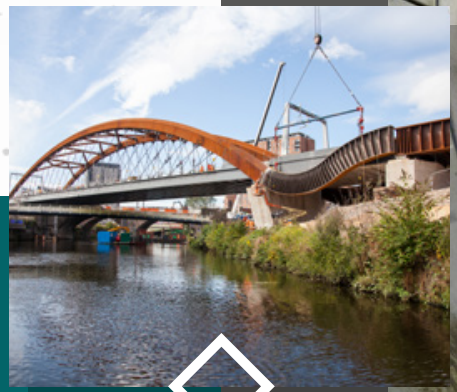
New Civil Engineer

MEDIA PACK
2022







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emap 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



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



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
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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.



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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.

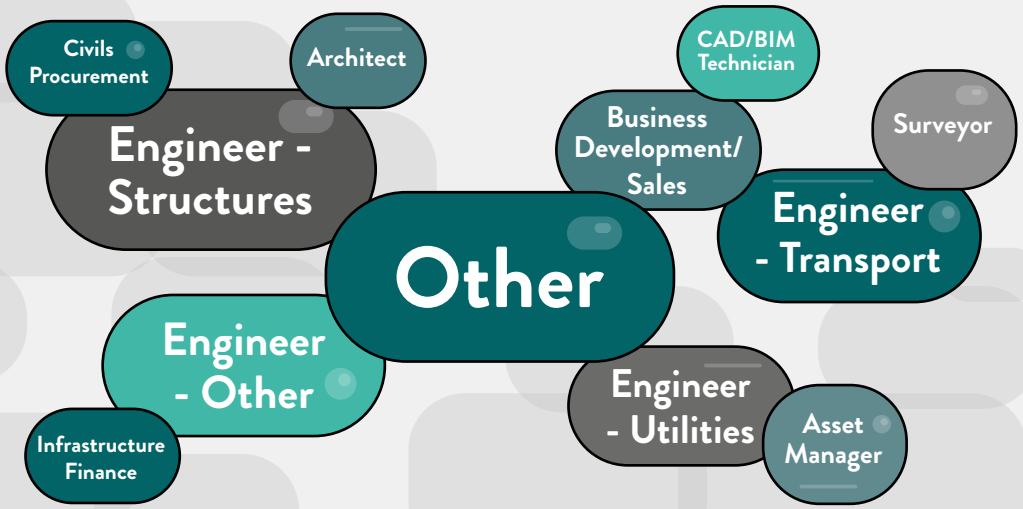
550,000
Page views per month: C.

370,000*
Visits/ users per month: C.

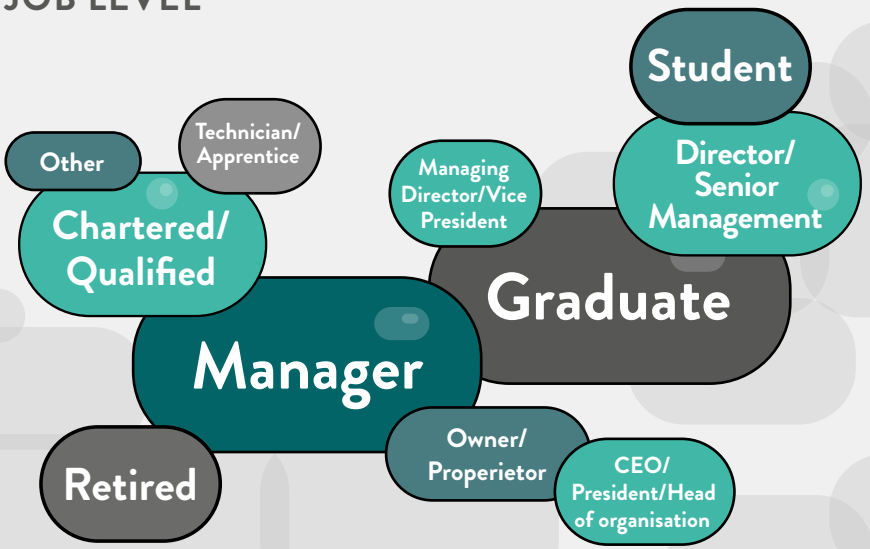
200
Over 200 news articles published monthly

112,500
Readership

JOB FUNCTION



JOB LEVEL



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

SOCIALS

TWITTER

VISIT

Followers:
47,300

Tweets per month:
300

Tweet impressions per month:
c.500,000

Profile visits per month:
c.10,000

SEE HERE!

LINKEDIN

VISIT

Followers:
88,000

Post per month
c.300

Post impressions per month:
c.450,000

SEE HERE!

FACEBOOK

VISIT

Page likes:
1,000

Post reach per month:
c.8,000

Post engagement per month:
c.500

SEE HERE!

KEY BENEFITS

OF WORKING WITH NCE TO SHARE YOUR MARKETING MESSAGES



NCE can provide any client with a platform to:

Keep your **salesteam** up to date with the relevant **industry news**

Launch and **showcase** your product to a highly engaged qualified audience via new NCE360 proposition

Meet **qualified buyers** via our **vast network** of established **conferences** and high quality annual **awards**

Showcase your brand to **buyers** and influential sector **stakeholders** via our print and digital marketing routes



Content opportunities to amplify your thought leadership beyond your own website, data lists and PR functions

Build contacts and **network** with new and existing clients via the multiple channels to market

Gain up to date **insight** and **market intelligence** with our surveys and polls services.

