

169 YEARS OF TECHNOLOGY AND INNOVATION

THE ENGINEER

MEDIA PACK 2025

WWW.THEENGINEER.CO.UK

 [HTTPS://WWW.LINKEDIN.COM/COMPANY/THE-ENGINEER-UK/](https://www.linkedin.com/company/the-engineer-uk/)

 [HTTPS://TWITTER.COM/THEENGINEERUK](https://twitter.com/theengineeruk)

OVERVIEW

MISSION STATEMENT

THE AIM OF THE ENGINEER IS TO CHAMPION AND PROMOTE ENGINEERING INNOVATION AND TECHNOLOGY DEVELOPMENT ACROSS ALL OF THE UK'S KEY ENGINEERING SECTORS.

THE ENGINEER KEY FACTS

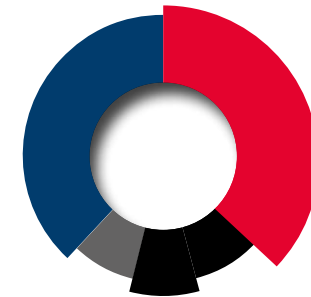
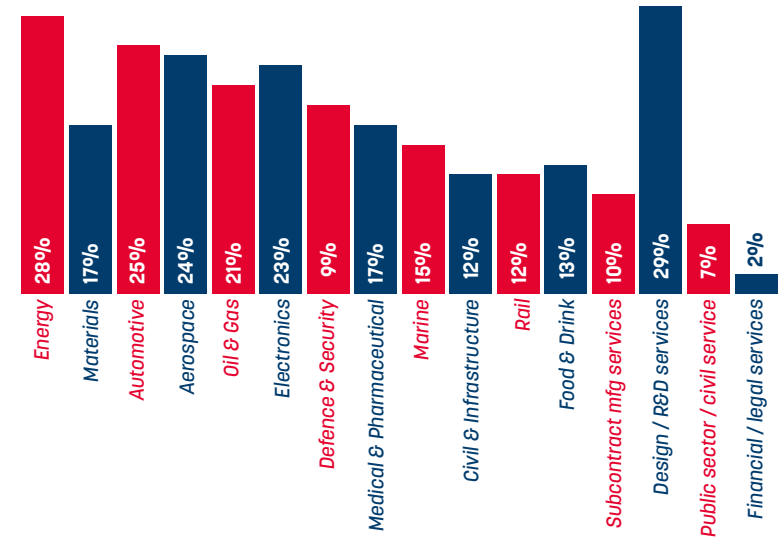
- **Established in 1856**
- **Audience profile** - Senior engineers operating across all industry sectors and company sizes
- **Magazine distribution** – 17,750 issues across print and digital delivered 10 times per year
- **www.theengineer.co.uk** – 140,000 page impressions a month
- **Daily newsletter** – 64,103 subscribers
- **Social Media** - 72,000 followers
- **Jobs** – 21,000 views of jobs.theengineer.co.uk each month

AUDIENCE

84%

of readers have made a purchasing decision based on information they have seen or read on any of The Engineer platforms

INDUSTRY SECTORS



Company Size (employees)

1-49	37%
50-99	9%
100-199	8%
200-499	8%
+500	38%



Seniority (job role)

Director/ C-Suite	21%
Manager/ Head of Department	30%
Senior Engineer	42%
Other	7%

Source: Benchmark Research, reader survey July 2019. 511 respondents.

MEDIA PACK 2025

AUDIENCE



ADVERTISING SOLUTIONS



ONLINE

PRICING:

Leaderboard: **£3,300**
(Guaranteed 25,000 page impression)

MPU: **£3,300**
(Guaranteed 25,000 page impression)

Side Bars: **£4,500**
(Guaranteed 25,000 page impression)

Billboard: **£5,400**
(Guaranteed 25,000 page impression)

Bespoke Positions: **POA**

ANNUAL SPECIAL REPORTS

ADDITIVE ADVANCES – JAN 2025

The Engineer Additive Manufacturing Digital Supplement in partnership with AMUK will showcase advancements in additive manufacturing, featuring expert insights and market analysis. Distributed via The Engineer's and AMUK's platforms, suppliers can participate with double-page advertorials.

