



ENGINEERING
AND TECHNOLOGY

MEDIA PACK 2019





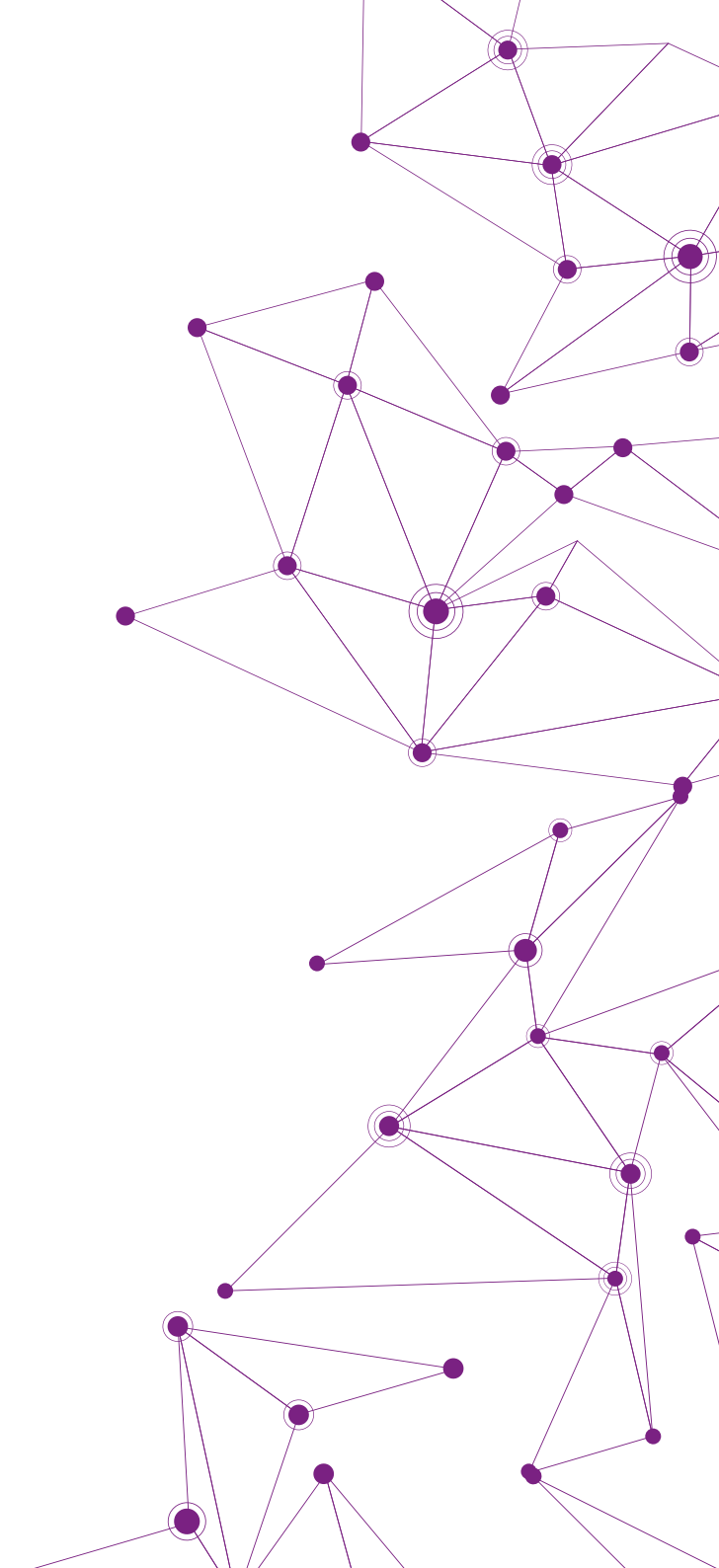
One Hundred Engineering Ideas that Changed the World, IET London: Savoy Place.

Introduction

As part of the IET, Europe's largest society for engineers with almost 168,000 members, E&T is uniquely placed to tap into this highly engaged, passionate audience of engineers, and we've developed a range of marketing solutions to help advertisers achieve the best possible results.

Our in-depth understanding of engineering industry trends, as well as engineers' technical needs, means our expert team can work with you to develop a custom solution to market your products in a way that is aligned with your campaign objectives, delivering the best possible results in the process. This media pack offers an overview of our audience, the solutions available, as well as testimonials and tips on how to get the most out of your spend.

For companies with an established programme of marketing, E&T can provide individual options to enhance your existing campaigns. Whether you need to extend your audience reach, drive sales leads or generate awareness of your product, E&T has a range of solutions specifically created to deliver the best results.



How We Can Help



Lead Generation P.12

Surveys
E&T Briefings /
Round Tables
Webinars
Native Advertising
White Papers



Awareness & Branding P.14

E&T Magazine
Website
Daily Email Newsletter
Solus Email
Inserts
Native Advertising



Digital & Online Presence P.16

Website
App / Digital Edition
Daily Email Newsletter
Solus Email
Social
Retargeting



Product Promotion P.18

E&T Magazine
Magazine Inserts
Online
Native Advertising
Daily Email Newsletter
Solus Email



