

**LEADING
SEARCH ENGINE
AND DIRECTORY**
FOR THE ENGINEERING
AND MANUFACTURING
INDUSTRIES



ENGNET

ENGINEERING NETWORK

Media Kit
2009

ENGINET

ENGINEERING NETWORK

INTRODUCTION

ENGINET® is a leading global **engineering directory and search engine** for the engineering and manufacturing industry.

Over 2,500,000 page views from more than 350,000 engineering visitors every month.

- 44,400 brand name products.
- 31,100 product and service listings.
- 16,200 engineering companies.
- Engineering directory and search engine.
- Quick and easy user interface.
- Great major search engine placements.
- Receive accurate enquiries.
- Eliminate irrelevant enquiries.
- Keyword research report.
- EngNet® uses advanced statistics software to accurately measure the performance delivered to you.
- Every month more than 350,000 engineering visitors are actively searching to find equipment and services through EngNet®. By helping these buyers find your products and/or services easily, your company receives more accurate enquiries and orders.

BENEFITS

- Target the global engineering audience.
- Accurate enquiry system.
- Measurable response.
- Great major search engine placements.
- Proven return on investment.



GOALS

- Assist engineers and technical buyers to communicate effectively with suppliers.
- Provide effective marketing for companies within the engineering and manufacturing industries.
- Encompass all engineering related industries and the products and services therein.
- To be the leading global online engineering and manufacturing directory/resource.

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, Oil & Gas, Power Transmission, Rubber & Plastics, Warehousing & Storage, Water Treatment and Pulp & Paper.

STRENGTHS

EngNet® has some important strengths over competing companies, namely:

- Experienced engineers have developed EngNet®.
- EngNet® developers have extensive Internet, programming, engineering and database experience, applying the relevant skills needed to suit the engineering industry.
- Constant feedback from users enables us to develop exactly what the industry requires.
- Strong user base and extensive worldwide coverage.
- Marketing that delivers results and keeps YOU ahead of the market.

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.





EngNet® helps many companies within the engineering industry to increase sales from buyers looking for their products & services, and we believe that we can help your company too.

EngNet® specialises in the promotion of companies within the engineering industry. From our experience we have built up a range of proven methods that will take your company to a position to receive relevant enquiries and sales for your products and services.

One of the secrets we have discovered when increasing sales, is that it is infinitely easier to sell to buyers who are actively looking for your products, rather than you approaching them, making the initial contact and then trying to sell to them. We have found various ways to bring buyers to you when they need your products. We do this by utilising various online marketing methods, designed to direct buyers who are actively looking for your products to you.

‘We want to help you sell to buyers, who are actively looking for your products’

ADVERTISING OPTIONS

PAGE 4-7 **ENGNET® Full Listings**

Summary:

- A directory listing that has been developed over the past 10 years to increase sales for companies by targeting very specific keywords, to bring relevant buyers to your company.

Benefits:

- Sell to buyers who are actively looking for your products and services.
- Receive relevant enquiries. Proven ROI.

From R1,210 a month

PAGE 8 **ENGNET® Banner Ads, Buttons & Skyscrapers**

Summary:

- Accurate and targeted advertising for the engineering and manufacturing industry.
- Increase website traffic.

Benefits:

- Build brand awareness.
- Improve chances of users using your products over other listed companies.

From R75 CPM

PAGE 8-10 **ENGINET® Company Branded Converter**

Summary:

- Marketing your customers will thank you for. Give your customers something useful to use and your company will be advertised every time they use it.

Benefits:

- Build brand and product awareness.
- Constantly remind your customers of your company and products with our Company Sponsored Units Converter.

From R5,000

PAGE 11 **ENGINET® Featured New Product & Product Showcase**

Summary:

- Keep industrial buyers and engineers informed of your new products.

Benefits:

- Publish your new product news on EngNet®.
- New products exposure to the right target market.

From R1,000

DESIGN OPTIONS

PAGE 12 **ENGINET® Website Design**

Summary:

- Do you receive enough sales/orders/enquiries from your website?
- We help many companies within the engineering industry to increase sales through their websites. Let our design team analyse your website to see how we can improve your website and its results.

Benefits:

- Benefit from our experience in web design and increase sales.

