

MEDIA KIT 2012



connecting **industry**





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ENGET ENGINEERING PORTAL

Internet is **OUR**
domain.
Let's make it
YOURS.



Introduction to EngNet

*"**ENGNET**[®] was birthed in 1998 on the internet with our online engineering portal and website design services. Google launched the same year... and so started the greatest marketing revolution in history"*

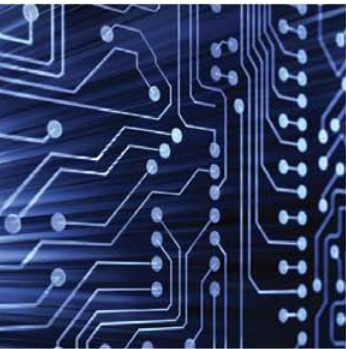
ENGNET[®] is a leading global **Engineering Portal & Search Engine** for the engineering, mining and manufacturing industries.

Expose your company to the thousands of engineering visitors that frequent **ENGNET**[®] every month.

- **64,000** brand name products.
- **50,500** product and service listings.
- **20,000** engineering companies.
- **Engineering portal** and **search engine**.
- **Quick** and **easy** user interface.
- Great for **major search engine placements**.
- Receive **accurate enquiries**.
- **Minimise** irrelevant enquiries.
- **Keyword research report**.

Every month thousands of engineering visitors are actively searching to find products and services through **ENGNET**[®]. By helping these buyers find your products and/or services easily, your company will receive more accurate enquiries and orders.

It is infinitely easier to sell to buyers who initiate first contact, rather than you approaching them.





Benefits

- Targets the **global engineering audience**.
- Provides an **accurate enquiry system**.
- Provides a **measurable response**.
- Return on investment.
- Creates major **search engine placements**.
- Quick and **easy user interface**.

Goals

- To assist engineers and technical buyers in **effectively communicating with suppliers**.
- To provide **effective marketing** for companies within the engineering and manufacturing industries.
- To encompass all engineering related industries and the products and services therein.
- To be the **leading global online engineering and manufacturing portal and resource**.

Audience (Users)

Users that utilise **ENGNET®** are **individuals involved within the Engineering Industry, namely:**

- Technical buyers.
- Engineers, technical designers, draughtsmen.
- Companies looking for strategic alliances and international agencies.
- Importers/exporters for the engineering market.
- Engineering companies sourcing raw material suppliers.

Scope

We incorporate all engineering industries, related products and services:

- **Products:** From nuts and bolts to suppliers of mining trucks and cranes – everything engineering.
- **Services:** From small consulting engineers to project houses that produce multi-billion dollar facilities.
- **Engineering Disciplines:** Building & Civil, Chemical, Electrical, Electronic, Instrumentation & Control, Mechanical and many more.
- **Industries:** Architectural, Communications, Food & Beverage, Manufacturing, Marine, Materials Handling, Metals, Steel & Metalworking, Mining, Petrochemical, Power Transmission, Rubber & Plastics, Warehousing & Storage, Water Treatment, Pulp & Paper and many more.

Strengths

- **Experienced engineers** have developed **ENGNET®**.
- **ENGNET®** developers have **extensive internet, programming, engineering and database experience**.
- **Feedback from users** enables us to develop the needs and requirements of the industry on an on-going basis.
- **Strong user base** and extensive worldwide coverage.
- Marketing that **delivers results and keeps YOU ahead of the market**.



**For
Engineers
By
Engineers**



EngNet Packages Explained

The ENGNET® Packages have been developed over the past 14 years to **increase sales for companies**. By using very **specific keywords**, we introduce very **specific buyers** to your company.

With the ENGNET® Packages we can present your company to our existing monthly buyers and **expose you to the many enquiries** received for your products or services.

See Page 5 for options
(all prices excl. VAT)



Package Example

Features based on Platinum 500

Enhanced Profile Page

- 5000 character profile.
- Company logo.
- Picture of company products/services.

Products / Services Page

- List of up to 500 (package dependent) products and services.
- 5 product images with titles, descriptions and website links.

Brand Name Page

- List of up to 500 (package dependent) brand name products.
- Same pictures from Products Page.

Contacts Detail Page

- Full contact details.
- Multiple website links.
- Branch Details (full contact information).
- Key Personnel.

Benefits

- Provides **accurate enquiries**.
- Sells to people who are actively looking for your products.
- Provides great **major search engine placements**.
- Proven return on Investment (ROI).
- Gives detailed **monthly statistics**.
- Minimises irrelevant enquiries.
- Produces **high visibility** through pictures and logos.
- Provides **multiple website** and **email links**.
- Each listing **optimised** for great results.



