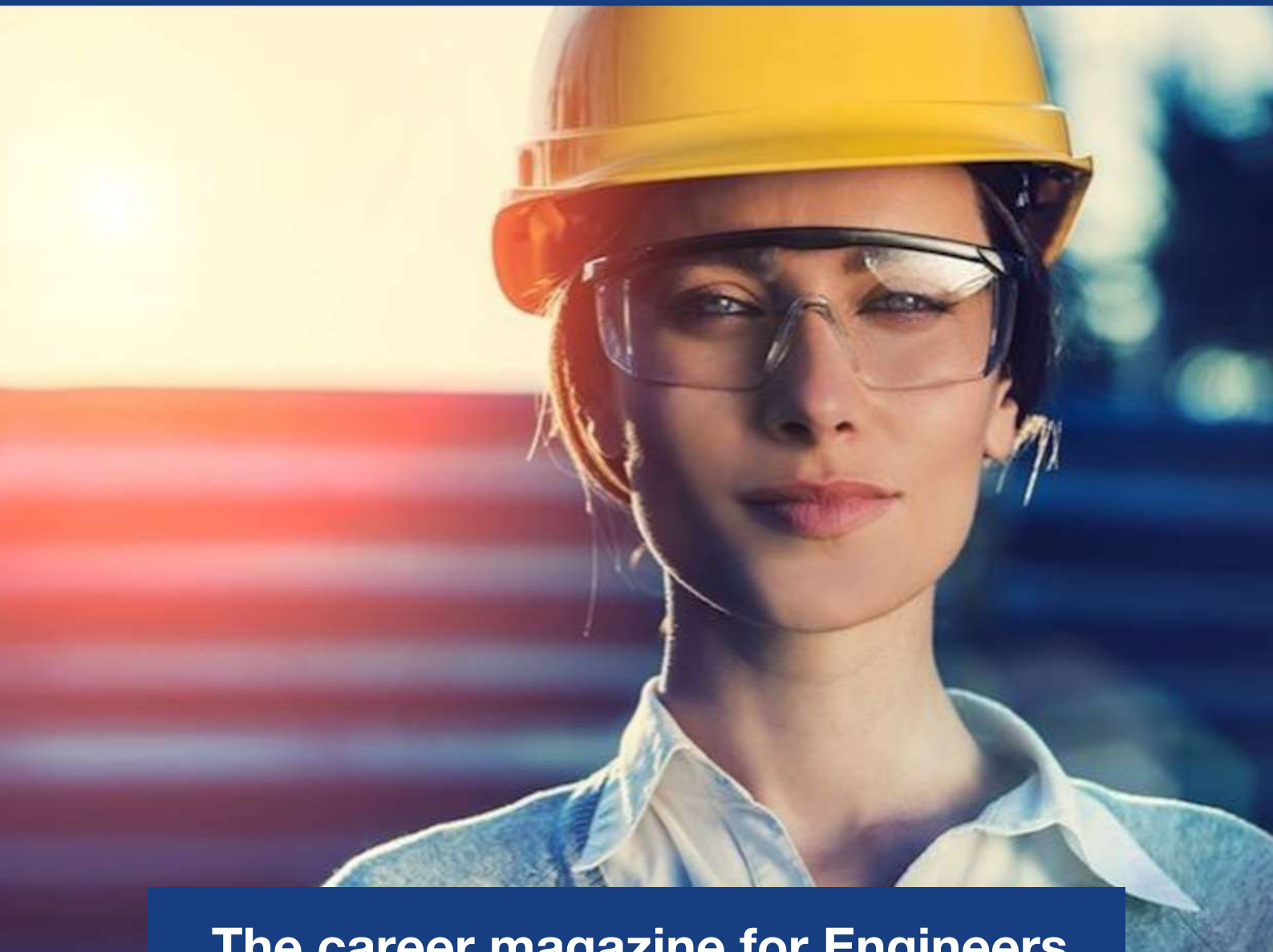




NewEngineer



The career magazine for Engineers

Media Kit 2021

NewEngineer is owned and operated by
11 Academia Networks GmbH
Am Kupfergraben 6A
D-10117 Berlin, Germany

Questions & Enquiries
E: info@newengineer.com
Customer Service Europe:
T: +49 30 208 4712 50
F: +49 30 208 4712 51

