The Engineer is launching a new editorial campaign focused on key regions of the UK. Every other month, the publication will explore specific opportunities, challenges and expertise of a different region of the UK.

From the aerospace expertise of the South West to Oxfordshire’s “motorsport alley” the UK has many well-established pockets of engineering expertise. Regional clusters of advanced engineering and manufacturing businesses whose close proximity to each other helps drive productivity and competition.

In a rapidly evolving technology landscape growing and strengthening both existing and emerging regional pockets of expertise will be key to meeting some of the major technical challenges we face as a society (in particular the rush for net zero GHG emissions by 2050) as well as delivering high wages and improved living standards across the UK.

Through a new bi-monthly programme of digital and print content - encompassing special reports, regional technology news, third party comment, and video interviews & panel discussions - The Engineer magazine will be exploring this trend, spotlighting key areas of expertise across different regions, and highlighting both their success stories and the challenges these regions face.

AIMS
• Encourage inward investment by showcasing clusters of regional expertise and key areas of opportunity
• Highlight the skills requirements of different regions
• Flag opportunities for supply chain collaboration
• Spotlight business benefits of collaborating with the regional academic base

SCHEDULE
February 2023 - The Midlands: driving the low carbon transport revolution
April 2023 - Yorkshire and the Humber: growing a net zero cluster
June 2023 - The North East: Leading the UK’s green energy revolution
September 2023 - The North West: Industrial Digitalisation & Automation
November 2023 - The South West: Supercharging the UK’s rapidly growing space sector

Further reports TBC
SPONSORSHIP OPPORTUNITY SUMMARY
The Engineer is looking for commercial partners and sponsors to support this important campaign and to help deliver insights from across industry. Aligning yourself with the campaign will give you opportunities to help lead the discussion, put your region on the map, and showcase your organisation’s expertise to The Engineer’s 180,000 plus audience of professional engineers.

• PRINT AND ONLINE DISPLAY AND RECRUITMENT ADVERTISING
• PARTICIPATION AND LEAD PARTNER STATUS ON PANEL SESSION CHAIR BY THE ENGINEER
• PRINT AND DIGITAL THOUGHT-LEADERSHIP OPPORTUNITIES
• ONLINE VIDEO INTERVIEWS & WEBINARS

COSTS AND OPTIONS
PRINT
Double Page Spread: £7450
Full Page: £4225
Half Page: £2395
Branded Solus: £2250

DIGITAL
Daily and Sector e-newsletters: £2450
Webinar Sponsorship: £6995
Online Panel Discussion: £7250

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