Eureka!

MEDIA PACK

2019

100% FOCUSED ON ENGINEERING DESIGN
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.

In 2018, *Eureka!* magazine reached 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 a *Eureka!* reader is “Engineering designers who directly controls 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

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w  www.eurekamagazine.co.uk
e  Jez.walters@markallengroup.com

Your Perfect Media Partner

Publications who want to provide a clear, unequivocal proof of their circulation use the ABC audit. www.abc.org.uk
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.
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 .......................................................... 7037
- Design Management ........................................................... 11554
- Product Design ................................................................. 10956
- Production & Plant Design ..................................................... 4326
- Research & Development .................................................... 7970
- Engineering Analysis/Drafting ............................................ 6549

*Note - an individual may have multiple job functions (ABC certified Jan-Dec 2017)*

**EUREKA!’s GOLD STANDARD CIRCULATION DATABASE IS UNIQUE**

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

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<th>Category</th>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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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 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.

*A BC 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.

SOCIAL
The Eureka! editorial team is proactive in creating social media communities for its design engineering audience. Social media exposure through Eurekals twitter and LinkedIn community can be built into your marketing campaigns.

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

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.

http://fplreflib.findlay.co.uk/mediapacks/eu_knowledge_2018.pdf

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
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
OCTOBER - RICOH ARENA, COVENTRY

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 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

OPPORTUNITIES: EXHIBITING, SPONSORSHIP, ADVERTISING AND WORKSHOP PRESENTATIONS
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!

http://fplreflib.findlay.co.uk/mediapacks/beeas-brochure.pdf

http://fplreflib.findlay.co.uk/mediapacks/emlive-2018.pdf
## 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
- 6 advertisements: 25% discount

## ONLINE

### Website
- Page peels: £2,500 pm
- Leaderboard: £2,500 pm
- Banners: £1,500 pm
- Large message panel: £1,000 pm
- Premium message panel: £1,500 pm
- Small message panel: £750 pm

### E-newsletters
- Banner: £950
- Technology Spotlight: £950
- White paper/video: £950
- Exclusive HTML: £1,950

### Bespoke Options
- Webinar
- Eureka Knowledge
- Data options: POA

## EVENTS

### Engineering Design Show
- Shell Scheme (minimum 9sqm): POA
- Space only (minimum 9sqm): POA
- Workshop: POA

### Engineering Materials Live
- 3m x 1m Standard Shell Scheme: £1,545
- Existing advertiser rate: £1,195

### The British Engineering Excellence Awards
- Annual Marketing & Branding package: £8,000
- Headline sponsorship with annual Marketing & Branding Pack: £12,000
PRODUCTION DATA

MAGAZINE DISPLAY ADVERT SPECIFICATION

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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
- **Double Message Panel**: Website 300px X 200px
- **Single 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 01322 221144 or email: 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.

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