

theENGINEER. SOURCE

The UK's leading engineering product and service directory

The Engineer is one of the most distinguished engineering publications in the UK. In continuous publication since 1856, The Engineer covers the latest news, features, innovations and applications from a wide spectrum of technological and manufacturing industries.

The Engineer.Source is *The Engineer's* product and service network comprising a vast database of product news and downloads, technical specifications, videos, application case studies and white papers from more than 10,000 suppliers of engineering products and services.

Over 87% of our users visit Source to specify and purchase

With over 160,000 subscribers registered to our email alerts Source represents one of the largest on-line communities of engineers in the UK, and with 87% of our audience visiting source to specify or purchase, our marketing packages will deliver the best response for you.

Source features ten product categories with eight associated newsletters that ensure your products can be promoted precisely to engineering professionals in your market.

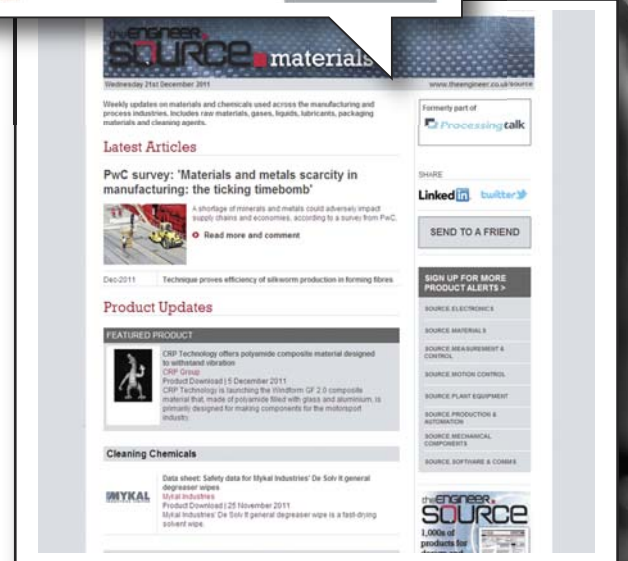
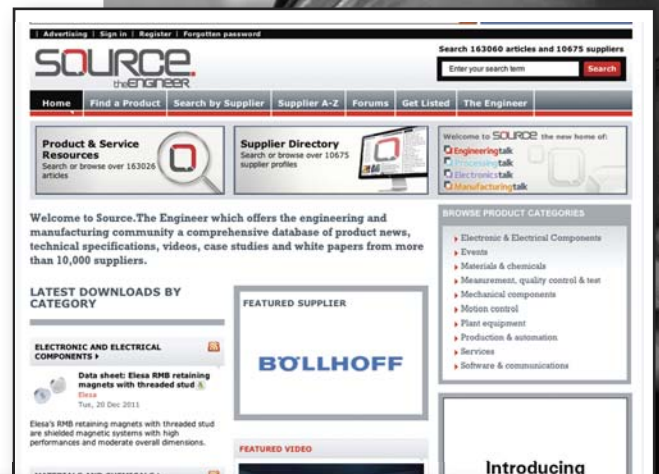
PRODUCT CATEGORIES

- Materials & chemicals
- Electronic & electrical components
- Measurement quality control & test
- Mechanical components
- Motion control
- Plant equipment
- Production & automation
- Software & communications.

Source offers a range of business solutions devoted to maximising your company's exposure within your particular market sector. Our category newsletters, tailored product alerts, directory enhancements and various creative assets all work collectively to deliver a strong branding presence.

KEY BENEFITS

- Product focused
- Targeted traffic to your website
- Targeted product audiences
- Sales lead generation
- Branding and Awareness
- 160,000 registered newsletter recipients.



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TESTIMONIALS

"We have seen a dramatic increase of visits to our website since advertising with Source, we especially benefit from the new lead generation service purely because it delivers customer information, including their specific interest, in an extremely efficient way. This gives us the opportunity to follow up leads immediately!"

IGUS UK
Leanne Golding

"Source has been an excellent platform for lead generation and continues to reinforce Verderflex's awareness and association with engineers, as a manufacturer of Peristaltic hose and tube pumps."

Verderflex
Paul Dale

"We have worked very closely with the team at The Engineer & Source to consolidate our media spend in a more targeted approach. We have received first class service and support as well as design input, which has succeeded in giving us greater presence and brand awareness in the market place."

EMS
Stewart Goulding

BRANDING

Newsletter Sponsorship
Leaderboard with featured product promotion.....£750
per insertion

Featured supplier on homepage
1 of 4 positions available £2,300
Per 3 Months

Premium branding on category pages
Includes all advertising units and featured supplier Per 3 Months
Level 1 £1200
Level 2.....£900
Level 3.....£600

Category sponsorship on newsletter
Banner plus product promotion slot.....£900
Per Month

EXTRAS

Extra Newsletter Product Promotions per insertion
Package subscribers£200
Non-subscribers (linked to external URL)£400
Extra product downloads.....£50
per download

PACKAGE 1

Enhanced Directory Listing

- ✓ Logo
- ✓ Company Profile
- ✓ Live contact Details
- ✓ Sales Lead Service
- ✓ Up to 6 products/services downloads

Newsletter Entries

- ✓ 2x entries profiling products on the relevant newsletter

£1,200 per annum

PACKAGE 2

- ✓ Logo
- ✓ Company Profile
- ✓ Live contact Details
- ✓ Sales Lead Service
- ✓ Up to 18 products/services downloads
- ✓ Video on profile
- ✓ All advertising units on profile e.g. leaderboard and MPU
- ✓ 6x Newsletter entries

£2,700 per annum

PACKAGE 3

- ✓ Logo
- ✓ Company Profile
- ✓ Live contact Details
- ✓ Sales Lead Service
- ✓ Unlimited products/services downloads – subject to negotiation
- ✓ Video on profile
- ✓ All advertising units on profile e.g. leaderboard and MPU
- ✓ 24 x Newsletter entries
- ✓ Plus premium branding on one level 1 category (for 3 months)

£5,900 per annum