

# UK 18 19

## MANUFACTURING REVIEW

### SPONSORSHIP INFORMATION

INDUSTRY SECTORS

REGIONS

RESEARCH & TECHNOLOGIES

TRAILBLAZING COMPANIES



**UKMR SUMMARISES THE  
DEPTH, BREADTH AND  
ACHIEVEMENTS OF THE  
MANUFACTURING SECTOR  
EACH YEAR**

**INCLUDING FORECASTS  
FOR THE FOLLOWING YEAR**





# WHAT IS THE UK MANUFACTURING REVIEW 2018/19?

The UK Manufacturing Review (UKMR) is a 250-page original publication covering many of the key events, achievements, challenges and progress across the biggest manufacturing sectors in 2018, with forecasts for 2019.

Now in its 4<sup>th</sup> year of publication, UKMR provides detailed coverage of the status of:

## 1. MANUFACTURING SECTORS

- Summaries of the big 8 sectors plus 3-4 niche sectors.

## 2. REGIONS OF THE UK

## 3. THEMES

- Especially the Industrial Strategy, The Job Market and Training, the Catapults, Brexit, Government support, Export and support mechanisms, LEPs and more.

## 4. PROFILES OF TRAILBLAZER MANUFACTURING COMPANIES

- \*New for 2018\*  
Companies that have excelled in one business area in 2018.

## 5. RESEARCH & TECHNOLOGIES

- Optional section: assessing the impact of four key manufacturing technologies in Britain.

With a circulation in excess of 5,000 copies to C-level people in manufacturing SMEs and mid-sized companies, multinational OEMs, trade organisations, educational institutions, government and global investors.

The distribution list is compiled by gold and silver sponsors' customers, which normally produces over 4,500 unique subscribers or receivers. The remaining names are provided by Stirling Media's database, the majority of which are opted in to receive the book.

Among the very large companies that receive copies of UKMR by opting in are: Rolls-Royce, Jaguar Land Rover, GKN, Airbus, Microsoft, Boeing, Siemens, BAE Systems, Renishaw, Bombardier Transportation, Thales, Mazak, FANUC and Sandvik Coromant.



# UK MANUFACTURING REVIEW TRACK RECORD

- This is the **fourth consecutive** edition of UKMR.
- Each year we print **5,000 to 6,000** hard copies depending on sponsorship.
- A **digital edition** is available for sponsors to post on their websites and to download from:  
[www.ukmanufacturingreview.com](http://www.ukmanufacturingreview.com)

## PRESENT AND PAST SPONSORS AND ADVERTISERS INCLUDE:

Airbus, ANSYS, BAE Systems, Barclays, BDO LLP, Bosch, Cranfield University, EPSRC (Research Council), FBC Manby Bowdler, The HVM Catapult, igus UK, Infor, Institute for Manufacturing / University of Cambridge, Microsoft, JCB, K3 Syspro, The Manufacturing Technologies Association, Mazak, Menzies, NatWest, RBS, Renishaw, Sandvik Coromant, Publitek, WMG (The University of Warwick).

- The Centres for Innovative Manufacturing at several UK universities have supported the RESEARCH section
- **Social media:** Twitter: 1,431 followers. Campaign to grow followers and web impressions of UKMR articles via Twitter and LinkedIn.
- **New for 2018:** UKMR LinkedIn page with featured posts from UKMR and new content from our Top 30 Champions.
- **UKMR remains the only +250 page annual review of manufacturing in Britain, covering these subjects, regions and companies in such detail, in publication.**



## Public Relations:

- In 2016, stories on the UKMR launch appeared in 10 online and print engineering magazines.
- In 2018, the BBC's Today programme and ITN contacted Stirling Media for interviews on UKMR. Both stories were shelved due to the collapse of Carillion that week, but they showed genuine interest in covering the Review.
- We will promote UKMR 2018 with press releases.

