

ENGINEER | DESIGN | INNOVATE

# Eureka!

## MEDIA PACK

**100% FOCUSED**  
ON ENGINEERING DESIGN

# Eureka!

PRINT | DIGITAL | SOCIAL | LIVE

## *Will your next new customer find out about you from a magazine, at an event or online?*

If your next customer is a design engineer the chances are they are already reading **Eureka!**, attending a **Eureka!** event or using a **Eureka!** online product. This is because ***Eureka! is the most popular media for UK design engineers.***

**Eureka!** magazine reaches more than 18,000 design engineers every month. More than 7,500 design engineers attended **Eureka!** events in the year, there were 100,000 unique users for the **Eureka!** website and up to 20,000 E-newsletter subscribers every week.

Impressive as this is, it is not just about the quantity. Even more important is the quality: ***reaching the right people***

The definition of **Eureka!** readers: "Engineering designers who directly control or influences the design specification function for engineering materials and components". Plain and simple.

97% of **Eureka!** readers meet this specification – and 97% of **Eureka!** copies are directly requested.

More than 8 out of 10 design engineers have told us their purchasing decision was influenced by **Eureka!** media. If you work with or sell to design engineers, your next new customer is almost certainly being influenced by **Eureka!** media.

### ***Reach, influence and sell to British design engineers.***

Call or email today to discuss your needs.

I look forward to working with you.

**JEZ WALTERS** Sales Director

**t** 07967 169133

**w** [www.eurekamagazine.co.uk](http://www.eurekamagazine.co.uk)

**e** [Jez.walters@markallengroup.com](mailto:Jez.walters@markallengroup.com)



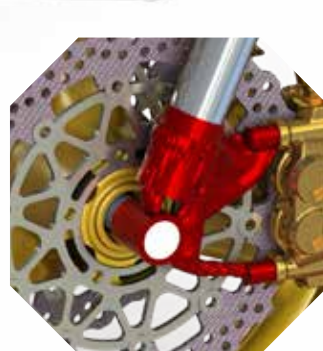
Publications who want to provide a clear, unequivocal proof of their circulation use the ABC audit. **[www.abc.org.uk](http://www.abc.org.uk)**



# CONTENT IS KING



At **Eureka!** we have invested in our editorial team to ensure each issue is packed with unique articles, written by professional experienced engineering journalists, this is why **97%** of **Eureka!** circulation is specifically requested. These articles unveil the latest technologies, the projects that inspire and the opinions that matter. Sometimes the projects we cover are aspirational, and sometimes we look at the more practical. It is **Eureka!'s** goal to help all engineers design their products better.



# KNOWING YOUR AUDIENCE

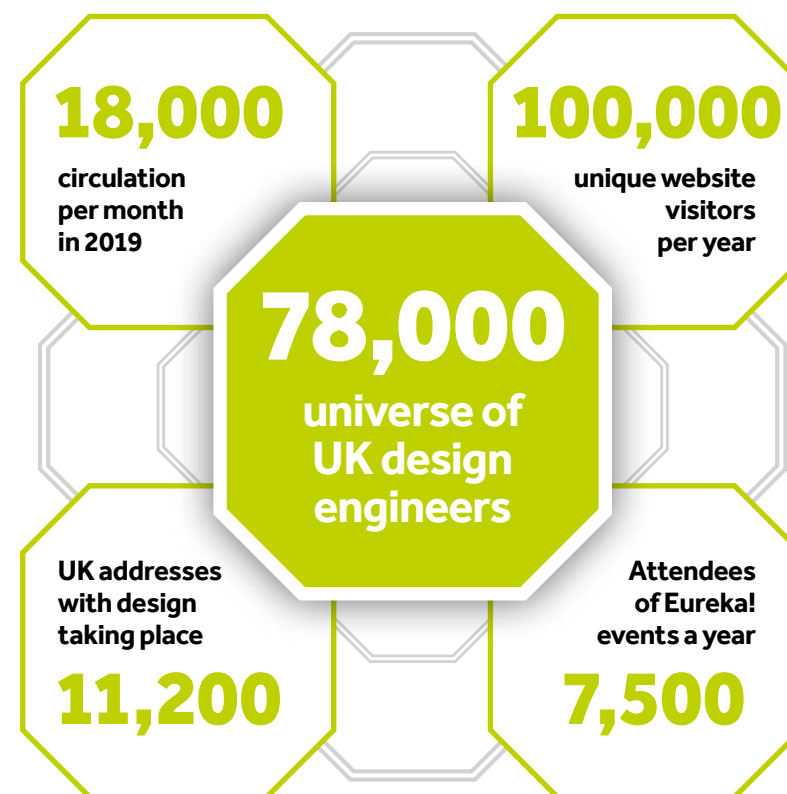
Since the 1970s, the publisher of **Eureka!** has tracked every design and manufacturing site in the UK. Each site and design function is fully researched by phone and updated regularly. **Eureka!** provides you with access to this complete database which holds a full family tree showing who reports to whom, their job functions, what design work is being undertaken and what products are being specified.

