

PROCESS ENGINEERING

2024

MEDIA INFORMATION

ADVERTISING/CONTENT CREATION/SOCIAL MEDIA

The UK's best read media for
engineers in the process industries

processengineering.co.uk

SYNTHESIS 

INTRODUCTION

Welcome to Process Engineering, the premier resource for process and plant specialists working in the key process sectors – such as Food & Drink, Pharmaceuticals, Chemicals and Energy

We provide comprehensive coverage of industry news, technical articles, in-depth features, and the latest advancements in process engineering.

The key to our market leading position is editorial quality – a reader focused approach that delivers an authority, trust and engagement that is simply unequalled in our sector.

Our multi-platform approach ensures that our audience stays informed and connected through our print magazine, dynamic website, and active social media channels. Our unrivalled quality and range of integrated marketing solutions means that Process Engineering is the first choice for any campaign.

Process Engineering has a combined audience reach of more than 60,000 engineering professionals across digital journals, website, email and social media.

In addition to our platform solutions, we also offer a comprehensive content creation support service. If you would like to find out more we would be delighted to here from you hello@synthesismedia.co.uk



AUDIENCE & READERSHIP

Community Overview



12,000+

Digital magazine

registered readers



91,000+

Website views

31,771 Unique Users
91,409 Monthly Page views



11,000+

email newsletter

11,309 Newsletter
Subscribers

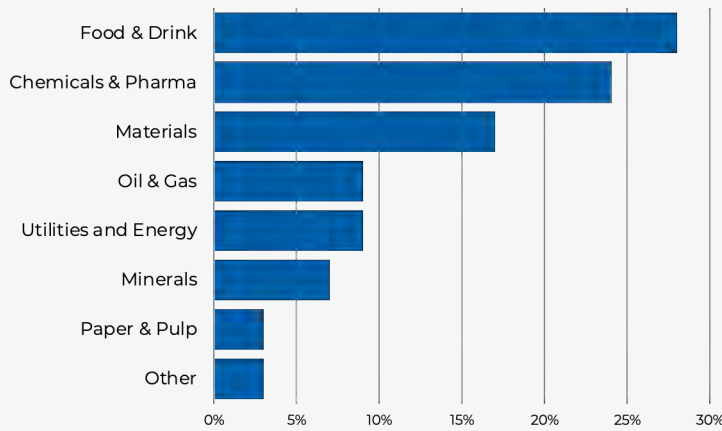


37,000+

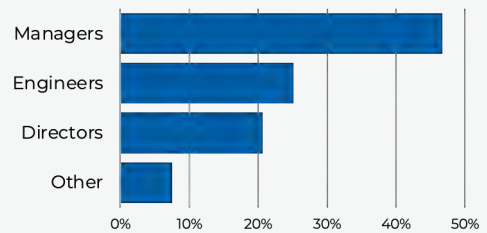
Social media

Combined platform
audience

Readership by industry sector



Readership by job title



Geographical analysis



UK 39%
Europe 26%
North America 23%
Asia 6%
ROW 6%

Geographical analysis based on aggregated platform audience. Specific platform demographics available upon request

ADVERTISING OPPORTUNITIES

Whether you are looking for an integrated, multi-platform campaign, or single platform targeted messaging, we have the solution.

Digital magazine

Display advertising

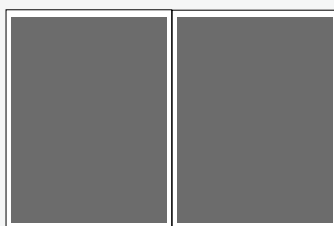
- **Full Page** £1,200: High-impact advertising space
- **Half Page** £700: Effective for visual and textual content
- **Page Sponsor** £450: Solus page footer ad
- **Quarter Page** £400: Cost-effective option for smaller ads

Native content/advertorial

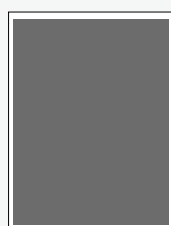
- **Double Page Spread** £1,850: Content supplied
- **Full Page** £1,200: Content supplied
- **Quarter Page** £300: Embed video into any content option
- **Industry Update** £175: PR/Product release slot (4 per page)



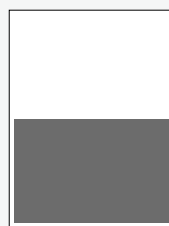
Display advertising dimensions



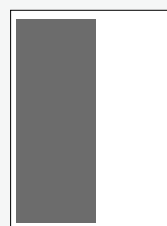
Double Page Spread
420mm W x 297mm H



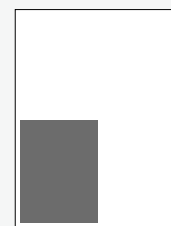
Full Page
210mm W x 297mm H



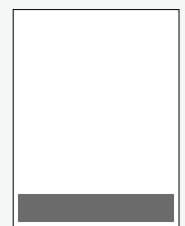
Half Page Horizontal
184 mm W x 124mm H



Half Page Vertical
86 mm W x 268mm H



Quarter Page
86 mm W x 124 mm H



Quarter Page
184 mm W x 40 mm H

Bleed sizes

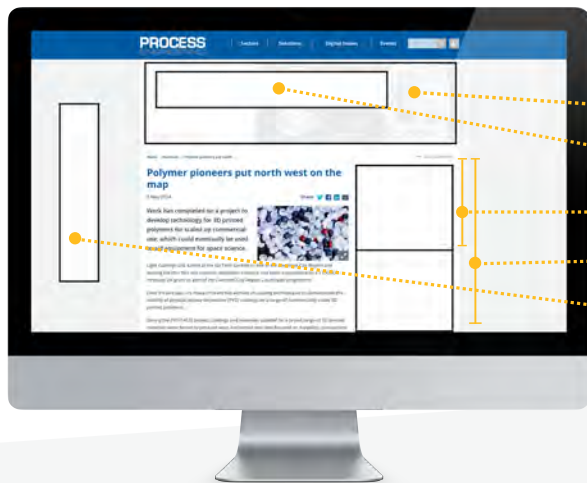
Please add 3mm of bleed to all edges of the Full Page and Double Page spread advert sizes.
All images 300 dpi and CMYK format

