

# MEM

MEDIA PACK 2023

**MEM**  
MANUFACTURING AND ENGINEERING MAGAZINE

**MEM**  
IN MOTION

**MEM**  
INFRASTRUCTURE

**MEM**  
HEALTHCARE

**MEM**  
TECHNOLOGY

**MEM**  
MANUFACTURING

**MEM**  
SUSTAINABILITY

**MEM**  
CONSUMER

# MANUFACTURING & ENGINEERING MAGAZINE

Manufacturing & Engineering Magazine (MEM), is striving to be the highest quality editorially based monthly print & digital publication focused on promoting innovation in manufacturing and engineering in the UK.

We have over 40,000 views each month digitally and more than 60,000 each month in print and digital combined. Our website updates daily and we receive an average of 4,500 unique daily visitors on a daily basis to [www.memuk.org](http://www.memuk.org).

## SUB-SECTORS

We work directly with all of our FEATURE clients and as you can see from our magazine we have a genuine readership and cover all industry sub-sectors of manufacturing with unique homepages for each area such as:



DIGITAL DISPLAY

**MEM**  
IN MOTION

- Rail
- Marine
- Automotive
- Aerospace
- Space
- Military & Defence
- Motorsport

**MEM**  
INFRASTRUCTURE

- Oil & Gas
- Fabrication
- Nuclear
- Mining
- Civil & Structural Engineering
- Construction Products

**MEM**  
HEALTHCARE

- Health & Safety
- Medical Technology
- Pharmaceuticals
- Supplies
- Consumer
- Public Sector

**MEM**  
TECHNOLOGY

- Testing/NDT
- Industry 4 & Smart
- Data Centres
- Academia/R&D
- Automation & Robotics
- Training

**MEM**  
MANUFACTURING

- Additive
- Tooling
- Sub-Contract
- Composites
- Chemical
- Software
- Machinery

**MEM**  
SUSTAINABILITY

- Energy Generation
- Recycling
- Water Management
- Waste Management
- Environmental
- EV & Fuel Cells

**MEM**  
CONSUMER

- Food & Drink
- Electricals
- Furniture & Furnishings
- Textiles & Clothing
- Packaging & Production
- Sports & Leisure

# DIGITAL DISPLAY

For each unique homepage of MEM there is the following Banner Advertising available:

- MEM LATEST NEWS
- MEM INMOTION
- MEM **INFRASTRUCTURE**
- MEM **HEALTHCARE**
- MEM **TECHNOLOGY**
- MEM **MANUFACTURING**
- MEM **SUSTAINABILITY**
- MEM **CONSUMER**

Our website updates with latest news features uniquely approved by editorial here at MEM each day. MEM receives on average 4,500 unique daily visitors to [www.memuk.org](http://www.memuk.org).

## SOCIAL MEDIA

We have a growing presence across social media and create events on LinkedIn for clients to promote a Showcase, Trade Show, Product Launch or Webinar.

### SOCIAL MEDIA SPONSORED POSTING

NEW

10 x Posts (£50 per post)	£500pm
20 x Posts (£35 per post)	£700pm
Basic Supplier Dir. Listing (£50pm)	£600pa
Enhanced Supplier Dir. Listing (£80pm)	£960pa