This unique knowledge is the foundation on which **Eureka!** was launched and it continues to be the beating heart of the business today, ensuring your marketing messages reach the right audience.

## ANALYSIS BY JOB FUNCTION

General Management .....	8812
Design Management .....	13900
Product Design .....	12821
Production & Plant Design .....	5357
Research & Development.....	9085
Engineering Analysis/Drafting .....	7588

*Note - an individual may have multiple job functions (ABC certified Jan-Dec 2018)*



## EUREKA!'s GOLD STANDARD CIRCULATION DATABASE IS UNIQUE

○ no other publisher tracks key design engineering decision makers like we do!





## PURCHASING POWER

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

## AUTHORITY TO SPEND

- **95%** of readers authorise or specify purchases
- **85%** of readers have made purchases based on information seen within **Eureka!**

## BUDGET TO SPEND

- **11%** of readers have a budget in excess of £1million
- **15%** of readers have between £250k and £1million
- **54%** of readers have up to £250k

## AREAS OF SPEND IN THE NEXT 12 MONTHS

3D Printing .....	<b>32%</b>	Fasteners .....	<b>70%</b>
Adhesives .....	<b>62%</b>	Hydraulics .....	<b>20%</b>
Batteries .....	<b>33%</b>	Linear Systems .....	<b>19%</b>
Bearings .....	<b>47%</b>	Materials, Composites .....	<b>39%</b>
Controllers .....	<b>24%</b>	Materials, Metals .....	<b>78%</b>
Couplings .....	<b>28%</b>	Materials, Plastics .....	<b>65%</b>
Design Software, 2D CAD .....	<b>13%</b>	Motors .....	<b>35%</b>
Design Software, 3D CAD .....	<b>34%</b>	Pneumatics .....	<b>23%</b>
Design Software, Advanced (e.g. FEA) .....	<b>19%</b>	Power Transmission: Chains/Gears ...	<b>20%</b>
Drives .....	<b>27%</b>	Prototyping Technologies .....	<b>36%</b>
Enclosures .....	<b>41%</b>	Sensors .....	<b>53%</b>
		Springs .....	<b>48%</b>



# PRINT MARKETING

## PRINT

Whether you want to educate prospective customers about your technology, raise the profile of your company, nurture prospects, generate leads to feed your sales team, gain ground on your competitors or a combination of these, **Eureka!** provides the most effective route to your prospective customers, whatever your objective.

As every campaign and budget is different, we welcome the opportunity to discuss and understand your needs in more detail.