Events & Sponsorship P.20

IET Awards
Programme
IET Events
Sponsorship
E&T Briefings /
Roundtables

168K
MEMBERS IN **127**
COUNTRIES

1.5K EVENTS
EVERY YEAR WITH
106K DELEGATES

22 TECHNICAL
NETWORKS

OUR ENGINEERING
AUDIENCE SPANS
98 INDUSTRIES &
DISCIPLINES

DAILY NEWSLETTER
TO **62K+**
RECIPIENTS

1 MILLION+
VISITORS
TO E&T ONLINE
EACH YEAR

MAGAZINE
CIRCULATION OF
MORE THAN **139K**

Solus email audience
of more than **40K**

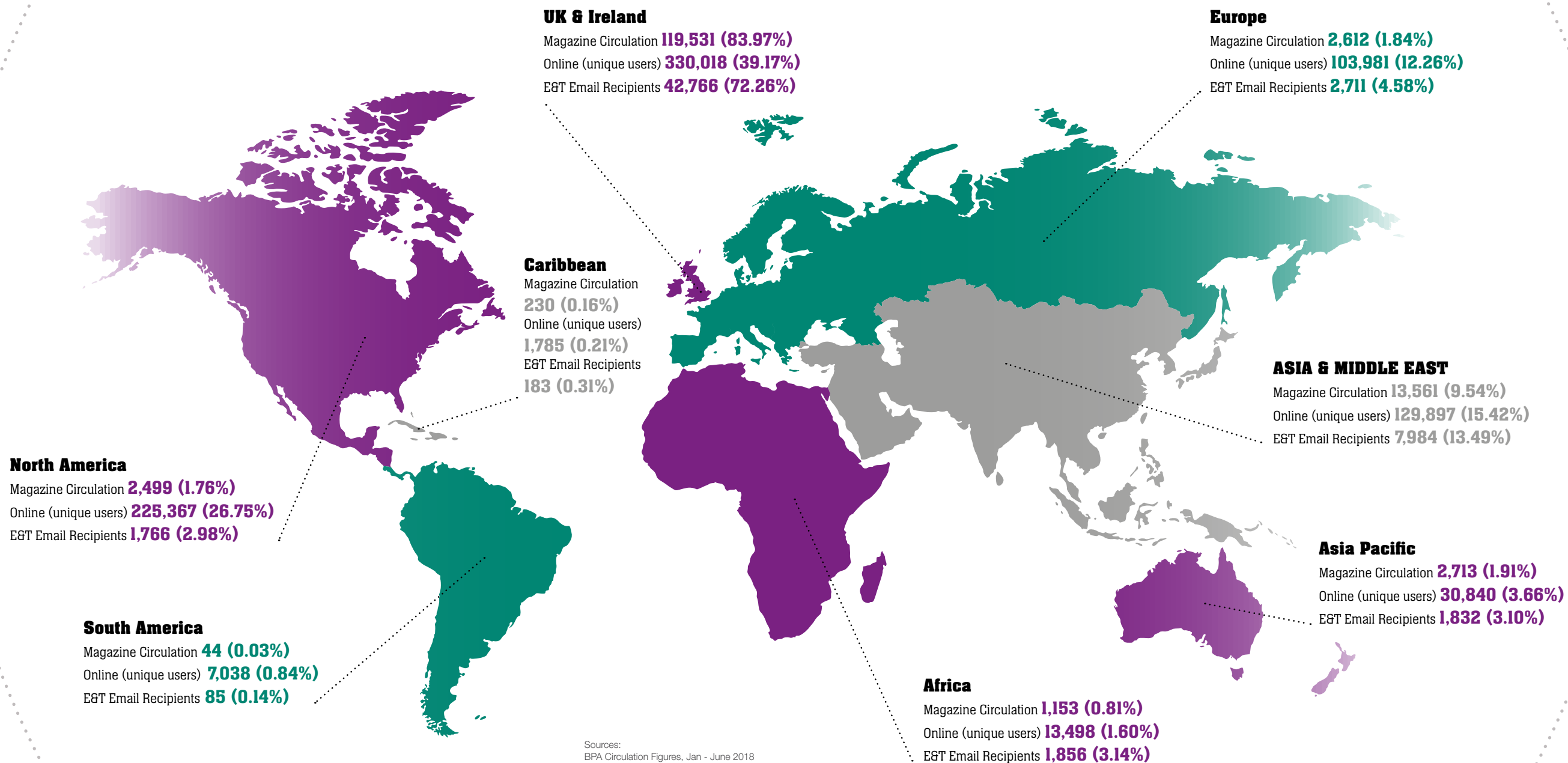
5 KEY SECTORS,
BUILT ENVIRONMENT,
DESIGN AND
PRODUCTION, ENERGY,
INFORMATION AND
COMMUNICATIONS
AND TRANSPORT

350 ONLINE
COMMUNITIES

Our Global Audience

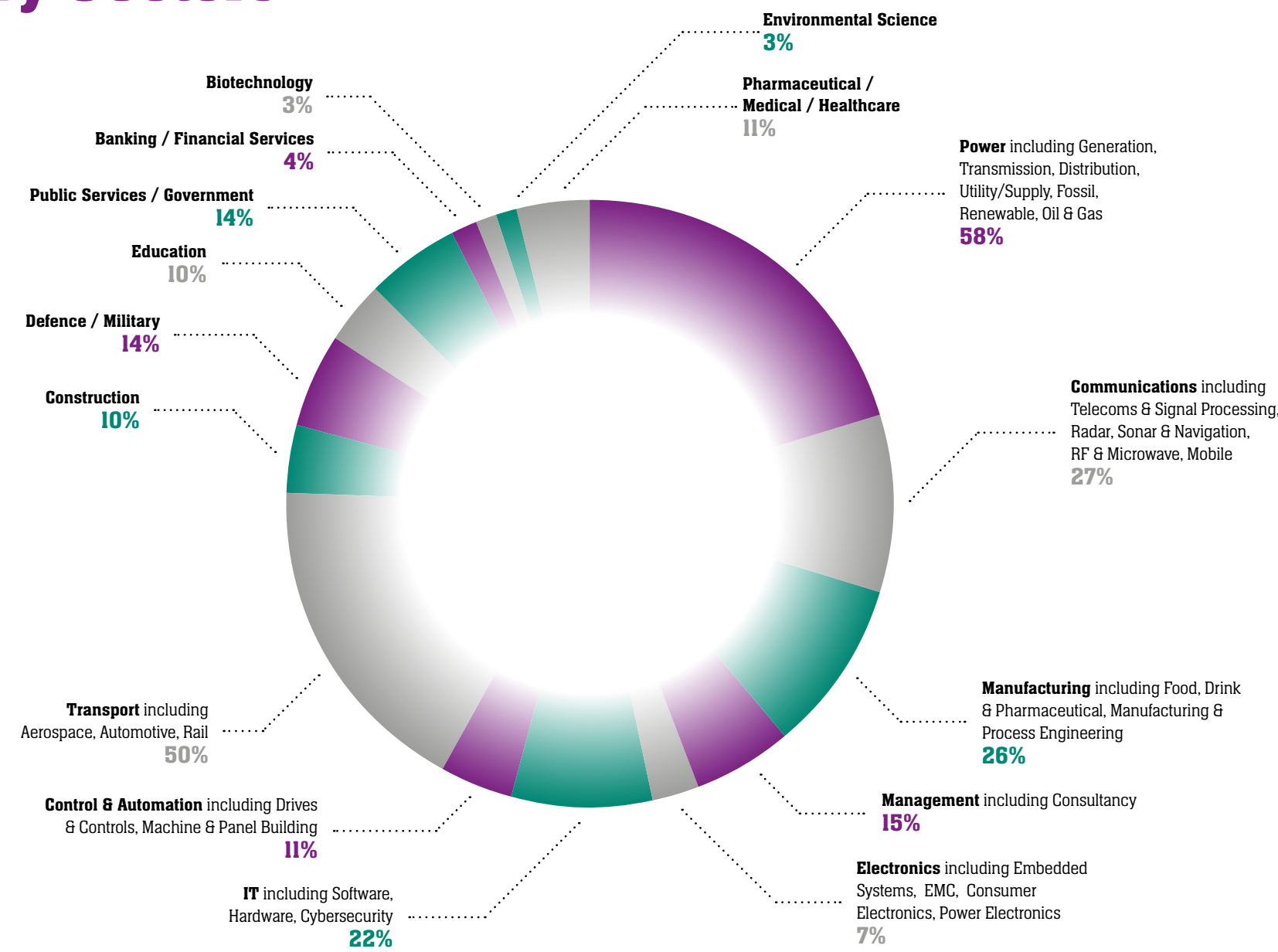
Whilst a UK-based institution, our audience spans the globe, and is comprised of some of the engineering & technology sector's key decision-makers, who have come to rely on E&T to keep them abreast of the latest developments in *their* industry.