Enhanced Profile Page

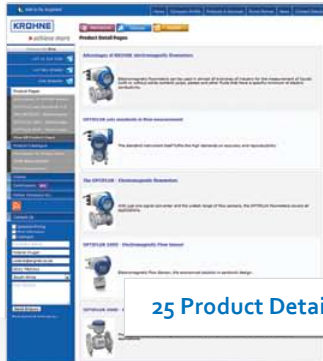


Product/Service Page



Brand Name Page

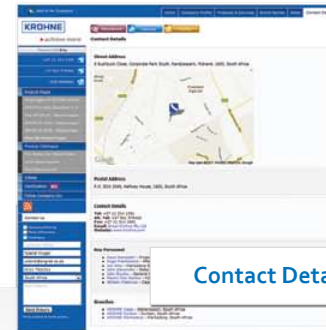
Package Example *based on Platinum 500*



25 Product Detail Pages



15 Product News Pages



Contact Detail Pages



Marketing Packages	Bronze 50 Standard	Silver 100	Gold 200	Platinum 350	Platinum 500	Titanium 700
Product/Service Listings	50	100	200	350	500	700
Tier I Product/Service Position	x	x	x	1	5	10
Tier II Product/Service Position	x	x	5	10	15	30
Tier III Product/Service Position	x	40	50	100	200	300
Tier IV Product/Service Position	50	60	145	239	280	360
Brand Name Product Listings	50	100	200	350	500	700
Company Profile	Standard	Enhanced	Enhanced	Enhanced	Enhanced	Enhanced
Product/Service Page	x	✓	✓	✓	✓	✓
Brand Name Page	x	✓	✓	✓	✓	✓
Product Detail	x	x	10	20	25	30
Product News	x	x	10	10	15	20
Video/Media Module	x	1	5	7	10	15
PDF Catalogue (up to 10MB each)	x	1	5	7	10	15
Electronic Catalogue Module	x	x	x	x	x	✓
Used Equipment Module	x	x	x	x	x	✓
E-Commerce Module	x	x	x	x	x	✓
Part Number Module	x	x	x	x	x	✓
Real Time Stats	x	✓	✓	✓	✓	✓
Home Page Ads	x	x	x	✓	✓	✓
*Payment per month or,	R330	R1 580	R2 150	R2 730	R3 650	R4 870
Payment per annum	R3 600	R17 240	R23 460	R29 790	R39 820	R53 130

*Subject to 12 month contract

All prices exclude VAT



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Tiers & Placements

The **ENGNET®** search results are classified according to certain criteria and algorithms. However, to offer **exclusivity to companies wanting to secure a position in the results for specific search terms**, we have introduced the Tier structure. The Tier structure allows you to **select certain products that you would like displayed at a certain level**. The Tiers available to you are dependent on the Package selected.



T1 Tier 1 Positions

- Only one slot is available on a search result page.
- This is the top position and once secured is exclusive for that company (for the duration of their contract).
- Reserved for **Titanium** and **Platinum** Packages only.
- Features Company Logo / Short Description / Product Image.

T2 Tier 2 Positions

- Only three slots are available on a search result page.
- This secures position 2 to 4 on a search results page and allows for up to 3 companies.
- Reserved for **Titanium**, **Platinum** and **Gold** Packages only.
- Features Company Logo / Short Description.

T3 Tier 3 Positions

- The slots available are unlimited on a search result page.
- This secures position 5 onwards.
- Reserved for **Titanium**, **Platinum**, **Gold** and **Silver** Packages only.
- Features Short Description.

T4 Tier 4 Positions

- The slots available are unlimited on a search result page.
- This secures the positions after Tier III's onwards.
- Reserved for **Titanium**, **Platinum**, **Gold**, **Silver** and **Bronze** Packages only.
- Features Short Description.



Banners / Buttons / Skycrapers

Place your company advert across the entire site.

Your company will receive maximum exposure to the best possible target market.

- Increases broad **product awareness**.
- Increases **brand awareness**.
- Advertises your products to your **targeted audience**.
- **Captures the attention** of engineers with products they need.
- **Stays in users' minds**, which generates enquiries.
- Provides a **website boost** through direct access to your products / services information.
- **Reaches the entire** Engineering Industry.