SALARY SURVEY – MAR 2025

The Engineer's Salary Survey is one of the most comprehensive reports into both salaries in UK industry and job satisfaction. Providing accurate salary information for all job levels to help members and companies formulate competitive salaries.

TOP EMPLOYERS – SEPT 2025

The Top Employers report details the views of our audience, across all sectors of UK industry, to understand what makes a Top Employer in today's competitive market. The results provide a vital insight into who are viewed as the best companies to work for across industry in the UK and why.

TECH TRENDS – DEC 2025

Tech Trends is an engineering and manufacturing community report revealing the key issues and technologies that will shape the coming 12 months from leading industry figures and companies.

These unique opportunities allow clients to have total control of the content and address the issues that are important to them.

Sponsorship and research costs available on request



PRINT MAGAZINE

PRICING:

False Front Cover: **£12,295**

Belly Band: **£7,500**

Double Page Spread: **£7,450**

Full page Ad : **£4,225**

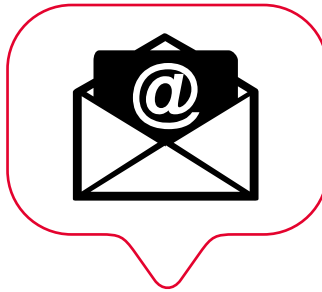
Half Page Ad: **£2,395**

Quarter Page Ad: **£1,350**

Loose inserts: **POA**

**For more information on inclusions get in touch with the team.*

ADVERTISING SOLUTIONS



DIGITAL ADVERTISEMENT

BRANDED SOLUS EMAIL BROADCAST - £2,250

Fully branded and designed email sent to 18,000 3rd party positive senior engineering professionals.

SPONSOR THE DAILY ENEWSLETTER - £1,450

Over 60,000 engineering directors and senior engineers opt-in to receive our Daily E-Newsletter. Sponsorship includes a banner ad top and bottom of the newsletter.

INCLUDE A PROMOTED CONTENT LINK - £650

SPONSOR THE STUDENT ENGINEER NEWSLETTER – £1,000

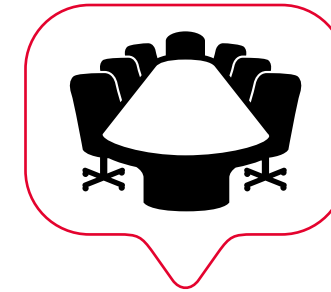
The Student Engineer is a monthly newsletter designed to educate and inspire engineering undergraduates, offering practical careers advice. Sponsorship includes a leaderboard banner, a sponsored content piece, and recognition across the issue's marketing materials.

ARTICLE PROMOTION – £1,450

Boost your brand's visibility with sponsored content—submit your article to be featured across our website, daily newsletter, and social media platforms, reaching our engaged audience.

SOCIAL POST – £500

Get your message in front of industry leaders—share your content on our social channels for maximum visibility and engagement with our audience.



LEAD GENERATION OPTIONS

TE TALKS - £3,330

A brief, focused interview with one of our editorial team members on a topic relevant to your organisation and The Engineer's 160k+ cross-industry audience (e.g., supply chain challenges). Recorded and edited by our team on our webinar platform. Available as a standalone or mini-series, with client usage rights for their platforms.

WEBINAR SPONSORSHIP - £6,995

Webinars deliver a database of new and relevant sales leads whilst informing the industry about your products and services.

ONLINE PANEL DISCUSSION SPONSORSHIP - £7,250

Work with the Editor to deliver an Online Panel Discussion attended by 4 industry experts, discussing a topic relevant to the industry and your objectives.

ROUNDTABLE SPONSORSHIP - £14,995

Work with the Engineer events and editorial team and exclusively sponsor a half day, on-the-record discussion attended by 12 senior industry figures discussing a topic relevant to your objectives.