At E&T we strive to truly understand what makes this unique audience tick, and regularly reach out to our readership and beyond to gather insights that enable us to tailor our offering in order to engage with them in a way that resonates, delivering the best possible response for our clients.

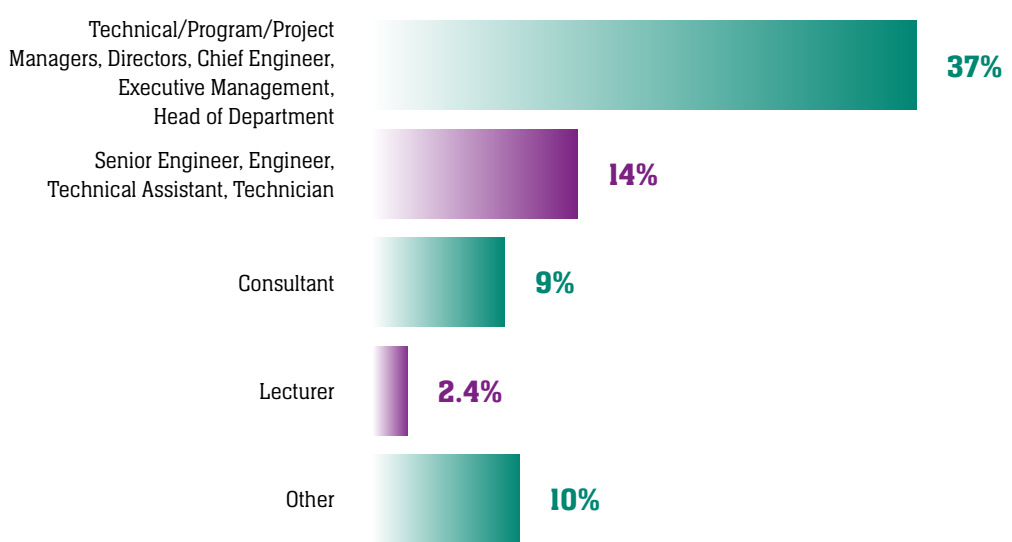


Sources:
BPA Circulation Figures, Jan - June 2018
Google Analytics, Jan - Dec 2017
E&T Email Database, 30th September 2018
E&T Reader Survey 2017