Website Advertising

Engage with our unrivalled online audience with prime position advertising slots and optimised content.

Banner advertising

- **Billboard** £190 CPM: Large display unit, placed at the top of all pages
- **Leaderboard** £100 CPM: Placed at the top of all pages
- **Medium Rectangle** £100: Rectangular ad in right hand column of all pages
- **Tall Rectangle** £160 CPM: As above, only double the size
- **Skyscraper** £120 CPM: Sidebar on all pages
- **Wallpaper takeover**: POA



Banner advert positions

- Billboard (970 x 250 px)
- Leaderboard (728 x 90 px)
- Medium Rectangle (300 x 250 px)
- Tall Rectangle (300 x 600 px)
- Skyscraper (160 x 600 px)

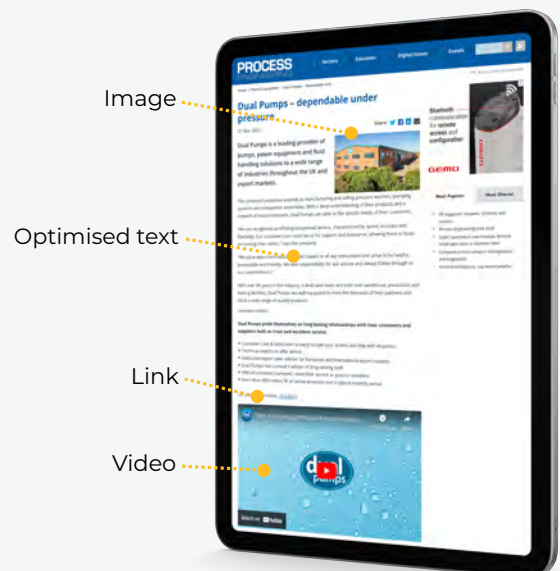
Material Required:
Files can be .gif or .jpg. Max 60kb in size for all digital sizes.

Content promotion

- **Thought leadership/application article** From £395 (content supplied): Includes slot on the weekly email newsletter. No maximum wordcount and includes up to 3 images plus CTA link.
- **News/product piece** £135: Includes up to 400 words, image and link/backlink
- **News/product piece + video** £195: As above plus video embed

If you're looking for regular promotions throughout the year, ask us about our cost effective annual content package plans.

Content promotion elements



email advertising

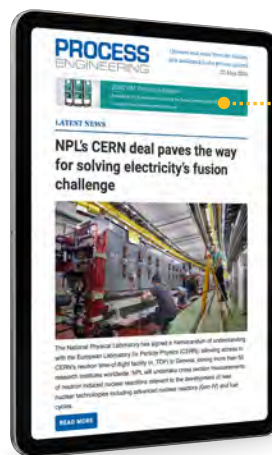
Would you like to reach our high quality opt-in audience? Choose from newsletter slots, sponsorships and partner emails - a wide variety of options to suit any budget and objective.

email newsletter advertising

- **Top Banner** £600
- **Middle Banner** £450
- **Content/ video slot** £250
- **Takeover** £900: Both banner positions, plus highlighted content slot

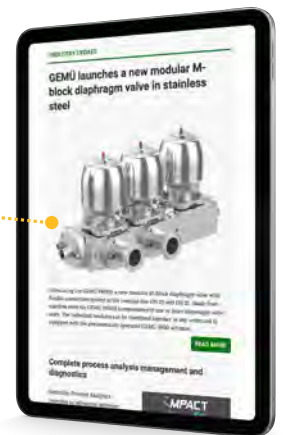
Newsletter frequency is weekly to 11,000 + opt-in readers. 23% average open rate.

Newsletter positions



Top Banner
(600 x 74 px)

Content Slot
Includes 50
words of text,
plus image
and link



Partner emails

co-branded HTML e-shot to our opt-in audience
£1,650 (HTML supplied)

We can work from supplied HTML, or for a small additional cost, we offer a full design and build service.

20% average open rate 15% average CTR

Social visibility



We can produce engaging posts across our social media channels, and yours too.

Our readers, subscribers and website visitors also follow what we do on social media, so your messages remain consistent and can have a big multi-channel impact!

Options include: ad-hoc posting, integrated campaign solutions and packaged promotions across multiple social platforms.

Sponsored Posts:

LinkedIn: Sponsored updates to reach professional audience

Twitter: Promoted tweets for quick engagement

Facebook: Sponsored posts to reach a wider audience

Whether you are looking to amplify your content visibility, to our 36K+ social audience, or supporting content creation services, we are here to help.

Drop us a line for more information and pricing

Looking for social media and content support?

We also offer video and cartoon creatives, as well as fully managed social media services too. For more information go to our website [Technically Social](#)

**Technically
Social.**



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