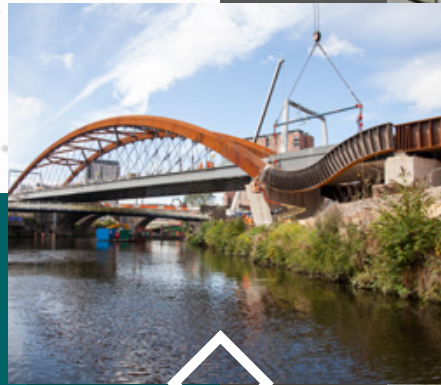


New Civil Engineer

**MEDIA PACK
2022**



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 NEW CIVIL ENGINEER?

New Civil Engineer is the official magazine & news website of the world-renowned Institution of Civil Engineers and offers insight, inspiration and education for global infrastructure professionals. We were created in 1972 with the clear purpose to challenge and inform; to get under the skin of the industry and give professionals intelligence they cannot find elsewhere. We do this through our award-winning monthly print magazine, extensive website, daily e-newsletters and a set of industry leading events:

Our circulation spans the entire industry supply chain...



33% working for clients



49% for designers



14% for contractors

45,000 total print circulation



New Civil Engineer's total print circulation is **45,000** of which **9,000** is international with subscribers in **77** countries worldwide



78,000 registered users



The website has over **78,000** registered users – with over **400,000** unique users and half a million visitors

OUR EDITORIAL TEAM

THE PEOPLE WHO MAKE
THE MAGIC HAPPEN



Claire Smith
Editor

☎ 020 3953 2818

Claire Smith is a qualified geotechnical engineer and editor of New Civil Engineer magazine, which perfectly combines her industry knowledge with her journalism skills, but she has worked on a wide range of UK and international construction publishing titles which gives her insight into broader construction issues and the role the geotechnics industry plays in these.



Rob Horgan
Head of content & engagement

☎ 020 3953 2087



Sotiris Kanaris
Features editor

☎ 020 3953 2973



Catherine Kennedy
Reporter

☎ 020 3953 2095



Rob Hakimian
Reporter

☎ 020 3953 2093



Andy Bolton
Chief Sub-editor

☎ 020 3953 2823



WHO IS ENGAGING. WHERE AND HOW?

New Civil Engineer, the number one monthly engineering magazine, puts you in front of the right people:

Communicate with more than **78,000** registered professionals online or via our magazine circ **45,000**. to position your message across specific channels to gain maximum attention. With a user-base ranging from client to contractor, and board directors.



550,000

Page views per month: C.



370,000*

Visits/ users per month: C.



200

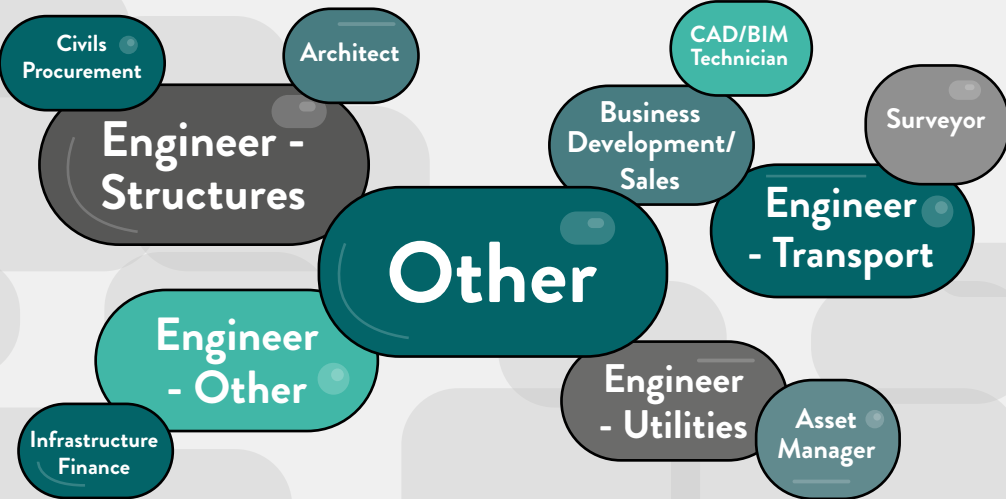
Over 200 news articles published monthly



