Advertising & marketing shouldn’t be a dark art. You know what you want to achieve – greater awareness – stronger brand – lead generation – sales. The route to make this happen is simple – the right message to as many of the right people as possible at exactly the right time.

Selecting your media partner should be equally simple – do they deliver exactly the audience you want? how big is that audience? does the audience actually engage with that media?

Thankfully there is an independent industry standard for UK publications that gives you everything you need to know: the Audit Bureau of Circulations (ABC). The annual circulation audit for any publication provides a wide variety of data. The key headings to look for are:

1. Definition of circulation (Terms of control). The more specific this is to your needs, the better. The terms of control for Eureka! are “Engineering designers who directly control or influence the design and specification function for engineering materials and components in specified manufacturing and non manufacturing concerns”

2. Size of audience (Average Circulation per Issue). Eureka!’s circulation is 16,963 – by a very large measure the highest in the UK design sector

3. How relevant and engaged is that audience – how many of the above audience fit the terms of control and actually ask to receive the publication? – in Eureka!’s case 97%

Most publications who want to provide a clear, unequivocal proof of their circulation claim use the ABC audit. You can compare options at www.abc.org.uk

Eureka!’s online and live events are promoted through the pages of Eureka! As a result they are by far the strongest in the British design sector. This success demonstrates the power of the Eureka! brand and the unrivalled range of marketing options available to you.

Eureka! is your perfect media partner. We look forward to working with you.

JEZ WALTERS, Sales Director
At Eureka! we have invested in our editorial team to ensure each issue is packed with unique articles, written by trained engineers and experienced journalists. This is why 97% of our readers individually request their monthly copy! These articles unveil the latest technologies, the projects that inspire and the opinions that matter. Sometimes the projects we cover are aspirational (not everyone can work in F1), 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 ................................................................. 7967
Design Management ................................................................. 12873
Product Design ................................................................... 12823
Production & Plant Design ......................................................... 5188
Research & Development ......................................................... 9264
Engineering Analysis/Drafting ................................................... 7307

*Note - an individual may have multiple job functions (ABC certified Jan-Dec 2016)*

**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 annual 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 £1 million
- **15%** of readers have between £250k and £1 million
- **54%** of readers have up to £250k

**AREAS OF SPEND IN THE NEXT 12 MONTHS**

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

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**Strict**
terms of control focusing on design engineers

16,963
fully ABC audited controlled circulation each month

97%
of readers request the magazine

covering all the technology areas

Eureka!
written by trained engineers

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

View the Eureka! ABC certificate
www.abc.org.uk/Certificates/48074407.pdf
DIGITAL

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 each year and is growing each month. Eureka! invests in a dedicated SEO team, responsible for ensuring the Eureka! website is search engine friendly and optimised to deliver the content design engineers are looking for. Each technical article in the magazine is formatted to be easily found by search engines and our digital audience.

www.eurekamagazine.co.uk

DIGITAL EDITIONS
Each copy of Eureka! magazine is re-produced as a page turning digital edition. Promoted via the Eureka! monthly e-newsletter, every advertiser in the print edition benefits from exposure in the digital version of the magazine archive.

View digital editions here: http://www.eurekamagazine.co.uk/design-engineering-magazine/

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

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 Eureka!'s twitter and LinkedIn community can be built into your marketing campaigns.

WEBINARS
Eureka! can host, promote and deliver your webinar to a unique pre-defined, relevant and engaged audience ensuring maximum benefit and attention is achieved.
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
Launched in 2012, the Engineering Design Show has become the must-attend event for anyone involved in engineering design. The two-day event takes place at the Ricoh Arena in Coventry and comprises a high level conference, practical workshop sessions and over 200 exhibitors. The exhibition space sells out very early each year and is attended by more than 4,000 design engineers.

www.engineeringdesignshow.co.uk

ENGINEERING MATERIALS LIVE
Twice annual 1 day show. Easy – no set up or breakdown, all stands same size cost effective and very powerful. A single day out of the office to meet buyers and specifiers

www.engineeringmaterialslive.co.uk

OPPORTUNITIES: EXHIBITING, SPONSORSHIP,
MANUFACTURING & ENGINEERING NORTH EAST

A regional event targeting manufacturing and design engineers in the north east. The Northern Powerhouse leads the way in oil & gas, automotive and renewable energy. The event was launched in 2014 and takes place at the Metro Radio Arena in Newcastle. If you want to increase business opportunities in the North East of England, Manufacturing & Engineering North East provides you with this opportunity.

