- **www.theengineer.co.uk** – 140,000 page impressions a month
- **Daily newsletter** – 64,000 subscribers
- **Social Media** - 69,500 followers
- **Jobs** – 21,000 views of jobs.theengineer.co.uk each month

AUDIENCE

84%

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

INDUSTRY SECTORS



Company Size (employees)

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



Seniority (job role)

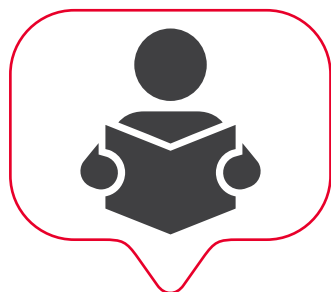
Director/ C-Suite	21%
Manager/ Head of Department	30%
Senior Engineer	42%
Other	7%

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

AUDIENCE



ADVERTISING SOLUTIONS



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**

Loose inserts: **POA**

ANNUAL SPECIAL REPORTS

ADDITIVE ADVANCES – JAN 2024

Additive Advances will give an overview of the different technologies and applications of Additive Manufacturing and how they can be applied to different businesses. Suppliers to the industry will showcase their innovations and collaborations and help to inform and educate our audience on the benefits and advantages of additive manufacturing.

SALARY SURVEY – MAR 2024

The Engineer's Salary Survey is one of the most comprehensive reports into both salaries in UK industry and job satisfaction. Providing accurate salary information for all job levels to help members and companies formulate competitive salaries.

TOP EMPLOYERS – SEPT 2024

The Top Employers report details the views of our audience, across all sectors of UK industry, to understand what makes a Top Employer in today's competitive market. The results provide a vital insight into who are viewed as the best companies to work for across industry in the UK and why.

TECH TRENDS – DEC 2024

Tech Trends is an engineering and manufacturing community report revealing the key issues and technologies that will shape the coming 12 months from leading industry figures and companies.

These unique opportunities allow clients to have total control of the content and address the issues that are important to them.

Sponsorship and research costs available on request



ONLINE

PRICING:

Leaderboard: **£3,300**
(Guaranteed 25,000 page impression)

MPU: **£3,300**
(Guaranteed 25,000 page impression)

Side Bars: **£4,500**
(Guaranteed 25,000 page impression)

Billboard: **£5,400**
(Guaranteed 25,000 page impression)

Bespoke Positions: **POA**

ADVERTISING SOLUTIONS



NEWSLETTERS

BRANDED SOLUS EMAIL BROADCAST - £2,250

Fully branded and designed email sent to 18,000 3rd party positive senior engineering professionals.

SPONSOR THE DAILY NEWSLETTER - £1,450

Over 60,000 engineering directors and senior engineers opt-in to receive our Daily E-Newsletter. Sponsorship includes a banner ad top and bottom of the newsletter.

INCLUDE A PROMOTED CONTENT LINK - £650

CONTENT PUBLISHING ON THE SUPPLIER NETWORK - £4,980 FOR 1 YEAR LICENSE.

Taking out a full publishing license allows you to upload as much content as you wish over a 12-month period to your own dedicated company profile page.



BESPOKE OPTIONS

ROUNDTABLE SPONSORSHIP - £14,995

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.

WEBINAR SPONSORSHIP - £6,995

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

RESEARCH PARTNER - £12,250

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.

ONLINE PANEL DISCUSSION SPONSORSHIP - £7,250

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.

ADVERTISING SOLUTIONS

THE ENGINEER
JOBS

JOBS

The Engineer Jobs is the online jobs board from The Engineer that generate around 21,000 page impressions every month.

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. **£550**

Premium listing - Appears boxed and highlighted on the jobs page. The most recent 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 - Appears on the Home Page of The Engineer. Very effective targeting passive candidates who visit The Engineer.co.uk content site. Includes all the benefits of the premium listing. **£750**

<https://jobs.theengineer.co.uk/>

THE ENGINEER
Collaborate to Innovate

EVENTS

COLLABORATE TO INNOVATE AWARDS – MAY 2024 – FEB 2025

The C2I awards uncover and celebrate the UK's most inspiring, innovative and effective collaborative engineering projects. The winners will be announced at a networking event attended by 250 industry innovators at One Great George St, London.

Sponsorship costs available on request.

ADDITIVE INTERNATIONAL – JULY 2024

In partnership with the University of Nottingham, Additive International is the premier event for additive manufacturing, showcasing next-generation technology and the latest thinking, providing a forum for practitioners to build their networks and drive innovation. A two-day event bringing together academic and industry experts to share their knowledge and ideas. The summit attracts over 250 delegates from more than 170 institutions, with interests in all the newest technological developments for the AM industry.

Exhibition and sponsorship costs available on request.