# WHAT THE REVIEW COVERS

UKMR 2018/19 reports on the status of the following:

## REGIONS:

1. South East
2. South West
3. London
4. West Midlands
5. East Midlands
6. Wales
7. Yorkshire and Humber
8. North West & Cumbria
9. North East
10. South Scotland
11. Highlands and Islands
12. Northern Ireland

## TOP 30 CHAMPION SMES:

30-40 leading manufacturing companies will be profiled, choosing one or more areas where they have excelled, for example **Exports, New Product Development, Apprenticeships, Operational Excellence, Digitalisation, Investor In People.**

Companies will be selected from gold sponsor customers, mfg award winners, trailblazers in 2018 identified by business groups such as EEF and the MTA, and top performers in their field.

## THEMES:

1. Job Report: Special report on the job market and employers' demand for new types of job in manufacturing.
2. The Industrial Strategy – progress to date
3. Human Resources and Training
4. Brexit
5. The Catapults
6. Government support
7. Exports and export support – whether the £1 trillion export target?
8. Regional devolution and the role of the LEPs
9. Industrial Relations in 2019 – future role of unions
10. Potential other themes provided by sponsors

## SECTORS:

1. Automotive
2. Aerospace
3. Food & Drink
4. Electronics
5. Pharmaceutical
6. Chemicals and Cosmetics
7. Subcontract engineering
8. Textiles, plus
  - Construction products
  - Marine
  - Luxury goods





# BRITAIN'S LEANEST FACTORIES

Where are the most productive factories in the UK?

Britain and her media are obsessed with productivity, and sitting back in 12<sup>th</sup> place on the global productivity league table this is no surprise.

But manufacturing claims to be efficient and many UK factories are world class. Better digital and 'smart' technology to increase operational efficiency should make it far better.

Some claim the UK has a golden opportunity to catch up with larger manufacturing countries by being quick to adopt "Industry 4.0" technology.

**Where are Britain's most efficient factories?**

**Which companies run the leanest plants with the best KPIs?**

**What can others learn from them?**

UKMR and partners will scan the manufacturing sector to reveal the plants with the highest, most consistent operational KPIs.

How did they step up in 2018? What combination of training and people investment, processes and technology are they deploying to be Britain's leanest?



# ROUND TABLES

As part of a sponsorship package, a round table offers a valuable opportunity to debate hot topics with other businesses and hold a face-to-face meeting with clients and new prospect customers.

Round tables are physical debates on a specific subject involving 10-15 business people. The subject would be both highly important and topical to modern manufacturing, for example:-

- Automation and productivity
- Manufacturing management in 2019 - cross-sectoral skills transfer
- Human resources: apprentices, universities and CPD
- The future of the UK steel industry – new materials and better technologies
- Design for manufacture
- Servitisation and Product Service Systems
- Electrification of the car industry

The sponsor may also chair the debate or use a journalist or third party.

The participants can be formed from the sponsors' customers or suppliers as well as new prospects that we acquire with your guidance.

Stirling Media can offer to re-publish the round table in a popular third party publication to maximise your exposure, such as BQ, The Engineer or a regional newspaper like the Birmingham Post. You can also repurpose the round table in your own literature.

**Gold sponsors receive two places at each of three round table events in 2019.**

A sponsor would have their badge at the event and on the published round table, covering from six to ten pages.

**UKMR 2018/19  
WILL PUBLISH AT  
LEAST FOUR ROUND  
TABLE DEBATES**



# SPONSOR AND READER TESTIMONIALS

Gold and silver sponsors return to sponsor UKMR each year.

**Here's what previous sponsors say about what the Review covers and its place in the publishing calendar.**

**TOM LAWTON**, HEAD OF MANUFACTURING, BDO LLP

"BDO has been involved in the Review since its launch in 2015. It's great to see how the Review has developed over the last 24 months. It covers a wide range of sectors and is a fantastic reflection of all the fascinating things going on in the manufacturing sector. Being a sponsor has provided BDO with the opportunity to demonstrate our focus on the manufacturing sector through the content in the Review. In addition to this we have been able to meet businesses through the dinners and these have generated strong opportunities for the teams to follow up on. Feedback on the Review has been positive again this year, with many of our clients requesting additional copies. It's a must read for anyone working in or interested in the manufacturing sector."

