

2018. YEAR OF ENGINEERING

The official souvenir programme



About the YEAR OF ENGINEERING

Britain has a proud engineering heritage. We lead the world in many engineering-led sectors and through that, industry continues to thrive today, delivering huge economic benefits to our country. However, there remains a shortfall in engineering graduates and skilled technicians, with a marked lack of diversity in the workforce.

In designating 2018 as the YEAR OF ENGINEERING, the government aims to fundamentally change that. In celebrating British engineering, the government and industry will work together with schools and communities to offer young people a positive experience of engineering.

The Official Souvenir Programme

As a showcase for the YEAR OF ENGINEERING and its goals, an extremely high quality commemorative publication is being compiled. This will play an inspirational role to those considering a career in engineering, by featuring many of the most fascinating engineering projects of 2018. It will also include full details of all the principal events which form an integral part of the YEAR OF ENGINEERING, including the highlights of the ICE bicentenary celebrations.

The souvenir programme will be published to extremely high specifications. Perfect bound, approximately 100-120 pages, gloss interior and laminated cover; it will be packed with thought provoking articles, useful career information, as well as lots of exclusive colour images.





Distribution & Readership

Many thousands of copies will be distributed absolutely free of charge to secondary schools, F.E. colleges and to relevant training organisations within the engineering sector.

However, it is anticipated that there will also be a very significant public demand - not least among qualified engineers - and so the publication will also be made available at a modest cover price, through a network of dedicated internet sites.

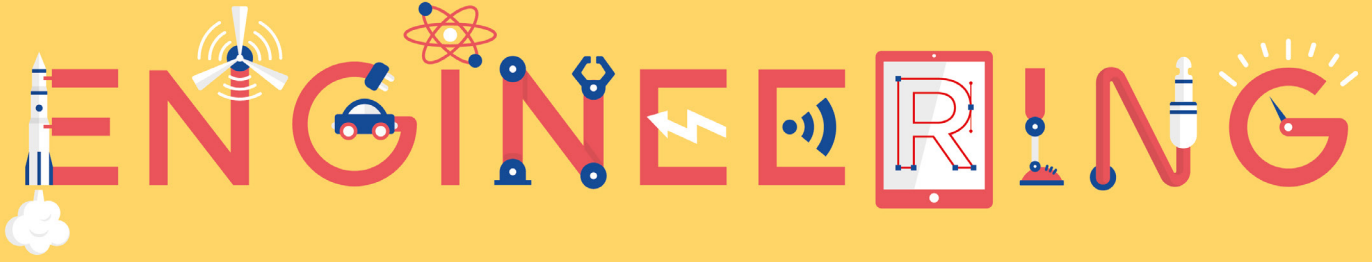
The Key Message

Young people, especially girls and people from black, asian and minority ethnic groups, often misunderstand careers in engineering and so discount them at an early age. However, when presented with the reality, and particularly when they begin to understand the variety, creativity and the positive contribution that engineering makes to people's lives, they readily change their views.

This publication, as an integral part of the YEAR OF ENGINEERING will also set out to change such views.



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ADVERTISING COSTS

Full Page Colour

£2495.00

Half Page Colour

£1295.00

Quarter Page Colour

£695.00

Mono Advertisements

FP £1695.00

1/2 £895.00

1/4 £495.00

Panel £295.00

Pro Forma

A 15% pro forma discount will be offered on all orders in return for prompt payment, otherwise payment will be due strictly upon publication.

COPY SPECIFICATIONS

Full Page

Bleed: 303mm x 216mm

Trim: 297mm x 210mm

Half Page

Landscape: 131mm x 180mm

Portrait: 277mm x 93mm

Quarter Page

Portrait: 131mm x 87mm

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High Resolution PDF: 300dpi: CMYK Colour Range/Outlines On All Text

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