From R5,000

PAGE 13 **Website Optimisation**

Summary:

- Optimise your current website to receive improved results from search engines. Small modifications to an existing website can substantially boost website traffic; some of our clients have increased website traffic 5 fold.

Benefits:

- Substantially boost the number of relevant visitors to your website who are actively looking for your products/services.

From R7,000

* All prices exclude VAT



W W W . E N G I N E T . G L O B A L . C O M
PRODUCTS & SERVICES



“Sell to buyers who are actively looking for products and services.”

“Drive more buyers to your business from people looking for your products and services.”

The EngNet® Full Listing is a directory listing that has been developed over the past 10 years to increase sales for companies by targeting very specific keywords, to bring relevant buyers to your company.

With the Full Listing we can present your company to our existing **350,000 monthly buyers**. We have many companies who have been advertising with us for over 10 years now and continue to be satisfied with the enquiries we generate for their company. Our Full Listings are also duplicated in the search engines bringing you additional visitors for targeted key phrases.

We have 3 options for the Full Listings. Standard, Enhanced and Premium. Please see next page for details.

BENEFITS:

- **Receive accurate enquiries**
- **Sell to people who are actively looking for your products**
- **Keyword research report**
- **Great major search engine placements**
- **Proven ROI (Return on Investment)**
- **Detailed monthly statistics**
- **Eliminate irrelevant enquiries**
- **Pictures & logo**
- **Multiple website and email links**
- **Each listing optimised for great results**

BASIC FEATURES:

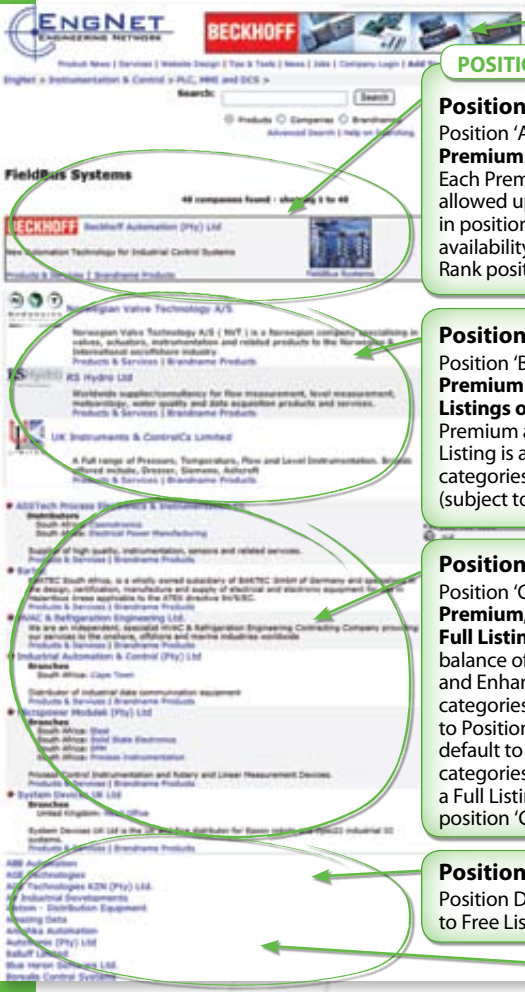
- **Profile Page:**
 - 5000 character profile
 - Company logo
 - Picture of company products/services
- **Products/Services Page:**
 - List of all products and services
 - 5 product images with titles, descriptions and website links.
- **Brand Name Page**
 - List of all brand name products supplied
 - Same pictures from Products Page
- **Contacts Page:**
 - Full contact details
 - Multiple website links
 - Branch Details (full contact info)
 - Key Personnel

monthly pricing from R1,210 excl. VAT

* All prices exclude VAT

CONTINUED ON NEXT PAGE >>





TOP RANK BANNER

POSITIONS:

Position A:
 Position 'A' is reserved for **Premium Listings only**. Each Premium Listing is allowed up to 5 categories in position 'A' (subject to availability). This is the Top Rank position.

Position B:
 Position 'B' is reserved for **Premium and Enhanced Listings only**. Each Premium and Enhanced Listing is allowed up to 10 categories in position 'B' (subject to availability).

