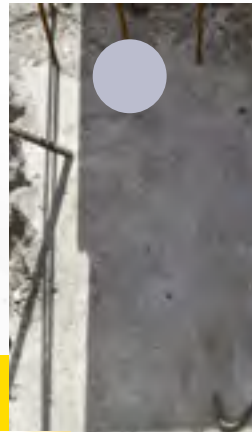




MEDIA PACK

2023



CONTENTS



WHO WE ARE

emap is a B2B content, subscription & networking business. We connect influential people and organisations to a high-value network of decision-makers, data and ideas through our industry-leading portfolio of brands

With 100 awards, magazine and conference websites our brands cover a wide range of niche markets from fashion and architecture to construction and tax.

Our unrivaled relationships with key decision makers give our customers essential access, insight and recognition. All our brands hold unique positions in the heart of influential communities...



90

Industry awards and conferences each year

4

million people visit our websites each year

2

million e-newsletters are opened each year

100

magazine, conference and award websites

WHAT IS CONSTRUCTION NEWS?

Construction News is the UK's trusted title for professionals, setting the agenda with news, analysis and campaigns that shape the future of construction and help you do business, better. With the biggest exclusives, all the industry's latest contract wins, in-depth features and special reports PLUS access to breaking news and personalised content, **Construction News** is the industry's essential read both in print and online.

Construction News attracts a readership of senior level UK construction professionals. Our reputation is based on essential business news, market analysis, expert commentary and unparalleled business opportunities. **Construction News** not only helps businesses throughout the supply chain to win work, it also helps them do business better. Renowned for detailed national news coverage and in-depth regional insight, **Construction News** offers advertising opportunities that will help you engage your audience every hour of every day, week after week.



Our audience is made up of...



Main contractors



Government



Specialists



Architects & consultants



Clients & major suppliers



Industry bodies

2,700 monthly circulation



Construction News has a monthly circulation of **2,700** and a readership of **10,800**

530,000 monthly page views

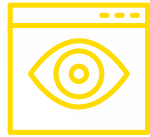


The website has over **530,000** monthly page views – with over **220,000** unique users as well as over **60,000** online subscribers and registered users

WHO IS ENGAGING. WHERE AND HOW?

Construction News puts you in front of the right people:

Communicate with more than **60,000** registered professionals online and **10,800** top-level print readers. Our readers range from client to contractor, board directors to senior managers.



530,000

Page views per month:



220,000

Visits / users per month:



2,700

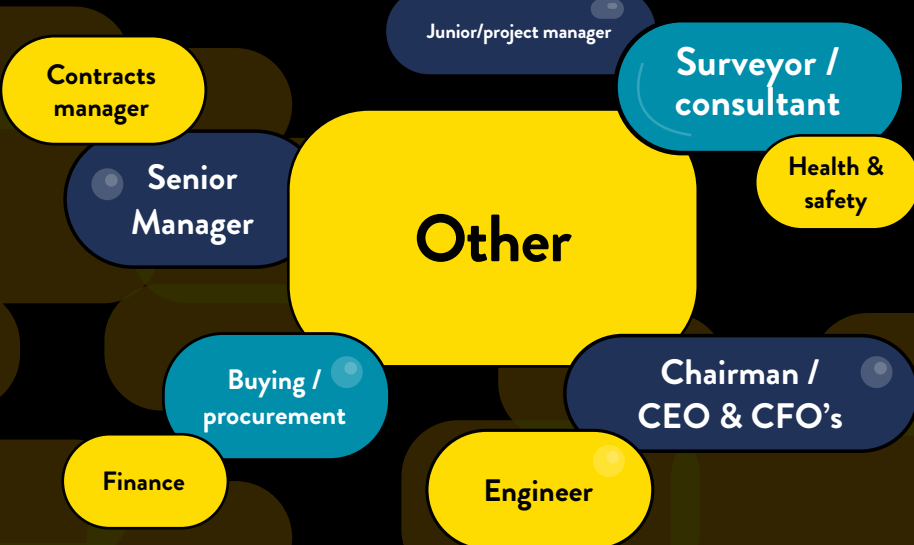
Monthly print circulation



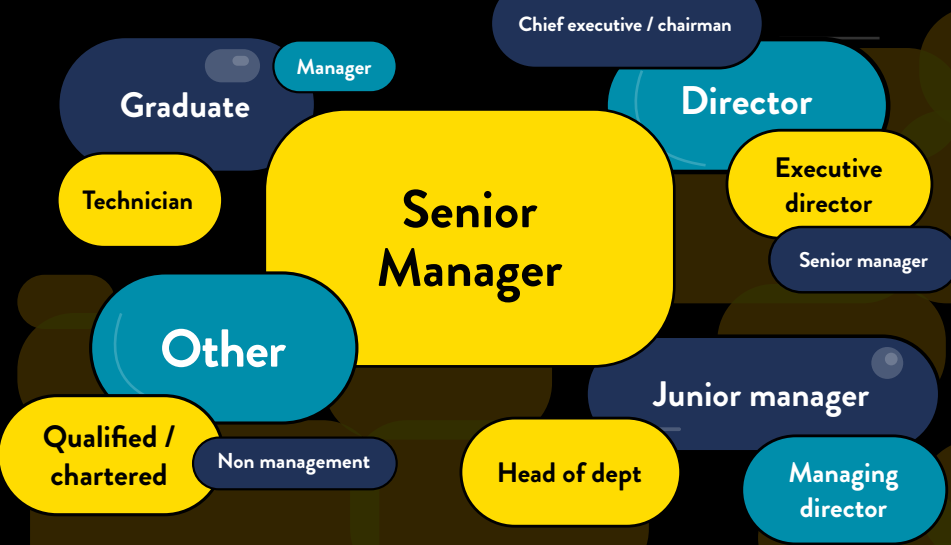
10,800

Print readers

JOB FUNCTION

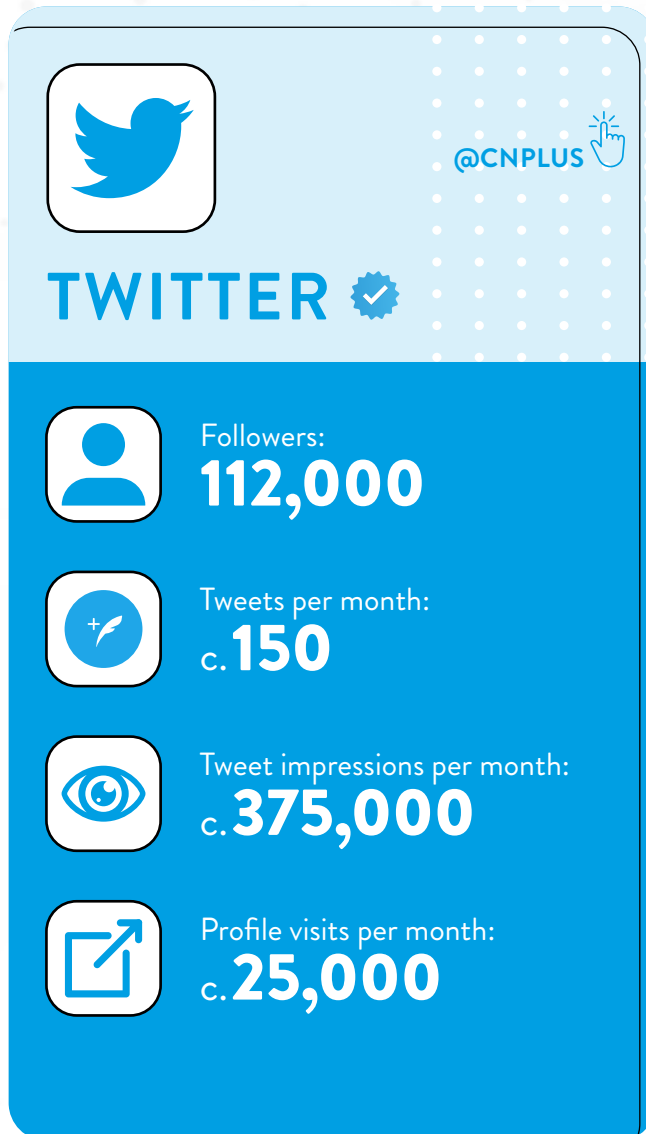




JOB LEVEL








Size of bubble reflects number of of functions / job levels within out audience.