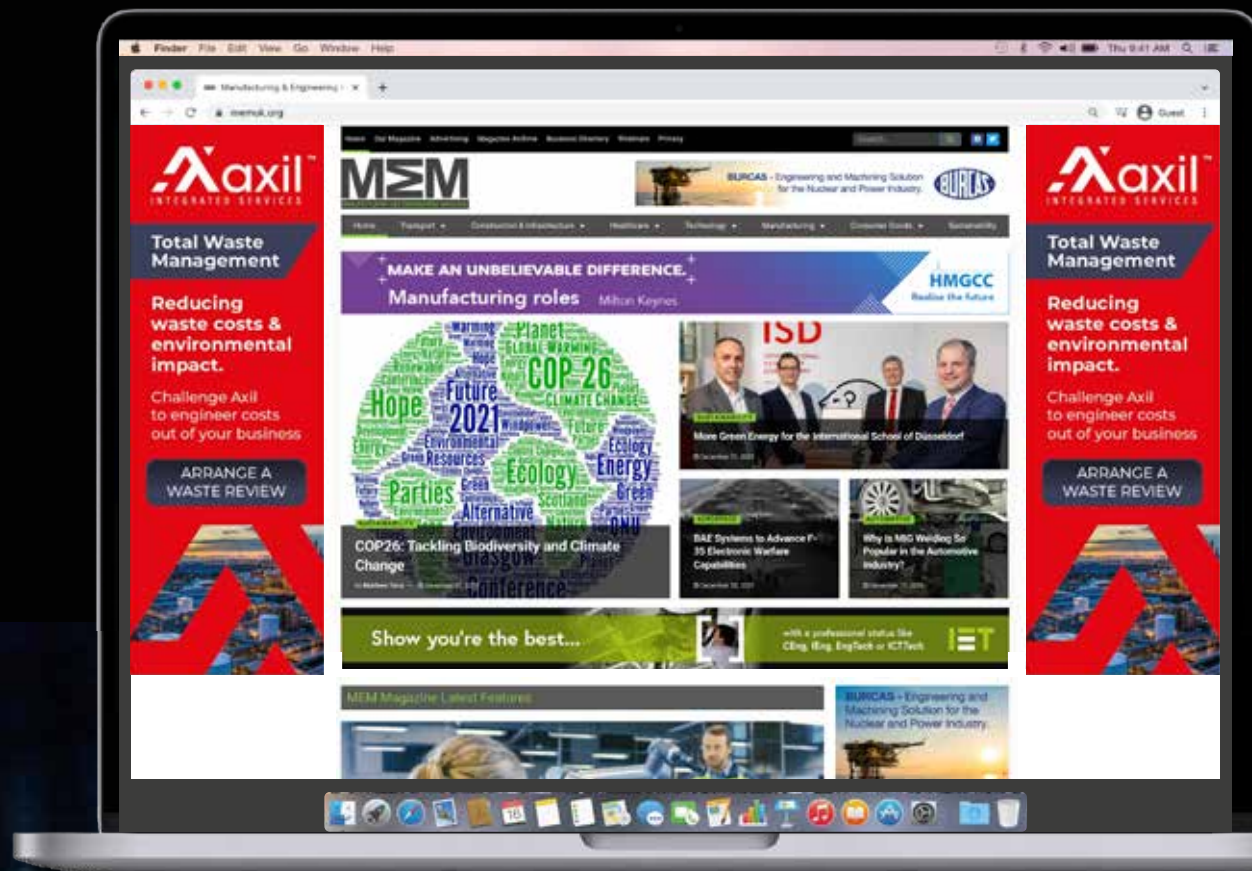
### BANNER ADVERTISING\*

Premium Leader	920x140px	£895
Prime Leader	1170x110px	£695
Second Leader	1170x110px	£595
Large Rectangle	300x250px	£595
Springboard Rectangle	300x100px	£395
Section Takeover	334x937px	£1,495

### BANNER ADVERTISING\*

Home Category	855x110px	£495
Post Cat Sandwich 1	1170x110px	£595
Post Cat Sandwich 2	855x110px	£495
Post Cat Large Rectangle	300x250px	£495
Latest News Insertion Banner	234x60px	£295

\*All prices are per homepage, per calendar month



# DIGITAL DISPLAY

## WEB DISPLAY

You know your advert is in front of the right audience with MEM via placement next to industry specific news. With use of visual images, display advertising helps to create stronger brand awareness.

## SITE POST

The screenshot shows a MEM website article page. At the top, there is a navigation bar with the MEM logo and a 'PREMIUM LEADER' label. Below this is a 'POST CAT SANDWICH 1' section featuring a large image of an aircraft carrier and a 'LARGE RECTANGLE' advertisement. The main article content follows, including a sub-headline 'BAE Systems to Advance F-35 Electronic Warfare Capabilities', a byline 'By Sarah-Jane Smith', and the start of the article text. A 'SHARE THIS POST' section with social media icons is visible below the article. At the bottom, there is a 'POST CAT SANDWICH 2' section featuring a 'LARGE RECTANGLE' advertisement and a 'MEM Magazine #194' cover image.

## HOMEPAGE

The screenshot shows a MEM website homepage. At the top, there is a navigation bar with the MEM logo and a 'PREMIUM LEADER' label. Below this is a 'PRIME LEADER' section featuring a large image of a woman and a 'SECTION TAKEOVER' label. The main content area is divided into several sections: a 'SECTION TAKEOVER' label on the left, a 'SECTION TAKEOVER RECTANGLE' label on the right, a 'LARGE RECTANGLE' label, and a 'SPRINGBOARD RECTANGLE' label. The bottom section is labeled 'HOME CATEGORY' and features a large image of an aircraft carrier. The overall layout is clean and professional, with a focus on industry news and advertising.