Position C:
 Position 'C' is reserved for **Premium, Enhanced and Full Listings only**. The balance of the Premium and Enhanced Listing categories not allocated to Positions 'A' or 'B' will default to position 'C'. All categories allocated to a Full Listing will fall into position 'C'.

Position D:
 Position D is allocated only to Free Listings.

FREE LISTING

PREMIUM LISTING

Dominate your industry - The Premium Listing has been developed through client demand for companies that want maximum exposure for specific products/services. **Dominate your categories and searches for your important products**. Experience the benefit of being discovered for your specific products and services by engineers and buyers seeking new suppliers. **Receive 60 times more visitors** than our free listings.

- P R I C I N G**
- **EngNet® Home page link** - to your info on EngNet
 - **Unlimited** product/service categories
 - **Unlimited** brand name categories
 - **20** Product detail pages
 - **20** Product detail page images
 - **20** Relevant website links
 - **5** Product news pages
 - **5** Top rank banners
 - **5** Product pictures on results page
 - **5** Position A
 - **10** Position B
 - **15** Company logos displayed on results pages

R2,100 per month or R22,600 for 12 months

ENHANCED LISTING

Set your company apart from other companies. Select up to 10 categories where your company appears above all standard Full Listings. **Receive 40 times more visitors** than our free listings.

- P R I C I N G**
- **100** Product/service categories
 - **100** Brand name categories
 - **5** Product detail pages
 - **5** Product detail page images
 - **5** Relevant website links
 - **10** Position B
 - **10** Company logos displayed on results pages

R1,650 per month or R18,200 for 12 months

FULL LISTING

Your listing will appear above all Free Listings with a short description and links to your website and listings pages. It will also have quick access to contact details and receive price requests.

- P R I C I N G**
- **50** Product/service categories
 - **50** Brand name categories

R1,210 per month or R13,200 for 12 months

* All prices exclude VAT

COMPARE LISTING PLANS

“Drive more buyers to your business from people looking for your products and services.”



CATEGORY SELECTIONS	FREE LISTING	FULL PACKAGE	ENHANCED PACKAGE	PREMIUM PACKAGE
Product/Service Categories	5	✓ 50	✓✓ 100	✓✓✓ Unlimited
Brand Name Product Categories	10	✓ 50	✓✓ 100	✓✓✓ Unlimited
Company Information Pages				
Company Contact Information	✓	✓	✓	✓
Branch/Distributor		✓	✓	✓
Profile Page Picture		✓	✓	✓
Product and Services Page		✓	✓	✓
5 Product/Service Pictures		✓	✓	✓
Banner Advert		✓	✓	✓
Company Profile	✓ 1000 Characters	✓✓✓ 5000 Characters	✓✓✓ 5000 Characters	✓✓✓ 5000 Characters
Product Detail Pages			✓ 5	✓✓✓ 20
Product Detail Page Images			✓ 5	✓✓✓ 20
Relevant Website Links			✓ 5	✓✓✓ 20
Product News Articles				✓ 5
Search Result Pages				
Top Rank Advert				✓ 5
Product Picture on Results Page				✓ 5
Top Ranked Company Position (Premium Listings)				✓ 5
Top 4 Product Positions (Enhanced Listings)			✓✓ 10	✓✓ 10
Company Logo			✓✓ 10	✓✓✓ 15
Full Listing Positions		✓	✓	✓
Banner Ads				✓ 35

WWW.ENGNETGLOBAL.COM
LISTING COMPARISON

“Sell to buyers who are actively looking for your products and services.”

Place your company advert on a specific page, on a specific set of products or services, or randomly on any page. Your company will receive **maximum exposure** to the **best possible target market.**

SKYSCRAPER AD

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

Price: R150 CPM

BUTTON AD

- 120 x 60 pixels
- Max Size : 10kBytes
- Static, Animated, DHTML or Flash

Price: R75 CPM

ADVERT PLACEMENTS BY CATEGORY

Your banner is placed on specific selected categories, relevant to your business.

BENEFITS:

- Increase product awareness.
- Advertise your products to your targeted audience.
- Capture engineers' attention with products they are looking for.
- Stay in users minds - generate enquiries.
- Website Awareness - get engineers who are looking for your products to your website.
- Website Boost - direct access to your product information.
- Reach the whole Engineering Industry.
- Targeted advertising.
- Relevant enquiries.
- Increase brand awareness.
- Broad product awareness.