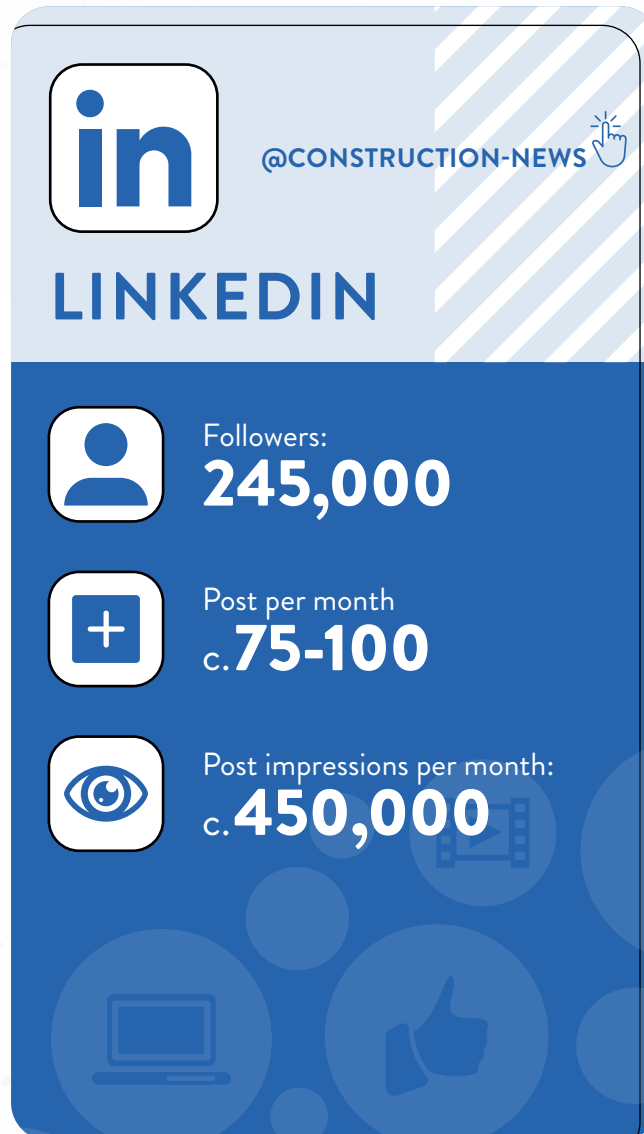
SOCIALS





 @CNPLUS 




TWITTER 

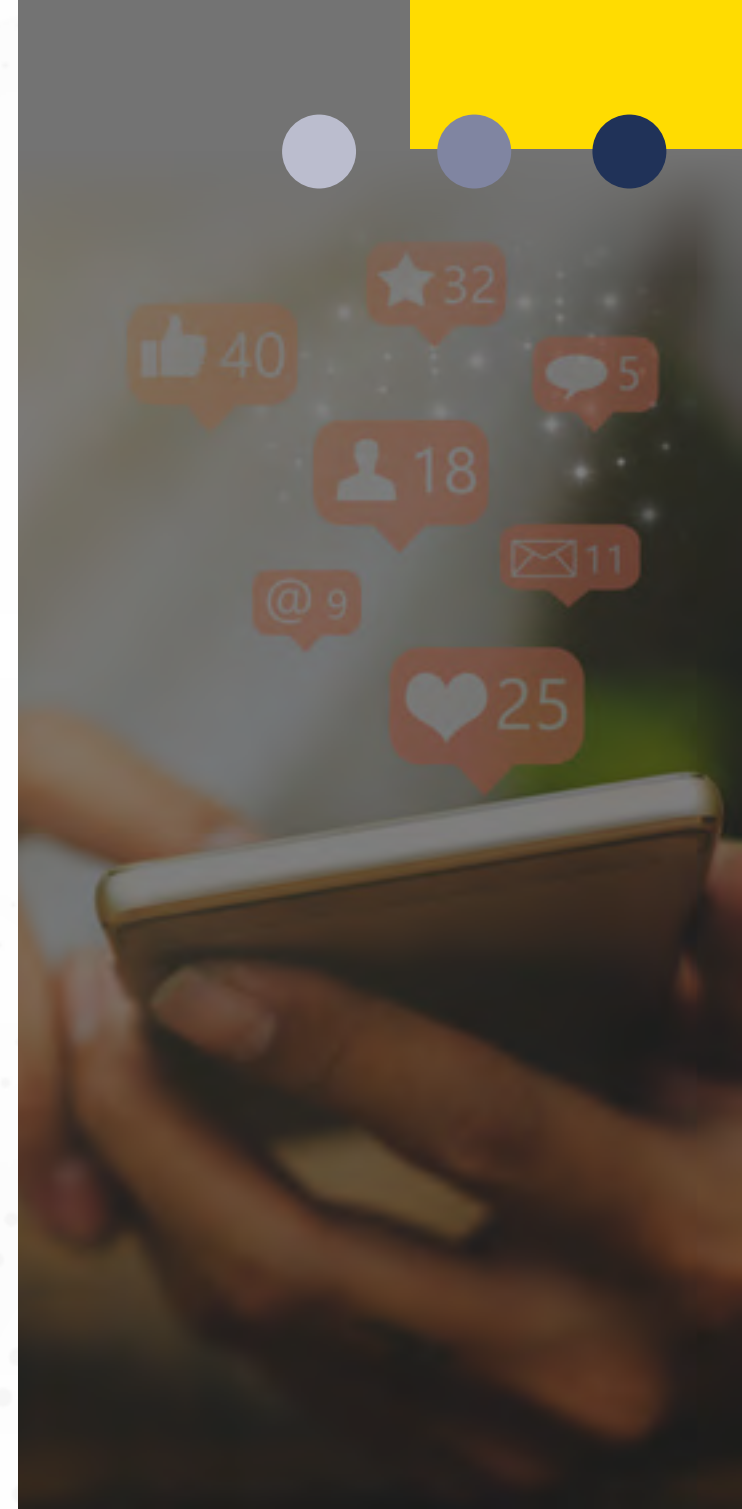
-  Followers: **112,000**
-  Tweets per month: **c. 150**
-  Tweet impressions per month: **c. 375,000**
-  Profile visits per month: **c. 25,000**



