

2012 MEDIA PACK

EUREKA

THE BRAND FOR ENGINEERING DESIGN

<p>www.eurkimagazine.co.uk August 2010</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Plastics • Motors • Fastening & Adhesives • Power Transmission</p> <h2>FIGHTING FIT</h2> <p>Innovation keeps the UK's defence sector at the leading edge</p>  <p>DEFENCE SPECIAL REPORT</p>	<p>www.eurkimagazine.co.uk September 2010</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: PLM Bound Table • Drives, Controls & Automation • Rapid Product Development</p> <h2>A WINNING HAND</h2> <p>British prosthetics lead the world</p>  <p>MEDICAL SPECIAL REPORT</p>	<p>www.eurkimagazine.co.uk October 2010</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Metals & Alloys • Design Software • Bearings & Linear Systems • Aerospace Special Report</p>  <h2>MAKING THE RIGHT MOVES</h2> <p>Smoothing the path to successful products</p>	<p>www.eurkimagazine.co.uk November 2010</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Joining & Fastening • Design Software • Sensors, Test & Measurement • BEA Review</p>  <h2>THE ROAD TO LOW CARBON</h2> <p>New fuel technologies drive automotive design</p>
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<p>www.eurkimagazine.co.uk December 2010</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>Eureka's 30th Anniversary Issue - sponsored by  See What You Mean</p>  <h2>ENGINEERING TOMORROW</h2> <p>Where can technology take us?</p> <p>30</p> <p>In this issue: Design Software • Drives, Controls & Automation • Power Transmission</p>	<p>www.eurkimagazine.co.uk January 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Design Software • Bearings • Sensors, Test & Measurement • Materials • Fluid Power</p>  <h2>GET A BETTER VIEW</h2> <p>'Systems Thinking' shows the big picture</p>	<p>www.eurkimagazine.co.uk February 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Design Software • Motors • Power Transmission • Materials • Fastening & Adhesives</p>  <h2>DESIGNING DIFFERENTLY</h2> <p>Has rapid manufacturing come of age?</p>	<p>www.eurkimagazine.co.uk March 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Design Software • Drives, Controls & Automation • Sensors, Test & Measurement</p>  <h2>ONLINE DESIGN</h2> <p>Harnessing the power of design communities</p>
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<p>www.eurkimagazine.co.uk April 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Sensors, Test & Measurement • Bearings & Linear Systems • Fastening & Adhesives</p>  <h2>JOINING THE DOTS</h2> <p>What better point cloud processing can do for design</p>	<p>www.eurkimagazine.co.uk May 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Sensors, Test & Measurement • Power Transmission • Design Software • Aerospace</p>  <h2>PLAYING YOUR CARDS RIGHT</h2> <p>Making the sustainable material choice</p>	<p>www.eurkimagazine.co.uk June 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Drives & Controls • Sensors, Test & Measurement • Design Software • Renewables</p>  <h2>A MATERIAL DIFFERENCE</h2> <p>Peter Chivers on what the National Composites Centre means for UK industry</p>	<p>www.eurkimagazine.co.uk July 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Materials • Rapid Prototyping • Bearings & Linear Systems • Design Software • Fluid Power</p>  <h2>THE KNOWLEDGE NETWORK</h2> <p>What product design is learning from social media</p>
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<p>www.eurkimagazine.co.uk August 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Power Transmission • Design Software • Fastening • Motors • DSI Preview</p>  <h2>SHAPING OUR FUTURE</h2> <p>WorldSkills London 2011 showcases the next generation of engineers</p>	<p>www.eurkimagazine.co.uk September 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Drives, Controls & Automation • Materials • Design Software • Medical Special Report</p>  <h2>THE FRONT LINE OF INNOVATION</h2> <p>What are the challenges of designing for the military?</p>	<p>www.eurkimagazine.co.uk October 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Bearings & Linear Systems • Fluid Power • Design Software • Automotive Special Report</p>  <h2>THE 'APP' IN ENGINEERING</h2> <p>What can mobile applications offer the design engineer?</p>	<p>www.eurkimagazine.co.uk November 2011</p> <h1>EUREKA</h1> <p>THE MAGAZINE FOR ENGINEERING DESIGN</p> <p>In this issue: Engineering Design Show Launch • Rapid Prototyping • Motors • Fastening & Adhesives</p>  <h2>FORWARD IN REVERSE</h2> <p>How reverse engineering can advance design</p>
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You've found it! – The perfect marketing partner

When Aristotle leapt from his bath all those years ago, he didn't have the complexities of a modern marketing campaign to contend with. Budgets have shrunk, while the pressure to reach the right audience has grown – and that's before you have to identify the correct marketing format in which to deliver your message!