BANNER AD

- 468 x 60 pixels
- Max Size : 15kBytes
- Static, Animated, DHTML or Flash

Price: R120 CPM



BANNER AD

SKYSCRAPER AD

BUTTON AD



"Marketing they'll thank you for."

Place your company advert on the Engineering Units Converter and **benefit every time your customers use it.** "This is marketing they'll thank you for."

BASIC BRANDED UNIT CONVERTER

- Company name on standard converter
- EngNet® logo & tabs remain

Price: R5,000

FEATURES

- 12,716 conversion 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

Button to your website

About EngNet® replaced with 'About Your Company'

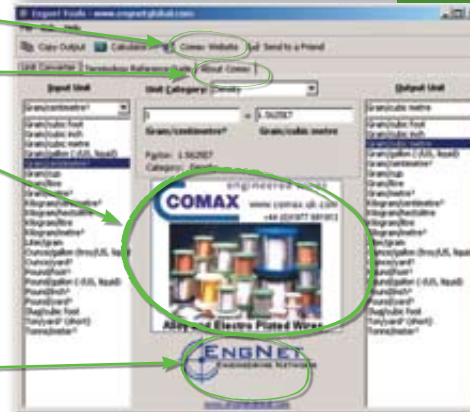
CO-BRANDED CONVERTER

- Company name on standard converter
- EngNet® tabs removed and your tabs added
- EngNet® logo remains

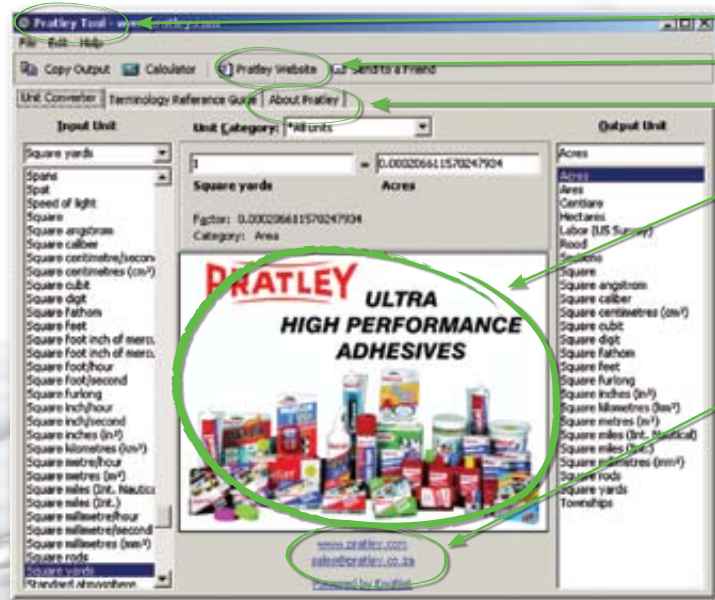
Price: R8,100

EngNet logo® remains

* All prices exclude VAT



WWW.ENGNETGLOBAL.COM
COMPANY BRANDED
UNITS CONVERTER



Your Company Name

Button to your website

About EngNet® replaced with 'About Your Company'

FULLY BRANDED CONVERTER

- Company name on standard converter
- EngNet® tabs removed and your tabs added
- EngNet® logo removed

Price: R10,000

No EngNet logo® only link remains

BENEFITS:

- Increase Product Awareness:**
 - 5 pictures rotated with titles
 - Capture engineer's attention
 - Stay in users minds - receive enquiries
- Useful Marketing:**
 - Give your customers something they can use
 - When they use it, your company is being advertised
- Website Awareness:**
 - Customers can download the converter from your website
 - Creates website awareness
 - Build an email database
- Website Boost:**
 - A link from the converter to your website
 - Direct access to your product information
- Customer Reminder:**
 - Every time your customers use the converter, they are reminded of your company
 - As long as people are using this useful tool your company is being advertised
- Regular Customer Contact:**
 - Keep Regular Customer Contact, by issuing the latest converter
- Inexpensive:**
 - Costs a fraction of other promotional gifts such as diaries and calendars