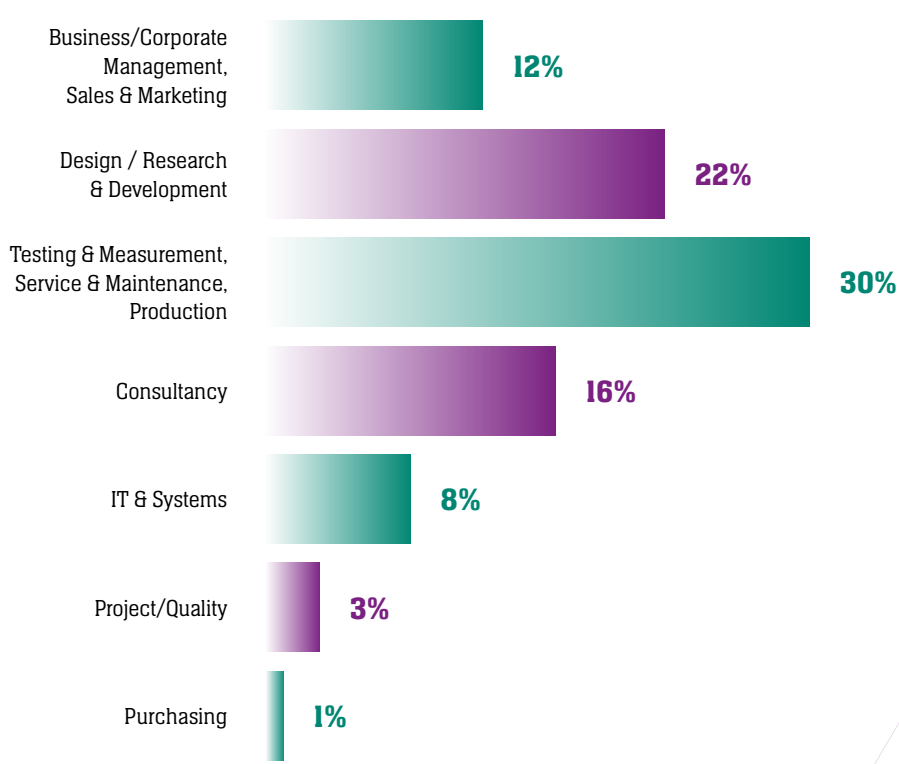
Industry Sectors



Job Role



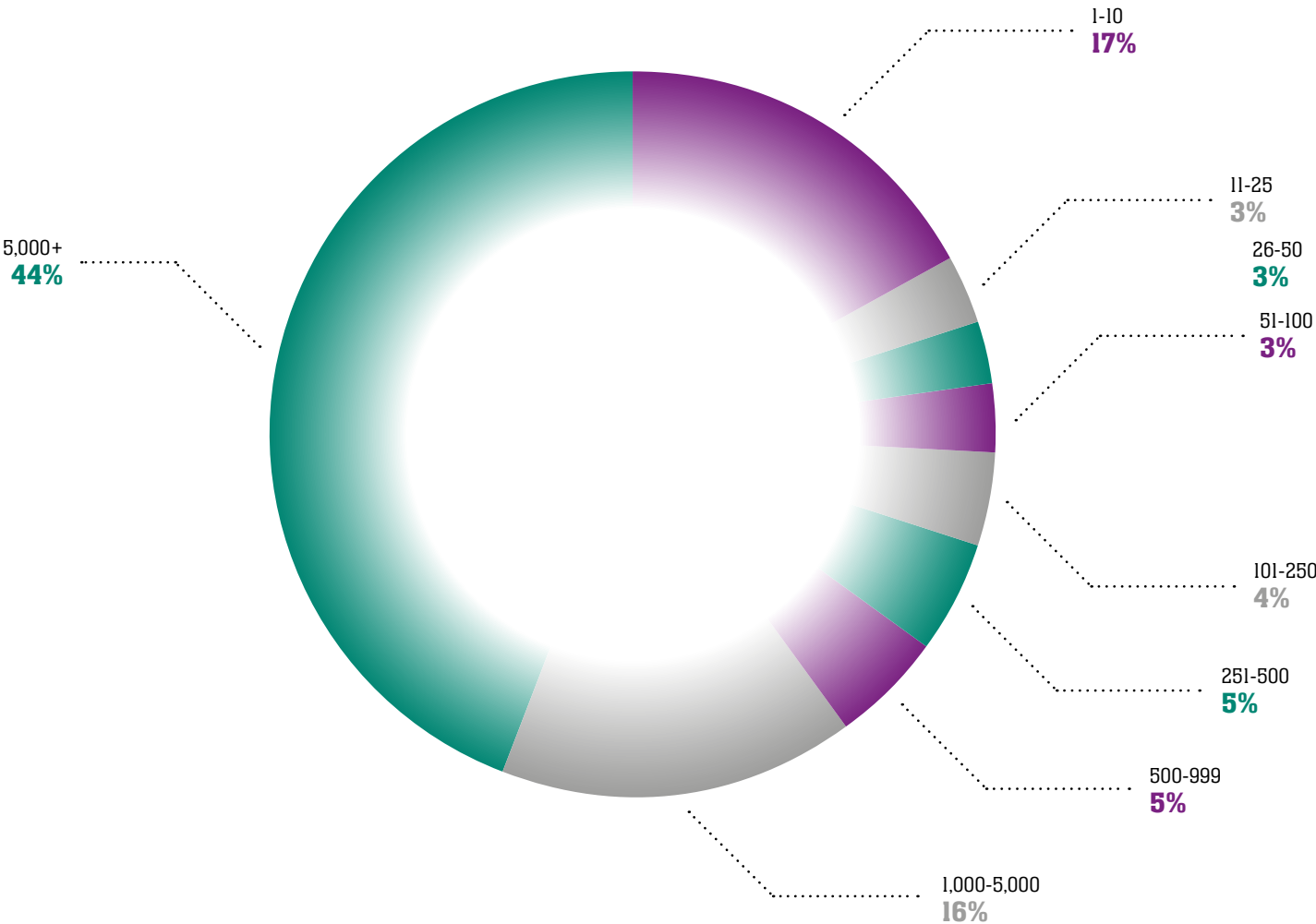
Job Function



DID YOU KNOW
96.3% of our members read E&T Magazine, making it the most widely read of all IET communications.

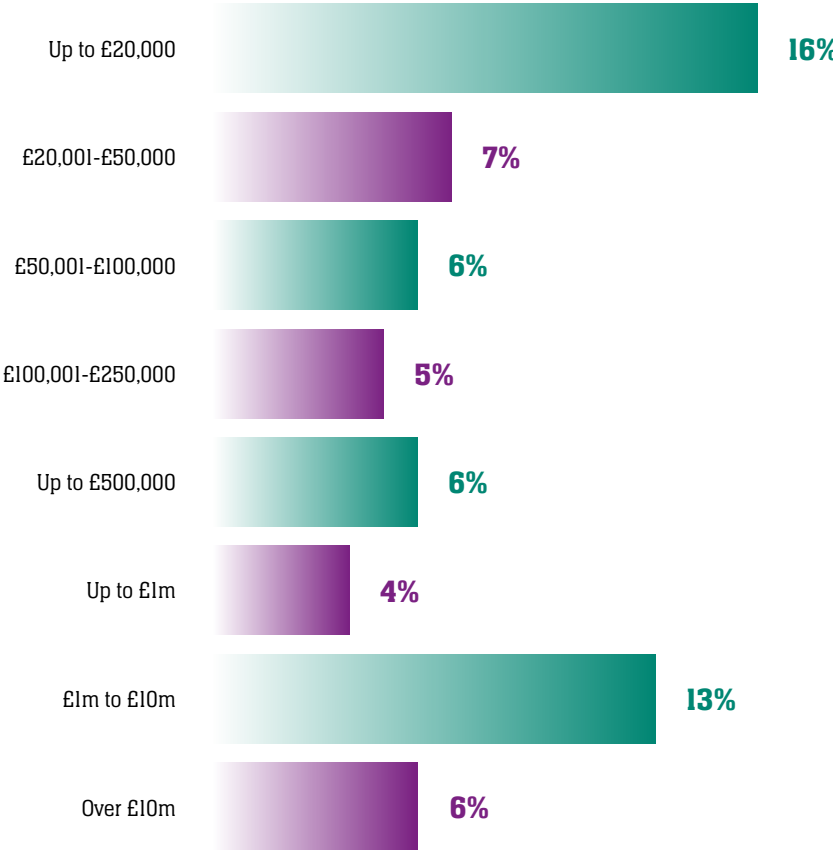
Company Size

No. of Employees

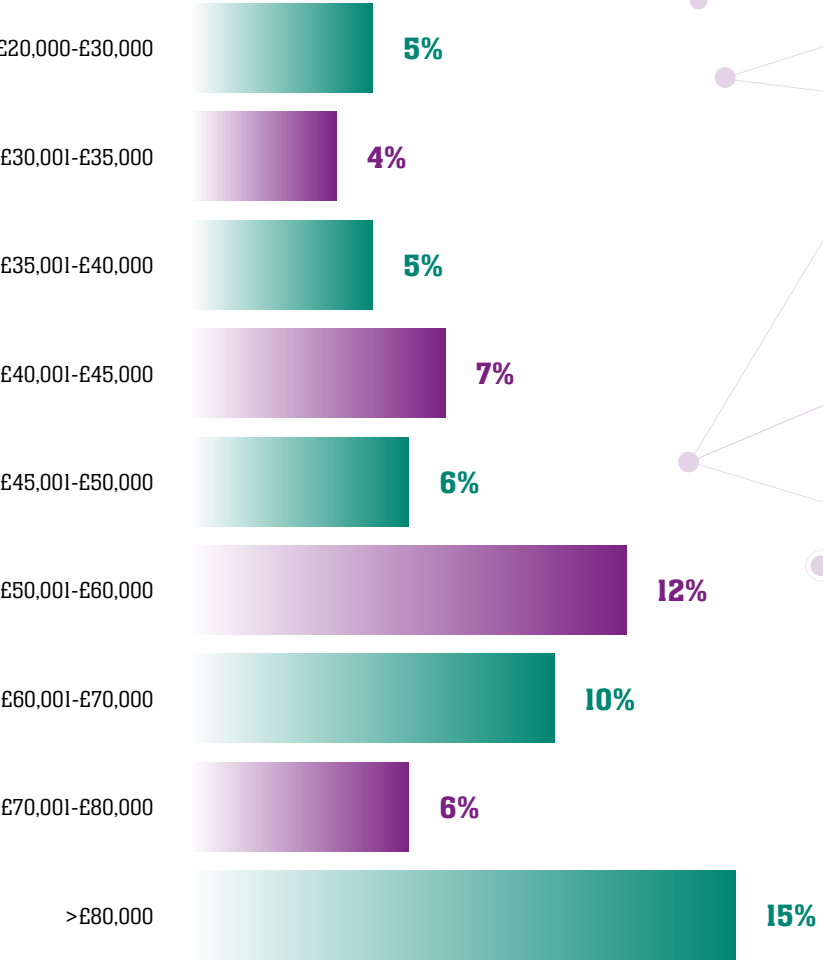


DID YOU KNOW
63% of our audience hold purchasing power between £20k - £10m+

Budget Responsibility



Salary Levels



Lead Generation

The IET's membership is comprised of some of the industry's key decision makers, with 63% of our members holding a purchasing budget of between £20k and £10m. We offer a variety of effective lead generation solutions that are targeted, tailored and trackable, enabling you to engage with your chosen engineering / technology audience in a meaningful way.

Surveys

Who? The IET's database of more than 220,000 engineering contacts.