You can also maximise your ROI via the ability to track the performance of your own advertising. We're here to help you get the most out of your display advert with the use of our in-house design team, here to create your artwork at no extra cost. Choose to book for 2 or more months and you can change your artwork each month. We have a variety of sizes to suit your advert artwork or budget - from a full section takeover, to a side banner. Your branding can be seen over 5,000 times per day. Your visual will appear neatly and professionally alongside industry leading site content.

# DIGITAL EDITORIAL

## SPONSORED STORY

Each comes with up to 500 words of content and two images. This editorial feature can have three unique back-links. A story needs to appear as part of the latest news feed before migrating to the pre-selected news section of our homepage. As MEM works with multiple news agencies this needs to be written as a third person news story and we can help with that.

## WHITE PAPER/EXTENDED FEATURE

Each comes with up to 1,000 words of content and four images. This editorial feature can have five unique back-links. A whitepaper or extended feature needs to be entirely supplied and approved. It must meet our own editorial requirements and cannot conflict with the style of MEM. We can help with that.

## VIDEO FEATURE

Each comes with up to 500 words of supporting content alongside your unique video. The video needs to be added to an external source we can link to. These are the most popular features with our readers and videos should be no more than sixty seconds for maximum effect. We can help with examples of that.

We can share your digital editorial within a weekly magazine newsletter which goes out to over **50,000 active subscribers**, and this is how they received the digital copy of the monthly MEM magazine. We have over 40,000 views of the magazine digitally as measure by MyEbook each month as a direct result of our successful newsletter each week.

NUMBER OF POSTS	x 1	x 3	x 6	x 10
Sponsored Story	£250	£500	£750	£1000
White Paper/Extended Feature	£500	£1000	£1500	£2000
Video Feature	£500	£1000	£1500	£2000

We share your digital feature across social media included in the rates above.

The screenshot shows the MEM website homepage. At the top, there is a navigation bar with links for Home, Our Magazine, Advertising, Magazine Archive, Business Directory, Webinars, and Privacy. Below this is the MEM logo and a secondary navigation bar with categories: Home, Transport, Construction & Infrastructure, Healthcare, Technology, Manufacturing, Consumer Goods, and Sustainability. The main content area is titled 'Technology' and features several article thumbnails. One prominent article is 'Bentley Systems' Seequent Acquires Geostatistical Tech Company AR2Tech'. Other articles include 'Information Technology: The UK's Big Switch to Telephone Cloud is Coming', 'Fronius Has the Solution for Complex Welding Challenges', 'TRUMPF VCSEL Heating System Accelerates Sustainable Battery Production', and 'Vision Engineering and ZEISS Collaborate to Produce DeepFocus 1'. Below the article grid, there are sections for 'Latest Articles' and 'As Seen On!'. The 'Latest Articles' section includes 'Coventry Professor Elected as a Member of Prestigious Engineering Charity', 'Dynabook Announces New Mobile Edge Device to Assisted Reality Glasses', and 'MicroWire Becomes the Smallest, Passive Sensor in the World'. The 'As Seen On!' section features the Google News logo. At the bottom right, there is a 'Newsletter!' sign-up form with fields for Name and Email, and a 'Send' button. Below the form is a 'Latest Issues!' section with a link to read the latest editions of MEM Magazine online.

# NEWSLETTER DISPLAY

## MAGAZINE NEWSLETTER

Our weekly newsletter is the best source of the latest stories from across the industry, delivered directly to our readers. By advertising on our newsletter, your brand benefits from reaching over 50,000 targeted industry individuals and company decision makers.

The display spaces are limited to a maximum of five per newsletter in availability; so your message won't be lost.

You'll get your eye-catching brand image sent out to all of our database of readers alongside relevant MEM content. If you have a Sponsored Story on our website you can also upgrade to have it featured in the weekly newsletter.

ADVERTISING		x1	x2	x4
Takeover (2 banners)	600x90px	£1495	£2495	£3495
Header Position	600x180px	£995	£1695	£2495
Middle Positions	600x180px	£895	£1495	£2195
Footer Position	600x180px	£795	£1295	£1995
Sponsored Story	Insertion	£100	£150	£250



*I wanted to say a big thank you for including BEC Group in the magazine this month. I've just seen the piece and the rest of the magazine. It's a great issue with loads of interesting articles, particularly the reshoring one, which is so good for shining the light on the wealth of manufacturing and engineering expertise here in the UK.*

CLARE ELVY **HEAD OF MARKETING, BEC GROUP**

# NEWSLETTER DISPLAY

## EVENTS NEWSLETTER

This is sent every two weeks and covers important upcoming trade events, webinars and key announcements from Government. This is received by over 50,000 subscribers and has an average open rate of 19.3% in the first 24 hours for the past 12 months.

