



THE ENGINEER

REGIONAL DEVELOPMENT REPORTS 2023

SHOWCASING AND EXPLORING THE UK'S REGIONAL CLUSTERS OF TECHNOLOGY EXPERTISE

THE ENGINEER REGIONAL DEVELOPMENT REPORTS

AIMS

- ENCOURAGE INWARD INVESTMENT BY SHOWCASING CLUSTERS OF REGIONAL EXPERTISE AND KEY AREAS OF OPPORTUNITY
- HIGHLIGHT THE SKILLS REQUIREMENTS OF DIFFERENT REGIONS
- FLAG OPPORTUNITIES FOR SUPPLY CHAIN COLLABORATION
- SPOTLIGHT BUSINESS BENEFITS OF COLLABORATING WITH THE REGIONAL ACADEMIC BASE

The Engineer is launching a new editorial campaign focused on key regions of the UK. Every other month, the publication will explore specific opportunities, challenges and expertise of a different region of the UK.

From the aerospace expertise of the South West to Oxfordshire's "motorsport alley" the UK has many well-established pockets of engineering expertise: regional clusters of advanced engineering and manufacturing businesses whose close proximity to each other helps drive productivity and competition.

In a rapidly evolving technology landscape growing and strengthening both existing and emerging regional pockets of expertise will be key to meeting some of the major technical challenges we face as a society (in particular the rush for net zero GHG emissions by 2050) as well as delivering high wages and improved living standards across the UK.

Through a new bi-monthly programme of digital and print content - encompassing special reports, regional technology news, third party comment, and video interviews & panel discussions - The Engineer magazine will be exploring this trend, spotlighting key areas of expertise across different regions, and highlighting both their success stories and the challenges these regions face.

SCHEDULE

FEBRUARY 2023 - The Midlands: driving the low carbon transport revolution

APRIL 2023 - Yorkshire and the Humber: growing a net zero cluster

JUNE 2023 - The North East: Leading the UK's green energy revolution

SEPTEMBER 2023 - The North West: Industrial Digitalisation & Automation

NOVEMBER 2023 - The South West: Supercharging the UK's rapidly growing space sector

FURTHER REPORTS TBC

SPONSORSHIP OPPORTUNITY SUMMARY

The Engineer is looking for commercial partners and sponsors to support this important campaign and to help deliver insights from across industry.

Aligning yourself with the campaign will give you opportunities to help lead the discussion, put your region on the map, and showcase your organisation's expertise to The Engineer's 180,000 plus audience of professional engineers.

- **PRINT AND ONLINE DISPLAY AND RECRUITMENT ADVERTISING**
- **PARTICIPATION AND LEAD PARTNER STATUS ON PANEL SESSION CHAIRED BY THE ENGINEER**
- **PRINT AND DIGITAL THOUGHT-LEADERSHIP OPPORTUNITIES**
- **ONLINE VIDEO INTERVIEWS & WEBINARS**

COSTS AND OPTIONS

PRINT

Double Page Spread: £7450

Full Page: £4225

Half Page: £2395

Branded Solus: £2250

DIGITAL

Daily and Sector e-newsletters: £2450

Webinar Sponsorship: £6995

Online Panel Discussion: £7250

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