 @CONSTRUCTION-NEWS 

LINKEDIN

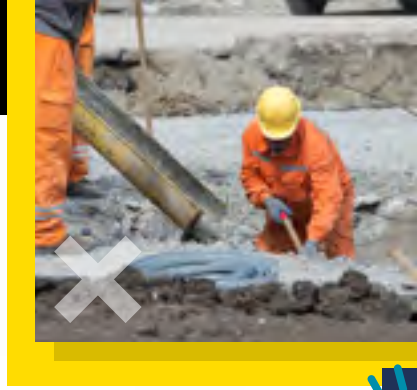
-  Followers: **245,000**
-  Post per month: **c. 75-100**
-  Post impressions per month: **c. 450,000**



KEY BENEFITS

WORK WITH CN TO SHARE YOUR MARKETING MESSAGES

CN can provide any client with a platform to:






HOW CAN YOU ENGAGE

YOU
CAN

DIGITAL

-  Content partnerships
-  Email marketing
-  Lead generation
-  Advertising
-  Social media
-  Jobs advertising
-  Surveys
-  Polls

BROADCAST

-  Webinars
-  Podcasts
-  Events

PRINT

-  Magazines
-  Editorial features



HUB – CONTENT PARTNERSHIPS

Construction News will partner with clients to develop independent editorial coverage targeting sector-specific themes. This approach offers our audiences in-depth expert insight and advice, focusing on topics relevant to their job functions and which they can use to help them thrive within their current roles.

Hub partnerships provide clients with an excellent opportunity to align themselves with regular, ongoing targeted editorial coverage relevant to your organisation's broader business growth themes. The hub proposition is an ideal marketing option for those customers that have invested in content creation or plan to and require amplification beyond existing corporate marketing channels such as websites and datasets. We can help add value to that investment by driving new audiences and stakeholders to your content, starting with our subscriber news sites.

