



If you are looking for
engineering students

Look to us



SMAART YOUNG ENGINEER MAGAZINE

SMAART YOUNG ENGINEER ONLINE

AN OPEN LETTER FROM YOUNG ENGINEERS CHIEF EXECUTIVE

Young Engineers,
Chiltlee Manor,
Liphook,
GU30 7AZ

Tel: 01428 727995
Web: www.youngeng.org

Dear Recruiter

Over the past two years, Young Engineers has worked hard to grow its club network and to promote the value of engineering to our future workforce through a range of attractive products and services, a significantly improved website and some absolutely fantastic challenges and competitions. However, the success of this progress is often hidden by the paucity of media coverage that we manage to achieve even though we do make very substantial effort to celebrate the achievements of our members.

It is for that reason that we are delighted to announce a partnership with Smaart Publishing to produce the U.K's official magazine for Young Engineers.

I sincerely hope that you see value in this publication and want to be involved in this exciting product and to engage with our student members.



Stuart Ellins
Chief Executive.



Smaart Young Engineers

The official magazine for Young Engineers

The Role Of Young Engineers

Young Engineers' aim is to inspire young people to develop an interest in engineering, and, in doing so, recognise the importance and excitement of engineering as a future career.

Young Engineers is a registered charity that develops and supports a national network of extra-curricular engineering clubs. In addition, Young Engineers also runs a series of national competitions for students and the prestigious Young Engineer for Britain Awards.

Smaart Young Engineer is the only publication that will put you in touch with the most gifted and enthusiastic generation of Engineering students in the U.K. today.



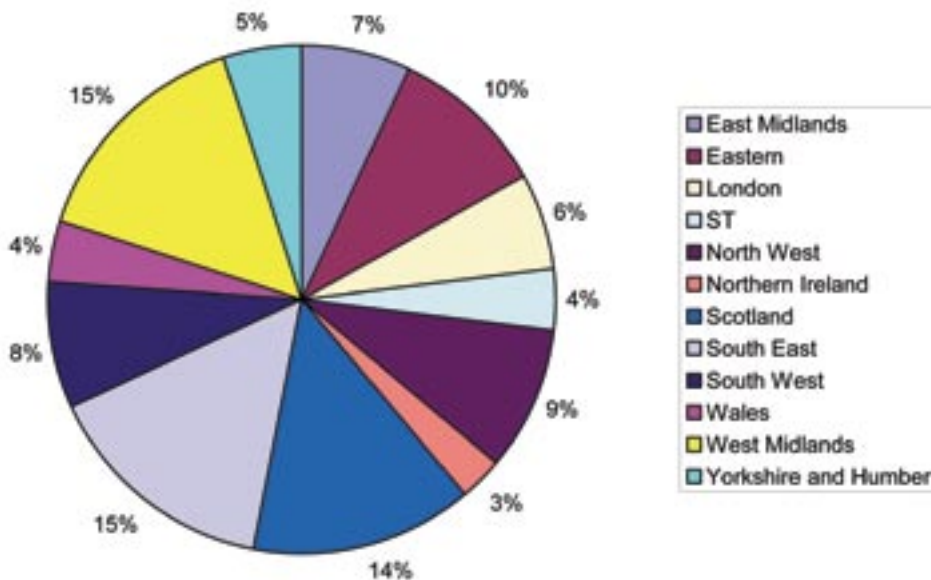
The Distribution



Smart Young Engineers will give you exclusive access to students who are involved in Engineering Clubs in addition to attendees at national student fairs

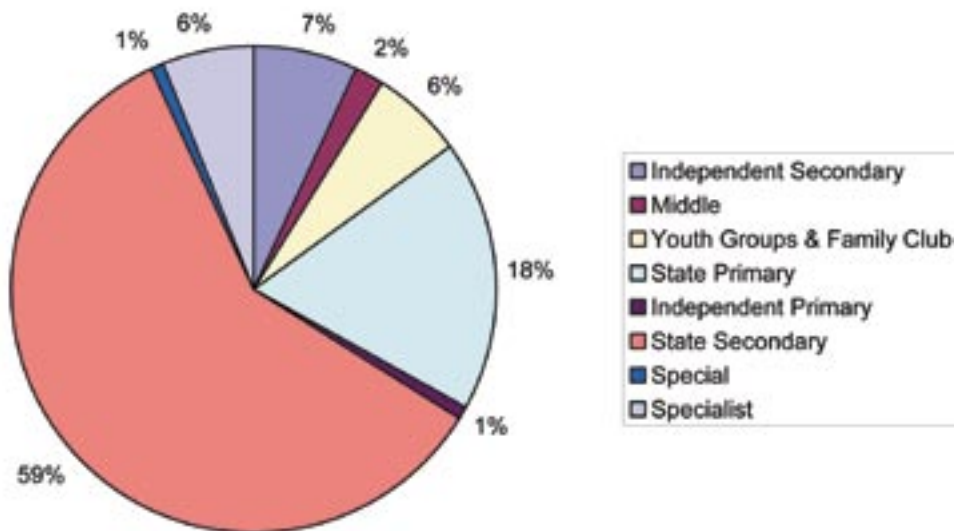
Young Engineers has over 1200 Engineering clubs nationwide.