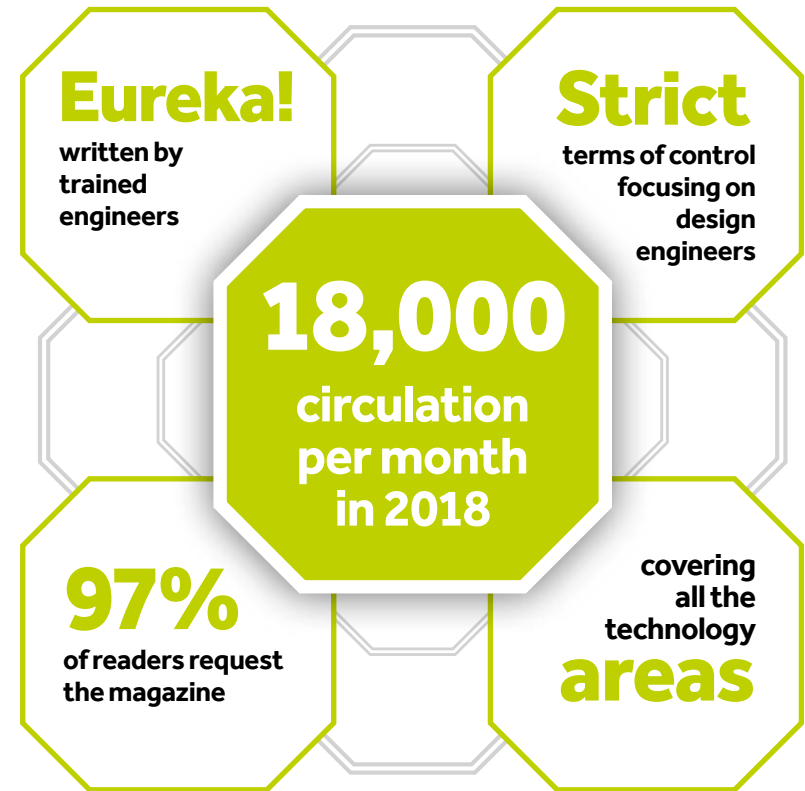
## MAGAZINE

With its high quality content and circulation of highly relevant potential customers, **Eureka!** is THE publication for design engineers and the companies trying to reach them.

Running the gamut of engineering applications, **Eureka!** magazine includes special features on key industry sectors including aerospace, renewable energy, medical and automotive sectors, as well as covering all the technology & materials areas relevant to the modern design engineer.

## OPPORTUNITIES IN PRINT

Advertising, sponsorship, thought leadership, education pieces, company profiles, Q&A features and Technology Updates



**abc** **ABC**  
**AUDITED**

### The Eureka! Audience\*

Engineering designers who directly control or influence the design and specification function for engineering materials and components in specified manufacturing and non-manufacturing concerns.

**\*ABC TERMS OF CONTROL**

## DATA

The Mark Allen database holds more validated information on the UK design and manufacturing sector than any other source.

- **28,000** UK sites researched
- **128,000** professionals interviewed

Contacts are interviewed 1-2-1 via our inhouse team of tele-researchers to ensure the quality and accuracy of the data provided.

## SERVICES INCLUDE

Data prospecting | Data enhancement | Customer profiling  
Database cleaning | Telephone research | Campaign fulfilment

**FREE DATA AUDIT All services fully GDPR compliant**

## E-NEWSLETTERS / TECHNOLOGY SPOTLIGHTS

**Eureka!** E-Newsletters are individually requested by readers as part of our ongoing database research. **Eureka!** delivers your content direct to the inbox of your key prospective customers. **Eureka!** e-Newsletters and Technology Spotlights are a great way of identifying new business opportunities delivered to the inbox of 17,600 design engineers each week.

## ONLINE

The **Eureka!** website provides design engineering focused news, technology articles, interviews, blogs, white papers, videos and more. Currently the website is visited by 100,000 unique visitors.

**[www.eurekamagazine.co.uk](http://www.eurekamagazine.co.uk)**

## MADE IN IRELAND



Made in Ireland engages with the decision makers and influencers vital for anyone serious about developing business in Ireland. As well as the latest news and developments in the Irish manufacturing and engineering industry each edition will cover regular subjects including: Mechanical; electro mechanical and electronic design; production; manufacturing management; medical industry; regional spotlight; on-campus and engineering pioneers

**[www.madein.ie](http://www.madein.ie)**

## EUREKA KNOWLEDGE



Provides informative and useful content that allows design engineers to better understand specific technology areas in more detail, through accessing white papers, videos, blogs and news delivered by our key content partners. If you're interested in finding out how you can become a content partner, contact the team.

**[www.eurekaknowledge.co.uk](http://www.eurekaknowledge.co.uk)**

## WEBINAR



**Eureka!** provide market leading end-to-end Webinar delivery, including: **audience marketing & engagement, webinar delivery support, hosting** (live and/or pre-recorded), **full lead generation reporting** and **audience follow up** - allowing you to share your industry expertise with new and existing clients

**<http://fplreflib.findlay.co.uk/mediapacks/webinar.pdf>**

DIGITAL AND DATA





## EVENTS MARKETING



Name: Dave  
Middle name(s):  
Surname: Smith

Company: Evoke

Date of birth: 21.06.1980

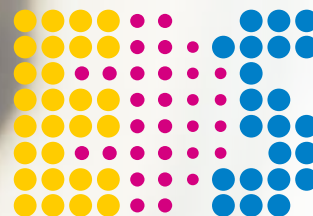
Address:

Postcode:



### LIVE

**Eureka!** brings its design engineering focused content face-to-face with its readers through a number of events and exhibitions. These events present a great opportunity to demonstrate your technology, meet new potential customers and design engineers looking to solve their design challenges.