Key themes available for 2023

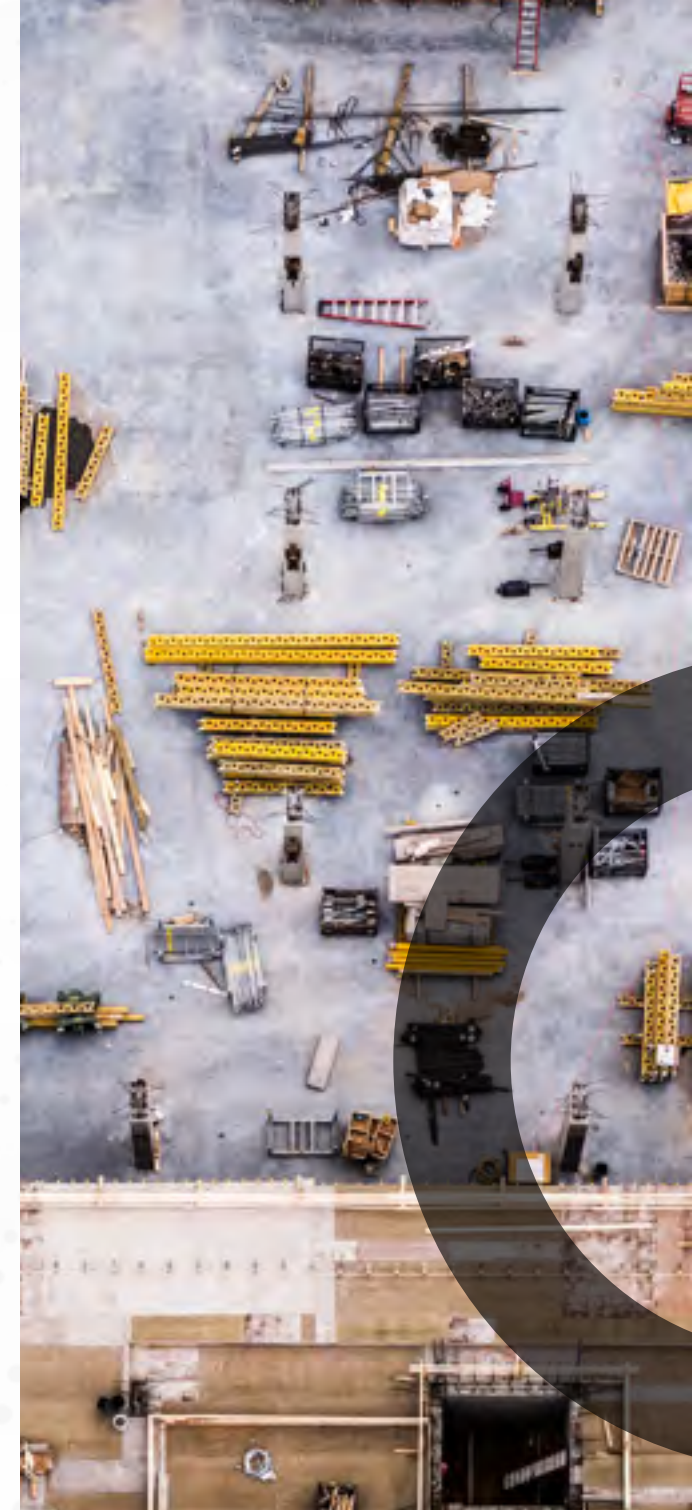
Technology
Health & Safety
Buildings
Agenda
Mental Health
People Moves

BIM

Contractors
Consultants
Offsite & MMC
Inspiring Women
Sustainability

Civils

HS2
Contracts
Skills
M&A



360 PROPOSITION

Tapping into our communities via the magazine, website or face-to-face at our events, our reach has never been stronger. Any client can be assured that we have considerable experience working with customers to help them gain an expert understanding of, and develop lasting relationships with influencers, procurement leads and c-suite across our engineering and construction communities.

To reach these audiences we have created a new marketing package that offers reach across print and online readers, social media followers, subscribers to our daily news emails or through our range of industry events.

The360 is a marketing package that utilises all of our routes to market within one campaign guaranteeing maximum, consistent exposure over a 4–6-week period.

The360 gives our clients a holistic way of working with us to amplify your messaging as well as giving your internal stakeholders access to sector intelligence via our news channels and face-to-face networking at our events. The package includes:

- Content
- Digital advertising
- Third Party email
- E-newsletters
- Socials via LinkedIn and Twitter
- Conference and/or seminar passes
- Subscriptions to the magazines and websites



EMAIL MARKETING

E-NEWSLETTERS – MPU ADVERTISING:

Position your message directly in front of users by advertising on relevant content alerts delivered straight to the inbox of key decision makers and industry leaders.

EMAIL/ NEWSLETTER STATS:

Daily News:
27,000+

Breaking News:
27,000+

E-NEWSLETTER ADVERTISING

E-NEWSLETTERS – SPONSORED CONTENT:

Two slots are available on the daily newsletter. There are 2 design options available – full banner or thumbnail & description.

