



ed
ENGINEERING DESIGNER

2021 print and digital media pack

UNTAPPED MARKET

Be among the first to
speak to IED members

MULTIPLE CHANNELS

Reach prospective customers
via print, online and a new app

GROWING INTEREST

A new media strategy will
bring a growing audience



support
inspire
achieve

Designed for success

Engineering Designer is the official publication of the IED, the premier membership body representing engineering and product designers.



FOUNDED IN 1945, Chartered in 2012, the IED provides more than 6,000 members with up-to-date news, technical articles, features and accredited courses from within the engineering design sector through its quarterly print publication – *Engineering Designer*

In 2021, a wider communications strategy will be launched. In addition to the quarterly printed magazine, it will feature a series of digital assets, including a monthly digital magazine and a weekly newsletter that will be delivered via email to IED members and available, free of charge, to any other interested parties through the IED website and social media channels – reaching a much wider audience.

To complement this strategy, *Engineering Designer* will offer companies the opportunity to showcase their products and services to this relatively untapped market and dedicated audience through the following channels.

QUARTERLY PRINT MAGAZINE

A bigger, brighter magazine – *Engineering Designer* is now a 44 page quarterly journal, packed with premium-quality content and the latest news, views and information about the engineering and design communities.

MONTHLY DIGITAL MAGAZINE

The quarterly printed journal will be complemented by a monthly digital publication, designed for less weighty content, more news items, more recent events, more profiles of and content by, members. Delivered to our readers' inbox every month, this digital publication will keep them up to date with everything that's going on in between the quarterly publications.

WEEKLY NEWSLETTERS

A new asset within our digital programme. Each week, subscribers will receive a newsletter, featuring hot-off-the-press content that simply can't wait until the next 'monthly digital magazine' or 'quarterly journal', including industry announcements, discussion pieces and news about events.

ENGINEERING DESIGNER APP

All of the digital elements mentioned will be available within the new *Engineering Designer* app – everything in one place, quick access to content, opinions, videos and profiles.

Options

DISPLAY ADVERTISING (Print & Digital)

Display advertising offers the opportunity to promote in great detail, often alongside topical editorial content.

PRODUCT & SERVICES GUIDE (Print & Digital)

A dedicated page where advertisers can promote their products and services in every issue. Each advert will list all of their contact details, include their company logo, along with editorial text. They will also have the ability to change content on a regular basis, enabling them to adapt to trends and ensure their budget is spent efficiently.

NEWSLETTER SPONSORSHIP

Have your company's logo and message in a prominent position within the newsletter that is distributed to a wide and dedicated audience every week.

JOBS BOARD

The most effective way to attract the very best candidates for your vacancy. Reaching not only the highly professional relevant candidates who are seeking a career change but also those who whose interest can be piqued by a great job offer. For further details click here.

Rates

PRINT	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
DPS	£2,400	£2,250	£2,050	£1,800
Page	£1,300	£1,200	£1,100	£975
Half	£700	£650	£595	£525
Quarter	£375	£350	£320	£275
Advertorial				
DPS	£2,750	£2,600	£2,400	£2,100
Page	£1,500	£1,400	£1,300	£1,150
Product & Services Guide £695 - All 4 issues				

DIGITAL	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
DPS	£1,700	£1,550	£1,450	£1,250
Page	£925	£875	£825	£750
Half	£500	£475	£450	£400
Quarter	£300	£275	£275	£225
Product & Services Guide	£495 – 6 months £795 – 12 months			
Newsletter sponsorship	£250 – per insertion			



Packages

Rates below are for full page packages.
Packages for other sizes available, please contact Lee for prices.

	1x FP printed advert 3x FP digital advert	2x FP printed advert 6x FP digital advert	3x FP printed advert 9x FP digital advert	4x FP printed advert 12x FP digital advert
RATECARD incl series discount	£3,825	£7,350	£10,725	£12,900
ACTUAL COST	£2,875	£5,525	£8,050	£9,675
QUARTERLY PAYMENT	£2,875	£2,765	£2,685	£2,420

Production schedule

QUARTERLY PRINT MAGAZINE

ISSUE	PUBLISHED	AD COPY
July	13 July	23 June
October	12 October	22 September
January	4 January	15 December

MONTHLY DIGITAL MAGAZINE

ISSUE	PUBLISHED	AD COPY
July	7 July	23 June
August	4 August	21 July
September	1 September	18 August
October	6 October	22 September
November	3 November	20 October
December	1 December	17 November
January	29 December	15 December

TECHNICAL SPECIFICATIONS

Page size	Height	Width
DPS		
Bleed	303mm	426mm
Trim	297mm	420mm
Text	273mm	394mm
Full page		
Bleed	303mm	216mm
Trim	297mm	210mm
Text	273mm	187mm
Half page		
Trim	133mm	187mm
Quarter page		
Trim	133mm	91mm
Eighth page		
Trim	60mm	88.5mm



ARTWORK SUPPLY

Software: InDesign, Photoshop, Illustrator or PDF. PLEASE be sure to include all fonts and linked picture files. If sending a PDF, please ensure that all fonts are embedded.

File formats: Please ensure that files are 300dpi or higher. NOTE: Pantone colours must be converted to CMYK colour; RGB and spot colours may not print as you intend.

ATTENTION: Please be advised that Microsoft Word, Publisher, Powerpoint and Excel documents do not constitute as art work and will not be recognised as such. Please contact the art department with any query – we are more than happy to offer advice over the phone or via email.

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