

ENGINEER | DESIGN | INNOVATE

Eureka!

2024 MARKETING OPTIONS

100% FOCUSED
ON ENGINEERING DESIGN

RESEARCH PROJECT

CAMPAIGN COST - £10,000 - £15,000
(depending on complexity)

The **Eureka!** editorial team working in partnership with you to produce a published detailed report on a subject of importance to your sector

- 10-12 question survey to form the basis of the report
- Full editorial write up of the findings, including opinions from your senior representatives
- Video interview with a senior representative from your company to discuss the findings with the editor of **Eureka!**
- Campaign of Solus emails to promote the content and drive leads
- Social media coverage of the report

We will provide you with detailed contact information of the people who complete the survey, individuals who engage with the solus email. The completed report which will be sent to you can be used for marketing purposes, on social media and can become a key document to discuss with existing and prospective clients.

ONLINE PANEL DISCUSSION

£7,995

Project managed by our team from start to finish. We agree a topic of interest to your target audience. A member of your company is one of the 3-4 speakers (others can be arranged by you or us) with a presentation opportunity. Introduced and hosted by the Editor of **Eureka!**

The recorded event is then circulated to the full online readership of **Eureka!**. You will receive A GDPR compliant report of all readers who have engaged with the panel discussion for you to follow-up. The panel discussion is permanently hosted on the **Eureka!** website.

ASK THE EXPERT

£3,500

A 10-15 minute video with **Eureka!**'s editor interviewing a representative from your company, about your company. This will be presented on the **Eureka!** website and distributed by solus email to 14-15,000 design engineers and posted on the front page of the **Eureka!** website.

EBLAST

£1,950

Your exclusive promotion sent to 14,000 – 15,000 design engineers; decision makers who have registered to receive information.

Full stats on the number sent, number opened, number who clicked and a GDPR compliant report which gives you the opportunity to follow-up every reader who has opened and clicked on your content (name, position, company, address, email address and phone number).



NEW EBLAST SOCIAL MEDIA AUGMENTATION

EBLAST COST PLUS £400 + VAT

Your promotion pinned to the top of the **Eureka!** Social media pages on the day of the send to ensure maximum attention!

NEWSLETTER SPONSORED ARTICLE / TECHNOLOGY SPOTLIGHT

£950

A sponsored news story from you, included on the weekly **Eureka!** Enewsletter

Full stats on the number sent, number opened, number who clicked on your sponsored story and a GDPR compliant report giving you the opportunity to follow-up every reader who has opened and clicked on your content (name, position, company, address, email address and phone number).

SOCIAL MEDIA PROMOTION

£600 + VAT PER PLATFORM

Your post promoted to defined audience setting your objective: Increase the post awareness (impressions) 15,000-65,000 estimated or Increase engagement (likes and comments): 100-500 estimated

EUREKA KNOWLEDGE

ANNUAL CAMPAIGN COST - £9,975



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.eurekknowledge.co.uk

WEBINAR

DESIGN, ONLINE WEBINAR - £1,500

BESPOKE WEBINAR - £5,500



Eureka! provides 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>

MA Data Services

MA Data Services is the data division of Mark Allen Group, it's the database that fuels our market leading brands within the Manufacturing, Production & Engineering sectors. The website www.madataservices.com allows you to 'Build' the data you need to succeed. Our exclusive proprietary database holds information on 18,278 UK Manufacturing or Design sites and over 310,000 job functions. Within the Design sector we hold the following data;

- OEM/discrete Manufacturing Sites,
- Process Manufacturing Sites,
- Sites by SIC code;
- Sites selected by geographical area or postcode;

- number of employees on site;
- supply chain information for all sectors and over **127,000**

Design & Purchasing Job Functions



EUREKA ONLINE

Eureka!