RESEARCH PARTNER - £12,250

Research projects create exclusive market insight and deliver you a valuable bank of knowledge which can be turned into a lead generation and thought leadership campaign.

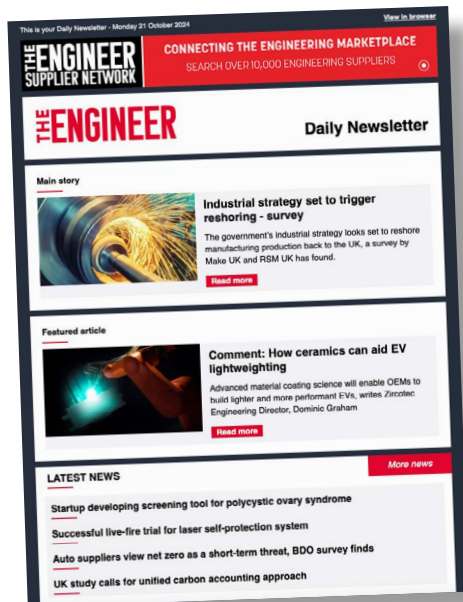
**For more information on inclusions get in touch with the team.*

SUPPLIER NETWORK

CONTENT PUBLISHING ON THE SUPPLIER NETWORK - £4,980 FOR 1 YEAR LICENSE.

Taking out a full publishing license allows you to upload as much content as you wish over a 12-month period to your own dedicated company profile page.

Your licence includes placement in our various supplier network newsletters and flexible positioning options tailored to your company's needs.



EVENT LISTING PACKAGE

Engage our audience by choosing from our tailored event promotion packages or creating a bespoke solution to meet your specific goals.

BRONZE PACKAGE - £3,000

- Event listing on our website
- Branded solus email broadcast – Fully branded and designed email sent to 18,000 3rd party positive senior engineering professionals.
- Social post to our platforms

SILVER PACKAGE - £6,000

- Event listing on our website
- Branded solus email broadcast – Fully branded and designed email sent to 18,000 3rd party positive senior engineering professionals.
- Full page Advert in our print issue
- Social post to our platforms

GOLD PACKAGE – £9,000

- Event listing on our website
- Branded solus email broadcast – Fully branded and designed email sent to 18,000 3rd party positive senior engineering professionals.
- Daily newsletter sponsorship: including promoted content piece to feature within this newsletter and our website.
- Social post to our platforms.

BESPOKE PACKAGE - POA

Create a customised package to meet the unique needs of your campaigns.

**For more information on inclusions get in touch with the team.*

ADVERTISING SOLUTIONS

THE ENGINEER
JOBS

JOBS

The Engineer Jobs is the online jobs board from The Engineer that generate around 21,000 page impressions every month.

Single job listing - Stays live on the site for 28 days and is tagged under the most relevant job sector, job function and region to maximise candidate response. It will be automatically sent to relevant candidates via the daily jobs email alert. **£550**

Premium listing - Appears boxed and highlighted on the jobs page. The most recent posted Premium Job appears above all Standard listings and is prioritised in the Jobs by Email alert. Includes all the benefits of the Standard listing. **£650**

Featured Job listing - Appears on the Home Page of The Engineer. Very effective targeting passive candidates who visit The Engineer.co.uk content site. Includes all the benefits of the premium listing. **£750**

<https://jobs.theengineer.co.uk/>

THE ENGINEER
Collaborate to Innovate

AWARDS

COLLABORATE TO INNOVATE AWARDS – MAY 2025 – FEB 2026

The C2I awards uncover and celebrate the UK's most inspiring, innovative and effective collaborative engineering projects. The winners will be announced at a networking event attended by 250 industry innovators at One Great George St, London.

Sponsorship costs available on request.



