INNOVATIONS RESHAPING THE CONSTRUCTION INDUSTRY

construction TECHNOLOGY

2022 MEDIA INFORMATION

khl

construction TECHNOLOGY

One silver lining in the coronavirus cloud has been the accelerated digitalisation of the construction industry; something long overdue.

As construction professionals operated remotely during lockdown, many realised there is more than one way to progress a project. Remote operation is actually a good example to apply to the construction process, along with BIM, digital twins, robotics, project management software and a host of digital tools set to take the industry to unprecedented levels of productivity and efficiency.

As this digital transformation gathers pace, International Construction and Construction Europe have combined to create a brand aimed at demystifying advanced construction tech, informing readers about new innovations and basically getting quite excited about what's to come.

Andy Brown and **Mike Hayes**, Editors

WEBSITE

7,264

PAGE VIEWS/MONTH

AVERAGE (JULY 2021)
PUBLISHER'S OWN DATA

Google Analytics

SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

NEWSLETTER

20,197

FORTNIGHTLY DISTRIBUTION

AVERAGE (SEP 2021)
PUBLISHER'S OWN DATA

EDITORIAL REVIEW

140,231

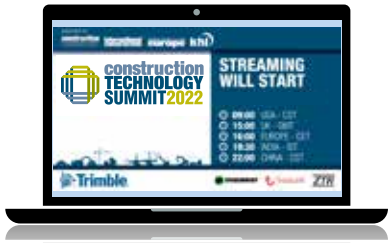
STANDALONE ISSUE

PUBLISHER'S OWN DATA

PRINTED AND DISTRIBUTED AT

bauma

VIRTUAL SUMMIT



2021 EVENT ATTRACTED:

1,359

REGISTRATIONS

98

COUNTRIES

PUBLISHER'S OWN DATA

CONSTRUCTION TECHNOLOGY'S AUDIENCE IN A SNAPSHOT...

TOP TEN JOB TITLES:

- Managing Director/Director
- Vice President
- President
- Manager
- CEO
- Engineer/Civil Engineer
- Project Manager
- Superintendent
- Commercial Director
- Chief Information Officer

TOP TEN COUNTRIES:

- United States
- United Kingdom
- Spain
- Germany
- India
- Italy
- France
- Turkey
- Australia
- Brazil