You are looking for:

1. The right brand
2. The right audience
3. The right opportunities

1. For over 30 years, *Eureka* has been synonymous with engineering innovation and technology transfer, constantly evolving to suit the times and to delivers its readers and advertisers a market-leading brand that doesn't just begin and end with a paper product.

2. *Eureka* has a proven, targeted and intensively-researched audience of design engineers and, as our reader survey demonstrates, they are purchasers with the budget, the authority and the desire to spend. What is more, it demonstrates that *Eureka* influences where they spend.

3. *Eureka* has moved from solely being a print publication to being the 'must-use' promotional brand for anyone trying to reach engineering design decision makers. With its extensive data services, monthly magazine, content rich website, weekly e-zines and range of live events, *Eureka* can provide a campaign format to suit your marketing ambitions.

I am confident that, as you read through this media pack, you will see the benefits that you gain as an advertiser. *Eureka's* strong mix of channels allows you to reach a proven audience of your target customers – design engineers with money to spend and the authority to spend it.

We look forward to working with you.

Best wishes.
Ed Tranter, Publisher

Market leading content

Every issue of *Eureka* has a mix of regular sections. *Eureka* provides design engineers with a practical, applicable information resource in an exciting and compelling format.

The information below is by no means an exhaustive list of *Eureka's* editorial activity, but it gives a good cross section of the high-value content that readers receive in every issue.



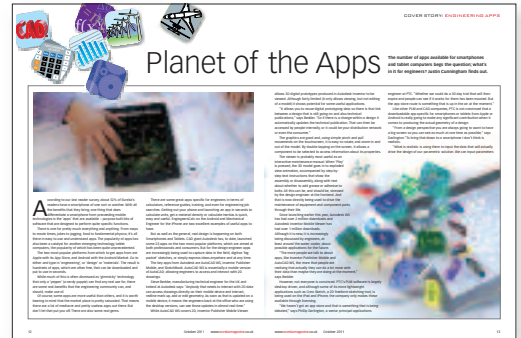
Regular sections

Comment – The editor’s overview of a particular innovation or recent development across the industry.

News and analysis – Giving the story and outlining its significance to design engineers.

Technology briefs – These are practical design tips and useful innovations for design engineers to apply to their current or future projects.

Technology features – These one or two page features run throughout the magazine, covering innovation and giving practical application tips on subjects such as design software, advanced materials, sensors, motion control & automation and more.



New sections

Expanded cover stories – Three-page features with a broad appeal across *Eureka's* readership.

Interviews – A two-page interview with a senior industry figure.

60 Second interview – This sponsorable monthly section is a Q&A-style interview with one of our design engineer readers, asking how they got into the industry, favourite piece of engineering, current projects and more.

Company profiles – Giving insight into a market leading engineering or supplier company.



Special supplements

We understand that, as well as breadth of information across engineering design, our readers need a deeper insight into specific areas or particular industry issues. To meet this need, *Eureka* will run supplements and extended special reports throughout the year.

Precise audience profile

The *Eureka* circulation is fully ABC audited every year and is taken from Findlay Media's Mastersource database. This database has universal coverage of all manufacturing and design sites within the UK and is continuously updated by our specialist data research team.



ABC terms of control:

"*Eureka* is a magazine for 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

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

Circulation summary

Universe of design sites	11,312
Universe of designers	81,371
<i>Eureka</i> sites	10,812
* <i>Eureka</i> copies	17,100
*ABC average net circulation Jan to Dec 2010	17,595

