THE ELECTRO-DESIGN PROJECT PLANNER 2025

The Electro-Design Project Planner is an invaluable office tool that provides an in depth coverage of the design engineering industry through print and email marketing.

An initial distribution, in November 2024, to senior Design Engineers, Electronics Engineers, Heads of Engineering and Project Leaders within OEMs in the UK and Europe, ensures an annual readership of over 10,000 key decision makers. This is followed by an active email marketing campaign which stimulates advertiser response and the distribution of additional copies on request

Produced in full colour, with a high-gloss wipeclean surface, the publication is used as a day-to-day diary for project planning, work schedules and staff management. The planning area incorporates details of the leading events of the recognised industry bodies along with all major trade exhibitions and conferences. It is a constant point of reference for 13 months.

Around the central area space is made available for a small number of companies, associations and individuals to promote their products and services. In addition to the long-term daily exposure, all advertisers are included in our Direct Response Mechanism.

This has been designed to generate high quality immediate sales enquiries from the profession. In the early stages of the campaign, leads are collated and forwarded weekly to each advertiser.

BILLBOARD EXPOSURE 13 months high impact advertising
 TARGETED Reach over 10,000 key specifiers
 WEBSITE Signpost your website on a daily basis throughout the year
 PROVEN RESULTS Sales leads monitored weekly so you can quantify results
 BRANDING Invaluable daily exposure to your customers

A comprehensive package that works hard for you on every day of the year

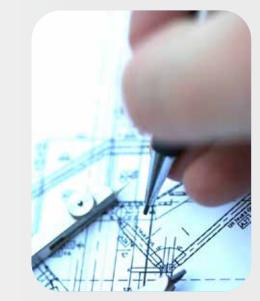
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VALUABLE REFERENCE	We detail all major exhibitions, seminars and conferences.
BEST QUALITY	People use the best quality planner they receive and the inferior product goes in the bin.
TIMING	It is the first planner they receive, it comes out in November and can be used for 13 months.
LOYALTY	Decision makers have been receiving Setform planners for over 30 years. For many it's a case of "old one down, new one up".

HALF PAGE	120mm (deep) x 177mm (wide)	£4,195 +VAT
QUARTER PAGE	120mm (deep) x 82mm (wide)	£2,545 +VAT
EIGHTH PAGE	57mm (deep) x 82mm (wide)	£1,545 +VAT

Dimensions of Planner overall: 700mm x 1000mm approx **Digital Artwork:** InDesign, Photoshop (up to

Printing / Finishing: Background colour: Payment: /00mm x 1000mm approx
InDesign, Photoshop (up to v10), Illustrator (up to v11)
Alternatively a high resolution (300 dpi) JPG, TIF, EPS, or PDF is acceptable.
Four-Colour process/UV-varnishing
Grey
On receipt of voucher copy



Setform Ltd, 6, Brownlow Mews, London WC1N 2LD, United Kingdom • Tel +44 (0) 20 7253 2545 Fax +44 (0) 20 7608 1600 • Email: mail@setform.com www.setform.com • www.yearplanners.info





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