How? For those considering lead generation solutions such as white papers, webinars or native advertising, you can maximise your return by ensuring that content is original, insight-led and relevant to our audience of passionate engineers. With the ability to segment our engineering contact database by job title, industry and beyond, a survey through the IET is a unique opportunity to gain valuable insights into the engineering landscape that can inform your marketing activities, product development and beyond.

Briefing / Roundtables

Who? Delegates from your chosen audience.

How? If you're looking to directly influence between 15 and 25 key, high profile influencers and decision makers through a highly engaged meeting, E&T's briefings and roundtables are the perfect solution. Our dedicated marketing team will design and produce a bespoke marketing campaign in order to invite delegates who are specifically matched to your target audience.

Webinars

Who? A bespoke audience based on criteria such as geo-location, job title, technical interest and industry level.

How? E&T Webinars are, without doubt, one of the most engaging ways to reach and convert your maximal audience from within the IET. In conjunction with our marketing and editorial teams, we provide a full support service and help you to select hot topics and particular areas of interest from amongst our technical communities. We provide all the technical back-up and support you need to run your webinar, full training of your speakers, moderation of your Q&A if required and full promotion before and after the webinar to ensure maximum engagement with your chosen audience.

Native Advertising

Who? Visitors to E&T Online, plus recipients of E&T News.

How? Native is the perfect platform to share case studies, product information and research findings, enabling you to align your messaging with leading editorial content that will look and feel just like one of our award-winning editorial pieces with the benefit of being trackable.

White Papers

Who? A bespoke audience based on criteria such as geo-location, job title, technical interest and industry level.

How? Turn your existing White Paper, Technical Article, Case Study or Video into a lead generation tool enabling you to engage with your engineering audience by demonstrating how you've solved a problem they may face in their jobs.

“

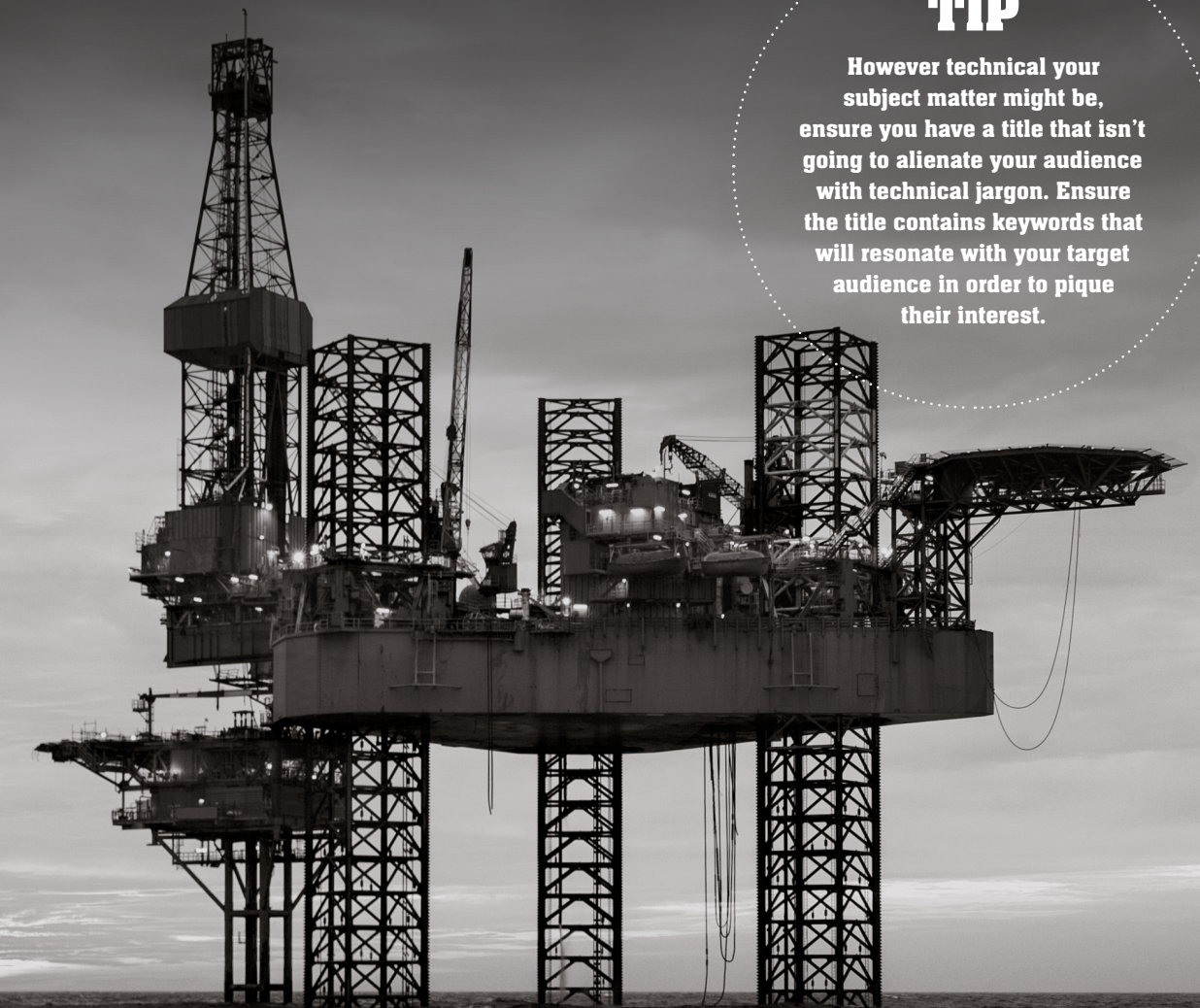
Hosting our client's White Paper with E&T proved vital to the success of our campaign. We found that the targeting options allowed us to make a big impression with the campaign's intended audience and were delighted with the number of leads we were able to generate as a result.

”

WPR Agency Limited

TIP

However technical your subject matter might be, ensure you have a title that isn't going to alienate your audience with technical jargon. Ensure the title contains keywords that will resonate with your target audience in order to pique their interest.



Awareness & Branding

Whether you're looking to raise the profile of your brand, introduce prospective customers to a solution they might not yet know about, or simply to strengthen your position within the marketplace. We offer access to a huge and diverse audience the world over that is comprised of some of the industry's key decision makers, as well as a range of advertising solutions that are tailored to help you achieve your campaign objectives by maximising exposure with high visibility opportunities.

Magazine

Who? More than 139,000* IET members.

How? E&T Magazine is the IET's award-winning member publication, and presents an opportunity to advertise against relevant editorial that your target audience will turn to first. Published 10 times per year, so you can ensure your advertising is timely and targeted. To maximise the reach of our magazine audience, each issue is available digitally via our dedicated app on iTunes, Amazon & Google play.

Website

Who? More than 625,000** unique users per month, delivering more than 1.9 million pageviews.

How? Through specific messaging, you will be able to both engage users and raise the profile of your brand amongst one of the industry's largest audiences. Ads can be placed in high traffic areas within the IET group of websites, or can be more targeted within our specialist pages.

