

# PRODUCTS4ENGINEERS

## Everything for the Smart Engineer of tomorrow

Products4Engineers is the platform for manufacturers, developers en suppliers in specialized technology. With the biggest database of professionals in the Smart Engineering and Industry 4.0 ideal for suppliers to connect with the desired audience.

The Products4Engineers platform provides all the tools and network to effectively communicate, market, generate leads and sell!

**20,000**  
Products

**80**  
Premium Suppliers

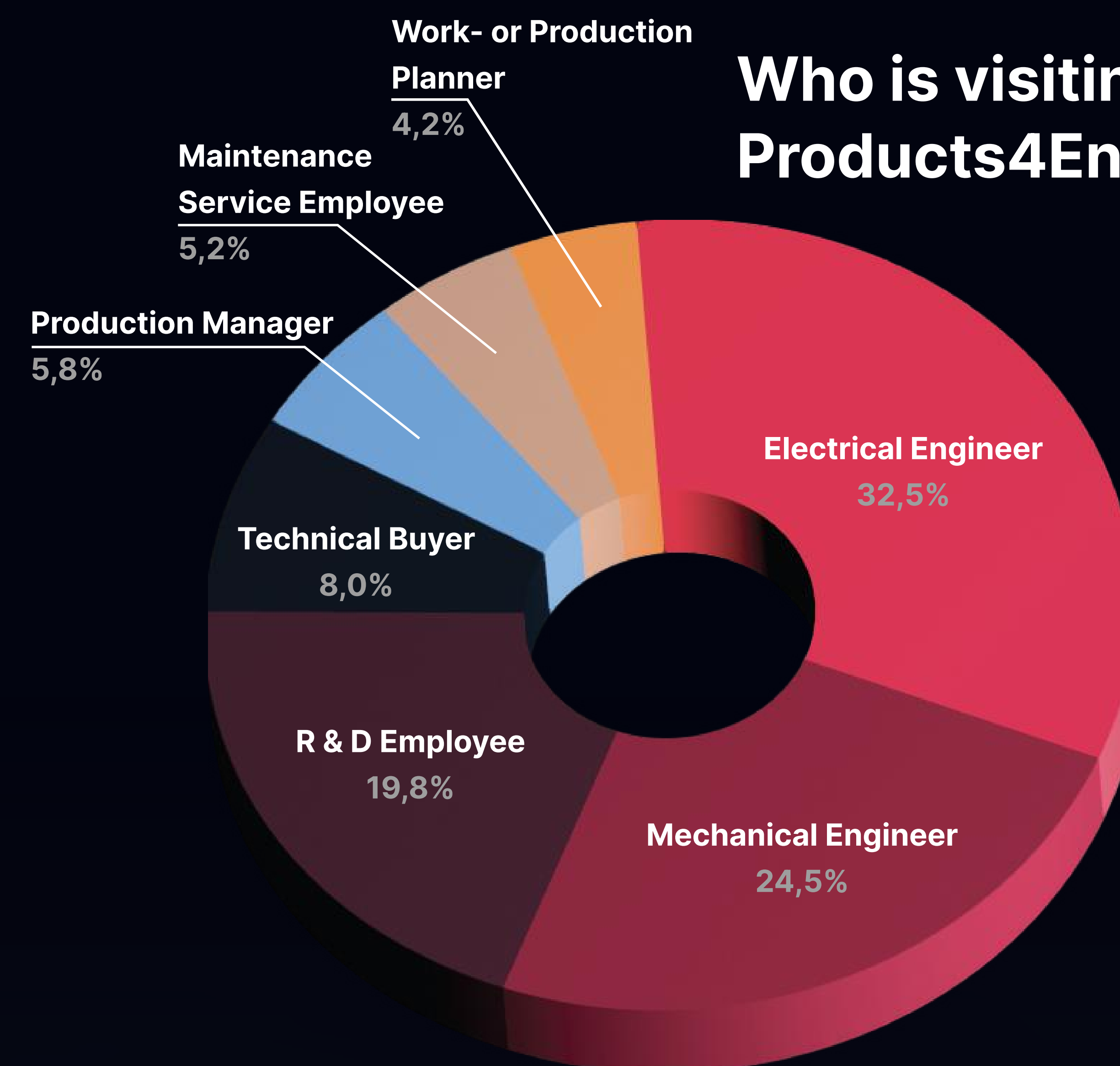
**11,000**  
Monthly Visitors

**18,000**  
Monthly Pageviews

**7,000**  
Newsletter Subscribers

**6,500**  
Magazine Print run

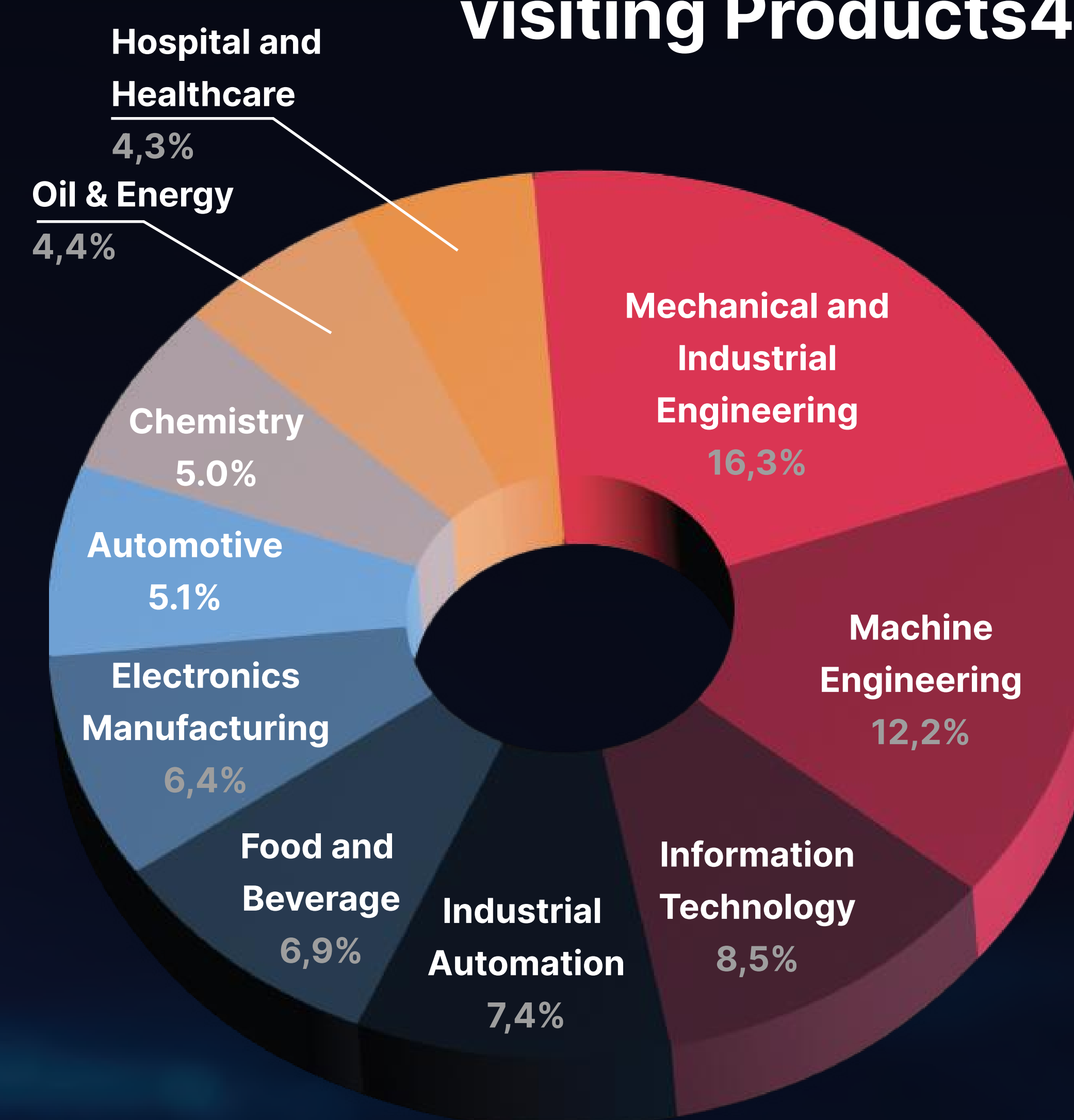
## Who is visiting Products4Engineers?