### ENGINEERING DESIGN SHOW

The Engineering Design Show is the UK's only event entirely dedicated to engineering, electronics and embedded design. The show provides the ideal environment for design engineers to benefit from direct access to the latest products, services and innovations available to the sector.

### ENGINEERING DESIGN SHOW

With more than 25 conference speakers, a wide-range of free-to-attend workshops, exciting feature zones and over 220 exhibitors showcasing their products and services, the Engineering Design Show is the only event that caters all aspects of engineering design under one roof in an efficient and dynamic environment.

The 2019 show will once again provide more than 4,000 visitors access to expert speakers exploring best practice, new design techniques and industry issues. The event sees the return of the Innovation Zone, a feature area focused on introducing visitors to ground-breaking technology, plus new additions including EDS TV – all designed to offer visitors a fully immersive experience of innovation, inspiration, interaction and insight.

[www.engineeringdesignshow.co.uk](http://www.engineeringdesignshow.co.uk)

**OPPORTUNITIES: EXHIBITING, SPONSORSHIP,**



# ENGINEERING SOLUTIONS LIVE

## ENGINEERING SOLUTIONS LIVE

Buyers and specifiers for the popular FAST LIVE and Engineering Materials Live events will be joined by design and production engineers visiting Make Measurement Matter and PCB Live.

4 essential events on one day, under one roof, for anyone who does business with design or production engineers. Engineering Solutions Live will be promoted extensively to design and production engineers throughout the British manufacturing industry; 46,647 contacts at 15,322 sites (Heads of Engineering, Design Managers, R&D Managers, Production Managers)

### KEY FACTS

- Easy to arrange and highly targeted audience
- Promoted through Eureka, FAST, Machinery, The Engineer, New Electronics and GTMA databases
- Exhibitors arrive to a pre-built stand shell ready to go!
- All stands are the same size providing a level playing field
- High profile engineering friendly venue adds to the visitor experience
- Free parking, complimentary breakfast roll and brew on arrival for pre-registered VIP visitors (before 10.30am)

[www.engineeringsolutionslive.co.uk](http://www.engineeringsolutionslive.co.uk)



## BRITISH ENGINEERING EXCELLENCE AWARDS

Established in 2009 to promote and celebrate the best of British engineering design, the British Engineering Excellence Awards have become a prestigious and sought after award that recognises and celebrates truly outstanding design innovation. Judged by an independent panel of judges from across the industry, the judging process is highly credible and winning an award is a true accolade.

If you want to align your messaging and brand either as a supplier or employer with engineering design excellence, the BEEAs provide you with the opportunity to benefit from a rolling 12-month marketing plan through **Eureka!** and New Electronics magazines, websites and email programmes.

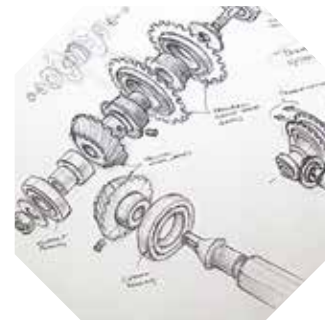
### KEY FACTS

- Annual sponsorship packages start from just **£670** per month
- Sponsors benefit from exposure to the full UK design engineering universe of **82,196** design engineers all year round
- The **BEEAs** is the only awards event to celebrate and promote engineering design
- Thousands of companies have entered the **BEEAs** – hundreds have won. As a sponsor, you can reach them all!

[www.beeas.co.uk](http://www.beeas.co.uk)

EVENTS MARKETING

## ADVERTISING AND WORKSHOP PRESENTATIONS



# Eureka! **RATES**

## PRINT & DIGITAL EDITION

### Display

Double page spread .....	<b>£4,985</b>
Full page .....	<b>£3,145</b>
Half page .....	<b>£1,880</b>
Quarter page .....	<b>£1,135</b>
Premium position surcharge .....	<b>+10%</b>

### High impact options

Belly band .....	<b>£10,000</b>
Barn door .....	<b>£9,000</b>
Die-cut front cover .....	<b>£9,500</b>