RATES

WEBSITE

Website

Billboard	£2,500
Leaderboard	£1,500
Single MPU	£750
Double MPU	£1,500
Special positions including: Wallpaper, Adhesion, Skybox, Interscroller	£POA

E-newsletters

Banner	£950
Technology Spotlight White paper/video	£950
Exclusive HTML	£1950

PRODUCTION DATA

WEBSITE ADVERT SPECIFICATION

FILE FORMAT (MAX FILE SIZE 1MB)

Static or animated image (PNG, GIF, JPEG), HTML5, 3rd party (tag or script)

BILLBOARD - TOP POSITION

DIMENSIONS

Desktop: 970 x 250 pixels

Tablet (high res): 728 x 90 pixels and (low res): 468 x 60 pixels

Mobile: 320 x 50 pixels

LEADERBOARD

DIMENSIONS

Desktop: 728 x 90 pixels

Tablet (high res): 728 x 90 pixels and (low res): 468 x 60 pixels

Mobile: 320 x 50 pixels

DOUBLE MPU

DIMENSIONS

Desktop: 300 x 500 pixels

Tablet (high res): 300 x 500 pixels

Tablet (low res): 300 x 500 pixels

Mobile: 300 x 500 pixels

SINGLE MPU

DIMENSIONS

Desktop/Tablet/Mobile:

300 x 250 pixels

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

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.

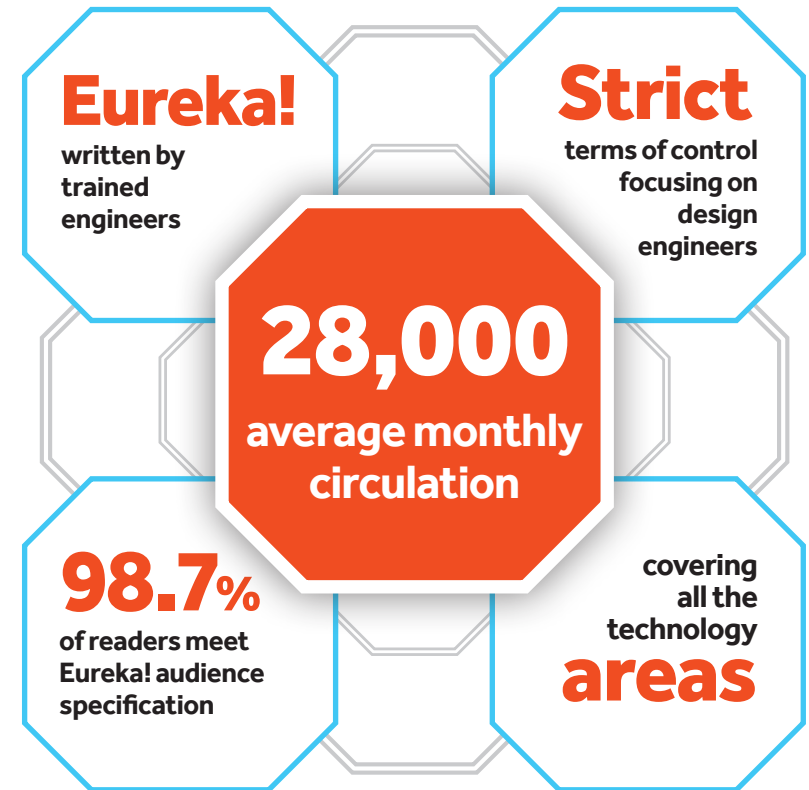
MAGAZINE

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.

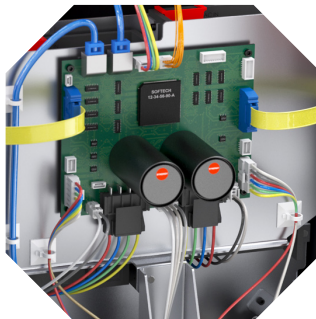
OPPORTUNITIES IN PRINT

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



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.



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

PRINT & DIGITAL EDITION

Display

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

High impact options

Belly band	£10,000
Barn door	£9,000
Die-cut front cover	£9,500

Advertorial

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

SERIES DISCOUNTS: 3 ADVERTISEMENTS 15% DISCOUNT OR 6 ADVERTISEMENTS 25% DISCOUNT

PRINT MARKETING



EVENTS MARKETING



Take another picture

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

Company: Evoke

Date of birth: 21.06.1980

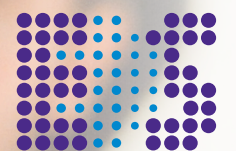
Address:
Postcode:



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 9TH & 10TH OCTOBER 2024



ENGINEERING
DESIGN SHOW

Celebrating 10 years

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.