Daily Email Newsletter

Who? More than 62,000 IET members & highly engaged engineers.***

How? This opt-in email delivers breaking news and editorial content daily. With fantastic engagement rates, (average open rate 21%) advertising via E&T News is a great way to reach a diverse audience of engineers, with measurable results.

Solus Email

Who? More than 40,000 highly engaged engineers.***

How? Developed to offer an opportunity for dedicated, in-depth solus promotion, E&T Magazine Connect is a branded solus email that offers the perfect platform to make your brand really stand out, giving you complete control of your messaging. As part of a wider integrated campaign, or simply as a one-off message, E&T Magazine Connect is the ideal solution to really drive results. Options available to target specific industry sectors.

Inserts

Who? Up to 139,000* IET Members.

How? If your brand communication requires a bit more depth, a dedicated E&T Magazine insert is the perfect solution through which to really educate your audience. Bound or loose inserts are available on the full circulation or on a split-run basis, giving you the freedom to promote your brand with your own material.

Native Advertising

Who? Visitors to E&T Online, plus recipients of E&T News.

How? The saying "content is king" has never been truer than it is today. Audiences are more digital-savvy than ever, so to help cut through the noise we have developed a native advertising solution that will help you to deliver content and capture readers' attention in an unobtrusive and authoritative manner that will lend credibility to your brand.

“

We recently worked with the E&T Team on an integrated campaign for one of the world's largest science brands. Their attention to detail, ability to understand exactly what we wanted (rather than just selling ad space) and give good advice was really appreciated. I always enjoy working with the IET.

”

Ambrose Communications

TIP

Before you embark on a brand awareness campaign, make sure you understand your key brand metrics, so you have something to benchmark against. These could include awareness, familiarity, intent to purchase and loyalty. Don't have the resource for this? Use Google Trends to measure the increase in organic searches related to your brand.

*Source: BPA Circulation Figures, Jan - June 2018
**Source: Google Analytics, Jan - Dec 2017
***Source: IET email database, 30th September 2018

Digital & Online Presence

Website

Who? More than 625,000* unique users per month to the IET's family of websites.

How? Delivering more than 1.9 million pageviews per month, IET websites are an effective platform to create awareness around a particular product or solution. Our flexible approach to banner advertising means your messaging can be placed in various high traffic areas within E&T Online and the IET website, or can be more targeted within our specialist pages, our associated publications or community webzones.

App / Digital Edition

Who? More than 8,000 readers of E&T Magazine app and 13,500 digital edition recipients.

How? Perfect for content-rich advertising such as videos and infographics, the E&T app makes all issues and supplements of E&T Magazine available to download for tablets and mobile. Available globally and across multiple devices, the E&T app is a great way for engineers to keep up to date with the latest engineering news.

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Social

Who? E&T's following of engineers across multiple social media platforms.

How? Amplify your social reach without compromising on credibility by engaging with E&T's audience of passionate engineers who follow us for the latest engineering and technical content.

Retargeting

Who? More than 62,000 recipients of the E&T Daily Newsletter.**

How? We have invested heavily in specialist retargeting software that enables our clients to serve their online messaging to our audience via our website and our newsletters. Retargeting works brilliantly as a conversion optimisation tool, but it works best if it's part of a larger digital strategy, so speak to our expert staff about how to build an effective digital campaign.

If your organisation is seeking to boost its online profile, drive traffic to its site, or simply to compliment an existing multichannel campaign, **E&T** has a number of solutions across multiple platforms to help you hit those objectives by driving high quality traffic to your site. With more than 1.9 million page views from over 625,000 visitors per month across the IET family of websites, as well as an expert team on hand to support with both strategy and implementation, we are able to reach and influence a broad range of engineering professionals.

“

In every instance, the E&T team aimed to give us maximum exposure to our target audience and the targeting options allowed for us to specify our audience, ensuring our messages were delivered exactly where we needed them.

”

We received good direction from the E&T team and overall, we feel that we have received qualified ROI on our investments with the organisation.

PTC

TIP

Think about the customer journey and what information your digital advertising campaign needs to present at each stage.

*Source: Google Analytics, Jan - Dec 2017
**Source: IET email database, 30th September 2018

Product Promotion

We recognise that to effectively build excitement and interest in your product, you need to reach the right people with engaging content, and at **E&T** we've developed our product awareness and promotion solutions with this in mind. Whether your campaign objectives are to educate, drive product awareness, demonstrate how your product can solve customers' problems, or simply to shout about a promotion, we have a proven track record of providing compelling and effective campaigns that deliver genuine results.

Magazine

Who? More than 139,000* IET members.

How? E&T Magazine is the IET's award-winning member publication, and presents an opportunity to advertise against relevant editorial that your target audience will turn to first. Published 10 times per year, so you can ensure your advertising is timely and targeted. To maximise the reach of our magazine audience, each issue is available digitally via our dedicated app on iTunes, Amazon & Google play.

Magazine Inserts

Who? E&T Magazine readers.

How? If your product promo requires a bit more depth, why not really educate your audience with inserts targeted to specific specialisms. Bound or loose inserts are available on the full circulation or on a split-run basis, giving you the freedom to promote your message with your own material to your required audience.

Online

Who? More than 625,000** unique users per month to the IET's family of websites.

How? Delivering more than 1.9 million pageviews each month, IET websites are an effective, targeted solution to create awareness around a particular product or solution. Our flexible approach to banner advertising means your messaging can be placed in various high traffic areas within E&T Online and the IET website, or can be more targeted within our specialist pages, our associated publications or community webzones.

Native Advertising

Who? Visitors to E&T Online, plus recipients of E&T News.

How? Want to get technical with your product promotion in a way that will add value to the working lives of your target audience and position your brand as thought leaders in the process? Native is the perfect platform for this, it will enable you to align your product / messaging with leading editorial content that will look and feel just like one of our award-winning editorial pieces. Plus, we'll promote it via our flagship newsletter, E&T News.

Daily Email Newsletter

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“

In terms of customer service, volume and quality of responses to our campaigns, the IET consistently outperform all our other channels. They remain a pillar of our marketing activity.

”

Cranfield University

TIP

Product images have the ability to make or break a campaign, as they impact the entire creative of an ad. With this in mind, it is worth an investment of time or money to ensure they are spot on. Think about the kind of imagery that will resonate with an engineering audience, and don't be afraid to get technical.

*Source: BPA Circulation Figures, Jan - June 2018
**Source: Google Analytics, Jan - Dec 2017
***Source: IET email database, 30th September 2018

Events & Sponsorship

IET Awards

Sponsorship of the IET Awards provides a unique opportunity to raise the profile of your organisation to the global engineering, science and technology community and to align your brand with this market leading recognition and reward programme.

IET Award Programmes for 2019:

Innovation Awards
Achievement Awards
Young Woman Engineer of the Year

The IET Events portfolio provides organisations with the opportunity to position themselves as thought leaders across one or more of our technical conferences that is relevant to your business/product area; giving you an invaluable platform to engage and influence our professional engineering community, through sponsoring and exhibiting at our range of seminars; conferences; lectures; dinners; awards; breakfast briefings and workshops.

