

CONSTRUCTION MAGAZINE MEDIA PACK



CONSTRUCTION MAGAZINE

WWW.CONSTRUCTION-ONLINE.NET

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CIRCULATION PROFILE

CONSTRUCTION MAGAZINE IS ONE OF THE LEADING TRADE PUBLICATIONS IN THE UK, CATERING FOR THE FULL SPECTRUM OF COMPANIES. ESTABLISHED FOR OVER 14 YEARS, THE MAGAZINE PROVIDES THE IN-DEPTH MONTHLY GUIDE FOR PROFESSIONALS WITHIN INDUSTRY.

Construction Magazine currently has an estimated readership of over 59,000 key decision makers from within all areas of the construction sector, making it one of the leading publications in the UK and Ireland. In the last few years the magazine has gained a reputation as a guidebook for the industry, popular amongst Main Contractors and Developers throughout the European construction market.

The magazine maintains a strong strategic structure which guarantees a responsive audience, and we can provide detailed circulatory figures to help you quantify your feedback from any involvement with the magazine.

The magazine itself is proven to increase circulation and subscription on a monthly basis targeting senior management.

The estimated monthly readership is in the excess of **OVER 59,000 KEY DECISION MAKERS.**

The magazine is specifically targeted at management, and over 50% of our circulation is comprised of Main Contractors, Developers, Architects, Sub Contractors and House Builders.

I hope these details answer most of your questions, but should you require any more details please feel free to contact us on +44 (0)1484 321000.

CURRENT DISTRIBUTION BY PERCENTAGE / SECTOR

1. MAIN CONTRACTORS	22%
2. DEVELOPERS	19%
3. ARCHITECTS	12%
4. SUB CONTRACTORS	10%
5. SOLAR/RENEWABLE ENERGY	10%
6. HOUSE BUILDERS	9%
7. LOCAL AUTHORITIES/NHS	6%
8. CIVIL ENGINEERS	5%
9. CONSULTANTS	3%
10. PLANT HIRERS	4%

FORTHCOMING FOCUSES

OUR DETAILED UNDERSTANDING OF THE CONSTRUCTION WORLD ALLOWS US TO CHANGE WITH THE SEASONS AND MIRROR THE INDUSTRY AS IT CHANGES THROUGHOUT THE YEAR.

FEBRUARY 2012

EXECUTIVE HIRE SHOW PREVIEW
CONCRETE SHOW PREVIEW
ACCESS & SCAFFOLDING
CLADDING & GLAZING

MARCH 2012

ECOBUILD PREVIEW
SUSTAINABILITY &
LOW CARBON CONSTRUCTION
TIMBER FRAMES
WASTE & RECYCLING

APRIL 2012

INFRARAIL PREVIEW
ARCHITECTS &
ARCHITECTURAL SERVICES
CIVILS/INFRASTRUCTURE

MAY 2012

PLANT HIRE
PLANT HIRE THEFT
QUARRYING & AGGREGATES
LIGHTING

JUNE 2012

WORKING AT HEIGHT
SCAFFOLDING
ROOFING & CLADDING

JULY 2012

SAFETY MANAGEMENT
CONCRETE
CLADDING & GLAZING
BUILDING FRAMES

AUGUST 2012

WATER & UTILITIES
QUARRYING
STONE MERCHANTS

SEPTEMBER 2012

HEATING & VENTILATION
THERMAL INSULATION
PLUMBING & HEATING
STEEL

OCTOBER 2012

PLASTIC & METAL WORK
TIMBER MANUFACTURERS
INDOOR/OUTDOOR LIGHTING
INTERBUILD PREVIEW

NOVEMBER 2012

ESCALATORS & LIFTS
PARTITIONS & CEILINGS
VISIBILITY
SITE SAFETY

DECEMBER 2012

JOINERY CONTRACTORS
ELECTRICAL SUPPLY
ECO HOUSING
DOORS & WINDOWS

SPECIAL POSITIONS AND DISPLAY RATES

ADVERT SIZE	SINGLE INSERTION		2-3 PER INSERTION		4-6 PER INSERTIONS		7-9 PER INSERTIONS		10-12 INSERTIONS	
SPECIFICATION	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO
DOUBLE PAGE	£3080	£2475	£2464	£1980	£2376	£1733	£1848	£1485	£1540	£1125
FULL PAGE	£1925	£1535	£1540	£1228	£1487	£1074	£1155	£921	£963	£696
HALF PAGE	£1188	£852	£950	£682	£862	£569	£713	£512	£594	£387
QUARTER PAGE	£792	£473	£634	£378	£574	£331	£475	£284	£396	£215