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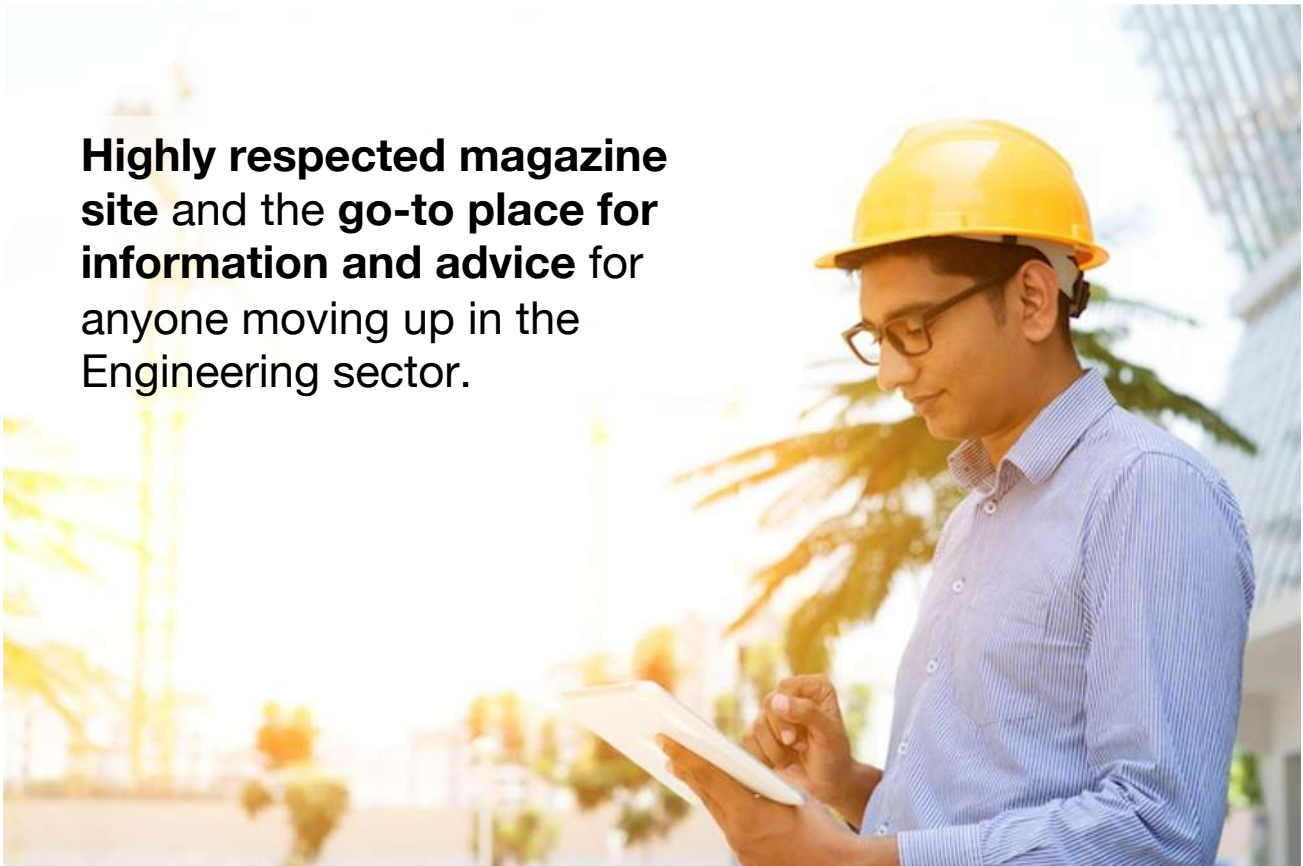
OUR CUSTOMERS

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About NewEngineer

NewEngineer is an online career magazine created for a new generation of engineers. NewEngineer brings together career advice, new training, new tools, and new education resources for young engineers, providing recommendations for New Engineers to take their next career step.

Highly respected magazine site and the **go-to place for information and advice** for anyone moving up in the Engineering sector.



Our mission:

For students, researchers and academics.

We provide the latest content in the engineering field, as well as career related advice and recommendations for 1+ Mio of aspiring engineers who read the magazine.

For institutions.

We help recruit the best talents and elevate institutional brand recognition among our community of engineers.

Why We are Different



Reach passive and active candidates

The combination of our magazine and listings helps you reach 1+ Mio of potential candidates even before they consider making a career move.