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 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 all designed to offer visitors a fully immersive experience of innovation, inspiration, interaction and insight.

Shell Scheme (minimum 9sqm)	£468
Space only (minimum 9sqm)	£446
Workshop	£2047

www.engineeringdesignshow.co.uk

ENGINEERING SOLUTIONS LIVE

ENGINEERING SOLUTIONS LIVE

21 MARCH 2024

Buyers and specifiers for the popular FAST LIVE and Engineering Materials Live events will be joined by design and production engineers visiting the electronic design show PCB Live. 3 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 and New Electronics
- 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)

3m x 1m Standard Shell Scheme	£1645
Existing advertiser rate	£1295
Workshop	£750

www.engineeringsolutionslive.co.uk

EMA ENGINEERING & MANUFACTURING AWARDS

ENGINEERING & MANUFACTURING AWARDS

SEPTEMBER 2024

The new Engineering & Manufacturing Awards are brought to you by five of the strongest brands in engineering media: Eureka!, The Engineer, Manufacturing Management, Machinery and New Electronics. Between them these 5 publications cover the engineering cycle from design to manufacture.

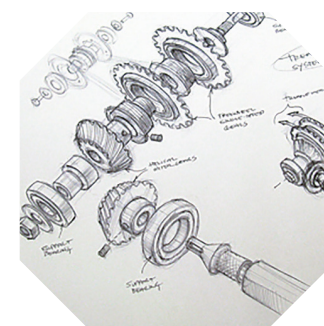
Apart from engineering, what all these brands have in common is a commitment to focusing on, amplifying and celebrating the achievements of engineers of all disciplines. And that is why they are coming together to deliver an event that will take this to another level. Whether achievements lie in design, manufacture, production or management, these awards will be open to all and will celebrate everyone in the sector.

The Awards will feature more than 15 categories designed to allow entrants of all sizes and capabilities to demonstrate their excellence alongside their peers. With a stellar panel of judges, a superb, high-profile London venue and sponsors from across the engineering sphere, the Engineering & Manufacturing Awards will give the individuals and companies involved the showcase they deserve.

Headline Sponsorship	£15,000
Category Sponsorship	£8,000
Other options from	£8,000

www.engineeringmanufacturingawards.com

EVENTS MARKETING



Mark Allen

Inspired by innovation

When it comes to engineering, manufacturing and innovation, the **Mark Allen Group** has an unrivalled reach in terms of audiences, markets and brands.

Whether it be in market-leading brands like *The Engineer*, *Eureka!* or *New Electronics*; in shows like *Subcon* and *The Engineering Design Show*; or in conferences like *Additive International* or the *European Manufacturing Strategies Summit*; the **Mark Allen Group's** portfolio of engineering platforms has something to offer everyone involved in the sector.

We want to make sure that you are aware of not just some, but all of what we have to offer you and that you are able to take advantage of all the business opportunities that come with working with the **Mark Allen Group**.

With that in mind, visit our website www.markallengroup.com to find out more about our products or talk to one of our sales agents about any of the titles you may be interested in.

Because if you're talking engineering, you're talking our language.

Passionate about engineering

THE ENGINEER

Eureka!

MANUFACTURING
MANAGEMENT

MACHINERY

EMA
ENGINEERING & MANUFACTURING AWARDS

FAST
FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

ENGINEERING
DESIGN SHOW

SUBCON

ENGINEERING
SOLUTIONS LIVE

newelectronics

MANUFACTURING AND DESIGN ENGINEERING
MADE
IN IRELAND

MA Data Services

THE ENGINEER
Collaborate to Innovate

MANUFACTURING
MANAGEMENT
SHOW

THE ENGINEER
EXPO

Additive
INTERNATIONAL

OFFICIAL IRTE JOURNAL
TRANSPORT
ENGINEER

Operations
engineer

ENGINEERING
DESIGN SHOW
> RECONNECT

EMS Summit

electric
& hybrid
vehicle technology international

iVT
INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

VEHICLE DYNAMICS
INTERNATIONAL

reinforced
plastics

Aerospace
TESTING
INTERNATIONAL

WORLD
PUMPS

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.

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MA Business

Part of

Mark Allen

Eureka! is part of MA Business, a division of the Mark Allen Group. 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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