IET Events Sponsorship

Our sponsorship packages are designed with you and your end results in mind. Whether you are going through a re-brand, wanting to increase sales, or looking to promote your product/service to our community we have packages designed to give you maximum exposure both before and during the event. By sponsoring one of our events you will receive brand visibility through our website and marketing materials including email and print, delegate places for networking opportunities for your company and the opportunity to appear on panel discussions.

E&T Briefings / Roundtables

Do you want to directly influence high profile influencers and decision makers? E&T offer briefings and roundtables for between 15 and 25 people and our dedicated marketing team will design a bespoke marketing campaign to invite delegates who specifically match your target audience. Whether your meeting is for breakfast, lunch or dinner, it will be guided by an agenda focused on your chosen topic. You can provide your own speaker or our team can do it for you. And why not nurture the content created in the room and publish a post-event report with E&T or publish a whitepaper to keep benefitting from the event long after.

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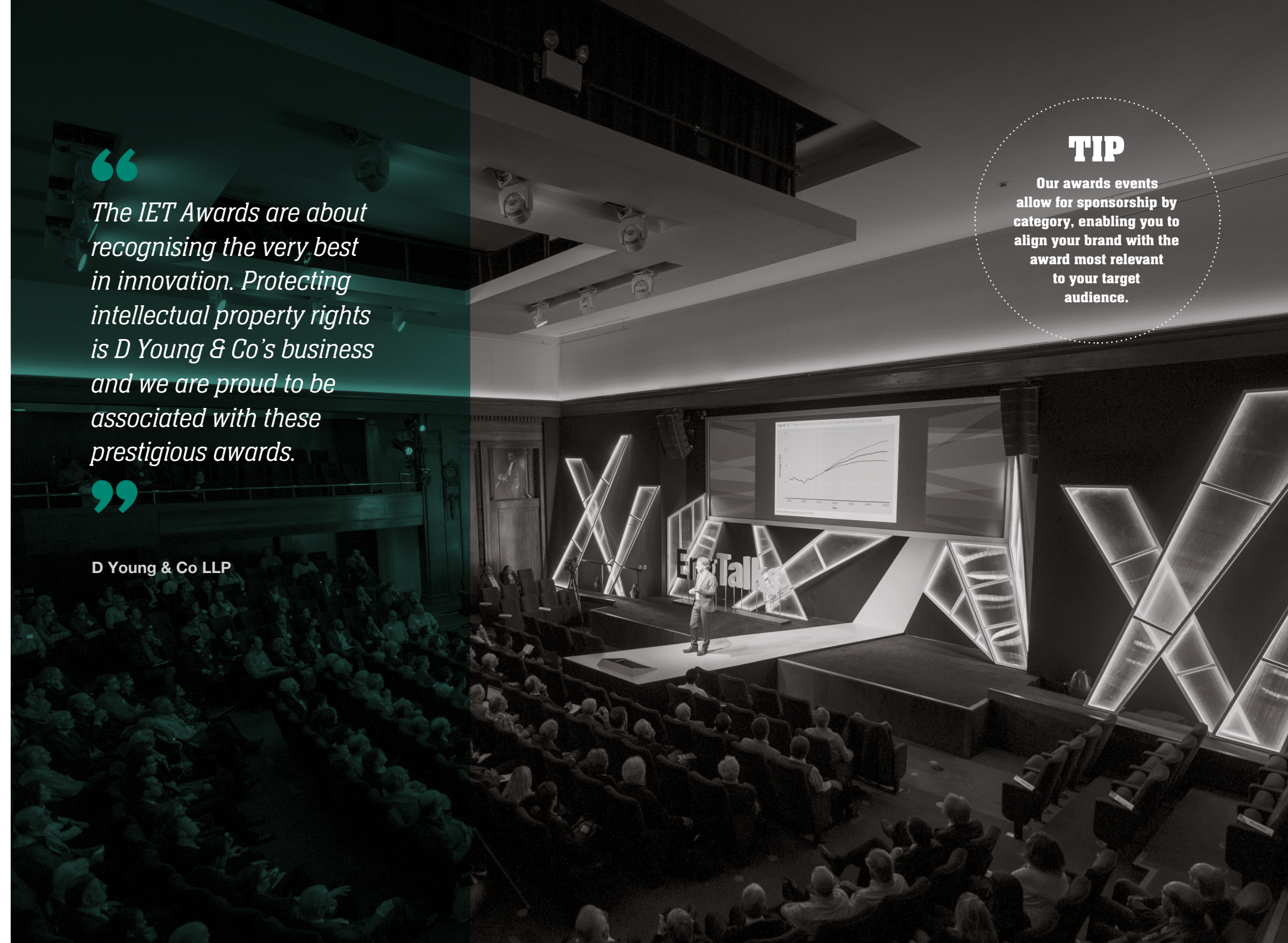
The IET Awards are about recognising the very best in innovation. Protecting intellectual property rights is D Young & Co's business and we are proud to be associated with these prestigious awards.

”

D Young & Co LLP

TIP

Our awards events allow for sponsorship by category, enabling you to align your brand with the award most relevant to your target audience.



Meet The Team



Dickon Ross
Editor-in-chief



Dominic Lenton
Managing Editor



John Rooney
Chief Designer



Tim Fryer
Technology Editor



Vitali Vitaliev
Features Editor, General



Jonathan Wilson
Web Managing Editor



Louise Hall
Display Advertising
Manager



Alex Macleod
Creative Solutions
Sales Executive



Danielle Thomasson
Creative Solutions
Sales Executive



Nicola Lancaster
Creative Solutions
Sales Executive



Hayley Edwards
Creative Solutions
Sales Executive



Daniel Lorimer
Telemarketing
Sales Executive

Advertising Enquiries - advert@theiet.org

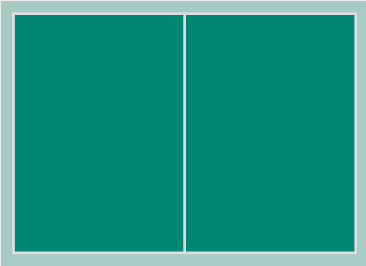
Editorial Enquiries - engtechmag@theiet.org

Our Awards

The E&T Magazine and its journalists have enjoyed success in media industry awards in recent years.