Multi-channel approach optimized towards conversions

Sponsored content, content mentions, online Announcements, social media, display advertisements and email promotion to help you reach and convert potential candidates



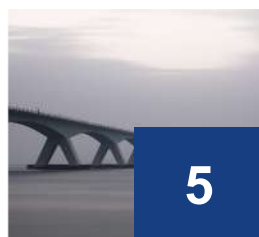
Customized, easy and effective campaigns

Hassle-free booking process, personalized assistance and easy renewal. We aim to create the least possible administrative work for you!



Personalized Consultation to optimize your ROI

Dedicated account manager to help you analyze and optimize your campaigns towards your conversion goal, whether traffic to your website, leads or enrollments.



Advanced performance stats

Customized google analytics reports after your campaign.

NewEngineer in Numbers



>**90K** Organic
Visitors/Month



>**11K** Email
Subscribers



Visitors from >**150**
countries



>**16K** Facebook
Followers



>**230** Articles about
Career and Study
Advice



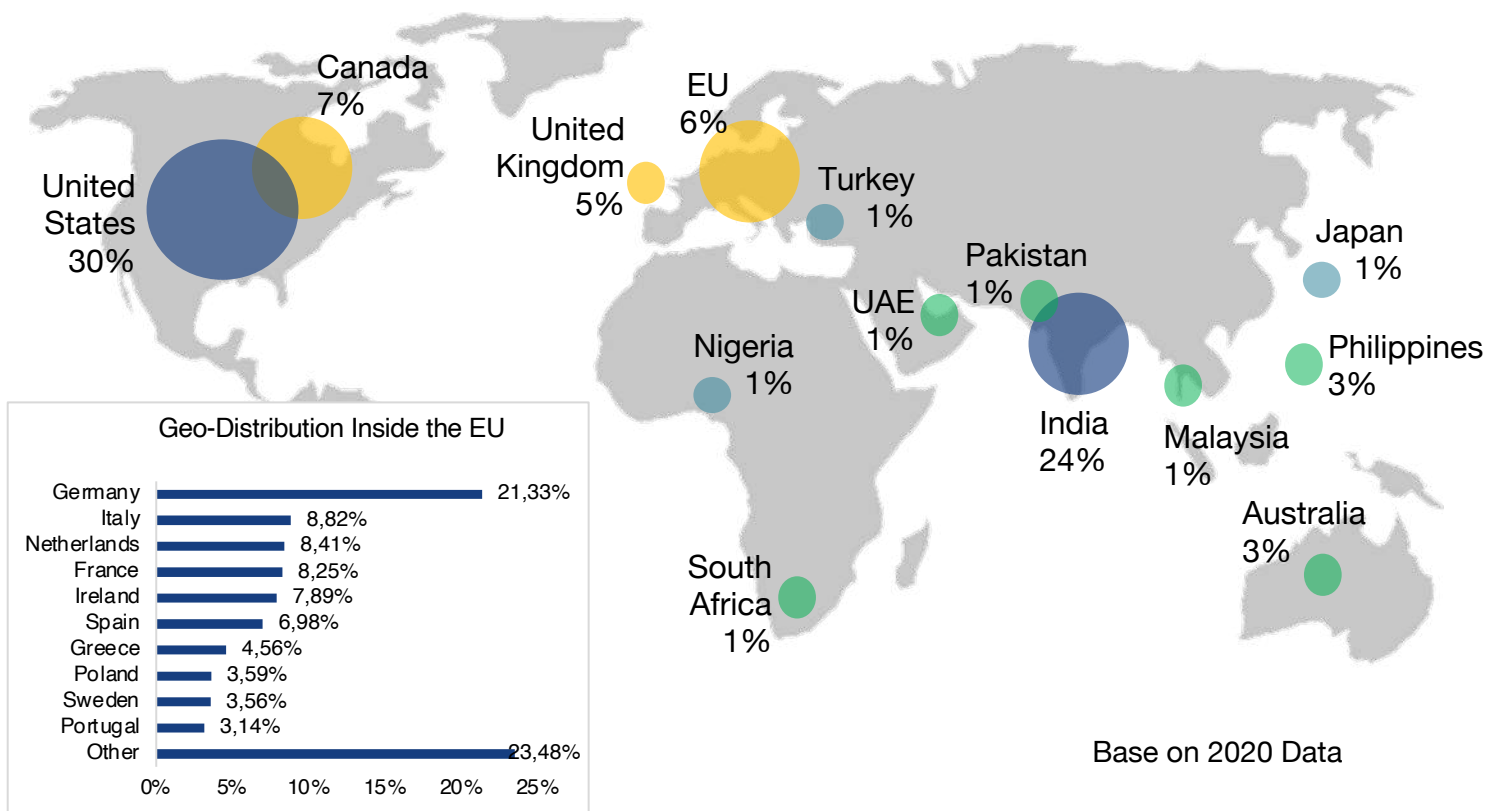
>**20** Engineering
Fields to choose from

