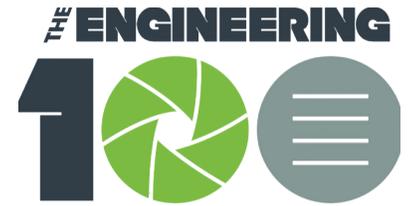


# Content Marketing PACKAGES



Engineers are having a moment. Engineering drives business and innovation, and shapes issues of global importance like energy, defense and development. Engineers sit in more corner offices of Fortune 500 companies than any other profession. And at every level, businesses are working overtime to recruit, train and retain them.

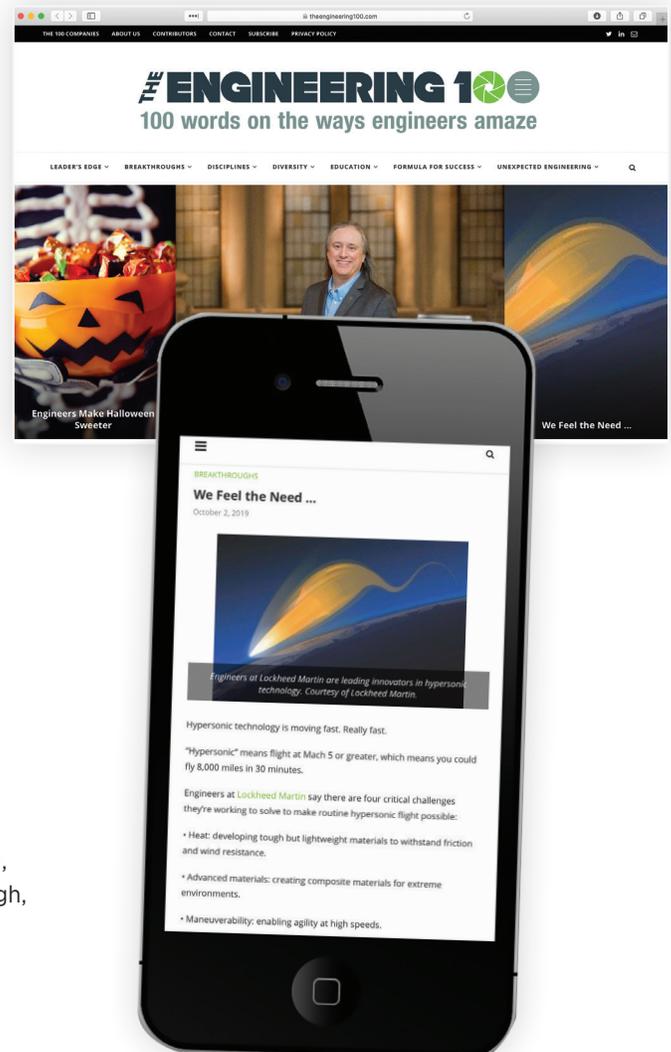
The innovations engineers bring to life have an impact on everything we do, everywhere. Companies have compelling stories to tell about how their products and services are helping people reach personal and professional heights – while enjoying healthier, safer lives.

The Engineering 100 is dedicated to telling all these stories and more to an audience that matters – thought leaders in the profession, and in business, academia and government. Each month, in quick 100-word articles, short videos, and extended “100Plus” features, The Engineering 100 delivers compelling news straight to your inbox.

Clients will work with The Mathews Group, publishers and editors of The Engineering 100, to develop and publish content related to the client’s business or organization. Through these sponsored news stories, companies will be positioned as thought leaders, innovators or subject-matter experts to a curated audience of more than 40,000 professionals.

## THE ENGINEERING 100 CLIENTS WILL RECEIVE:

- 100-word stories paired with photos or video links. Stories will appear in:
  - » The Engineering 100 newsletter, which reaches 40,000+ engineers and thought leaders.
  - » The Engineering 100 website, with pickup from Google News.
  - » The Engineering 100 Twitter feed.
  - » The opportunity to add e-mail addresses to The Engineering 100 delivery database.
- Stories will be written, edited and produced by our staff. Clients will be asked to provide professional quality photography/videography or choose from stock imagery.
- Clients will have final approval of all stories and accompanying images/videos.
- Client can get byline credit or defer the byline to a member of The Engineering 100’s editorial team.
- Stories are made available to publish in the following e-news editions:
  - » Geographic Markets — Alaska, Arizona, Arkansas, Atlanta, Boston, Colorado, Dubai UAE, East Bay (San Francisco/Oakland) Pittsburgh, Houston, Kentucky, Memphis, New Orleans, North Carolina, Ohio, Oklahoma, Southwest Florida (Naples, Fort Myers), Tallahassee, Tampa Bay, Washington D.C., Wisconsin
  - » Vertical Markets — Association and Travel



## EDITORIAL CALENDAR

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2019

Publish Date	Special Editions
Sept. 12, 2019	Premiere issue
Oct. 10, 2019	
Nov. 14, 2019	
Dec. 12, 2019	

2020

Jan. 9, 2020	
Feb. 13, 2020	The robots are here
March 12, 2020	
April 9, 2020	
May 14, 2020	Engineering your best summer
June 11, 2020	
July 9, 2020	
Aug. 13, 2020	Full STEAM ahead

### When & what?

E100 publishes monthly. Content must be approved and ready for publication one week prior to distribution.

### Story categories include:

- Breakthroughs: Cutting-edge products and services made by or for engineers.
- Disciplines: Chemical, Civil, Electrical, Mechanical, and beyond.
- Diversity: Improving engineering through inclusion of people, backgrounds and experiences.
- Education: Equipping the next generation from preschool to grad school.
- Formula for Success: Lifelong learning and professional development for your engineering mind.
- Leader's Edge: Getting to know engineering leaders and changemakers.
- Unexpected Engineering: Celebrating the "Aha!" and "No way!" moments engineers make happen.

## PRICING

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- (6) 100-word story placements - \$4,200
- (3) 100-word story placements - \$2,500
- (1) 100+ longer-form story with premiere placement - \$1,500
- Special issue sponsorships - contact us



*Discount available for non-profits, schools and universities.  
All fees must be paid 15 days in advance of publication.*

## CONTACTS

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The Engineering 100 is a project of The Mathews Group. We are a team of experienced communications professionals specializing in strategic storytelling to advance business, public awareness and advocacy goals. Our services include communications planning, event communications, executive communications and speechwriting, capacity-building and training, digital and social media content and strategy, and writing and editing. As you might guess, we specialize in working with engineers, scientists and other STEM professionals to tell their stories to the audiences who matter.

Headquartered in Arlington, Virginia, and globally distributed, we are pioneering a flexible model that offers clients increased responsiveness and helps us recruit and retain a top-notch team. Clients include Lockheed Martin, Phillips 66 and the University of Washington Continuum College.