Disposition of Young Engineer Clubs 2006/7:



Approximately 37% of members are girls.

Diversity of Clubs:



Additional copies of the publication will also be made available to every school, college, careers service and connexions office nationwide.

The publication will also be distributed through national student fairs.

Copies will be available via Young Engineers, at the Annual Celebration of Engineering and through a number of Young Engineers' partner schemes.



Engineering Editorial



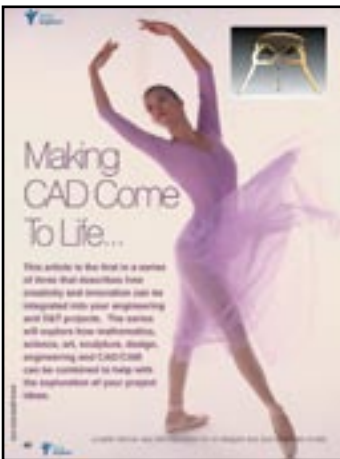
Smart Young Engineers will be packed with high quality informative and exciting editorial that will inspire future Engineers.

A range of features from our partners:
Smallpeice / Year in Industry /
The Engineering Education Scheme /
Headstart / Arkwright Scholarships /
Engineering Best Programme



Additional featured articles:

Women in Engineering / Careers in Engineering / Science and Engineering Ambassadors /
Global Warming / Computer Aided Design



The Frequency

The publication will be produced twice a year.

September

National Celebration of Engineering:

The Annual Celebration of Engineering is the culmination of Young Engineers' yearly programme of activities. It is a big celebration of the hard work and achievement of our nation's young engineers.

March

Science and Engineering week:

National Science and Engineering Week (formerly National Science Week) is a 10 day programme of around 2,000 events running throughout the whole of the UK with the aim of celebrating science, engineering and technology and its importance in our lives.



Rate Card

DPS £6,980 - PAGE £4,500 - HALF £2,800



MECHANICAL SPECIFICATIONS FOR SMART ADVICE

(Dimensions are listed Depth & Width in mm)

(Dimensions are listed **Width x Depth** in mm)

FULL PAGE SPECS (bled & bordered ads)

Full page trim 170mm (w) x 225mm (d)

Full page type area 150mm (w) x 205mm (d)

Full page bled ad 176mm (w) x 231mm (d)* (includes 3mm bleed)

Full page bordered ad 150mm (w) x 205mm (d)

SPREAD SPECS (bled & bordered ads)

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Spread bled ad 346mm (w) x 231mm (d)* (**allow 20mm gutter)

HALF PAGE SPECS (bordered ads only)

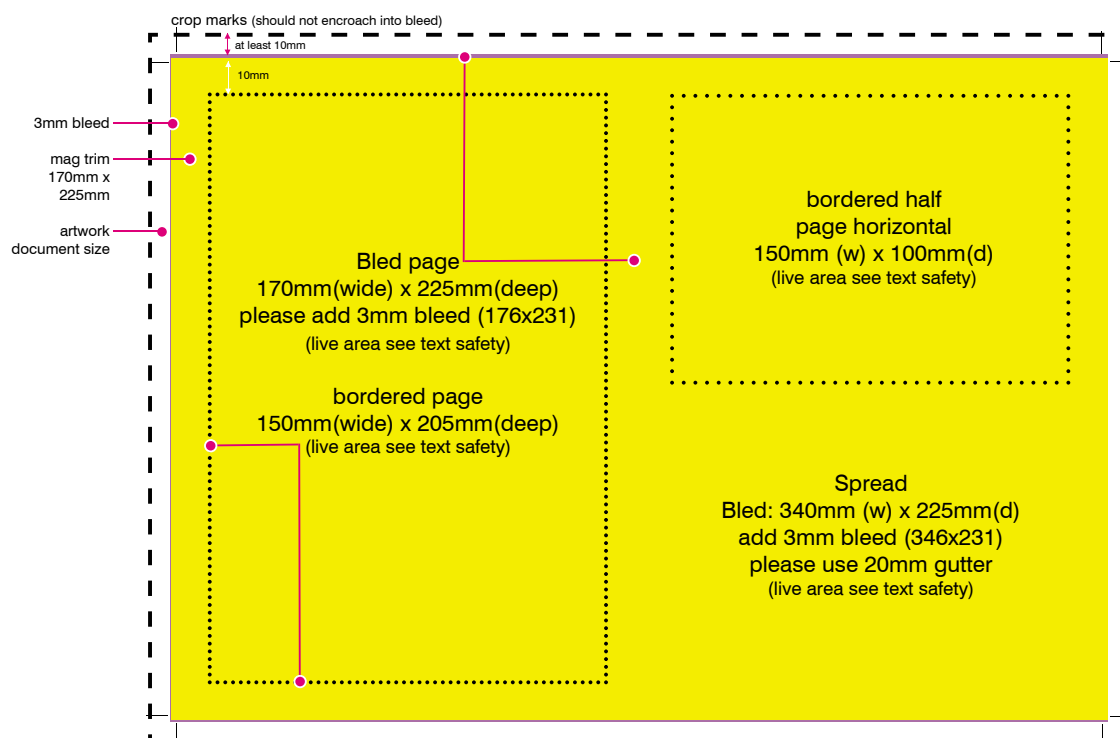
1/2 Horizontal bordered 150mm (w) x 100mm(d)