COMPANY BRANDED UNITS CONVERTER OPTIONS

Branding Options

Items	Basic	Co-branded	Fully Branded
Your company advert placed on EngNet® Tools (250 pixels x 200 pixels)	✓	✓	✓
Website Button linked to your website		✓	✓
Company Info Tab with a page of info on your company		✓	✓
Send to Friend Button		✓	✓
EngNet® Logo Removed			✓
EngNet® Tools renamed to 'Your Company Tools'			✓
All EngNet® branding removed. (Powered by EngNet® remains)			✓
Price	R5,000	R8,100	R10,000

PRODUCT SHOWCASE - EngNet® HOME PAGE

Highlight your Product/s – Give your product/s the best exposure. Display your latest product/s on the EngNet® Home page with picture, description and logo all on the EngNet® Home page. Includes a link to your website, EngNet® listing and enquiry form.

Pricing:

- 1 month as the only showcase product on the EngNet® home page.
- 11 months as a featured new products on the home page, in rotation with other featured product items.
- New product items are displayed within the EngNet® engineering directory alongside relevant product categories.
- Added into our categorised New Products section.
- Search engine placements.
- Website link and enquiry form.
- Pictures, logo and description on EngNet® home page.
- Detailed product information on EngNet®.

Price: R5,500

FEATURED NEW PRODUCT - EngNet® HOME PAGE

Feature new product/s – Highlight your products on the EngNet® home page in rotation with other new featured products.

Pricing:

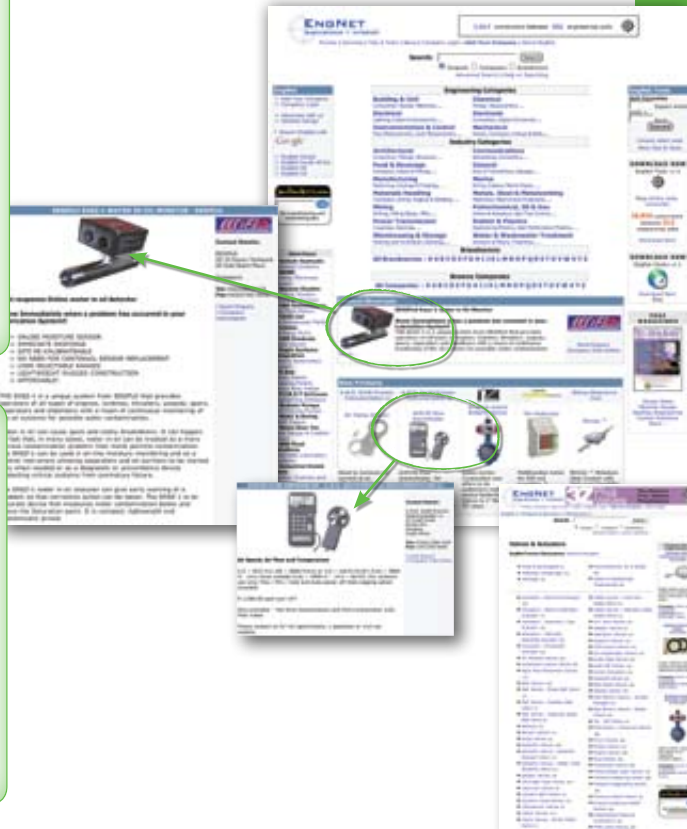
- 1 month as a featured new product on the home page, in rotation with other featured product items.
- New product items are displayed within the EngNet® engineering directory alongside relevant product categories.
- Added into our categorised new products section.
- Link to your company listing link and enquiry form.
- Detailed product information on EngNet®.
- Search engine placements.

Price: R1,000

* All prices exclude VAT

“Keep industrial buyers informed of your new products.”

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PRODUCT SHOWCASE

BENEFITS:

- EngNet® has **extensive online promotional expertise** within the engineering market.
- Benefit from our experience that brings 310,000 visitors to EngNet® every month, accounting for 1,950,000 pages viewed.
- We offer **tried and tested methods** to receive maximum benefit from your website.
- **Proven track record.**
- **Receive discounts** on our other EngNet® offerings, when making a package purchase.
- We understand engineers and the market place, which helps us design your website for your target market.