**ANDREW CHURCHILL**, MD, JJ CHURCHILL

"The Review manages to provide an appropriate sense of the enormous and growing breadth of modern British manufacturing, whilst at the same time having space for a series of 'deepdives' into topics of contemporary relevance. I equally enjoyed reading about sectors I'm intimately familiar with – aerospace – while at the same time learning about those completely new to me, for instance British watchmaking."



**JEN HARLEY**, MARKETING MANAGER, INFOR

"We're delighted to be a sponsor of the UK Manufacturing Review 16 17. Thanks to the Stirling Media team for pulling together such a resourceful guide from multiple sources and viewpoints. The review will help the manufacturing industry manage change, embrace new technologies, and achieve more. We're honoured to play a part in helping the industry solve problems with the use of technology. The round table debates have presented Infor with a unique opportunity to engage with business leaders and make new connections, whilst learning about their upcoming challenges in a social setting. Copies of the review will feature at our 2017 UK events, in our offices and at customer's sites."

**DR TIM FOX**, IMECHE FOOD AND DRINK COMMITTEE

"Following on from the success of the inaugural publication of the UK Manufacturing Review in 2015, I was eagerly awaiting this year's finger on the pulse health check of one of our economy's leading contributors to national wealth. UKMR 2016 exceeded my expectations. Publication of this book annually is set to become one of the key end-of-year happenings in the manufacturing sector's calendar. So what is it that makes the publication so valuable? In one word: breadth."

**BJÖRN ROODZANT**, VICE PRESIDENT, MARKETING AND COMMUNICATION, SANDVIK COROMANT

"Sandvik Coromant is delighted to support the 2016 UK Manufacturing Review. This high quality, impressive, annual publication addresses the current challenges that UK and global manufacturing companies are facing. It is an outstanding way to reach out to influential industry decision makers."

