

ENGINEER | DESIGN | INNOVATE

Eureka!

MEDIA PACK | 2025

100% FOCUSED ON ENGINEERING DESIGN

Eureka!

MAGAZINE | LIVE | ONLINE | EMAIL

REACHING BRITISH DESIGN ENGINEERING – MARKETING SOLUTIONS

Since 1981 Eureka has been the marketing choice for those who want to engage with British design engineers. Our unique, meticulously researched subscriber database paired with cutting edge content has made Eureka the number one title for 20,000 decision makers and influencers in UK design engineering.

The Eureka portfolio has a wide range of options - for whatever your requirements may be

- Direct lead generation
- Brand building & positioning
- Thought leadership
- Networking
- Research
- Direct sales
- Other

EUREKA HAS THE SOLUTION!

To start a conversation and find the perfect option for you contact **Jez Walters**
T: 07967 169133 E: jez.walters@markallengroup.com



Eureka! WHAT ADVERTISERS SAY

"Eureka remains our go to publication for print advertising. Relevant content & features appealing to design engineers across all industries ensures we reach our target audience"

**Stewart Goulding
Electro Mechanical Systems**

"We love the flexibility that Eureka offers both in service and products promoting into the relevant specified markets! Their creativity is exciting and inspiring and importantly their readership proves to be relevant and current reaching the right audience and decision makers. Jez and his team are always professional, helpful and endeavour to go the extra mile!"

Jane Hemmings, EMS CHEMIE (UK) Ltd

"We have been advertising through Eureka for a number of years, helping us to reach the right audience for our business services. Having built great relationships with the team, they are always a pleasure to work with and always have our best interests in mind"

Gabby Day, Pentagon Plastics

"For over a decade, Eureka has supported Southco to show a strong media presence across the UK engineering and manufacturing industries. Eureka's industry insights and innovation align with our commitment to excellence. Their professionalism, creativity, and adaptability have effectively boosted our brand visibility and credibility. We value this strong relationship and look forward to many more years of successful collaboration, driving innovation together"

**Florrie Tingle
Southco Manufacturing Ltd.**

"I have worked with Jez at Eureka for many years now. His common sense and practical approach, combined with a wealth of resources, has resulted in Eureka being a successful & key marketing partner"

Keith Smith, PPI

"We have worked with the team at Eureka for many years and across a huge range of campaigns. They have always been highly reactive and helpful, with the campaigns consistently delivering strong results for us. A very highly recommended group to work with"

Pete Roberts, Altair

Eureka! ONLINE

RESEARCH PROJECT

CAMPAIGN COST - £10,000 - £15,000
(depending on complexity)

The **Eureka!** editorial team working in partnership with you to produce a published detailed report on a subject of importance to your sector

- 10-12 question survey to form the basis of the report
- Full editorial write up of the findings, including opinions from your senior representatives
- Video interview with a senior representative from your company to discuss the findings with the editor of **Eureka!**
- Campaign of Solus emails to promote the content and drive leads
- Social media coverage of the report

We will provide you with detailed contact information of the people who complete the survey, individuals who engage with the solus email. The completed report which will be sent to you can be used for marketing purposes, on social media and can become a key document to discuss with existing and prospective clients.

ONLINE PANEL DISCUSSION

£7,995

Project managed by our team from start to finish. We agree a topic of interest to your target audience. A member of your company is one of the 3-4 speakers (others can be arranged by you or us) with a presentation opportunity. Introduced and hosted by the Editor of **Eureka!**

The recorded event is then circulated to the full online readership of **Eureka!**. You will receive A GDPR compliant report of all readers who have engaged with the panel discussion for you to follow-up. The panel discussion is permanently hosted on the **Eureka!** website.

ASK THE EXPERT

£3,500

A 10-15 minute video with **Eureka!'s** editor interviewing a representative from your company, about your company. This will be presented on the **Eureka!** website and distributed by solus email to 14-15,000 design engineers and posted on the front page of the **Eureka!** website.

EUREKA SUPPLIER NETWORK

£3,500

Enhanced record card on the **Eureka!** website with logo, full contact details and 100 words text plus links to your related products/articles.

Up to 12 of these new articles within 12 months can be included on the **Eureka!** newsletter at times that suit you. Statistical reporting only.

EBLAST

£1,950

Your exclusive promotion sent to 14,000 – 15,000 design engineers; decision makers who have registered to receive information.