OUR SERVICES INCLUDE:

- Domain Registration
- Hosting
- Website Design
- Website Optimisation
- Database Applications
- CMS (Content Management Systems)
- e-Commerce
- High ranking links

WEBSITE DESIGN FROM R5,000

* All prices exclude VAT



Do you receive regular enquiries / orders / sales through your website?

EngNet's focus is on designing and optimising websites that will receive relevant enquires / orders / sales, specifically for the engineering industry. With EngNet® you get so much more than just a website design company. You have the support of the EngNet® team and structure that know how to bring relevant buyers to your website.

This is the same team of people who are responsible for the success of the EngNet® website that receives 2,500,000 pages viewed a month, from 350,000 visitors every month. With the support of other EngNet® services we can get your website into the position to receive real relevant sales and enquiries from the people who need your products and services.



Website Analysis Report

Let us have a look at your website. We can evaluate your website and let you know what is needed to improve your search engine positions for your products and services. **Increase business received from your website.**

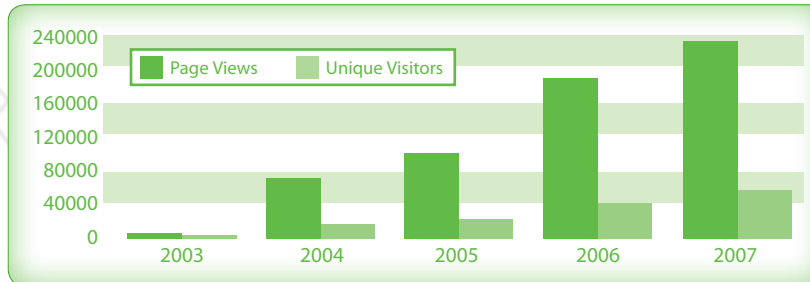
We charge R800 for the website analysis report, but this amount will be deducted from the order should you proceed with our website services to improve your company's online marketing effectiveness.

Website Optimisation

Finding a company to optimise your website for better search engine results can be really tricky. Are you putting your website in the hands of someone who could get your website penalised instead of improving search engine results?

By optimising your website you will see substantial increase in relevant traffic to your website. EngNet® handles online marketing for the engineering industry so we know the market well and have clients that have seen over a 1000% increase in their website traffic.

We take a long term view on search engine optimisation, to make sure that once we get you good search engine positions, your website will stay there for many years. For this reason we are quite cautious when optimising a website, and do not use any tricks or tips for short term gain that may result in a penalty. We generally aim to get your website into the top 3 search result pages for 3 word key phrases, once we have achieved that, we then begin strategically improving pages to move up higher and higher. We strive to attain a huge return on investment for our clients.



WEBSITE OPTIMISATION FROM R7,000

* All prices exclude VAT

Engineering and Database Applications

Do you require custom software for a process, design, calculation or database?

EngNet® can design and build online or desktop software applications to suit your specific requirements. Correctly designed software will save you time and money by eliminating laborious manual processes and reducing or eliminating errors.

APPLICATION COSTS

Each project is scoped and priced individually to cater for your specific requirements. Please contact us for further information.

info@engnetglobal.com



Online Sales Management System

S.POD is an easy to use Online Sales Management System. To use the sales system simply register. This will allow you 30 days use, free of charge, to take it for a test drive. At the end of your trial you can decide if you would like to sign up.



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O N L I N E S A L E S
M A N A G E M E N T S Y S T E M

Benefits

The sales system can be accessed anywhere & anytime. Designed for the sales person to simply manage sales and the sales manager to simply manage his sales people.

- Available anytime and anywhere
- No software required – only an internet browser
- No contracts
- Real time data
- Allows remote operation of sales staff
- Allows management of remote sales staff
- You manage the subscription cost
- Updates are available immediately
- Data backed up
- Measure your sales staff performance and progress

How it Works

Based on the “keep it simple” philosophy, the sales system is designed to be accessed and used without needing any special software, complicated setup or training to use.

COST OF S.POD

The S.POD costing is based on a monthly cost per User (Sales Person) setup on the system by the Administrator (you are assigned an administrative login on initial registration. This administrative login is used to add or delete users and therefore you control the cost).

- Cost is exclusive of VAT
- Costs are charged pro rata in arrears
- There are no contracts. To stop charges simply delete users via your administrative login.
- Charges are processed via Credit Card. Your Credit Card details will be requested once your 30 day trial has expired and you decide to sign up.