Capture **new data** and nurture those contacts via our lead generation options

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 audiences and stakeholders to your content, starting with our subscriber news sites.

Key themes available for 2022

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



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 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 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:

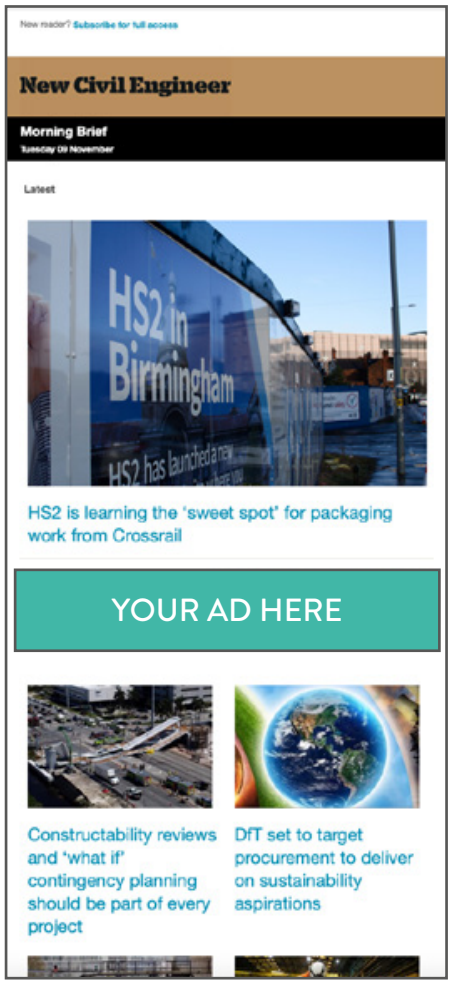
Deliver your message to our audience split by user type, location and/or job function to ensure maximum exposure to the industry. Current user type opted into 3rd party communications:

8,500
Opted in recipients*

Average open rate is
18%*

Scroll here to view an example of a solus email

*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.



Pageviews per month:
C. 550,000

Visits/ users per month:
C. 370,000*

*Figures are taken from Oct 2020

ONLINE LEAD GENERATION



WHITEPAPERS

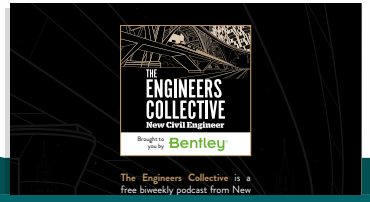
Similar to the printed Market Reports, the Whitepapers will be thought leadership content published online and available to all website visitors through data capture.



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.



PODCAST

The Engineers Collective podcast series targets those involved in civil engineering and construction and a much broader audience; from those related to civil engineering who are curious about the sector to those young apprentices leaving education and deciding on their next career steps. The podcast is accessible enough to appeal to a wide variety of listeners but detailed and technically sufficient to satisfy the needs of professionals.



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

- FEBRUARY — Net zero
- MARCH — Rail
- APRIL — Roads
- MAY — Modular construction
- JUNE — Energy
- JULY — Tunnelling
- AUGUST — Floods
- SEPTEMBER — Rail
- OCTOBER — Roads
- NOVEMBER — Bridges
- DECEMBER — Water

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

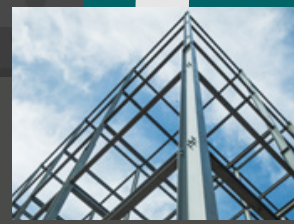






POSSIBLE TOPICS INCLUDE:

- 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:

New Civil Engineer FUTURE OF BRIDGES	New Civil Engineer 50	New Civil Engineer FUTURE OF FLOODS	New Civil Engineer FUTURE OF ROADS	New Civil Engineer FUTURE OF RAIL
28 April 2022	10 May 2022	23 June 2022	6 July 2022	6 July 2022

2022 bcia british construction industry awards	New Civil Engineer TechFest FESTIVAL OF INNOVATION AND TECHNOLOGY 2022	New Civil Engineer GRADUATE & APPRENTICE AWARDS 2022	New Civil Engineer TUNNELLING FESTIVAL 2022
12 October 2022	24 November 2022	25 November 2022	7 December 2022

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

SEE HERE!

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

SEE HERE!

COMBINED PACKAGES

Combine LinkedIn and Twitter

- **1** month
- **2x** tweets
- **2 x** LinkedIn

Package: **£3,500**

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

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 & WHITEPAPER

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

THE360

4 weeks - **£12,000**

6 weeks - **£15,000**

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 **click here!**

Hi-res PDF's should be supplied in PDF X/1a 2001 settings.

Artwork should be supplied 1 week prior to publication date to **production@emap.com**

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.

TECHNICAL SPECIFICATIONS



DIGITAL

WEBSITE ADVERTISING

- Leaderboard: 728 x 90
- Billboard: 970 x 250
- MPU: 300 x 250
- Double MPU: 300 x600

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.

TECHNICAL SPECIFICATIONS



EMAIL

E-NEWSLETTERS – BANNER 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.

E-NEWSLETTERS – SPONSORED CONTENT

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

Formats accepted are jpg, png and gif.

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.

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.

CLIENTS

VINCI CONSTRUCTION

ameyconsulting

ARUP

Stantec

MOTT MACDONALD

ATKINS

Polypipe

COLAS UNITED KINGDOM

Waterman

Innovyze®

Bentley® Advancing Infrastructure

SIEMENS

wavin CONNECT TO BETTER

TARMAC A CRH COMPANY



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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.

Visit the NCE Website

New Civil Engineer