KEY FACTS
- 97% of visitors rated their overall experience of the show as good to excellent
- 7% of visitors have a budget in excess of £1 million to spend each year
- 36% have a budget of between £100k to £500k each year
- 91% rated the conference content as good to excellent
- 87% would recommend the event to a colleague
- 88% plan to attend again next year

Opportunities: exhibiting, sponsorship, advertising and workshop presentations

www.menortheast.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 83,364 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

ADVERTISING AND WORKSHOP PRESENTATIONS
## Eureka! Rates

### PRINT & DIGITAL EDITION

<table>
<thead>
<tr>
<th>Display</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>£4,985</td>
</tr>
<tr>
<td>Full page</td>
<td>£3,145</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,880</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,135</td>
</tr>
<tr>
<td>Premium position surcharge</td>
<td>+10%</td>
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**High impact options**

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<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly band</td>
<td>£10,000</td>
</tr>
<tr>
<td>Barn door</td>
<td>£9,000</td>
</tr>
<tr>
<td>Die-cut front cover</td>
<td>£9,500</td>
</tr>
</tbody>
</table>

**Advertorial**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>£4,990</td>
</tr>
<tr>
<td>Full page</td>
<td>£3,145</td>
</tr>
<tr>
<td>Technology Update (1/8 page)</td>
<td>£265</td>
</tr>
<tr>
<td>Inserts (10 gram)</td>
<td>£1,700</td>
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</table>

**Series discounts**

- 3 advertisements: **15% discount**
- 6 advertisements: **25% discount**

### ONLINE

<table>
<thead>
<tr>
<th>Website</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page peels</td>
<td>£2,500 pm</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£2,500 pm</td>
</tr>
<tr>
<td>Banners</td>
<td>£1,500 pm</td>
</tr>
<tr>
<td>Large message panel</td>
<td>£1,000 pm</td>
</tr>
<tr>
<td>Premium message panel</td>
<td>£1,500 pm</td>
</tr>
<tr>
<td>Small message panel</td>
<td>£750 pm</td>
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**E-newsletters**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>£950 per issue</td>
</tr>
<tr>
<td>White papers of the week</td>
<td>£950 per issue</td>
</tr>
<tr>
<td>Video of the week</td>
<td>£950 per issue</td>
</tr>
<tr>
<td>Technology Spotlight</td>
<td>£950 per issue</td>
</tr>
<tr>
<td>Bespoke email</td>
<td>POA</td>
</tr>
</tbody>
</table>

### EVENTS

**Engineering Design Show**

- Shell Scheme (minimum 9sqm): **£385 per sqm**
- Space only (minimum 9sqm): **£365 per sqm**
- Workshop: **£1,950**

**Manufacturing & Engineering North East Exhibition**

- Shell Scheme (minimum 9sqm): **£335 per sqm**
- Space only (minimum 9sqm): **£315 per sqm**
- Workshop: **£1,950**

**Engineering Materials Live**

- 3m x 1m Standard Shell Scheme: **£1,595**

**The British Engineering Excellence Awards**

- Annual Marketing & Branding package: **£8,000**
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.

SALES

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

MA Business manages a wide portfolio of business-to-business brands. These include market leading titles Eureka, Engineering Materials, Machinery, Machinery Classified, Works Management, New Electronics, and FAST (Fastening & Assembly Solutions and Technology) for the UK’s manufacturing and engineering community of qualified engineers; Land Mobile 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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