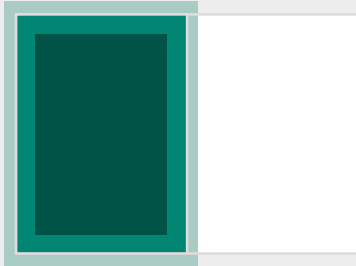
- Gold Award, Digital Imagery: "Cyber Security" TABBIE Awards 2018
- Gold Award, Special Edition: Report on "Censorship" TABBIE awards 2018
- Silver Award, Best Single Issue: "Women in Engineering" TABBIE awards 2018
- Silver Award, Regular Column: "After all", TABBIE Awards 2018
- Gold Award, Best Department: Reviews Section, TABBIE Awards 2017
- Gold Award, Special Report: "Virtual Reality", April 2016, TABBIE Awards 2017
- Gold Award, Front Cover Digital Imagery: "When Big Data is Bad Data", October 2016, TABBIE Awards 2017
- Silver Award, Regular Column: Money and Markets, TABBIE Awards 2017
- Honourable Mention, E-Newsletter: E&T News, TABBIE Awards 2017
- Shortlisted E&T Digital Sales Team, B2B Digital Sales Team of the Year, Drum Media Awards 2016
- Gold Award Special section ("Watches"), TABPI awards 2015
- Honourable Mention Best focus issue ('Utopia'), TABPI awards 2015
- Honourable Mention Best single issue ("Turing's Enigma"), TABPI awards 2015
- Honourable Mention Best website, TABPI awards 2015
- Shortlisted Digital product of the year (E&T Online) and membership magazine of the year, PPA Independent Publisher Awards 2014
- Shortlisted Business magazine of the Year, BSME 2014

Print Specifications



DPS bleed
303 x 426mm

DPS trim
297 x 420mm



Full page bleed
303 x 216mm

Full page trim
297 x 210mm

Full page type
270 x 186mm



Half page

Horizontal
134 x 186mm

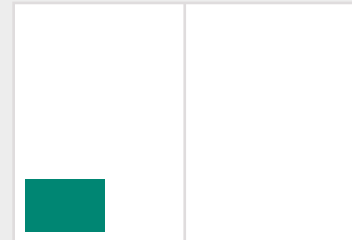
Vertical
270 x 91mm



Quarter page

Horizontal
67 x 186mm

Vertical
134 x 91mm



Eighth page
65 x 91mm

Booking: 2 weeks prior to the publication date.

Copy: Tuesday preceding the following Wednesday publication date.

Cancellations: 4 weeks prior to publication.

To achieve successful reproduction of your advertisement, we recommend that you follow these guidelines (the IET cannot accept responsibility for digital adverts supplied outside these specifications).

Ads should be supplied in the following format:
PDF (PDF/X-1a) to Pass4Press specifications (preferred). Notes can be downloaded from www.pass4press.com
All fonts must be embedded.

Colour images should be saved as CMYK. Mono images should be saved as grayscale. Graphics should be saved at 300dpi at the size to be published. Grayscale images greater than 85% density may fill in on press. Adverts can also be supplied as hi-resolution PDF files emailed to advert@theiet.org (files must not be larger than 10mb).

Please note: The IET will be entitled to invoice the full amount for any advertisement space booked and subsequently cancelled outside of the deadline.

Pricing & Deadlines

Display £	1 x	3 x	6 x	10 x
DPS Full Colour	£8,116	£7,710	£6,899	£6,087
Cover Positions	£5,190	£4,931	£4,411	£3,892
Full Page Colour	£4,326	£4,110	£3,677	£3,244
Half Page	£2,357	£2,239	£2,003	£1,768
Third Page	£1,865	£1,772	£1,585	£1,399
Quarter Page	£1,375	£1,306	£1,169	£1,031
Eighth Page	£787	£748	£669	£590
Classified scc	£64	£61	£54	£48

Inserts - £224 per 1000 - UK only
0-15grams +£10 per gram per 1,000 over 15grams, minimum 10,000. POA for bound in, cover wraps, belly band and overseas split runs.
Minimum number of inserts in the run = 10,000 POA for bound in, cover wraps, belly band and overseas split runs.

Booking and Copy Deadline	Publication Date
8th January	16th January
5th February	13th February
5th March	13th March
9th April	17th April
14th May	22nd May
11th June	19th June
9th July	17th July
3rd September	11th September
1st October	9th October
5th November	13th November

Digital Specifications

E&T News (Email Newsletter)

Leaderboard Banner – 728 x 90 pixels, gif or jpeg, non-animated 45KB supplied with url
Text Box – 90 character Headline, 50 words of body text, url logo or picture supplied at 600 x 400 pixels

E&T Magazine Connect (Solus Email)

Width – 600px (595px for content to allow for 5px padding around edges)
Height – flexible to your content requirements
Images – maximum width 595px
Columns/Rows – default is one column and one row. Use nested tables and avoid colspan and rowspans if more than one is required
Font – default font will be Arial unless defined differently by new content
Copy – HTML and a plain text file

Webinars

Hero Image – 2100px x 1600px
Company Logo – 960px x 360px
Company Description – max 100 characters including spaces
Title of Webinar – max 70 characters including spaces
Date and Time
Introduction Paragraph and Key Learning Points
Speaker Name, Job Title and Biography
Completed Marketing Brief

Social Media

Please contact your account manager for latest specifications.

White Papers

Hero Image – gif or jpeg 2100px x 1600px
Company Logo – gif or jpeg 960px x 360px
Company Description – max 100 characters including spaces
Title of White Paper – max 70 characters including spaces
Author Name and Job Title
Description of Paper and Learning Points
PDF Version of White Paper and Marketing Brief

Native Advertisement Content

Hero Image – gif or jpeg 2100px x 1600px
Logo – gif or jpeg 960px x 360px
Company Description – maximum 100 characters including spaces
Article Title – max 70 characters including spaces
Author Name and Job Title
Opening Summary Paragraph – max 200 words
Main Article – recommended around 2000 words
Images – gif or jpeg 970px x 650px
Client URLs or tracking links must be supplied

Online Banners

Billboard – 970px x 250px
Leaderboard – 728px x 90px
Super Leaderboard – 970px x 90px
MPU – 300px x 250px

File size no larger than 45KB
Accepted advert formats: GIF, JPEG, Animated GIF, PNG (we also accept files from third parties)
Client URLs or tracking links must be supplied

Pricing

Online Advertising Rates

	£'s
Run of site (CPM / Per thousand impressions)	£103
Tenancy (Per month)	£1,030
Native advertising / content marketing	£1,300
Retargeting	POA
Social	POA

Lead Generation

	£'s
White Papers / Technical articles	£1,300
E&T Webinars	£9,995
Breakfast Briefings	£10,995

E&T Magazine Connect (Solus Email)

	£'s
Full run (40,000)	£3,200
Half run (20,000)	£2,000
Targeting by specific industry / list	£2,000

E&T News (Email Newsletter)

Cost per insertion	£'s
Daily insertion	£600
1 week	£1,870
2 weeks	£2,026
1 month	£2,182

Bespoke Opportunities

	£'s
Industry Survey	POA
Awards	POA



Engineering & Technology

IET Services Limited
Michael Faraday House
Six Hills Way
Stevenage
Hertfordshire
SG1 2AY
United Kingdom

T: +44 (0)1438 767351

E: advert@theiet.org

www.theiet.org/advertising

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IET Services Ltd may record calls for quality and training purposes. If you wish to raise a concern in regards to this, please email advert@theiet.org.

E2F18016/100/1118