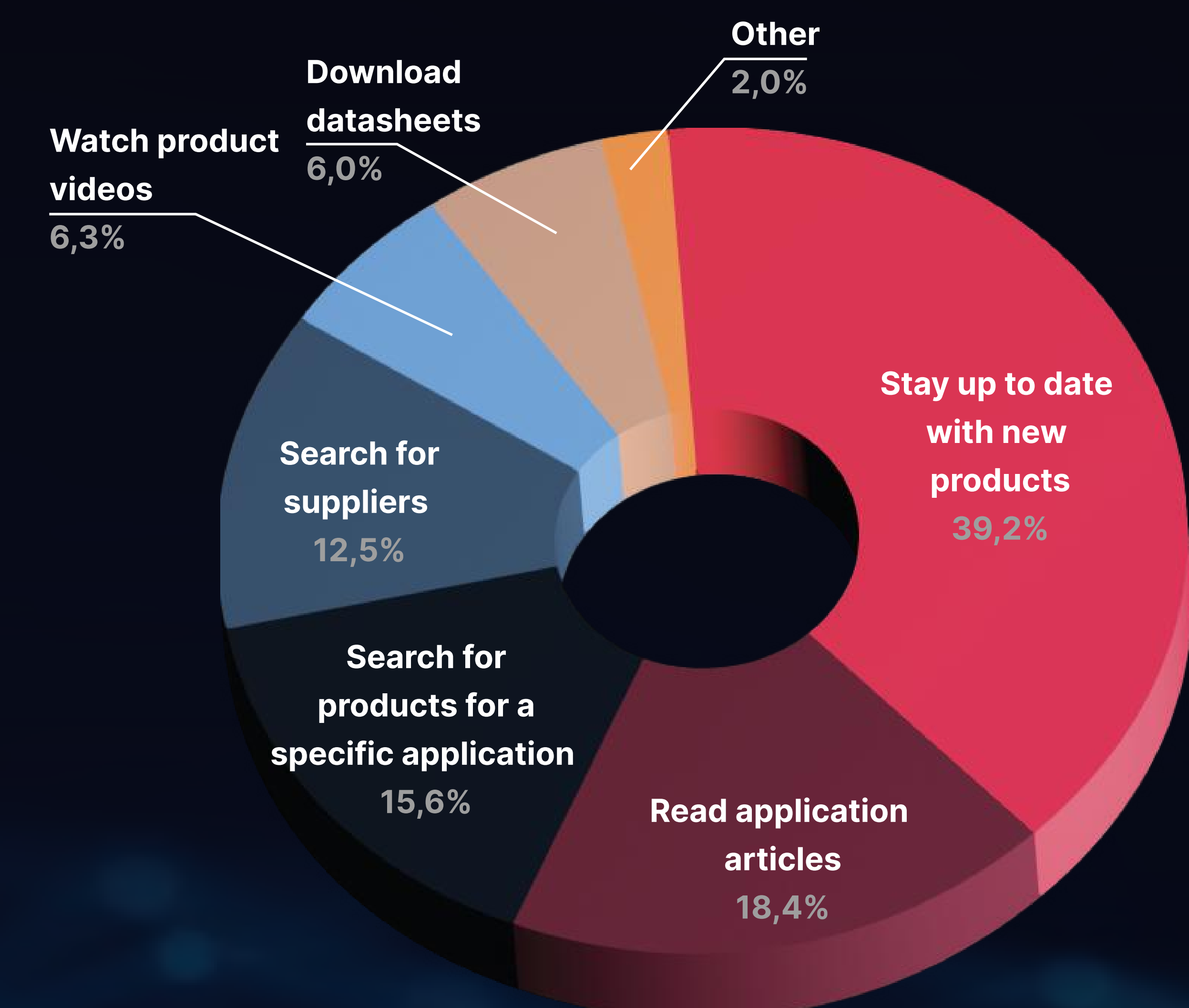
## Wat are the top-interests of our users and readers?

- 16,1% Industrial Automation
- 14,9% Measurement & Control Technology
- 14,6% Sensors and Transmitters
- 14,3% Electrical Engineering and Electronics
- 12,9% Motors and Drives
- 9,1% Hydraulics and Pneumatics
- 7,6% Process Equipment and Attachments
- 6,4% Data Communication
- 4,3% Logistics and Workplace

## Top 10 industries visiting Products4Engineers



## What is Products4Engineers used for?



Bringing your products to the attention with engineering and technology professionals

Need a consultation?  
[rients.de.groot@geomares.nl](mailto:rients.de.groot@geomares.nl)  
 +31 (0)514 56 18 54 • Rients de Groot







Create new insights, leads, and opportunities with **Products4Engineers Premium**

The Products4Engineers dashboard is a handy tool to gain insights, and generate and follow up on leads. Suppliers and manufacturers can easily add their own content via this dashboard. Developed specifically for suppliers and manufacturers, it provides insights into which potential buyers have shown interest in brands and products, as well as what information they are looking for.

Suppliers' Dashboard

Get access to the dashboard now that allows you to track, identify and capitalize on valuable opportunities.