SOLUS EMAILS:

Deliver your message to our audience split by user type, location and/or job function to ensure maximum exposure to the industry. These readers have opted in to receive 3rd party communications.

9,800+
Opted in recipients*

Average open rate is
23.6%*

*Figures are taken from December 2022



Click on the buttons to scroll down.



DIGITAL ADVERTISING

CN has a user base that pays to access our websites and spans from client to contractor with more than **60,000** registered professionals*. Position your message across specific channels to gain maximum attention.

www.constructionnews.co.uk delivers the latest in-depth news coverage, leading analysis, expert opinion and employment opportunities within this huge industry.

The majority of our online audience are senior managers and along with directors, MDs, CEOs and board directors.



Pageviews per month:

C. 530,000



Visits/ users per month:

C. 220,000*

*Figures are taken from Oct 2020

PODCASTS

Podcasts are effective at selling 'stuff', spreading awareness, and building good reputations for companies. It's an intimate medium where listeners develop real relationships with hosts, so when hosts recommend products in their own voices, audiences are more likely to try their product.

Outlined below is the sponsorship opportunity:

Sponsorship of 'The Construction Collective' podcast series.

- Series of 6 monthly episodes
- Dedicated podcast channel where episodes will sit for min. 12 months
- Feature/conversation format - duration circa 40mins
- Sponsor permitted to have 2 episodes dedicated to their message
- Sponsored ad 15 seconds pre roll and 15 seconds post roll

Monthly podcast promotion to the Construction News audience

- 6 x leader boards (one per month) on the CN website
- Monthly podcast promotion on e-newsletters (daily or breaking news)
- 6 x monthly Twitter (107k followers) and LinkedIn (250k followers) posts
- Investment - £25K for series of 6



ONLINE LEAD GENERATION



WHITEPAPERS



Similar to the printed Market Reports, Whitepapers are thought leadership content published online and available to all website visitors through data capture.

WEBINAR



A pre-recorded discussion on a pre-agreed topic containing thought leadership for the industry. Construction News will host the discussion using our online software, source additional speakers and promote to our senior audience.

Data capture on pre-registration and attendance.



RECRUITMENT ADVERTISING



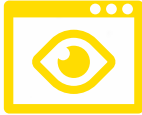
Unique Monthly
Pageviews:

53,000+



Target Email
Database:

58,000+



Monthly
Visitors:

18,000+



CVs in
Database:

58,000+



Registered Job
Seekers:

220,000+

Print recruitment starts from **£2600**

Job target email starts from **£750**

Digital job postings from **£625**



EDITORIAL FEATURES



2022 FEATURES



CONTENT OPTIONS – PRINT & DIGITAL



MARKET REPORT

A research-led report.
Typically this is 8 pages but can be discussed.



INDUSTRY VIEW

An interview with a leading expert.
1 page



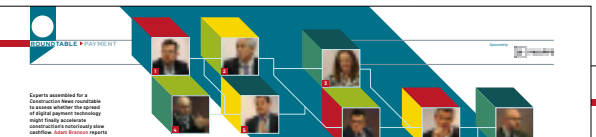
PREMIUM INSIGHT REPORT

An investigatory research report by our team into a topic chosen by you. Our marketing team will send out a solus email, written and designed by you, to our database of **60,000** professionals* in the industry.



ADVERTORIAL

An editorially approved article.
1 page



Is tech the key to cashflow?

With so much talk of digital transformation, it's easy to get distracted by the shiny new toys. But the reality is that the most successful companies are those that are using technology to improve their cash flow. This is the key to long-term success.



Roundtable: Payment. Experts discuss the current state of the payment industry and the challenges it faces. The panelists include industry leaders from various sectors.



Opinion: How do we make our roads more resilient to flooding? As climate change continues to impact our infrastructure, it's crucial to find ways to make our roads more resilient to flooding.



A white paper presentation: Identifying and controlling risk in contractor supply chains. This report provides a comprehensive overview of the risks associated with contractor supply chains and offers strategies to mitigate them.

Mindset to modernise

A survey of industry leaders reveals payment modernisation has become a top priority for many organisations.

Organisation	Percentage
Construction	78%
Manufacturing	72%
Retail	65%
Healthcare	58%
Financial Services	52%

Key findings include the importance of digital payment systems and the need for a modern mindset to succeed in today's market.

