

Why Should You Advertise in

FORTNIGHTLY
**ENGINEERING
REVIEW**
The voice of engineers

Here it is!



Engineering Review is a highly respected professional newspaper for people doing engineering in government departments, consulting and contracting companies, industry and with vendors. *Engineering Review* gives you focused audience of well over 15,000 readers.



The History

Engineering Review started in October 1975, as a monthly. After 4 years and 4 months, it became a fortnightly. We are now in 5th decade. Our advertisers and readers gave us strength and confidence for this long journey.

The Founder



Engineering Review was founded by Mr. Najam ul Hassan *marhoom*, a renowned news industry man. He served engineering community for 37 years (1975-2012). He started his news industry carrier from daily Sun, Karachi and later served as Advertisement Manager in daily Jasarat, Karachi. of Executive Council of All Pakistan Newspaper Society (APNS) several times. He conducted Sales Training Courses for media Sales Representative in Karachi and Lahore in 1997.

He was Convener APNS Training and Development Committee in 2010-11.

He was a dynamic and energetic person. His hard work and struggle made ER nation's # 1 paper on the subject. He had a loving personality, professionalism and patriotism. He was a real ideal and role model.

Value for Money



While selecting media for advertisements, customers rightly seek value for money. Each ER reader is **Mr. Right** for every rupee you spend on your ads in ER. We have no junk readers.

Truly a Special Niche Publication

Engineering Review began in October 1975 and is the best in this niche, just like *Jang* and *Dawn* are amongst the dailies.

High professional quality has earned *Engineering Review* unmatched respect and credibility with readers and advertisers alike. Its news and views are respected for objectivity and sincerity and are taken seriously. It has come to be recognised as Pakistan's premier engineering newspaper.

Who Reads Engineering Review and Why?

It is essential reading for professionals in engineering sector. It covers issues and news of interest to engineers working for consultants, contractors, planners, architects, industry, government and other players in the development sector. Because of professional assignments, all ER readers are decision makers and opinion leaders. More than two thirds of them are Owners or Directors or General Managers or Senior Executives in their organisations. Engineering services, equipment and machinery are acquired/ purchased with their approval or advice.

Circulation **5000** On Hard copy

Distribution of ER is as under

Discipline wise

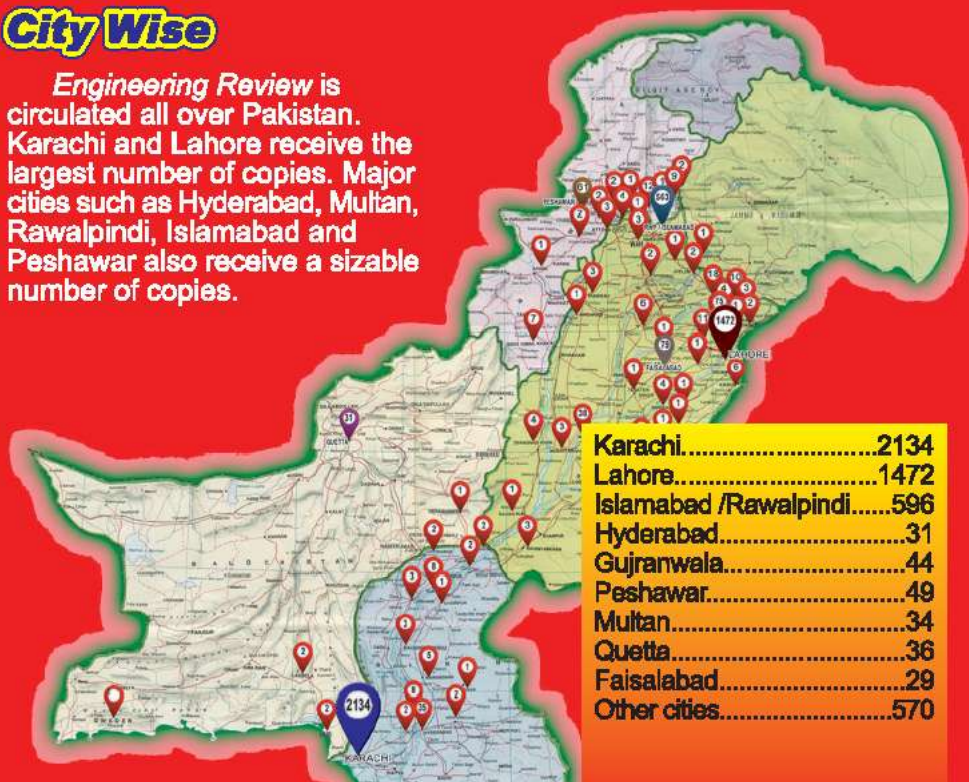
Engineering Review has readers in all major engineering companies, organizations, federal and provincial departments.

Consultants	291
Contractors	968
◆ Civil ◆ Mechanical ◆ Electrical Industries	1561
◆ Textile ◆ Pharma ◆ Cement ◆ Sugar	
◆ Automobile ◆ Food & Beverages	
◆ Printing & Packaging ◆ Steel	
◆ Engineering Item Manufacturers	
◆ Plastic ◆ Chemical	
Government Officers	151
Architects	49

Engineers (Individual)	125
Educational Institute	118
Banks & Financial Institutes	54
Traders	890
Alternate Energy	41
Foreign Missions	57
Housing Sector	58
Hospitals & Hotels	61
Power Plants	18
Utility Cos & IPPs	61
Telecommunications	28
Information Technology	32
Media Houses	60
Ad Agencies	94
Public Relations	83

City Wise

Engineering Review is circulated all over Pakistan. Karachi and Lahore receive the largest number of copies. Major cities such as Hyderabad, Multan, Rawalpindi, Islamabad and Peshawar also receive a sizable number of copies.