Banner Ads

- 728 x 90 pixels
- Max Size : 15kBytes
- Static, Animated, DHTML or Flash

R170 CPM*
excl. VAT

Skyscraper Ads

- 160 x 600 pixels
- Max Size : 30kBytes
- Static, Animated, DHTML or Flash

R200 CPM*
excl. VAT

Button Ads

- 160 x 160 pixels
- Max Size : 10kBytes
- Static, Animated, DHTML or Flash

R110 CPM*
excl. VAT

* CPM = Cost Per Mille / Thousand Impressions



From
R2 500
(excl. VAT)



ENGNET ENGINEERING PORTAL

Press Releases

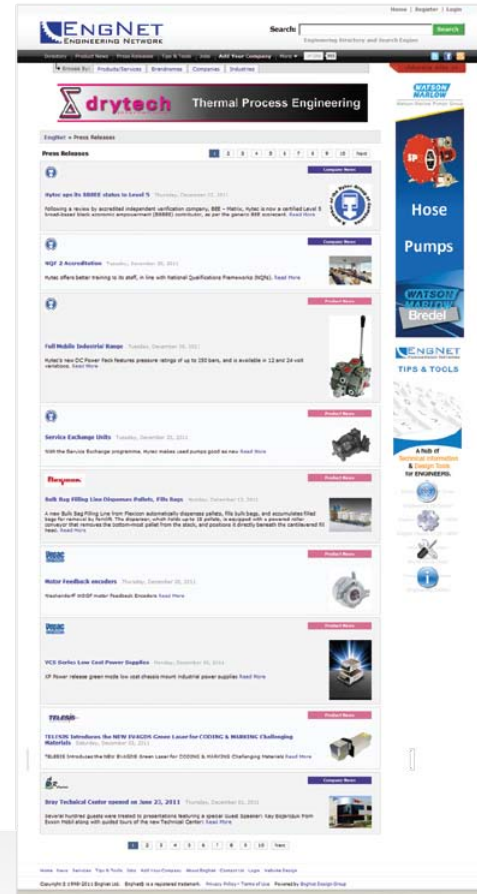
Public Relations is a powerful tool, which is used to educate markets and build brands. Well written editorials about your company will not only get your brand noticed in the market, but will create an interest in the products or services that you offer.

ENGNET® offers a cost-effective *Press Release Package*, which gives our clients the opportunity to benefit from the power of public relations. The **ENGNET®** Press Releases are written by experienced, technical journalists who understand your industry.

The **ENGNET®** Press Release includes:

- A telephonic interview with a **professional and experienced journalist.**
- The Press Release is **professionally written and edited.**
- **Clients have full approval** of the Press Release.
- The completed release is provided in digital format.
- Clients are **free to use** the **ENGNET®** Press Release where needed.
- Your release will be **added to the ENGNET® website.**

* *Full PR services also available on request.*





Units Converter

Place your company advert on the **ENGNET®** Units Converter and **benefit every time your customers use it.**

Marketing Features

- **Your company advert** placed on **ENGNET®** Units Converter (250 x 200 pixels).
- Website Button **linked to your website.**
- **Company Info Tab** with a page of info your company.
- Send to Friend Button.
- **ENGNET®** Logo Removed.
- **ENGNET®** Tools renamed to 'Your Company Tools'.
- All **ENGNET®** branding removed. "Powered by **ENGNET®**" remains.

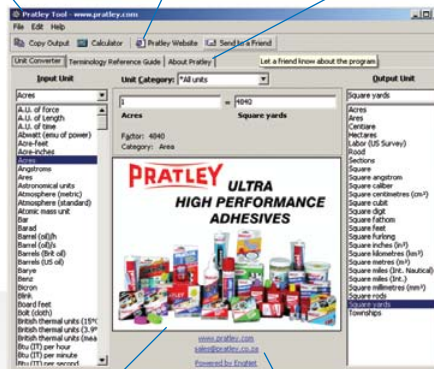
Tool Features

- **12,716 conversions** between 446 engineering units.
- **320 engineering definitions.**
- **All on your desktop.**
- **Easy access** to a calculator.
- Add **custom conversions.**
- **Copy output** to your favourite application.
- Constantly updated.

• Your Company Name

• Link to your Website

• About **ENGNET®** replace with "About your Company"



• Company Name on standard converter.

• **ENGNET®** tabs removed & your tabs added

• No **ENGNET®** Logo - only link remains





for engineers.

by engineers.