When do you expect to adopt digital payment?

Response	Percentage
Already adopted	12%
Adopting in the next 6 months	35%
Adopting in 6-12 months	28%
Adopting in 12-18 months	18%
Adopting in 18-24 months	7%
Not adopting	2%

Insights into the timeline for digital payment adoption across different industries.

Opinion: How do we make our roads more resilient to flooding?

DEBBY BOOTH

As climate change continues to impact our infrastructure, it's crucial to find ways to make our roads more resilient to flooding. This involves a combination of engineering, policy, and community action.

Key points discussed include the need for better drainage systems, improved road materials, and increased public awareness of flood risks.

Information will be crucial to helping us, as road users, accept that it is normal to encounter water on the highway

DEBBY BOOTH

As we face the challenges of climate change, it's essential to have open and honest conversations about the risks we face. This includes the potential for flooding on our roads and the need for us to adapt our behavior as road users.

The article discusses the importance of transparency in government communication and the role of individual citizens in making informed decisions.

POSSIBLE TOPICS INCLUDE:

- Trends
- Skills
- Digital transformation
- Diversity
- Collaborative behaviors
- Health and safety

EDITORIAL ROUNDTABLES



THE ROUNDTABLE DEBATE

A discussion forum arranged by us at a relaxed location with industry professionals and experts offering their knowledge on a pre-arranged topic. Chaired by a member of the Construction News team, the content, after Chatham House rules have been implemented, will be written up and published in an upcoming issue and online.

ANNUAL EVENTS CALENDAR

Construction News is the UK's trusted title for professionals, setting the agenda with news, analysis and campaigns that shape the future of construction and help you do business, better. We do this through our award-winning monthly print magazine, extensive website, daily e-newsletters and a set of industry leading events:



Hosted by: **CN** Construction News **New Civil Engineer**

WEBINAR

March



June



July



Hosted by: **CN** Construction News **New Civil Engineer**

SHORTLIST WORKSHOP



September



Hosted by: **CN** Construction News **New Civil Engineer**

CONFERENCE & AWARDS



November



HOW MUCH DOES IT COST & THE TECHNICAL STUFF...



SOCIAL MEDIA

Sponsored social media posts across **Twitter** & **LinkedIn** offer instant engagement and amplifies reach in an instant

TWITTER FOLLOWERS:

112,000



1 post **£995**

- Sponsored tweet opportunity
- Copy within 280 character limit
- Must include #AD or #Sponsored
- Image
- Your handle
- URL
- One post for one day
- Option to embed video

LINKEDIN FOLLOWERS:

245,000



1 post **£995**

- The external URL they want to drive
- An eye-catching picture for the post if the above is not applicable
- Up to 200 characters of text
- Any profile pages or people within LinkedIn that should be linked to within the text

COMBINED PACKAGES

Combine LinkedIn and Twitter

- 1 month
- 2x tweets
- 2 x LinkedIn
- 2 months
- 4x tweets
- 4x LinkedIn
- 4x sponsored messages on daily e-newsletters

Package: **£3,500**

Package: **£5,495**



RATE CARD



PRINT

DISPLAY ADVERTISING

DPS: **£7,700**

Full page: **£4,500**

Half page: **£3,500** (Vertical and Horizontal)

Quarter page: **£2,500** (Vertical and Horizontal)

PARTNERSHIP PUBLISHING - COMMISSIONED

Full page: **£4,250**

Half page: **£2,900**

ADVERTORIAL - SUPPLIED

Full page: **£3,800**

Half page: **£2,700**

Belly Band: **£8,000**

Cover Wrap: **£13,000**

Insert: **£2,200**

Section Sponsorship: **£10,500**

DIGITAL

WEBSITE ADVERTISING

Advertise on desktop and mobile formats of the Construction News website:

Leaderboard & MPU's: **£52 CPM**

Billboard: **£80 CPM**

Bookends: **£80 CPM**

Channel takeover: **POA**

HPTO: **POA**

HUBS

12 months - **£28,000**

6 months - **£18,000**

3 months - **£12,000**

WEBINARS & PODCAST

price on request

(Depends on content, length of webcast etc.)