SPECIAL POSITION RATE CARD	MECHANICAL DATA	TYPE AREA DEPTH-WIDTH	BLEED AREA DEPTH-WIDTH
FRONT COVER POSITION <small>(+2 PAGE EDITORIAL FEATURE)</small>	QUARTER PAGE PORTRAIT	131 X 91MM	NO BLEED
FULL COLOUR PAGE <small>(+10% GUARANTEED 1ST RIGHT)</small>	QUARTER PAGE LANDSCAPE	64.5 X 187MM	NO BLEED
INSIDE FRONT COVER	HALF PAGE PORTRAIT	272 X 91MM	NO BLEED
1ST DPS IN MAG <small>(+1 PAGE EDITORIAL FEATURE)</small>	HALF PAGE LANDSCAPE	131 X 187MM	NO BLEED
GATE FOLD <small>(+25% FOR BINDING)</small>	FULL PAGE	277 X 210MM	303 X 236MM
BOUND INSERTS <small>(+25% FOR BINDING)</small>	DOUBLE PAGE	277 X 440MM	303 X 466MM

ALL PRICES ARE SUBJECT TO VAT



FREE CORPORATE LITERATURE

FREE COMPANY BROCHURE

CONSTRUCTION MAGAZINE IS WRITTEN AND PUBLISHED BY THOSE WHO UNDERSTAND THE CONSTRUCTION INDUSTRIES. EVERYDAY WE SPEAK DIRECTLY TO THE PEOPLE THAT MATTER. THAT'S WHY WE WANT YOU TO TAKE ADVANTAGE OF THIS VAST RESERVOIR OF KNOWLEDGE BY COMMISSIONING A NEW COMPANY BROCHURE - COMPLETELY FREE OF CHARGE.

WHAT'S THE CATCH?

The only stipulation is that an article around your company or development attracts advertising support from suppliers, thereby providing an adequate amount of space within the magazine to enable us to reprint your article into a stand-alone brochure. The cost of designing and printing a company brochure can cause a severe dent in a company's advertising budget. To take advantage of our offer makes complete financial and marketing sense.

Construction Magazine is far more than just a monthly publication, though. Providing a wide range of integrated media vehicles, it is well positioned to capitalise on the continual evolution taking place within the construction industry.

IMPROVE YOUR SALES

This means that we can offer you a wide array of services, from web design through to public relations. Large and small companies alike regularly tell us that our focused approach helps them to make more money by improving sales volumes, organisational infrastructure, and market savvy.

Construction Magazine is dedicated to helping companies of any size and in any sector of the industry. Many of the industry's leading companies are already taking advantage of our services - shouldn't you?

SOME OF OUR CLIENTS

GEORGE WIMPEY HOMES
RILMAC GROUP OF COMPANIES
TICA/ACAD/IETA
MORGAN VINCI
PINWOOD
J HARRIS ASSEMBLERS
FAYERS PLUMBING AND
BUILDING SUPPLIES

BARRISOL
ROTO FRANK
MICHAEL J LONSDALE
KONE PLC
JEWSON
FES LIMITED
POGGENPOHL

AND YOU?

ANOTHER SATISFIED CUSTOMER

IMPORTANT, HIGH QUALITY, DELIGHTED, BEST, VERY IMPRESSED, GREAT, CAPTURES, HIGH STANDARD, INNOVATIVE, UNDERSTANDING, THOUGHT, CARE, NICE, PLEASURE, HAPPY, PROACTIVE, CUSTOMER FOCUSED, GOAL DIRECTED, WHERE PEOPLES' OPINIONS SPEAK FOR THEMSELVES.

"Construction Magazine's advert prices are very good. specifically the yearly offer. The team are very helpful and courteous, a pleasure to work with. Overall Construction Magazine is well put together and has a premium feel."

OLIVER J MORTON
DIRECTOR
DRY DOCK MILL

"We supply our own artwork to Construction Magazine but from what I've seen the creativity in the adverts and brochures is very good. And if we ever wanted to advertise we would contact Construction Magazine straight away."

NEIL WALKER
OJ ELECTRONICS

We recently had an editorial in the Construction Magazine, along with some brochures, produced and prepared with the support of our suppliers. We were very happy with the creativity of the design work and found the typeface used was a very modern style and the front cover graphics and images artistically presented. The contacts at Construction Magazine are brilliant especially the Commercial Manager Dennis Wilson. Overall the supplement produced was a great asset and an excellent literature tool to display at our exhibitions.

RACHEL
TICA-ACAD

Following recent publication of our company brochure, my overall opinion on it was good. It was eye catching and modern looking.

LYDIA VAUX
RSTA

The article we had in the Construction Magazine was an introduction for the ACDM and much appreciated by members and informed specifiers of our existence and goals. The editorial expanded the information we provided and in my opinion presented an excellent view of the ACDM. All of the contacts at Construction Magazine were most helpful.

PAUL CURTIS
ACDM



CONSTRUCTION MAGAZINE
FOOD & DRINK NEWS
PRODUCE NEWS

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