For further audience details,
please contact info@newengineer.com

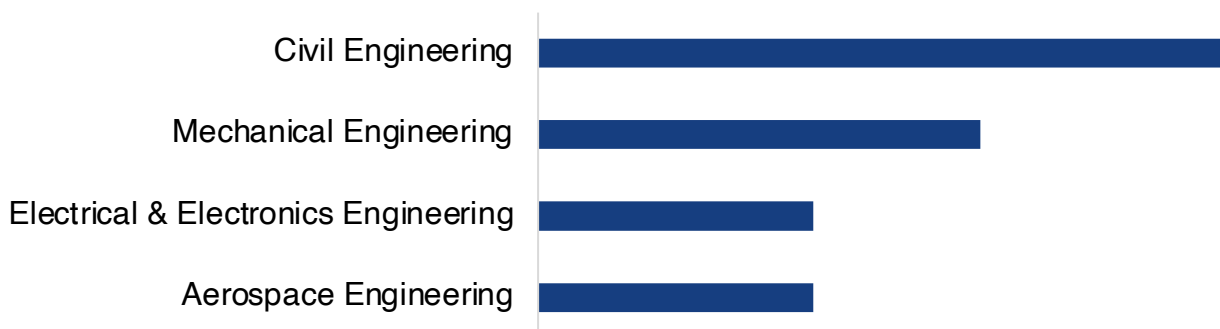
NewEngineer Audience

The 1+ Mio NewEngineer users are students, professors and researchers. They actively consume content related to study advice and career news. In addition, they are interested in research and industry jobs, study programs, conferences, workshops, and professional training courses in the field of engineering.

We have a worldwide community with users from over 150+ countries



Top interests of our users include

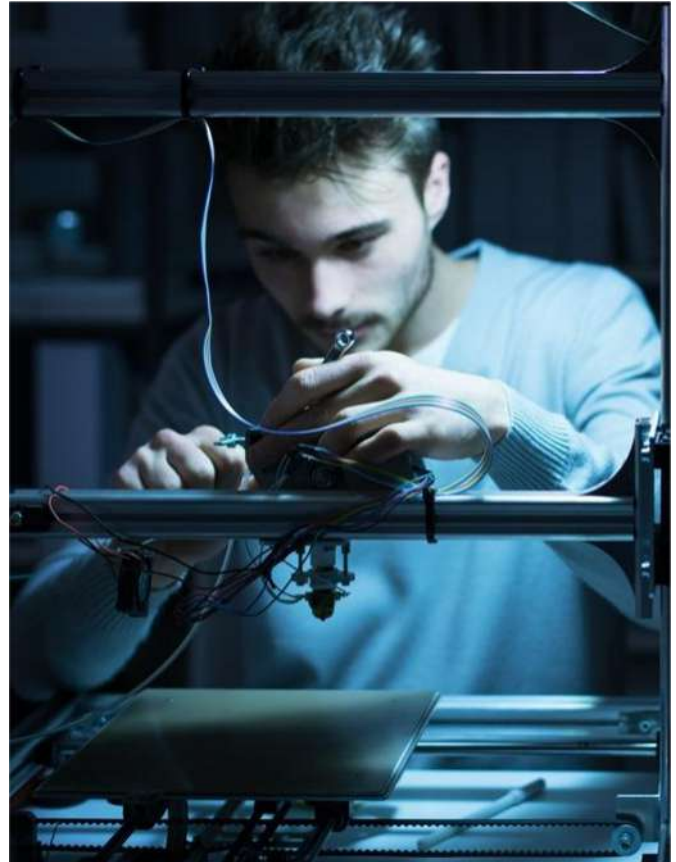


Our Products

CONTENT MARKETING

Brand awareness, reputation and traffic generation.

- Promoted Sponsored Articles
- Sponsored Articles
- Mention in Editorial Stories
- Guest Blog Post
- Video Marketing
- E-Book, E-Guide, Infographic Creation



MEDIA ADVERTISEMENT

Increase the reach, brand awareness and conversions of your campaign

- Display Advertising (Banners)
- Targeted E-Mail Promotion
- Email Alert Adverts
- Social Media Posts

ONLINE ANNOUNCEMENTS

Active recruitment with online profiles for your job and study offers.