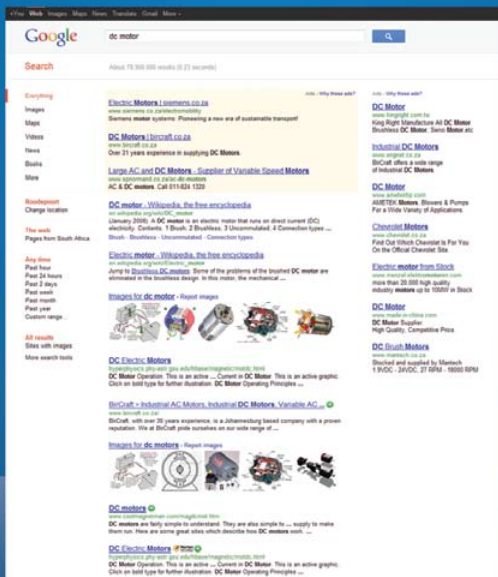
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Google AdWords

ENGNET® will use their vast experience to professionally setup and manage Google Adwords for your company.

AdWord ads are displayed along with search results when someone searches Google using one of your keywords. Ads appear under 'Sponsored links' in the side column of a search page, and may also appear in additional positions above the free search results. That way, you will be advertising to an audience that's already interested in your business.

From R10 per visitor
to your website (excl. VAT)



Benefits

To achieve **maximum visitor quality** leads to your website, we will ensure that:-

- Your advert will only **display in countries you select**.
- Only **keywords that are relevant to YOUR business** will be used (minimises irrelevant visitors).
- The campaigns are correctly configured for **maximum visitor click through rate**.

ENGNET® is a:





Websites

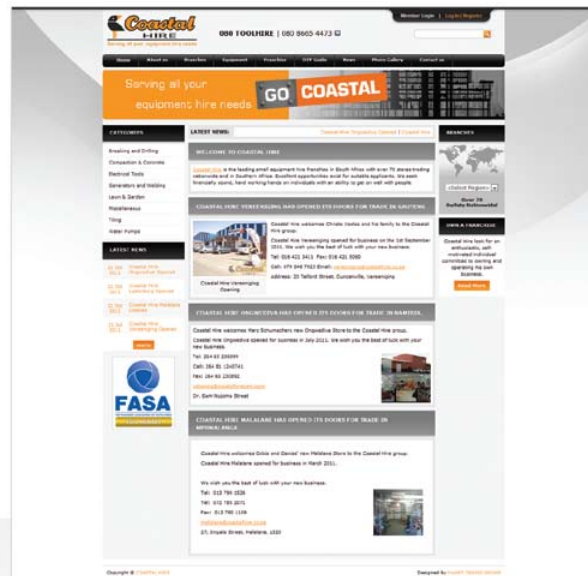
The **ENGNET®** Design Group has over **14 years experience in websites and related online marketing**, offering everything from design and optimisation to hosting and pay per click campaigns. We prefer to partner with our clients to ensure long term sustainable benefit. To discuss your specific needs, please feel free to contact one of our sales consultants.

Our Services Include the following

- Search Engine Optimisation (SEO).
- Website Design.
- Content Managed System (CMS).
- Template Websites.
- Application or System Websites.
- Pay Per Click Advertisements (PPC).
- E-commerce Websites.
- Database Websites.
- Hosting (locally and globally).
- Domain Registration (co.za and others worldwide).
- Website Statistics Software and Monitoring.
- Graphic Design.
- Logo Design.

Benefits

- Extensive online **promotional expertise**.
- Benefit from our experience that brings **thousands of visitors** to **ENGNET®** every day.
- Enjoy tried and tested methods to receive **maximum benefits from your website**.
- Proven track record.



For more information please visit
<http://design.engnetglobal.com/> or go to
www.engnet.co.za and click on the "More" tab
 and select 'website design'.





SEO (Search Engine Optimisation)

Search Engine Optimisation (SEO) is an effective and economical way to present your company via your website to millions of internet users. **ENGNET® has been involved in SEO since it started with the launch of Google in 1998.** Our approach has always been 'best practice' giving sustainable and long term results. We keep abreast of all the **latest search engine developments** and then make sure we apply what will genuinely assist the search engines, to correctly and accurately index your website for your products and services.

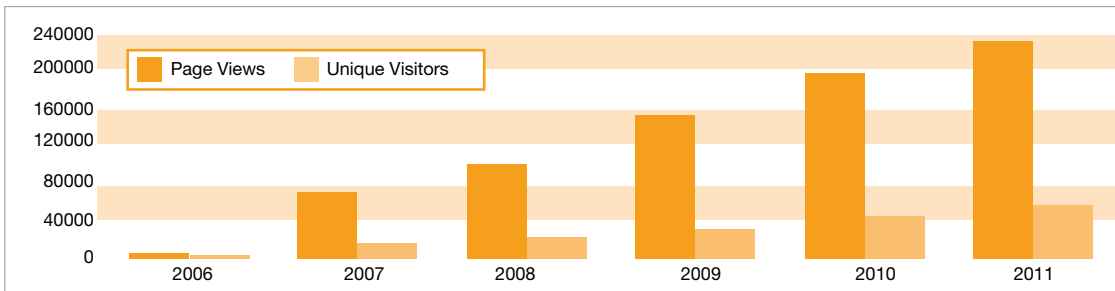
A search engine's job is to return the most relevant result to your search. This is done by indexing billions of internet pages and then through a complex algorithm, matching content as close as possible to your search criteria. **The following tips will assist the search engines finding you:**