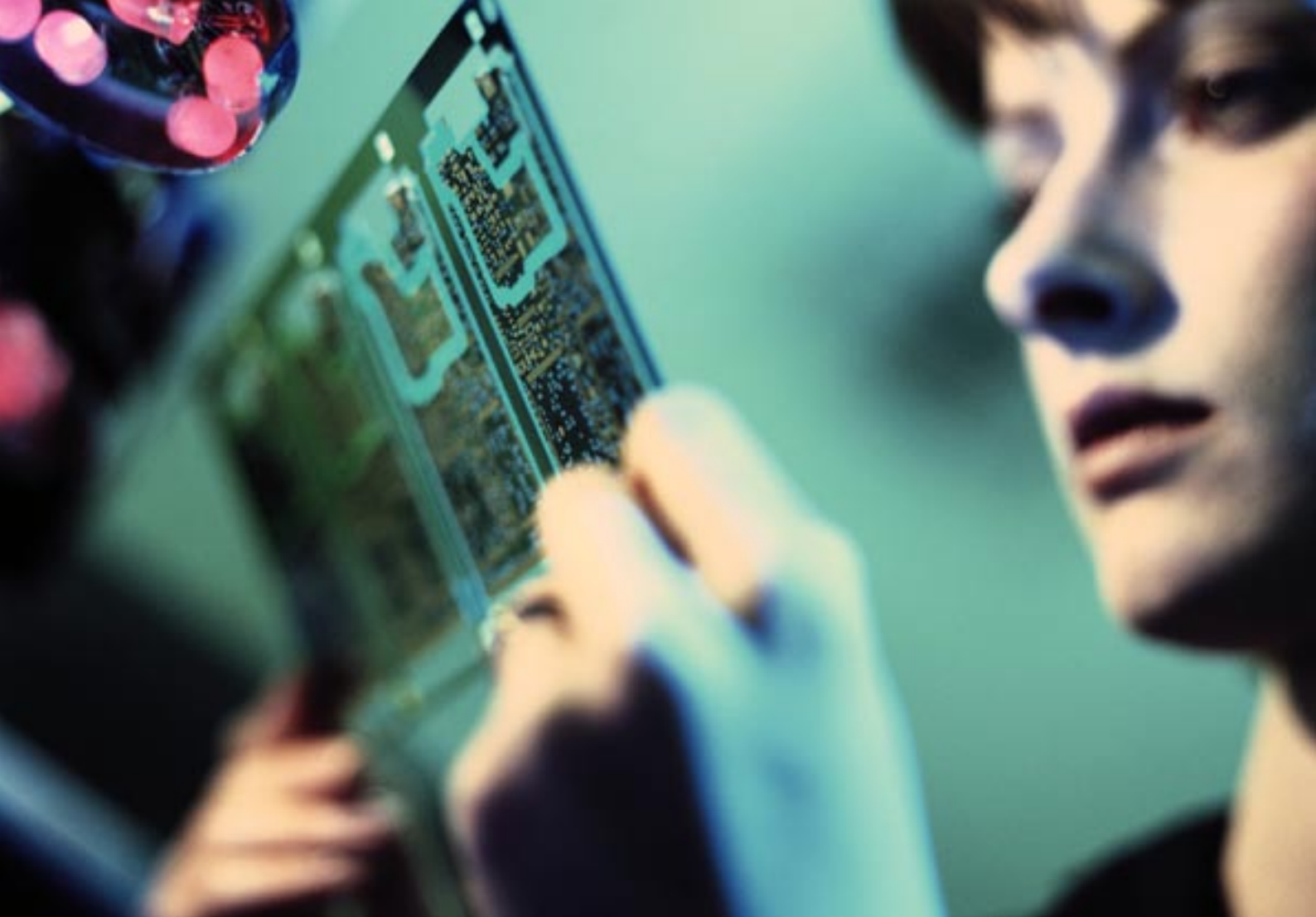
vertical bordered 70mm (w) x 100mm(d)

***Live matter and type safety:** Allow 10mm from trim and 13mm from bleed

****Gutter:** No type should appear within 15mm either side of gutter on a Spread.

PLEASE SEE GRAPHICAL SPEC SHEET BELOW FOR AN ILLUSTRATED VERSION OF THE ABOVE GUIDE





contact details:

Smart Publishing

Marlborough House, 159 High Street,
Wealdstone, Middlesex HA3 5DX

Tel: 020 8426 6336

Fax: 020 8861 4456