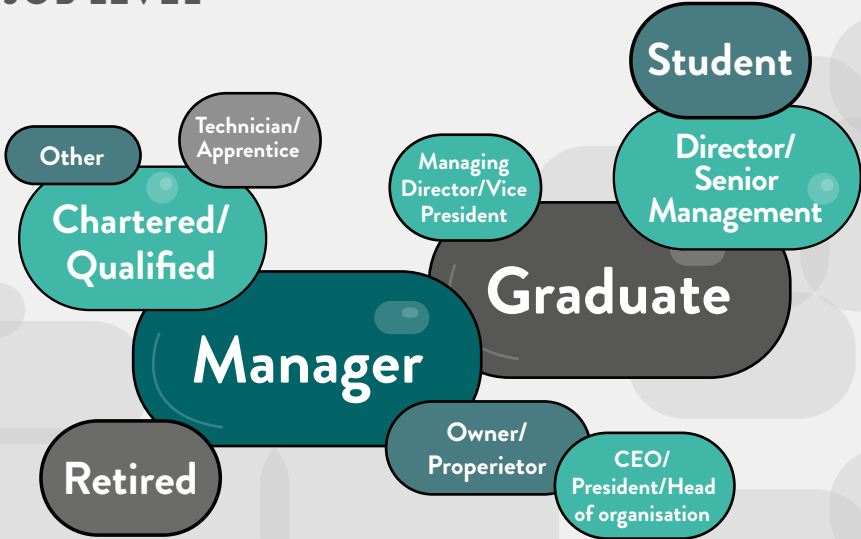
112,500

Readership

JOB FUNCTION



JOB LEVEL



The larger the bubble the higher popularity of job function/job level.

SOCIALS



TWITTER ✓



Followers:
47,300



Tweets per month:
300



Tweet impressions per month:
c. **500,000**



Profile visits per month:
c. **10,000**



LINKEDIN



Followers:
88,000



Post per month
c. **300**



Post impressions per month:
c. **450,000**



FACEBOOK ✓



Page likes:
1,000



Post reach per month:
c. **8,000**

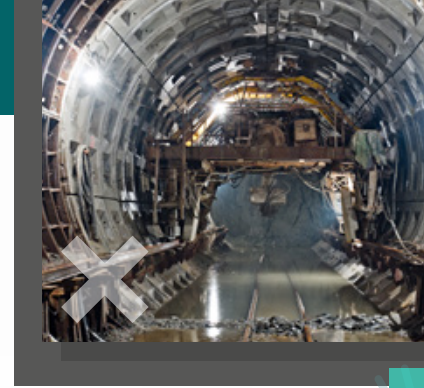


Post engagement per month:
c. **500**

KEY BENEFITS

OF WORKING WITH NCE TO SHARE YOUR MARKETING MESSAGES









NCE 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

New Civil Engineer and Ground Engineering 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 to regular, ongoing targeted editorial coverage pertinent 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 your corporate marketing channels such as websites and data sets. We can help add value to that investment by driving net new audience's and stakeholders to your content, starting with our subscriber news sites.

Key themes available for 2022

Tunnels
Sustainability
Modular Construction
Digital Engineering (BIM)
Airports
Net0
Roads
Energy
Diversity
Rail
Water/Floods
Skills
Bridges



360 PROPOSITION

Tapping into our communities, whether 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.

With the above in mind our business has created a new marketing package that offers reach across our audiences whether they are readers, social media followers, subscribers to our daily news emails or rock up at our events for face to face networking called **The360**.

The360 is a marketing package 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 said 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:

Morning Brief:

34,000 RECIPIENTS

(sent daily)

News Drop:

5,000 RECIPIENTS

(sent daily)

Weekly Wrap:

7,000 RECIPIENTS

Monthly Emails:

30,000 RECIPIENTS

(In depth reads, Industry Opinions, Inside Track & Editor's Picks)

Breaking News:

6,500 RECIPIENTS

E-NEWSLETTER ADVERTISING

E-NEWSLETTERS – SPONSORED CONTENT:

Two slots are available after the 3rd story of the Daily News newsletter where there normally features between 3-5 articles. 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. Current user type opted into 3rd party communications:

8,500

Opted in recipients*

Average open rate is

18%*

*Figures are taken from Oct 2020



Click on the buttons to scroll down.