### Advertorial

Double page spread .....	<b>£4,990</b>
Full page .....	<b>£3,145</b>
Technology Update(1/8 page) .....	<b>£265</b>
Inserts (10 gram) .....	<b>£1,700</b>

### Series discounts

3 advertisements .....	<b>15% discount</b>
6 advertisements .....	<b>25% discount</b>

## ONLINE

### Website

Page peels .....	<b>£2,500 pm</b>
Leaderboard .....	<b>£2,500 pm</b>
Banners .....	<b>£1,500 pm</b>
Large message panel .....	<b>£1,000 pm</b>
Premium message panel .....	<b>£1,500 pm</b>
Small message panel .....	<b>£750 pm</b>

### E-newsletters

Banner .....	<b>£950</b>
Technology Spotlight	
White paper/video .....	<b>£950</b>
Exclusive HTML .....	<b>£1950</b>

### Bespoke Options

Webinar	
Eureka Knowledge	
Data options .....	<b>POA</b>

## EVENTS

### Engineering Design Show

Shell Scheme (minimum 9sqm) .....	<b>£425</b>
Space only (minimum 9sqm) .....	<b>£405</b>
Workshop .....	<b>£1950</b>

### Engineering Solutions Live

3m x 1m Standard	
Shell Scheme .....	<b>£1645</b>
Existing advertiser rate .....	<b>£1295</b>
Workshop .....	<b>£750</b>

### The British Engineering Excellence Awards

Annual Marketing & Branding package .....	<b>£8,000</b>
Headline sponsorship with annual Marketing & Branding Pack .....	<b>£12,000</b>



## PRODUCTION DATA

### MAGAZINE DISPLAY ADVERT SPECIFICATION

Size		Depth	Width
Double page spread	Bleed	292mm	426mm
	Trim	286mm	420mm
	Type area	254mm	388mm
Full page	Bleed	292mm	216mm
	Trim	286mm	210mm
	Type area	254mm	178mm
Half horizontal	Bleed	140mm	216mm
	Trim	137mm	210mm
	Type area	124mm	178mm
Half vertical	Bleed	292mm	103mm
	Trim	286mm	100mm
	Type area	254mm	86mm
Quarter standard	Type area	124mm	86mm
Quarter horizontal	Type area	65mm	178mm

### WEBSITE ADVERT SPECIFICATION

**Leaderboard:** Website & Tech Spotlight 728px X 90px

**Banner:** Website & Ezine 468px X 60px

**Page peel:**  
100px X 100px  
expanding to  
500px X 500px

**Large Message Panel:**  
Website 300px X 200px

**Small Message Panel:**  
Website 300px X 100px

**A variety of sponsorship and bespoke options are available across the full range of Eureka! media platforms and events.**

We understand the pressures on your marketing budget to perform. We can work with you to identify your needs and requirements - from brand building and awareness campaigns right through to direct sales and lead generation - providing some of the most detailed metrics available in the industry.

**To discuss your requirements in more detail please call Jez Walters on 07967 169133 or email: [jez.walters@markallengroup.com](mailto:jez.walters@markallengroup.com)**



## GET IN TOUCH

At **Eureka!** we believe in building long-lasting and valuable relationships with our customers. Many of the companies that were involved in the launch of **Eureka!** in 1981 still work with us today. We know our market and will be happy to make recommendations to help you achieve your goals. We look forward to hearing from you.

### SALES

**Jez Walters** – Sales Director  
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07967 169133

**Paul Tompkins** – Business Development  
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07522 946087

### EDITORIAL

**Paul Fanning** – Editor  
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### PRODUCTION

**Chloe Jeakins** – Production Manager  
chloe.jeakins@markallengroup.com

## MA Business

Part of

## Mark Allen

**Eureka! is part of MA Business, a division of the Mark Allen Group. [www.markallengroup.com](http://www.markallengroup.com)**

MA Business manages a wide portfolio of business-to-business brands. These include market leading titles Eureka, Engineering Materials, FAST (Fastening & Assembly Solutions and Technology), New Electronics Manufacturing Management, Machinery, and Machinery Classified for the UK's manufacturing and engineering community of qualified engineers; Land Mobile, Comms Business and Tetra Today, magazines dedicated to the wireless technology and critical communications industries; Recycling & Waste World, the catalyst for change in the resource management community; HR, the award winning magazine for HR directors; and PrintWeek, the highest-circulating and most widely read printing industry title in the UK.

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