CLIENTS



	PUB DATE	COPY DEADLINE	SPECIAL REPORT	PRODUCT FEATURE	SHOW PREVIEW	REGIONAL REPORT
JAN	2 nd Jan	12 TH Dec	Aerospace	Industrial Automation Measurement & inspection	Southern Manufacturing	South West: UK Space
FEB	2 nd Feb	16 th Jan	Robotics	Software 3D Printing	Space Comms	
MARCH	1 st March	13 th Feb	C2I Awards Salary Survey	Manufacturing Technology Electronics	MACH	
APRIL	28 th March	12 th March	Rail	Robotics Bearings	Railtex	London & South East
MAY	3 rd May	16 th April	Energy & Environment	Software Industrial Automation	Subcon	
JUNE	31 st May	14 th May	Aerospace	VR & AR Materials	Farnborough Airshow	
JULY	28 th June	11 th June	Manufacturing	3D Printing Sensors	Additive International	Scotland
AUG	DIGITAL	16 th July	Top Employers Supplement			
SEPT	30 th Aug	13 th Aug	Automotive	Hydraulics and Pneumatics Measurement & Inspection	EDS / PPMA	East of England
OCT	4 th Oct	17 th Sep	Medical	Robotics Bearings	Advanced Engineering	
NOV	1 st Nov	15 th Oct	Net Zero	Electronics Software		Oxford Cambridge Corridor
DEC	DIGITAL		Tech Trends 2024 – Digital Supplement			

	HOMEPAGE PRODUCT FOCUS	THEMED WEEKS	PANEL SESSIONS	RESEARCH PROJECTS
JAN	Industrial Automation Measurement & inspection	C2I Awards	C2I Awards	
FEB	Software 3D Printing	Space	Skills & Careers	Salary Survey
MAR	Manufacturing Technology Electronics	Low carbon mobility	AI in engineering	
APR	Robotics Bearings	Hydrogen	Embracing Digitalisation	
MAY	Software Industrial Automation	Women in Engineering	Driving Diversity	State of Manufacturing
JUNE	VR & AR Materials	Aerospace	Technology Transfer	
JUL	3D Printing Sensors	Medical Technology		
AUG	Software Industrial Automation	Skills	Skills & Careers	Top Employers
SEP	Hydraulics and Pneumatics Measurement & Inspection	STEM	Engagement & Outreach	
OCT	Robotics Bearings	Net Zero	Decarbonisation	
NOV	Electronics Software	Innovation	Innovation	
DEC				Technology Trends

If you have ideas for other topics that you would like to see us covering or which you would like to support, or you would like to take part in one of our regular video Interviews or webinars.
contact: Justyn.gidley@markallengroup.com

TECHNICAL SPECIFICATIONS

Online Contact: Engineer Client Services
client.services@markallengroup.com

Print / Insert Contact: Jamie Hodgskin
jamie.hodgskin@markallengroup.com

PRINT SPECS (HXW)

- DPS Type 275mm x 420mm Bleed 310mm x 460mm Trim 300mm x 450mm
- Full page Type 275mm x 205mm Bleed 310mm x 235mm Trim 300mm x 225mm
- Half page – horizontal Type 130mm x 195mm Bleed 157mm x 235mm Trim 145mm x 225mm
- Half page – vertical Type 265mm x 95mm Bleed 310mm x 115mm Trim 300mm x 105mm
- Quarter page – vertical Type 130mm x 95mm

All copy should be sent by email as press-ready PDFs that have been exported as postscript files and then distilled using Adobe Acrobat Distiller to PDF/X-1a: 2001 settings.

INSERTS

DELIVERIES INTO: Stephens and George Print Group 1
Goat Mill Road Dowlais Merthyr Tydfil CF48 3TD

To arrive a minimum of 5 working days prior to dispatch date

Boxes to include • Title of the Insert • Title of the Publication
• Issue Date • Publishers Name • Quantity per bundle/box

DIGITAL SPECS

For leaderboards please supply all 3 format sizes

- Large Leaderboard 970x90px
- Tablet 728x90px
- Mobile 320x50px
- Sidebar 200 x 900px
- MPU 300x250px

HTML SPECS

- Maximum 600 pixels in width x any height.
- 72dpi for image resolution.
- Only web safe fonts should be used for text.
- Minimum legible font size is 12 pixels.
- Graphic use should be kept to a minimum
- Make clickable links clear to user.
- Please can you also send through the subject line you would like to use with the HTML and who you would like the test sent to.

CONTACT DETAILS

SALES

Justyn Gidley, Commercial Director
E-mail: justyn.gidley@markallengroup.com
Phone: 07590 115805

Kim Reddick, Sales Manager,
Email: kim.reddick@markallengroup.com
Phone: 07967 169106

Rhianna Henry, Account Manager
E-mail: rhianna.henry@markallengroup.com
Phone: 07832 617088

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