Analysis by job function

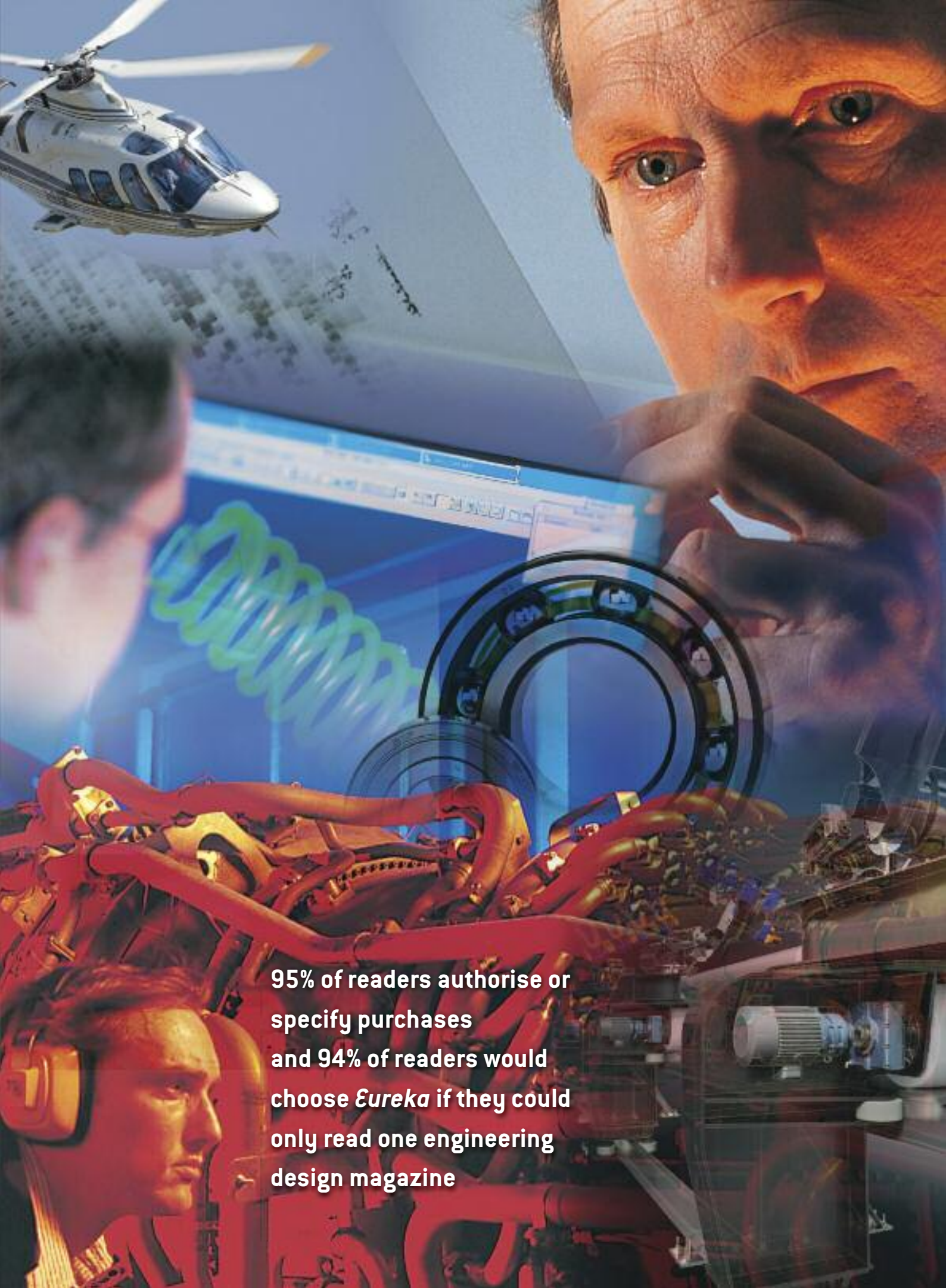
Job function	Copies
General Management	7,982
Design Management	13,202
Product Design	13,229
Production & Plant Design	4,904
Research & Development	8,966
Engineering Analysis/Drafting	7,109
Purchasing	1,187

Note – an individual may have multiple job functions
(ABC Certified Jan – Dec 2010)

Analysis by industry/sector

Description	Universe of Design Sites	Universe of Designers	<i>Eureka</i> Sites	<i>Eureka</i> Copies
OEM	7,995	51,929	7,614	11,991
Non OEM	499	2,555	484	691
Non Manufacturing	2,818	26,887	2,714	4,418
TOTAL	11,312	81,371	10,812	17,100*

*ABC Certified Jan – Dec 2010



95% of readers authorise or specify purchases and 94% of readers would choose *Eureka* if they could only read one engineering design magazine

Purchasing Power

The results of *Eureka's* 2011 reader survey show that it has a unique audience with the authority to spend, the desire to spend, the budget to spend and they are guided by *Eureka* in how they spend it. Can you afford to miss out?