ADVERTISING	x1	x2	x4
Header	£995	£1695	£2495
Middle	£895	£1495	£2195
Footer	£795	£1295	£1995
Sponsored Story	£100	£150	£250

## TRADE SHOWS

MEM have a fantastic relationship as a full media partners with all key Trade Events across multiple segments of industry and produce unique editorial to help promote these show & exhibitions.

We also offer event support as a platform to generate both exhibitors and visitors for the events we work with across the whole year.

Our promotion support includes weekly EVENTS newsletters being dedicated to update our entire subscriber database with the latest news, as well as an opportunity for exhibitors to generate more interest their stand at an upcoming show.

### FEBRUARY 2023

London PropTech Show  
Packaging Innovations  
Empack

### MARCH 2023

Futurebuild  
BAPCO  
Antwerp XL  
Silicone & Tape Expo  
Intralogistex  
Robotics & Automation

### APRIL 2023

Foodex Manufacturing Solutions  
The Health & Safety Event  
ConnectedNorth  
Railtex  
Commercial Vehicle Show  
HVAC & Refrigeration Live

### MAY 2023

Logipharma  
The Fit Show  
ChemUK Expo  
CCW  
Stocexpo  
UK Construction Week London

### JUNE 2023

M&E Week  
SmartExpo  
Maintec  
D&E Show  
TCT 3Sixty  
MVC  
Automation UK  
Advanced Materials Show  
Battery & Systems Show  
Vehicle Electrification Expo  
Plantworx

### JUNE 2023 (CONT.)

Plantworx  
Automechanika Birmingham  
Advanced Ceramics Show  
Subcon Show  
Space-Comm Expo  
ConnectinPharma  
Med Tech Innovation Expo  
Aircraft Interiors Expo  
Global Energy Show

### JULY 2023

N/A

### AUGUST 2023

Gravity Show

### SEPTEMBER 2023

Sustainability LIVE  
Interplas  
PPMA Show  
RWM Exhibition  
Flood Expo  
Contamination & Geotech Expo  
North East Automotive Expo  
UK Metals Expo  
Southampton Boat Show  
Hypermotion Dubai  
Helitech Expo  
Dronex Expo  
International Composites Summit

### OCTOBER 2023

Solar & Storage Live  
Engineering Design Show

### NOVEMBER 2023


Advanced Engineering  
HighwaysUK  
Lab Innovations

# NEWSLETTER DISPLAY

## TARGETED MONTHLY NEWSLETTER

We have a monthly newsletter for each segment of our database. These range from 3,000 contacts for MEM HEALTHCARE to 15,000 for MEM INMOTION.

This enables clear communication on key areas across all seven segmented areas each month and includes the latest digital copy of the magazine for each.




- Rail
- Marine
- Automotive
- Aerospace
- Space
- Military & Defence
- Motorsport



- Oil & Gas
- Fabrication
- Nuclear
- Mining
- Civil & Structural Engineering
- Construction Products



- Health & Safety
- Medical Technology
- Pharmaceuticals
- Supplies
- Consumer
- Public Sector



- Testing/NDT
- Industry 4 & Smart
- Data Centres
- Academia/R&D
- Automation & Robotics
- Training



- Additive
- Tooling
- Sub-Contract
- Composites
- Chemical
- Software
- Machinery



- Energy Generation
- Recycling
- Water Management
- Waste Management
- Environmental
- EV & Fuel Cells



- Food & Drink
- Electricals
- Furniture & Furnishings
- Textiles & Clothing
- Packaging & Production
- Sports & Leisure

# MEM

HEADER POSITION

STORY TITLE  
SPONSORED STORY 1

STORY TITLE  
SPONSORED STORY 2

MIDDLE POSITION

STORY TITLE  
SPONSORED STORY 3



View Magazine

STORY TITLE  
SPONSORED STORY 4

FOOTER POSITION



# NEWSLETTER DISPLAY

## SOLE ADVERTISER EMAIL

This can be sent weekly on a Monday and this option is unique to MEM and is sent with two banners and up to 400 words of unique content. This is received by over 50,000 fully active subscribers and is trailed a week before it is sent to ensure maximum open rate.

There is a very limited number available of one per client per month to keep our content varied for our readership of course.