- Automatic posting solutions
- Announcement packs
- Single Announcements

Content Marketing



For more information,
questions and enquiries,
contact
info@newengineer.com

*Strict non-commercial use

Promoted Sponsored Articles
700 to 1200 words, 2 photos,
editorial and posting service.
Includes active promotion every
month during 1 year in email and
social media.

€3000 per article

Sponsored Articles
700 to 1200 words, 2 photos,
editorial and posting service. Once
published, the article is shared
once in email and social media.

€1500 per article

Mention in Editorial Stories
Recommendation in one of our
upcoming advice articles (rankings)
incl. descriptive text and link.

Starting at €300 per
recommendation per year

Guest Blog Post
700 to 1200 words, 2 photos.
Once approved by one of
NewEngineer's editors, the articles
are posted on the site.

€800 per commercial article
€200 per academic article*

Content Marketing



All videos are developed using an animation/doodle style. Videos are produced in YouTube and Social Media formats

Video Marketing

Customized videos or video series about your institution area of expertise or storytelling about your strengths and uniqueness.

Starting at €3000 for a 3-min video incl. video script

E-Book, E-Guide, Infographic Creation

Attractive content sponsored by your institution about the engineering topic of your interest. Choose from 1-page infographic to a 5-pages mini-guide. Longer publications are available upon request. All items produced are widely marketed to the NewEngineer audience.

All infographics are delivered in jpeg, png and PDF format. E-Book and E-Guides are produced in PDF format only

Starting at €2000 for 1-page infographic incl. editorial assistance.



Media Advertisement

Display Advertising (Banners)

Connect with international students and professionals

2 formats: vertical & horizontal

Targeting options: content, geographic, time

Starting at €900/month

The screenshot shows the NewEngineer.com website homepage. At the top, there's a navigation bar with 'NewEngineer.com' logo, 'The Career Site for Engineers', and search, login, and account creation buttons. Below the navigation bar, there are several featured articles and banners, including 'Weighing up Your Options', 'Best Jobs for Chemical Engineering Graduates', 'World AI IoT Congress 2021', 'A Hidden Gem / The Role of Engineers in the Pulp and Paper Industry', 'Efficiency Savings / Machine Learning in the Oil and Gas Industry', and 'How to Secure an Engineering Internship'. There's also a 'Trending Pages' section with links to 'Civil Engineering Jobs', 'Mechanical Engineering Jobs', 'Engineering Jobs in Canada', and 'Engineering Jobs in the UK'. Below that, there are 'Professional Training' and 'Conference' listings, such as 'Online Course: Sound Design and Production' and '11th International Conference on Key Engineering Materials'. On the right side, there's a 'Featured Announcements' section with a 'UIC' logo and a 'Banner' label. At the bottom right, there's another 'Banner' label.

Targeted E-mail Promotion

In our E-Mail Shots (HTML Format), we carefully select your recipient list based on their disciplines of interest and location, so we deliver your message to the right audience

Starting at €0,48 per recipient

The screenshot shows an email promotion from NewEngineer.com. The email header includes the NewEngineer.com logo and 'The Career Site for Engineers'. The main content features a banner with the text 'WHERE ENGINEERING LEADERS ARE MADE' and 'UBC'. Below the banner, there's a headline: 'EXPAND YOUR TECHNICAL KNOWLEDGE AND BUSINESS SKILLS IN JUST 12 MONTHS'. The email body contains a paragraph about the 'Master of Engineering Leadership (MEL) degree' and its benefits. It lists '5 reasons to study at the University of British Columbia': 1. LEARN FROM THE BEST, 2. UPDATE YOUR ENGINEERING KNOWLEDGE, 3. DEVELOP BUSINESS ACUMEN, 4. EXPAND YOUR NETWORK, and 5. CONNECT WITH INDUSTRY AND BUSINESS PROFESSIONALS. At the bottom, there's a red button that says 'Check for more details and apply here'. The email footer includes social media icons for Facebook, Twitter, LinkedIn, and YouTube, and a copyright notice: 'Copyright © 2020 UBC Academic Networks Group. All rights reserved.'