R200 per month per user (sales person)

* All prices exclude VAT

To register visit www.spod.co.za

W W W . S P O D . C O . Z A

Mike Imrie, Micat

"As a small business I could never have imagined the impact an EngNet Directory Listing would have on my company. Within the first week of the listing going live, I had a number of significant enquiries, one of which led to a significant export order for Micat, to Mumbai in India. After the first month, I was even more overwhelmed by the continued increasing response and realized I would need to employ another person to help cope with the increasing sales."



Abby Olsen, Lintec Engineering
www.lintec.co.za

"Lintec Engineering had a website for some time before we used EngNet. When we decided to give it a "face lift" we brought EngNet on board to do the website design. The designers understood our market and created a website we are proud of and have caught the attention of many new customers. We also took a full listing with EngNet, we now receive relevant enquiries frequently nationally and internationally. Thanks EngNet for your great service, good understanding of the "Engineering World" and the nicest staff!"



Christine Lampret, Atelier S.A
www.ateliersa.com / www.maximator.de

"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."



Hennie de Beer, Aisel Systems
www.aisel.co.za

Ek moet se EngNet het ons almal beïndruk. Ek het vanoggend die log ontvang vanaf EngNet en dit lyk nie sleg nie. Die meeste van die navrae wat ons gekry het, is opgevolg en lyk nogal belowend.



Conrad Muller, Beckhoff Automation
www.beckhoff.co.za

"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."



Mike Jessop, Hydra Marine
www.hydra.co.za

"Just wanted to say thank you for doing such an excellent job, never thought it would be this successful."



Warren Mosavel, WAC Petroleum Services
www.wacpetroleumservices.co.za

"I am sending you this mail just to congratulate you on an 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 (2 months) and already we have established new recurring customers as well as a whole lot of once off purchases."





"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 in to it. Well done"

- H & J Automation

John Moore, EJ Bowman

www.ejbowman.co.uk

*"I'm the systems coordinator for EJ Bowman (Birmingham) Ltd, I assumed the responsibility for the www.ejbowman.co.uk website, but like many engineering companies, EJ Bowman initially took a conservative view of the Internet. EngNet® contacted our company by email and after initial consultations we have worked together ever since. We use EngNet's online marketing tools and experience, and with the use of the statistical tracking systems provided to us, we have seen an **increase in our websites traffic by up to 320%**, as well as a huge jump in enquiries received. We now have the ability to track both website visitors and all enquiries that are received, which makes it very easy to prove ROI (return on investment) to top management."*

John Moore

BOWMAN

Bob Dodson, Cimtech

www.cimtechautomation.com

"It took about a month to redesign and restructure my website, and within a month of uploading the new website we started seeing excellent results in the search engines. Before uploading the new website, EngNet insisted on installing web statistics so we could monitor the effect of the changes he was making. Before his changes we recorded about 2,000 to 3,000 pages viewed in a month, and most traffic was from Pay-Per-Click advertising. After the changes had been implemented in August 2003 we recorded 5,355 pages viewed; in September 2003 we recorded 10,471 pages and in October 2003 it showed 13,393 page viewed. We had seen a four fold increase in just three months, and I was ecstatic. Not only had traffic increased but also my Internet sales had more than doubled after EngNet's specialized knowledge of Internet marketing had transformed my business."

CIMTEC

ENGNET
ENGINEERING NETWORK

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Promoter Package

- **Enhanced Listing - R18,200**
- **5 New Featured Product - 5 x R1,000 : R5,000**

R23,200 less 15% = R19,720

Premium Promoter Package

- **Premium Listing - R22,600**
- **5 New Featured Product - 5 x R1,000 : R5,000**
- **Banner Advertising - R7,200**
- 60,000 impressions

R34,800 less 20% = R27,840

Global Domination Package

- **Premium Listing - R22,600**
- **Product Showcase - R5,500**
- **5 New Featured Product - 5 x R1,000 : R5,000**
- **Banner Advertising - R14,400**
- 120,000 impressions
- **Fully Branded Units Converter - R10,000**
- **Website Analysis Study & Report - R800**
- **Keyword Research - R1,500**

R59,800 less 25% = R44,850

* All prices exclude VAT

CONTACT US:

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