CLIENTS



	PUB DATE	COPY DEADLINE	SPECIAL REPORT	PRODUCT FEATURE	SHOW PREVIEW
JAN	27 th Dec	10 th Dec	Additive Supplement Energy	Industrial Automation 3D Printing & Additive Manufacturing	Southern Manufacturing
FEB	31 st Jan	14 th Jan	Apprenticeships Aerospace	Software Electronics	Space Comm
MARCH	28 th Feb	1 th Feb	Careers in Nuclear Salary Survey C2I Winners	Robotics Industrial digitalisation	Collaborate to Innovate
APRIL	28 th March	11 th March	Professional Registration	Materials Manufacturing Technology	Railtex
MAY	2 nd May	15 th April	Manufacturing	AI Drives & Motors	SUBCON
JUNE	30 th May	13 th May	Women In Engineering	VR & AR Materials	Additive International
JULY	28 th June	11 th June	Manufacturing	Industrial Automation Software	
AUG	DIGITAL	DIGITAL	Top Employers Supplement		
SEPT	29 th Aug	12 th Aug	Defence	Robotics Measurement & Inspection	EDS / PPMA
OCT	3 rd Oct	16 th Sep	Medical	Materials Electronics	Advanced Engineering
NOV	31 st Oct	14 th Oct	Sustainability	Software Drives & Motors	EMEX / Innovation Zero
DEC	DIGITAL	DIGITAL	Tech Trends Supplement		

TECHNICAL SPECIFICATIONS

Online Contact:
digital.production@markallengroup.com

Print / Insert Contact: Jamie Hodgskin
jamie.hodgskin@markallengroup.com

PRINT SPECS (HXW)

- DPS Type 275mm x 420mm Bleed 310mm x 460mm Trim 300mm x 450mm
- Full page Type 275mm x 205mm Bleed 310mm x 235mm Trim 300mm x 225mm
- Half page – horizontal Type 130mm x 195mm Bleed 157mm x 235mm Trim 145mm x 225mm
- Half page – vertical Type 265mm x 95mm Bleed 310mm x 115mm Trim 300mm x 105mm
- Quarter page – vertical Type 130mm x 95mm

All copy should be sent by email as press-ready PDFs that have been exported as postscript files and then distilled using Adobe Acrobat Distiller to PDF/X-1a: 2001 settings.

INSERTS

DELIVERIES INTO: Stephens and George Print Group 1
Goat Mill Road Dowlais Merthyr Tydfil CF48 3TD

To arrive a minimum of 5 working days prior to dispatch date

Boxes to include • Title of the Insert • Title of the Publication
• Issue Date • Publishers Name • Quantity per bundle/box

DIGITAL SPECS

For leaderboards please supply all 3 format sizes

- Large Leaderboard 970x90px
- Tablet 728x90px
- Mobile 320x50px
- Sidebar 200 x 900px
- MPU 300x250px

HTML SPECS

- Maximum 600 pixels in width x any height.
- 72dpi for image resolution.
- Only web safe fonts should be used for text.
- Minimum legible font size is 12 pixels.
- Graphic use should be kept to a minimum
- Make clickable links clear to user.
- Please can you also send through the subject line you would like to use with the HTML and who you would like the test sent to.

CONTACT DETAILS

SALES

COMMERCIAL TEAM

If you know your account manager, please email them directly. Otherwise, send your enquiry to enquire@theengineer.co.uk, and our team will be in touch by the next working day.

Justyn Gidley, Commercial Director

Email: Justyn.Gidley@markallengroup.com
Phone: +44 (0)7590 115805

Kim Reddick, Sales Manager

Email: Kim.Reddick@markallengroup.com
Phone: +44 (0)7967 169106

Jessica Sutton, Business Development Manager

Email: Jessica.Sutton@markallengroup.com
Phone: +44 (0)7879 413610

EDITORIAL

Jon Excell, Editor/Publisher

Email: jon.excell@markallengroup.com
Phone: +44 (0)20 80760575

Jason Ford, News Editor

Email: jason.ford@markallengroup.com
Phone: +44 (0)20 80760576

Andrew Wade, Features Editor

Email: andrew.wade@markallengroup.com
Phone: +44 (0)20 80760579