Full stats on the number sent, number opened, number who clicked and a GDPR compliant report which gives you the opportunity to follow-up every reader who has opened and clicked on your content (name, position, company, address, email address and phone number).



Eureka! ONLINE

NEW!

EBLAST SOCIAL MEDIA AUGMENTATION

EBLAST COST PLUS £400 + VAT

Your promotion pinned to the top of the **Eureka!** Social media pages on the day of the send to ensure maximum attention!

ENEWSLETTER SPONSORED ARTICLE / TECHNOLOGY SPOTLIGHT

£950

A sponsored news story from you, included on the weekly **Eureka!** Enewsletter. Full stats on the number sent, number opened, number who clicked on your sponsored story and a GDPR compliant report giving you the opportunity to follow-up every reader who has opened and clicked on your content (name, position, company, address, email address and phone number).

SOCIAL MEDIA PROMOTION

£600 + VAT PER PLATFORM

Your post promoted to defined audience setting your objective: Increase the post awareness (impressions) 15,000-65,000 estimated or Increase engagement (likes and comments): 100-500 estimated

EUREKA KNOWLEDGE – Sponsored Content

ANNUAL CAMPAIGN COST - £9,975



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. Full lead report every month.

www.eurekknowledge.co.uk

WEBINAR

DESIGN, ONLINE WEBINAR - £1,500

BESPOKE WEBINAR - £5,500



Eureka! provides 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>

MA Data Services

MA Data Services is the data division of Mark Allen Group, it's the database that fuels our market leading brands within the Manufacturing, Production & Engineering sectors. The website www.madataservices.com allows you to 'Build' the data you need to succeed. Our exclusive proprietary database holds information on 18,278 UK Manufacturing or Design sites and over 310,000 job functions.

WITHIN THE DESIGN SECTOR WE HOLD THE FOLLOWING DATA;

- OEM/discrete Manufacturing Sites
- Process Manufacturing Sites
- Sites by SIC code
- Sites selected by geographical area or postcode
- Number of employees on site
- Supply chain information for all sectors and over **127,000 Design & Purchasing Job Functions**



Eureka! ONLINE

RATES 2025

WEBSITE

| | |
|--|--------|
| Billboard | £2,500 |
| Leaderboard | £1,500 |
| Single MPU | £750 |
| Double MPU | £1,500 |
| <i>Special positions including:</i> | |
| Wallpaper, Adhesion, Skybox, Interscroller | £POA |

E-NEWSLETTERS

| | |
|--|-------|
| Banner | £950 |
| Technology Spotlight White paper/video | £950 |
| Exclusive HTML | £1950 |

PRODUCTION DATA

WEBSITE ADVERT SPECIFICATION

FILE FORMAT (Max file size 1mb)

Static or animated image (PNG, GIF, JPEG), HTML5, 3rd party (tag or script)

BILLBOARD - TOP POSITION

DIMENSIONS

| | |
|--------------------|--|
| Desktop: | 970 x 250 pixels |
| Tablet (high res): | 728 x 90 pixels and (low res:) 468 x 60 pixels |
| Mobile: | 320 x 50 pixels |

LEADERBOARD

DIMENSIONS

| | |
|--------------------|--|
| Desktop: | 728 x 90 pixels |
| Tablet (high res): | 728 x 90 pixels and (low res:) 468 x 60 pixels |
| Mobile: | 320 x 50 pixels |

DOUBLE MPU

DIMENSIONS

| | |
|--------------------|------------------|
| Desktop: | 300 x 500 pixels |
| Tablet (high res): | 300 x 500 pixels |
| Tablet (low res): | 300 x 500 pixels |
| Mobile: | 300 x 500 pixels |

SINGLE MPU

DIMENSIONS

Desktop/Tablet/Mobile:
300 x 250 pixels

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 07967 169133 or email: jez.walters@markallengroup.com

Eureka! MAGAZINE MARKETING

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.

28,000
average monthly
circulation

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



Eureka!
written by trained
engineers

covering all the
technology
areas

98.7%
of readers meet
Eureka! audience
specification

THE 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

- Advertising
- Sponsorship
- Thought leadership
- Education pieces
- Company profiles
- Q&A features and Technology Updates



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.