DIGITAL REPORTS / WHITEPAPERS

price on request

E-NEWSLETTER ADVERTISING ON MPU

Breaking News: **£2,500 per week**

Daily News: **£2,500 per week**

High position banner
600x100 pixels
price on request

SOLUS EMAILS

£4,420 per email (for all users)

Price on request for segmented list

SURVEYS AND POLLS

Surveys and polls from **£8,000**



TECHNICAL SPECIFICATIONS

PRINT

DISPLAY ADVERTISING

FULL-PAGE

Trim: 280mm high x 210mm wide
Bleed: 286mm high x 216mm wide
Type: 258mm high x 186mm wide

HALF PAGE

Horizontal: 127mm high x 186mm wide
Vertical: 258mm high x 91mm wide

QUARTER-PAGE

Horizontal: 61mm high x 186mm wide
Vertical: 127mm high x 91mm wide

DOUBLE PAGE SPREAD

Trim: 280mm high x 420mm wide
Bleed: 286mm high x 426mm wide
Type: 258mm high x 396mm wide

DOUBLE PAGE STRIP

61mm high x 396mm wide
Please ensure that no live images or text are positioned within 8mm of the gutter.

For full specifications and bespoke advertisement sizes, please
Hi-res PDF's should be supplied in PDF X/1a 2001 settings.
Artwork should be supplied 1 week prior to publication date to



COMMERCIAL EDITORIAL GUIDELINES

- Please do not use a similar style sheet or layout to CN, i.e. banners, strap lines or colored dots.
- Please use a different font/typeface to that used in CN.
- Place the words 'Advertisement Feature' at the top of artwork.
- Preferably the artwork should have a thin border running around the entire piece.
- When quoting or using other company's names for comparative or any other reasons, permission must be sought from the company in question.
- PDF proofs will be submitted to the client for approval prior to print.

CLICK ON THE **BUTTONS** TO
DISPLAY YOUR SELECTION

TECHNICAL SPECIFICATIONS

DIGITAL

WEBSITE ADVERTISING

Desktop:

MPU: 300x250

Banner: 728x90

Mobile:

Banner: 320x100 & 320x50

MPU: 300x250

Files Supplied as:

GIF, JPEG, PNG, HTML5,

3rd Party Creative Tags.

Maximum of 3 loops per animated file.

Artwork is needed 3 working days,
prior to any email send slot date.

DIGITAL REPORTS

Trim: 280mm high x 210mm wide

Bleed: 286mm high x 216mm wide

Type: 258mm high x 186mm wide

Content will need to be provided both in pdf
format for downloading purposes but also in a
text file for adding to e-newsletters.

SURVEYS

Questions and answer layout to be provided
in word document.

WEBINARS

To be agreed 10 weeks prior to online event
date. Panel of people broadcasting live with
Q&A from audience.



CLICK ON THE **BUTTONS** TO
DISPLAY YOUR SELECTION

TECHNICAL SPECIFICATIONS

EMAIL

E-NEWSLETTER ADVERTISING

- MPU: 300 x 250px

Animated GIFs are accepted, however all important messaging/branding/calls to action need to sit on slide 1 of the creative, as a result of some email clients not displaying beyond slide 1.

Artwork is needed 3 working days, prior to any email send slot date.

NOTE - It is the sole responsibility of the client to ensure that all creative files and links supplied, and any 3rd party creative serving and/or tracking aligned with any creatives, both meets spec and functions as desired. Should creative not meet spec and/or function incorrectly on page, the creative may not run, or be paused from running, until the issue is rectified by the client.



SOLUS EMAILS

- HTML
- All external URL links provided

All copy and designs will go through editorial approval to ensure that no conflicts of interest are present.

Any quotations or references in the copy or design need to be approved and proof provided to us before the email can be sent. We are not liable for any permissions your content requires.

CLICK ON THE **BUTTONS** TO
DISPLAY YOUR SELECTION

CLIENTS

ORACLE



HITACHI



CAUSEWAY

Sir Robert
McALPINE



Seddon



keltbray



RAMBOLL

AECOM

GallifordTry

M
MOTT
MACDONALD



SKANSKA

Balfour Beatty

MORGAN
SINDALL
INFRASTRUCTURE



nationalgrid



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EDITORIAL



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Editor
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DELEGATE SALES DIRECTOR



Colin Ennis
Delegate Sales Director
☎ 0203 953 2627

We are real people offering genuine opportunities to raise your company profile, engage with new markets, network influential clients, demonstrate leadership and innovative thinking and, above all, grow your profits.

We would love to hear from you.