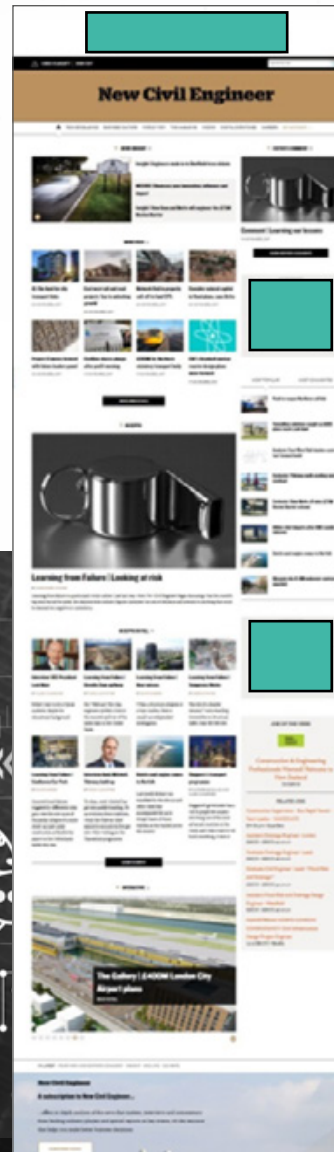


DIGITAL ADVERTISING

NCE has a user base that pays to access our websites and spans from client to contractor with more than 78,000 registered professionals* or position your message across specific channels to gain maximum attention. With a user-base ranging from client to contractor, www.newcivilengineer.com delivers the latest in-depth news coverage, leading analysis, expert opinion and employment opportunities within this huge industry.

As a result, the majority of our online audience are senior managers and along with directors, MDs, CEOs and board directors.

Leaderboard



MPU's



Pageviews per month:

C. 550,000



Visits/ users per month:

C. 370,000*

*Figures are taken from Oct 2020

ONLINE LEAD GENERATION

WHITEPAPERS



Similar to the printed Market Reports, the Whitepapers will be 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. New Civil Engineer will host the discussion using our online software, source additional speakers and promote to our global audience.

Data capture on pre-registration and attendance.



RECRUITMENT ADVERTISING



Unique Monthly
Pageviews:

18,482*



Target Email
Database:

11,945^



Monthly
Visitors:

8,847*



CVs in
Database:

11,925^



Registered Job
Seekers:

15,216^

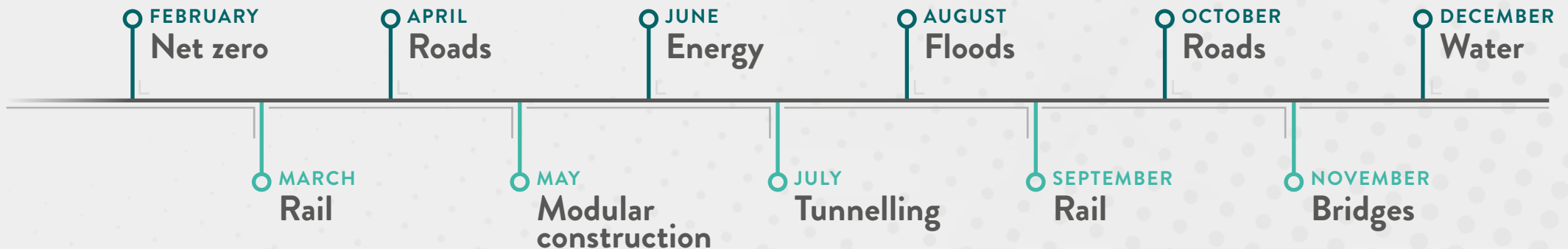
Print recruitment starts from **£2K**
Job target email starts from **£2,750**
Digital job postings from **£625**



EDITORIAL FEATURES



2022 FEATURES



CONTENT OPTIONS – PRINT & DIGITAL



MARKET REPORT

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



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 6,000 professionals* in the industry.



INDUSTRY VIEW

An interview with a leading expert.
1 page



ADVERTORIAL

An editorially approved article.
1 page



TECHNICAL SHOWCASE

Coverage of a project/product/service demonstrating technical excellence.
1-2 pages



POSSIBLE TOPICS INCLUDE:

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



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 New Civil Engineer 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

New Civil Engineer is the official magazine & news website of the world-renowned Institution of Civil Engineers and offers insight, inspiration and education for global infrastructure professionals. We were created in 1972 with the clear purpose to challenge and inform; to get under the skin of the industry and give professionals intelligence they cannot find elsewhere. We do this through our award-winning monthly print magazine, extensive website, daily e-newsletters and a set of industry leading events:



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:

47,300



1 post **£995**

- Sponsored tweet opportunity
- Copy within 280 character limit
- Must include #AD or #Sponsored
- Image size to be supplied at 1024x576
- Your handle
- URL
- One post for one day
- Option to embed video

LINKEDIN FOLLOWERS:

88,000



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**

ONE SPONSORED POST: £995

- Sponsored message opportunity
- Copy within 280 character limit
- At the beginning of the tweet, please include #AD or #Sponsored
- Image size to be supplied at 1024x576
- Your handle
- URL
- One tweet for one day, pinned at the top of the page
- Option to embed video

NB Tweets may be edited by the editorial team

RATE CARD



PRINT

DISPLAY ADVERTISING

- Full Page: **£6,400**
- Half Page (vertical or horizontal): **£3,840**
- Quarter Page vertical: **£1,920**
- Quarter Page strip: **£2,500**
- Double page spread: **£11,500**
- Double Page strip: **£4,950**
- Belly band/wrap: **price on request**

CONTENT – PRINT & DIGITAL

- Market Report: **£15,000**
- Industry view: **£6,500**
- Technical Showcase: **£4,500**
- Advertorial: **£6,400**
- Premium Insight Report: **price on request**

DIGITAL

WEBSITE ADVERTISING

- Advertise on desktop and mobile formats of the New Civil Engineer website:
- Leaderboard: **£55 per 1000 page impressions**
- Billboard: **£80 per 1000 page impressions**
- MPU: **£60 per 1000 page impressions**

HUBS

- 12 months - **£28,000**
- 6 months - **£18,000**
- 3 months - **£12,000**

WEBINAR & WHITPAPER

- From **£8,000K**
- (Depends on content, length of webcast etc.)

E-NEWSLETTERS – BANNER ADVERTISING

- News Drop: **£5,000 per week**
- Weekly Wrap: **£4,000 per month**

E-NEWSLETTERS – SPONSORED CONTENT

- Banner: **£1,250 per send**
- Thumbnail & description: **£1,250 per send**

SOLUS EMAILS

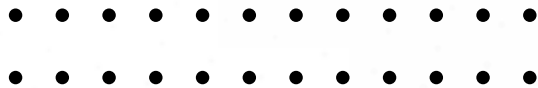
- £4,050** per email

BROADCAST

- Webinars from **£8,000**
- Podcast POA

SURVEYS AND POLLS

- Surveys and polls from **£8,000**



TECHNICAL SPECIFICATIONS

PRINT

DISPLAY ADVERTISING

FULL-PAGE

Trim: 265mm high x 210mm wide
Bleed: 271mm high x 216mm wide
Type: 245mm high x 190mm wide

HALF PAGE

Horizontal: 110mm high x 190mm wide
Vertical: 231mm high x 91mm wide

QUARTER-PAGE

Horizontal: 50mm high x 190mm wide
Vertical: 110mm high x 91mm wide

DOUBLE PAGE SPREAD

Trim: 265mm high x 420mm wide
Bleed: 271mm high x 426mm wide
Type: 245mm high x 400mm wide

DOUBLE PAGE STRIP

50mm high x 400mm 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 NCE, i.e. banners, strap lines or coloured dots.
- Please use a different font/typeface to that used in NCE.
- 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

- Leaderboard: 728 x 90
- Billboard: 970 x 250
- MPU: 300 x 250
- Double MPU: 300 x 600

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.

WHITEPAPERS

Trim: 265mm high x 210mm wide
Bleed: 271mm high x 216mm wide
Type: 245mm high x 190mm wide

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



WEBINARS

As the webinar will be pre-recorded, the topic
needs to be agreed as early as possible to find
appropriate guest speakers.

We will aim to record the webinar a month before
it is to be made public to allow for edits, inclusion
of PowerPoint slides and approval on the final edit.

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

TECHNICAL SPECIFICATIONS

EMAIL

E-NEWSLETTERS – BANNER ADVERTISING

- o 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.

E-NEWSLETTERS – SPONSORED CONTENT

- o Banner: 550x100px
- o Thumbnail & description: 125x85px plus 38 character title and 120 character description

Formats accepted are jpg, png and gif.

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

- o HTML
- o 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



THE NEW CIVIL ENGINEER TEAM

ADVERTISING



Sarah Ince
Account Director

☎ 020 3953 2899

EDITORIAL



Claire Smith
Editor

☎ 020 3953 2818

PRODUCTION



Laura Barretto
Production Manager

☎ 020 3953 2684

COMMERCIAL DIRECTOR



Wendy Miller
Commercial Director

☎ 020 3953 2959

SUBSCRIPTIONS



Steven Barkess
Head of Subs

☎ 020 3953 2949

EVENTS



Gwyn Davies
Head of Events

☎ 020 3953 2988

ATTEND



Alishah Basharat
Account Manager

☎ 020 3953 2777

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.

New Civil Engineer