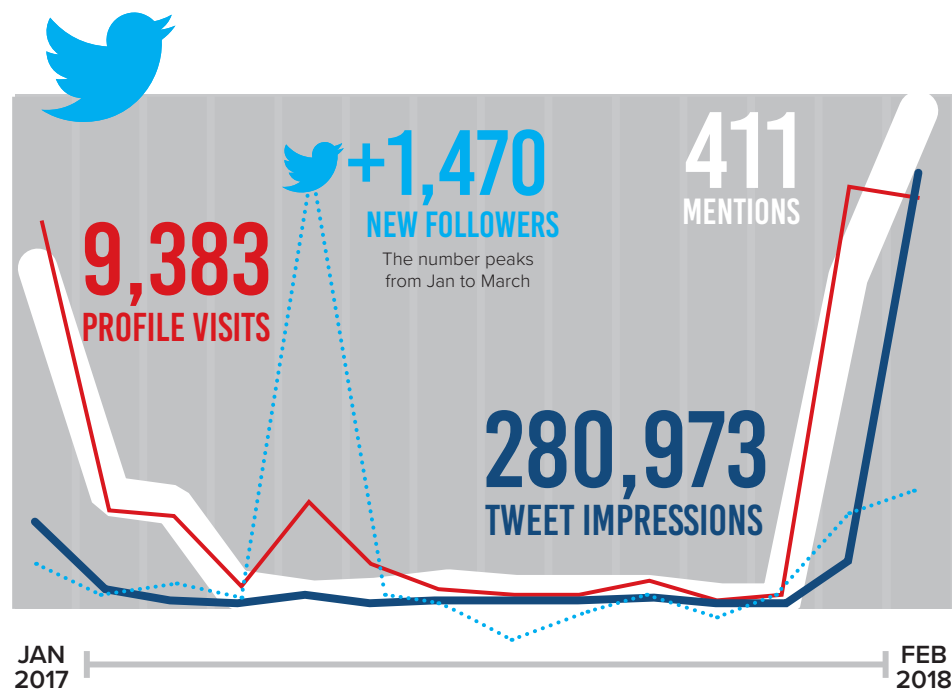


# DIGITAL AND SOCIAL MEDIA

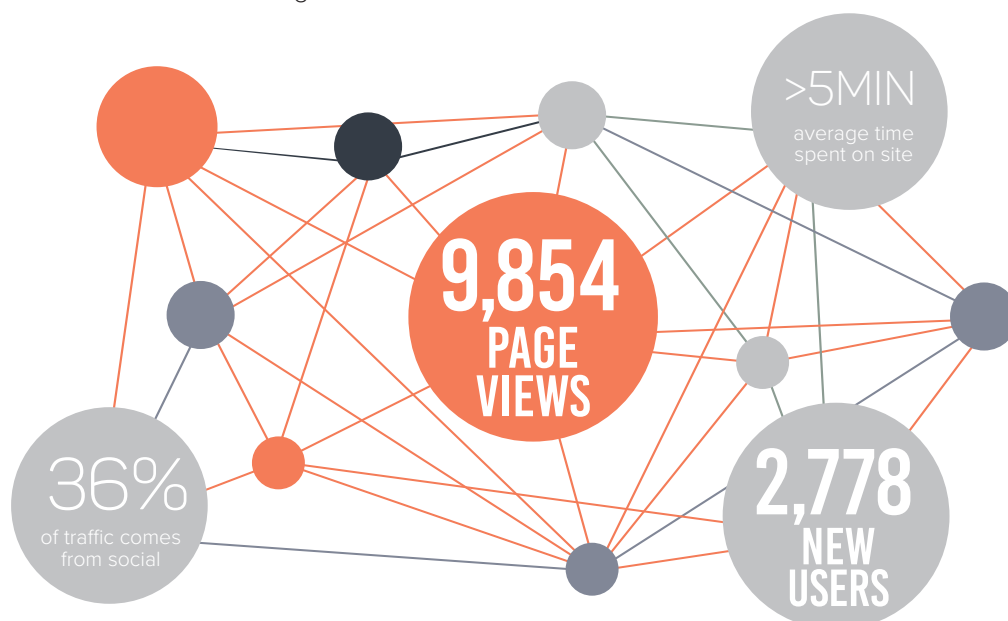
**UKMR has a growing website featuring articles going back to UKMR 2015.** Each year we build on the Sectors, Regions and Themes content to provide a reference year-to-year and in 2018/19 this will sharpen with a better search engine, linked to our media partner, Zenoot.com and other manufacturing social media commentators.

## TWITTER STATS

Up to the launch period in February 2018



Website: [www.ukmanufacturingreview.com/2017](http://www.ukmanufacturingreview.com/2017)



## UKMR WEBSITE STATS

Stats are from Jan 2017 - Feb 2018

# DISTRIBUTION BASED ON 2017

Distribution of UKMR is compiled by the sponsors and Stirling Media.

We de-duplicate from your customer and target databases to avoid sending UKMR to the same person twice. If sponsors distribute their books at their events, there is a chance of some duplication.

After sponsors' allocated books, we backfill the balance of up to 5,000 copies from the Stirling Media and Zenoot database of manufacturing companies. **All these contacts will "opt in" to receive UKMR in 2019.**

Our sponsors distributed copies of the UKMR to their customer and partner base, including many C-suite executives.

MAZAK UK	50
MENZIES LLP	50
ARCO	50
EPSRC	250
IGUS UK	250
MICROSOFT	250
RENISHAW	300
CRANFIELD UNIVERSITY	325
THE MANUFACTURING TECHNOLOGIES ASSOCIATION	350
K3 SYSPRO	500
SANDVIK COROMANT	500
FBC MANBY BOWDLER	500
HVM CATAPULT	500
NATWEST	500
EEF	500

# 4,850

## COPIES

via sponsors +300 further via  
Stirling Media contacts





# CONTACT US

## FOR SPONSORSHIP OPPORTUNITIES:

Contact Matt Chilton at Zenoot.com:

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Advertising pages: a limited number of advert pages ex-sponsorship are available.

For availability and details, contact Matt above.

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