Authority to spend:

- 95% of readers authorise or specify purchases
- 82% of readers have made purchasing decisions based on information seen within *Eureka*

Budget to spend:

- 14% of readers have budgets in excess of £1,000,000
- 35% of readers have between £250,000 and £1,000,000
- 51% of readers have up to £250,000

Unique audience:

- 59% of our audience never read *Industrial Technology*
- 65% of our audience never read *Designs Products & Applications*
- 57% of our audience never read *Design Solutions*

Committed audience:

- 94% of readers would choose *Eureka* if they could only read one engineering design magazine.
- 78% read over half the publication
- 46% retain each issue for archive purposes
- 100% find it relevant for their daily job

Areas of spend in the next 12 months:

- Adhesives – 63%
- Batteries – 36%
- Bearings – 45%
- Controllers – 29%
- Couplings – 27%
- Design Software, 2D CAD – 14%
- Design Software, 3D CAD – 25%
- Design Software, Advanced (e.g. FEA) – 19%
- Drives – 34%
- Enclosures – 41%
- Fasteners – 68%
- Hydraulics – 22%
- Linear Systems – 23%
- Materials, Composites – 25%
- Materials, Metals – 71%
- Materials, Plastics – 63%
- Motors – 38%
- Pneumatics – 25%
- Power Transmission: Chains/Gears – 29%
- Prototyping Technologies – 40%
- Sensors – 56%
- Springs – 41%

Source: 400 respondents - Benchmark Research Survey, July 2011

EVENTS



beeas
british engineering excellence awards

**Engineering
design show**

10th -11th October 2012 · Jaguar Exhibition Hall · Ricoh Arena · Coventry

British Engineering Excellence Awards

Now in their fourth year, the British Engineering Excellence Awards reward innovation in British engineering design.

Providing an annual programme of marketing culminating in a high quality gala event, the BEEAs are a great opportunity to promote your business to the UK's design engineers.

**For more information contact –
lwebster@findlay.co.uk**

www.beeas.co.uk

The Engineering Design Show

Providing supplier companies with an opportunity to demonstrate their products and services through exhibition stands and practical supplier workshops, The Engineering Design Show is the only event of its type within the UK to focus exclusively on design engineering.

**For more information contact –
lwebster@findlay.co.uk**

www.engineeringdesignshow.co.uk



Eureka Specifier

The quarterly A5 publication and Specifier website have been created to ensure that design engineers have a guide to what's new, what's effective and what's relevant for their applications.

Specifier Technology Sections:

- Bearings & Linear Systems
- Design Software
- Drives, Controls & Automation
- Fasteners & Adhesives
- Hydraulics & Pneumatics
- Materials
- Mechanical Components
- Power Transmission
- Rapid Prototyping & RPD
- Sensors, Test & Measurement

For more information contact:
jslade@findlay.co.uk

Eureka Digital Editions

Going to an audience of 23,850, the digital editions provide 24/7 access to Eureka magazine via the web. Each issue is fully searchable, interactive and allows quick links from features to related stories online as well as allowing readers to cut and save key editorial or post using social media.

For more information contact:
jslade@findlay.co.uk



Print

Eureka is the leading publication for mechanical design engineers. If you are trying to reach this key group of decision makers, then *Eureka* is your 'must-have' partner. If your plans incorporate display advertising, more complicated projects such as gatefold covers or belly bands, or if you require assistance in the design, writing and layout of advertorial, *Eureka* has the options to suit your marketing strategy and your budget.

Display

Double page spread	£4500
Full page	£2850
Half page	£1700
Quarter page	£1020

Premium position surcharge +10%

Other options

Belly band	£5500
Barn door	£9000
Die-cut front cover	£9500
Technology Update	£150

Advertorial

Full page	£2850
Double page spread	£4500
Technology Update (1/8 page)	£250
Inserts (10 gram)	£1500

Series discounts

3 advertisements	15% discount
6 advertisements	25% discount



Online & E-zines

Complementing its market leading print publication, *Eureka* can provide a complete range of web 2.0 offerings through a content rich website and regular subscriber e-zines. With more than 22,000 e-zine subscribers and an average of 25,000 unique users who access *Eureka's* site each month, www.eurekamagazine.co.uk can provide the creative interactive marketing solution to suit your needs and budget.

Website

Banners	£1000 per month
Skyscrapers	£2000 per month
Buttons	£500 per month
Leader board	£2000 per month
White papers	£500 per month
Videos	£750 per month
Page peels	£1500 per month
Sponsor's news story	£600 per month
Enhanced company entry	£1200 per annum

E-zines

Technology Spotlight	£700 per issue
Banners	£750 per issue
Skyscrapers	£900 per issue
Buttons	£500 per issue
Sponsor's news story	£700 per issue
White papers	£500 per issue
Videos	£700 per issue

Digital issue

Loading advertisement	£1600 per issue
Issue sponsor	£3500 per issue
Feature pop up advert	£1475 per issue
Bellyband	£2350 per issue
Skyscraper	£1475 per issue
Video advert	£1200 per issue



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