- Already have an account with login credentials? Go to the manufacturer dashboard: [Products4Engineers.nl/dashboard](https://Products4Engineers.nl/dashboard)
- Is your company listed in the Products4Engineers manufacturer directory but don't have access to your own manufacturer dashboard? Contact us and we will provide you with new login credentials.
- Is your company not in the manufacturer directory? Create an account, enter your company details and add products right away: [Products4Engineers.nl/register](https://Products4Engineers.nl/register)

Content Calendar 2024

Is your company active in one or more of these themes? We ensure that the specific content of our partners is highlighted at the right moment.

- JAN/FEBIndustrial Automation (Industry 4.0)
- MAR/APRSensors and Transmitters (Smart Engineering)
- MAY/JUNPneumatics and Hydraulics for Machine Construction
- JUL/AUGIndustrial Electrical Engineering
- SEP/OCTDrive Systems for Machine Construction
- NOV/DECIndustrial Measurement and Control Technology

Premium Plans

Premium  
€ 1.000/year

Premium+  
€ 1.800/year

Enterprise  
€ 4.995/year

Reach and exposure

• Premium product listing	2	5	10
• Newsletter highlights	✓	✓	✓
• Premium company profile	✓	✓	✓
• Publish articles & videos	✓	✓	✓
• Product in Buyers Guide (print)	1	1	2
• Newsletter banner (valued € 850)			2
• Billboard banner (valued € 1,450)			1

Lead generation

• Quote requests & inquiries	✓	✓	✓
• Brochure/datasheet downloads		✓	✓
• Newsletter sign-ups <i>NEW!</i>		✓	✓
• Identified Visitors* <i>NEW!</i>		✓	✓
• Dedicated email (valued € 2,000)			1

Service & support

• SEO Linkbuilding		✓	✓
• Results reporting		2	4
• Client Succes Consult		1	4





## Website & display

<b>Branded content</b>	from
Article, video, event or vacancy published on Products4Engineers with 1 month promotion across the Products4Engineers channels	1,450 /month
<b>Category Sponsorship</b>	4.500 /year
Show that you are a category leader with your branded product as the main category image. <i>*limited availability</i>	
<b>Product Promotion Package</b>	1,950 /month
Product displayed on the homepage, on all basic product pages and two times as a newsletter highlight. <i>Maximum one advertiser per month.</i>	
<b>Product Homepage Spotlight</b>	700 /month
Your product displayed in the product carousel on the homepage	
<b>Homepage banner</b>	1,000 /month
Billboard banner (970×250) displayed in top position op de homepage	
<b>Medium Rectangle Banner</b> <i>minimum of 10,000 impressions</i>	850 /month
Banner (300×250px) displayed across the Products4Engineers website	
<b>Leaderboard Banner</b> <i>minimum of 10.000 impressions</i>	1.250 /month
Banner (728×90px) displayed across the Products4Engineers website	
<b>Billboard Banner</b> <i>minimum of 10.000 impressions</i>	1,450 /month
Banner (970×250px) displayed across the Products4Engineers website	
<b>Display remarketing</b>	1,000 /500 clicks
60,000 impressions with a minimum of 500 clicks to your own website. Targeted at all website visitors of Products4Engineers through the Google Display Network. <i>*This campaign is fully customizable</i>	

## Partnermailing 6.800 subscribers

<b>Dedicated newsletter</b>	2,000
Newsletter entirely dedicated to your products and company profile on Products4Engineers. An excellent booster for your company profile	
<b>Dedicated email (e-blast)</b>	2,000
Custom email (html) to newsletter recipients of Products4Engineers	

## Newsletter 7,000 subscribers

<b>Full top banner</b>	650
Banner (648×80px) displayed in the Products4Engineers newsletter	
<b>Block banner</b>	850
Banner (648×177px) displayed in the Products4Engineers newsletter	
<b>Advertorial</b>	750
Text-ad with image and company logo in the top position of the newsletter	

## Products4Engineers Buyers guide Print run: 6,500

<b>Product in buyers guide</b>	500
2× 450/product - 3× 400/product - 6× 350/product	
<b>Cover image</b>	3,750
155×216 mm Including full-page sponsored article in magazine and on website	
<b>Product op cover</b>	950
With a product-text of 65 words and a product image. <i>Only available for two advertisers</i>	
<b>Backcover</b> 210×297mm (+ 3mm bleed)	3,200
<b>Inside cover</b> 210×297mm (+ 3mm bleed)	3,200
<b>Inside back</b> 210×297mm (+ 3mm bleed)	2,950
<b>Full-page Ad</b> 210×297mm (+ 3mm bleed)	2,750
<b>Half-page Ad</b> 90×268mm	1,975
<b>1/3-page Ad</b> 189×86mm	1,550
<b>Sponsored Article Full page</b>	2,950
<b>Sponsored Article two pages</b>	3,800
<b>Copywriting per article or case study</b>	950