Media Advertisement

Email Alert Ads

Text snippet including 300 characters with spaces + title + Logo + URL

€150 + VAT per E-Mail Alert Ad
€600 + VAT per Month



Social Media Posts

Social media post with the logo of your institution, images, customized text and link

€150 + VAT per one-time post OR
Starting at €500* per campaign



*Limited offer, please contact our sales team for more information. Price per Social Media campaign depends on your candidate profile. We assist you with media creatives and ads optimization to reach your campaign goals (clicks, reach, conversions, etc.)

Online Announcements

Recruiter Packs including Automatic Posting

You focus on the candidate, let us take care of the advertising



Simple

Recruitment for all your offers



Automatic

Let the INOMICS Robot take care of posting



Dedicated Support

Upgrades, statistics and fine tuning available



Hassle-Free

PAYG, periodic billing = less paperwork

PAY-AS-YOU-GO PRICING:

PAYG 10:

€2.790*

PAYG 20:

€4885*

PAYG 30:

€6790*

PAYG 50:

€10990*

Customized pricing packages, tailored offers with combined levels and partnership waivers available.

* Pay as you go (PAYG) pricing option incl. pre-payment for announcements and setup costs. A recurring payment is agreed after the number of post is reached. Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.

HOW IT WORKS:



We check your RSS feed for new content



Our system reads and structures the information



Your new offers get posted on newengineer.com

NEXT STEPS:

- 1 Contact us for a free consultation
- 2 We will set up the system to import your opportunities
- 3 Start recruiting, get candidates!

Online Announcements

Announcement Packs and Single Announcements

4 levels matching your marketing budget and requirements

| | Basic | Standard | Featured POPULAR | Premium |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|-------------------------------|
| ✓ Logo & Text Description | ✓ Logo & Text Description | ✓ Logo & Text Description | ✓ Logo & Text Description | ✓ Logo & Text Description |
| 1 Email & Social Media Shots | 1 Email & Social Media Shots | 2 Email & Social Media Shots | 3 Email & Social Media Shots | |
| ✓ Enhanced Search Positioning | ✓ Enhanced Search Positioning | ✓ Enhanced Search Positioning | ✓ Enhanced Search Positioning | |
| ✓ Image Gallery | ✓ Image Gallery | ✓ Image Gallery | ✓ Image Gallery | |
| ✓ Mini Banners (Extra Visibility) | ✓ Mini Banners (Extra Visibility) | ✓ Mini Banners (Extra Visibility) | ✓ Mini Banners (Extra Visibility) | |
| ✓ Deadline Reminders By Email | ✓ Deadline Reminders By Email | ✓ Deadline Reminders By Email | ✓ Deadline Reminders By Email | |
| ✓ Header Image | ✓ Header Image | ✓ Header Image | ✓ Header Image | |
| ✓ Video Display Option | ✓ Video Display Option | ✓ Video Display Option | ✓ Video Display Option | |
| 1 Reposts | 1 Reposts | 1 Reposts | 2 Reposts | |
| ✓ Extra Visibility in Featured Box | ✓ Extra Visibility in Featured Box | ✓ Extra Visibility in Featured Box | ✓ Extra Visibility in Featured Box | |
| ✓ Geo-Targeting | ✓ Geo-Targeting | ✓ Geo-Targeting | ✓ Geo-Targeting | |
| Single Ad: | €349 Free | €649 €349 | €849 €649 | €1249 €849 |
| 3 – Pack: | €940 | €1750 €940 | €2290 €1750 | €3370 €2290 |
| 5 – Pack: | €1480 | €2755 €1480 | €3605 €2755 | €5305 €3605 |

MORE INFORMATION:

inomics.com/publish

Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.

Post Announcements Quickly & Easily

Upload the content of your Announcement(s) directly from your customer account:

1

Log in to your Account

2

Go to the 'publish' section to get an overview of your current subscriptions and packs

3

Select the subscription or pack you want to use or select product and **promotion level** you would like to book

4

Enter the details of your offer

5

Confirm your order and start your recruitment campaign

Join our Community

Institutions listing their job and study offers on
NewEngineer.com



A newsletter tailored to your interests

Register for our Email Alert to receive information about the newest jobs, study offers, conferences and workshops promoted on NewEngineer, as well as the most recent articles with study and career advice.

Subscribe at:
<http://eepurl.com/cGyX75>



 **NewEngineer**



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D-10117 Berlin, Germany

Questions & Enquiries
E: info@newengineer.com
Customer Service Europe:
T: +49 30 208 4712 50
F: +49 30 208 4712 51