Items needed for better Search Engine positions:

- Keywords & Search Phrases (related to your target market).
- Website Structure and Navigation.
- Content.
- Links to your website (inbound links: the more relevant to your business the better. Links establish your page ranking. You can often obtain these from principles, associates, suppliers, online advertising, etc).
- Statistics.
- Website Format.

Things to avoid:

- New domain names (the age and history of a website have become very important).
- Framed websites & Flash only websites.
- Javascript menus.
- Dynamic pages.
- Duplicate content & hidden text.
- Bad links.
- Unreliable or slow website hosting.





PrepQuip (Pty) Ltd.



Leon van der Walt - PrepQuip

"We started making use of **ENGNET**'s services in 2007. Services that **ENGNET** provides us include: designing and printing of our Company Brochure and our Website. The way it was done was very professional and we believe it boosted the company's overall image. We have seen an increase in traffic leads in the past four years. We receive a monthly update from **ENGNET** showing the usage of our listing. We also use **ENGNET**'s professional website to search for technical information, which works very well. **ENGNET** also visits us on a regular basis to maintain good relationships and enquire about any additional services that might be required. The staff is very professional and friendly. We highly recommend them."



Casper Smith - Europower

"**ENGNET** is the way to go. Europower Africa has been subscribing to **ENGNET** for the past 3 ½ years and we have only had the best of enquiries, local and abroad. I have cancelled, and refused to renew all previous subscriptions to other directories. Jenni is always of great help when it comes to ANY query I have. Monthly updates on how the system performed for Europower is also always on time, making it very easy to monitor the effectiveness of this network. **ENGNET** is definitely the only search engine I would recommend to anybody looking for a fast, reliable and effective network in the engineering field, AND IT IS SO AFFORDABLE."



Gerhard Hauptfleisch - Kappa Engineering

"Due to the excellent returns experienced, Kappa has kept their **ENGNET** advertising subscription going (since inception in 2008), and continues to benefit from it, way in excess of the minimal investment required. The second step in expanding our 'online' marketing program was to engage **ENGNET** to re-develop our website. Once again, **ENGNET**'s engineering background and understanding of our business has resulted in a professional and effective website.

Kappa Engineering have enjoyed the professional and personal service we received."



Steve Turner - Toolquip & Allied

"This is our 4th year with **ENGNET** and we are very happy with our listing. On average we receive 2 to 3 enquiries daily from all over Africa. Working with **ENGNET** is a pleasure and we wish you further success in the future."



Louis Eder - IEM

"Instruments for Engineering Measurement has used **ENGNET** for the past five years and it has certainly been a great benefit to our company. We have had business coming from South Africa, Mozambique and Iran to mention a few. I must compliment **ENGNET** on their outstanding service and must say Jenni is an absolute star."



Warren Mosavel - W.A.C.

"I would like to congratulate you on the excellent service you guys provide, we have had a truly overwhelming response to our products since we signed up with **ENGNET**. We have only been with you for a short period and already we have established new recurring customers."



TESTIMONIALS



ATELIER S.A.

Christine Lampret - Atelier S.A.

"Since subscribing to your service we have had unparalleled responses and enquiries regarding the products and services we offer to industry.

Not only have we managed to grow our customer base in South Africa but we have also; with the help of **ENGNET**® and the broader exposure been able to expand our customer base into Africa and have even been surprised to get enquiries from as far a field as Australia, UAE, Saudi Arabia and the United Kingdom."

BECKHOFF

Conrad Muller - Beckhoff Automation

"**ENGNET**® has delivered relevant sales leads through our companies pages on their site.

We are very pleased with their performance, and ability to update new information rapidly."

Your Comments:

"Simple and easy to understand... Very useful site. I use it regularly"

Barton Firtop Engineering Co Ltd

"Very good category selection"

Arun Electronics Ltd

"Much easier to use than other directories"

Frank W. Murphy Ltd

"Very easy to use search, quick and very good"

Invensys Brook Crompton

"A good site that is quick to use and very well designed!! "

Sametco (Pty) Ltd

"Very comprehensive site - lot of work has gone into it. Well done"

H & J Automation



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ENGINEERING NETWORK



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