Karachi	2134
Lahore	1472
Islamabad /Rawalpindi	596
Hyderabad	31
Gujranwala	44
Peshawar	49
Multan	34
Quetta	36
Faisalabad	29
Other cities	570

WhatsApp Circulation

We are sending pdf of ER to thousands Engineers through WhatsApp on every fortnight just 2 simple steps and you will get ER



- ◆ Save ER WhatsApps # 0331-2495591
- ◆ WhatsApp your name & organization to ER

YouTube Channel

In January 2019 Engineering Review Launched Pakistan's First Ever Engineering News Channel on YouTube.

www.youtube.com/engineeringreviewER

We are uploading videos on daily basis. You will find Interviews of top leading professionals, educationists, businessmen and students.

Reach

Engineering Review is available on all medium of communications. Our reach is increasing day by day.



Why should you advertise in ER



- ◆ 7000+ circulation and 21000+ readership
- ◆ 45 years of Engineering Journalism.
- ◆ ER readers are decision makers.
- ◆ ER advertising rates are fair.
- ◆ Top Brands Advertise with us.
- ◆ Its editorial contents are serious, sober and independent.
- ◆ It is a specialist publication.
- ◆ It goes across Pakistan to people with spending ability and power of choice.

Engineering professionals are generally prosperous and have good incomes. They are potential buyers of consumer durables, property, cars, bank accounts, financial services, high priced goods/ services and other items for comfort of life.

Advertisement Rates

Engineering Review generally goes to business houses where it is read by many. Advertisements in *Engineering Review* ensure highest per rupee return. Regular display ads are economically priced, specially since we have a focused audience.

Display Ads (colour, inside pages)

per column cm	Rs. 350/-
Full Page (240 col cms)	Rs. 84,000/-
Half Page (120 col cms)	Rs. 42,000/-
Quarter Page (60 col cm)	Rs. 21,000/-

Front Page carries a 100% premium, while back page is offered at 50% premium. All guaranteed positions are charged 35% extra.

Bonus ads

After 11 consecutive ads, we offer one bonus ad **FREE** of cost. We also offer other discounts on higher space consumption.

Unique titles for semi display ads are

Engineering Bazar

Bijli Ghar

Automation Park

Professional Club

These sections are very popular among advertisers. Majority of our advertisers have been placing ads for many years. With small budget you can place your ad in these sections for the whole year.

Engineering Review Supplements

We regularly publish supplements on various topics and events. These serve as additional sources of information for our readers who generally appreciate our supplements. Notable ER supplements are:

- ◆ **WAPDA Silver Jubilee - November 1984.**
Till then one of the largest issues in Pakistan's newspaper history.
- ◆ **50 Years of Engineering in Pakistan - August 1997.**
Second largest issue on '50 years of Pakistan' Dawn was #1.
- ◆ **35 years of NESPAK, August 2008**
- ◆ **40 years of NESPAK July 2013**
- ◆ **HVACR every year, since 1993**
- ◆ **IEEEP Multi Topic Symposium, every year Since 1985**
- ◆ **IEEEP Fair every year since 2010**
- ◆ **Silver Jubilee of Engineering Review 2001**
- ◆ **35 years of Engineering Review 2010**

These are some of the many 'collectible' issues published by ER over the years.



Seminars/ Panel Discussions



Engineering Review offers a platform for discussions on professional issues. We have hosted a number of seminars and panel discussions on issues related to engineering, industry, engineering education, planning, development and other important topics. Our speakers are generally

very senior professionals and audiences have always been very large. We have organised seminars in all major engineering universities of Pakistan to share practical information with students and educate them about functional aspects of their studies.

Important seminars were:

1. Young Engineer Leaders Award 2011, NED University July 2011
2. Energy: How Do We Address the Crisis Ahead, NED University, August 2006.
3. Improving Academia-Industry Relations, NED University - April 2005.
4. Translating Your Vision into Success, UET Lahore - February 2005.
5. New Attock - Khairabad Bridge on Indus, NED University - June 2004.
6. How to Complete Projects within Time and Budget - March 2002.

Topics of Panel Discussions

- Consultants – The Solution Providers
- Fire at Baldia
- Flood in Karachi
- Power Policy - Some Suggestions



Voice of Engineers

Readers and advertisers' appreciation, respect, *shabash* and love for *Engineering Review* has been for solid reasons.

ER is rightly viewed as **Voice of Engineers**.

Advertisers' confidence

Ads pulled by *Engineering Review* show how hundreds of advertisers vouch for the authenticity and truth of our sales proposition. When you place an ad in *Engineering Review* you can rest assured that it is the right thing to do.

Engineering Review

Is a strong niche publication

Provides focused audience

Provides good network of professionals of high income brackets

It is mainly a manly (man appeal) publication

Matches prestige and status of your company

It is a good medium for high value premium products

Its circulation is large in numbers and rich in quality.

Our advertising rates are economical, no wastage at all.



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