SOLE ADVERTISER EMAIL	x1	x2	x4
Email	£2500	£4000	£6000

*“The LabLogic Group is immensely proud of its continued growth linked to an increased manufacturing output over the past decade. The recent feature in MEM has given us an ideal platform to highlight our experience and expertise to our existing and future customers and suppliers, as well as promoting the strong, specialist manufacturing capability that still exists in the Sheffield City Region.”*

RICHARD BROWN **GROUP CEO**



# PRINT OPTIONS

## PRINT ADVERTISEMENTS

For over 15 years MEM printed magazine has been at the forefront of news and in-depth features. Premium space in the print copy of the magazine is always highly sought after and should be booked early to avoid missing out. In addition to one-off adverts we offer a range of packages up-to 18 months in length to allow you plan your budget effectively.

### ADVERT PRICES

Double Page Spread	£3995
Full Page	£2495
Half Page Landscape	£1395
Quarter Page Portrait	£895

“ Working with MEM on their expert analysis feature has enabled us to reach a key audience in a targeted way. Working together, we’ve shared a great array of content which highlights our knowledge and expertise, and demonstrates the results we can deliver for innovative UK businesses.

TALITHA HEATON **MPA**



### DOUBLE PAGE SPREAD

Size: 303mm (h) x 426mm (w)  
Copy Area: 260mm (h) x 400mm (w)



### FULL PAGE

Size: 303mm (h) x 216mm (w)  
Copy Area: 260mm (h) x 185mm (w)



### HALF PAGE LANDSCAPE

Size: 128mm (h) x 183mm (w)



### QUARTER PAGE PORTRAIT

Size: 128mm (h) x 90mm (w)

# PRINT OPTIONS

## DIGITAL VIDEO ADVERT

Include your advert as a video in the digital version of the magazine, as well as a print advert in the printed magazine. This is only available on Double Page Spread and Full Page adverts.

### ADVERT PRICES

Digital Video Advert Additional £500

## PREMIER FULL PAGE

Front inside cover, back inside cover or back outside cover.

### ADVERT PRICES

Premier Full Page £2995

**“** *The article in your magazine about ECAM Engineering is fantastic; It really has been a pleasure working with you and your team on the article, the process was very professional. I am impressed how much detail went into putting it altogether, everyone who has seen it has said the same, even the artwork on the front cover stood out.*

**PHILIP ARME - MANAGING DIRECTOR**  
**ECAM ENGINEERING LTD**



## DIGITAL VIDEO ADVERT

Size: 303mm (h) x 216mm (w)



## OUTSIDE BACK COVER

Size: 303mm (h) x 216mm (w)



## INSIDE FRONT COVER

Size: 303mm (h) x 216mm (w)



## INSIDE BACK COVER

Size: 303mm (h) x 216mm (w)

# PRINT OPTIONS

## ADVERTORIAL FEATURES

All editorial and high resolution images provided by yourselves.

## INTERVIEW BASED EDITORIAL

We also offer full interview based editorial and photographic feature options within the magazine and these carry an additional cost with our production. Please contact for options.

## ADVERT CONTENT

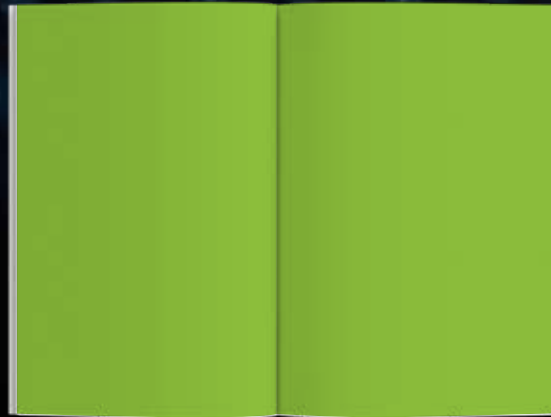
All text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

## IMAGES & LOGOS

Sent digitally via email as high resolution JPEGs (300dpi) or EPS, PNG, Ai files. Letterheads are only accepted if nothing else is available. Using letterheads may reduce quality and colour reproduction.

## COMPLETE ADVERTS

All complete adverts must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs (300dpi).



## DOUBLE PAGE SPREAD

Size: 303mm (h) x 426mm (w)  
Copy Area: 260mm (h) x 400mm (w)

### ADVERTORIAL PRICES

Double Page Spread	£1995
4 x Pages	£3495
6 x Pages	£4495



## FULL PAGE

Size: 303mm (h) x 216mm (w)  
Copy Area: 260mm (h) x 185mm (w)

## ANY QUESTIONS?

Contact production on  
**01484 437314**



# MEM

MANUFACTURING AND ENGINEERING MAGAZINE

advertising@[manufacturingengineering.uk](mailto:advertising@manufacturingengineering.uk)

01484 437 314

[www.memuk.org](http://www.memuk.org)