Eureka! **MAGAZINE** MARKETING

RATES 2025

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 |

PRODUCTION DATA

MAGAZINE DISPLAY ADVERT SPECIFICATION

| Size | | Depth | Width |
|--------------------|-----------|-------|-------|
| Double page spread | Bleed | 292mm | 426mm |
| | Trim | 286mm | 420mm |
| | Type area | 254mm | 388mm |
| Full page | Bleed | 292mm | 216mm |
| | Trim | 286mm | 210mm |
| | Type area | 254mm | 178mm |
| Half horizontal | Bleed | 140mm | 216mm |
| | Trim | 137mm | 210mm |
| | Type area | 124mm | 178mm |
| Half vertical | Bleed | 292mm | 103mm |
| | Trim | 286mm | 100mm |
| | Type area | 254mm | 86mm |
| Quarter standard | Type area | 124mm | 86mm |
| Quarter horizontal | Type area | 65mm | 178mm |

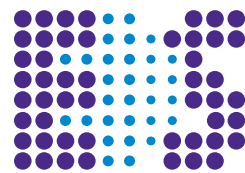
SERIES DISCOUNTS: 3 ADVERTISEMENTS **15% DISCOUNT** | 6 ADVERTISEMENTS **25% DISCOUNT**

Eureka! **EVENTS** MARKETING

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 2025



**ENGINEERING
DESIGN SHOW**

Celebrating 10 years

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 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 all designed to offer visitors a fully immersive experience of innovation, inspiration, interaction and insight.

www.engineeringdesignshow.co.uk

Eureka! **EVENTS** MARKETING

ENGINEERING & MANUFACTURING AWARDS SEPTEMBER 2025



The new Engineering & Manufacturing Awards are brought to you by five of the strongest brands in engineering media: Eureka!, The Engineer, Manufacturing Management, Machinery and New Electronics. Between them these 5 publications cover the engineering cycle from design to manufacture.

Apart from engineering, what all these brands have in common is a commitment to focusing on, amplifying and celebrating the achievements of engineers of all disciplines. And that is why they are coming together to deliver an event that will take this to another

level. Whether achievements lie in design, manufacture, production or management, these awards will be open to all and will celebrate everyone in the sector.

The Awards will feature more than 15 categories designed to allow entrants of all sizes and capabilities to demonstrate their excellence alongside their peers. With a stellar panel of judges, a superb, high-profile London venue and sponsors from across the engineering sphere, the Engineering & Manufacturing Awards will give the individuals and companies involved the showcase they deserve.

www.engineeringmanufacturingawards.com



Mark Allen

Inspired by innovation

When it comes to engineering, manufacturing and innovation, the **Mark Allen Group** has an unrivalled reach in terms of audiences, markets and brands.

Whether it be in market-leading brands like *The Engineer*, *Eureka!* or *New Electronics*; in shows like *Subcon* and *The Engineering Design Show*; or in conferences like *Additive International* or the *European Manufacturing Strategies Summit*; the **Mark Allen Group's** portfolio of engineering platforms has something to offer everyone involved in the sector.

We want to make sure that you are aware of not just some, but all of what we have to offer you and that you are able to take advantage of all the business opportunities that come with working with the **Mark Allen Group**.

With that in mind, visit our website www.markallengroup.com to find out more about our products or talk to one of our sales agents about any of the titles you may be interested in.

Because if you're talking engineering, you're talking our language.

Passionate about engineering

THE ENGINEER

Eureka!

MANUFACTURING
MANAGEMENT

MACHINERY

EMA
ENGINEERING & MANUFACTURING AWARDS

FAST
FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

ENGINEERING
DESIGN SHOW

SUBCON

ENGINEERING
SOLUTIONS LIVE

newelectronics

MANUFACTURING AND DESIGN ENGINEERING
MADE
IN IRELAND

THE ENGINEER
Collaborate to Innovate

MA Data Services

MANUFACTURING
MANAGEMENT
SHOW

THE ENGINEER
EXPO

Additive
INTERNATIONAL

OFFICIAL IRTE JOURNAL
TRANSPORT
ENGINEER

Operations
engineer

ENGINEERING
DESIGN SHOW
RECONNECT

EMS Summit

electric
& hybrid
vehicle technology international

iVT
INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

VEHICLE DYNAMICS
INTERNATIONAL

reinforced
plastics

Aerospace
TESTING
INTERNATIONAL

WORLD
PUMPS

Eureka! 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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MA Business

Part of

Mark Allen

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

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