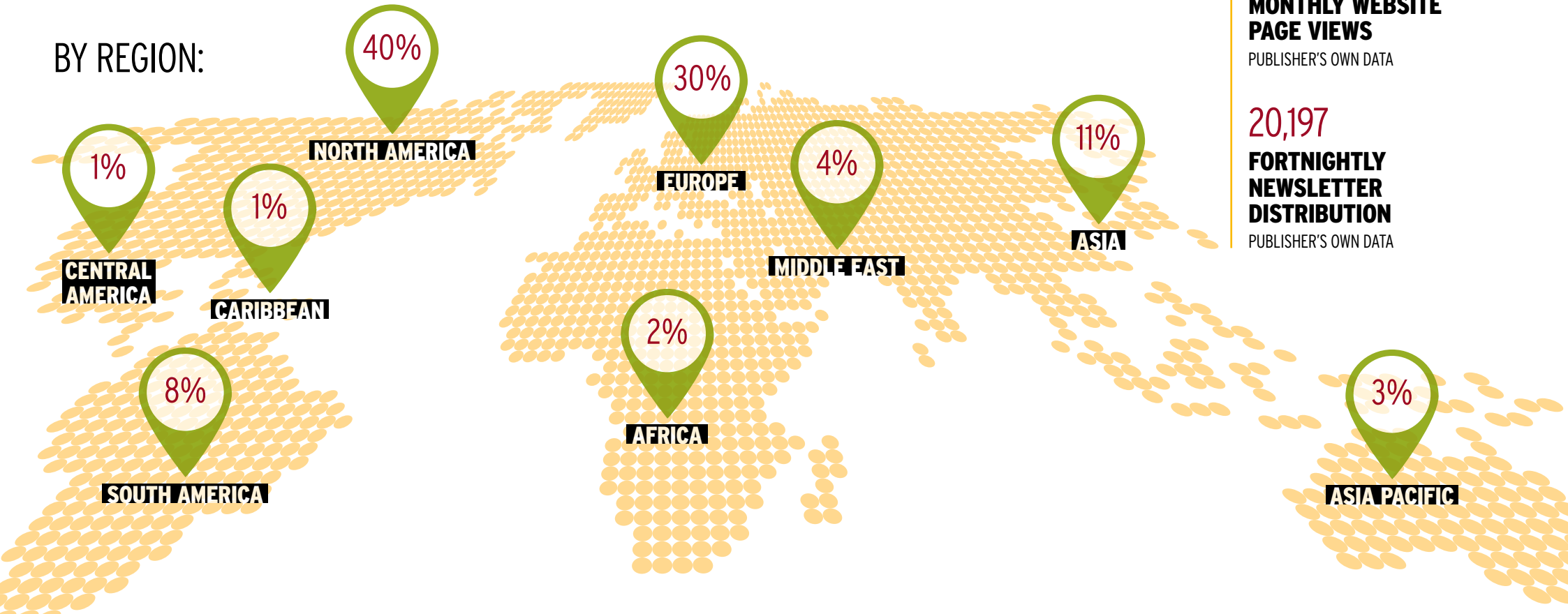
AUDIENCE

140,231
STANDALONE ISSUE
PUBLISHER'S OWN DATA

7,264
MONTHLY WEBSITE PAGE VIEWS
PUBLISHER'S OWN DATA

20,197
FORTNIGHTLY NEWSLETTER DISTRIBUTION
PUBLISHER'S OWN DATA

BY REGION:



Direct traffic from ConTech's website straight to yours

Measure your campaign's success

Promote your message for a month or more

WEBSITE

7,264

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SOLUS WALLPAPER

BRAND NEW for 2022, wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

Desktop: 1260 x 1500 pixels
1024px centre gap not visible

SPONSORED CONTENT

Demonstrate that you are a market leader and expert in your field by expanding on a key subject via a longer article or video. Run of site.
Learn more here

Headline: Max 40 characters including spaces

Standfirst: Max 250 characters including spaces

Button Text: Max 20 characters including spaces

Image: 3:2 ratio image

Article: Max 3000 characters including spaces, five JPEG or PNG images or a link to an article hosted on your website.

CLICK HERE FOR RATES AND MORE INFO

TOP BILLBOARD

High profile position to promote, brand, exhibition or product lines. Run of site

Desktop: 728 x 90 pixels
Tablet: 468 x 60 pixels
Mobile: 300 x 75 pixels

MPU 1 & MPU2

High profile position to promote, brand, exhibition or product lines. Run of site.

MPU3 and MPU4 slots also available.

Desktop, Tablet & Mobile: 300 x 250 pixels

IN-CONTENT LEADERBOARD

Prominent position within the main news stories. Promote your brand, new product or special offer. Run of site.

Desktop: 598 x 100 pixels
Tablet: 468 x 60 pixels
Mobile: 300 x 75 pixels

Reach an engaged audience of current and active tech buyers

Direct buyers straight to your chosen landing page

Align your brand with the latest news for our industry

NEWSLETTER

20,197

FORTNIGHTLY DISTRIBUTION

AVERAGE (SEP 2021)
PUBLISHER'S OWN DATA

Materials are due one week prior to mail date. Send all materials and links to: production@khl.com

SPONSORED CONTENT 1

SOLD ON MONTHLY BASIS

Highly prominent position to dominate newsletter with space to expand your message.

Headline: Max 60 characters including spaces

Standfirst: Max 400 characters including spaces

Button Text: Max 20 characters including spaces

Image: 570px width by 190px height high res image

Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

SPONSORED CONTENT 2

SOLD ON MONTHLY BASIS

Build brand awareness, promote a new product/service or drive downloads of a white paper.

Text: Max 308 characters including spaces

Button Text: Max 20 characters including spaces

Image: 3:2 ratio image high resolution image

Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

CLICK HERE FOR RATES AND MORE INFO

TOP BANNER

SOLD ON MONTHLY BASIS

Guaranteed top position for entire month.

Desktop, Tablet & Mobile: 570 x 200 pixels

SPONSOR BANNERS

SOLD ON MONTHLY BASIS

Branding opportunity, drive leads to your website.

Desktop, Tablet & Mobile: 570 x 100 pixels

BUTTON BANNERS

SOLD ON MONTHLY BASIS

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

INTRODUCING OUR FIRST CONTECH ANNUAL REVIEW. ALL OUR 2022 TECH FEATURES AND INTERVIEWS PACKAGED UP IN TO **ONE STANDALONE ISSUE**

CLICK HERE FOR RATES AND MORE INFO

AUDIENCE

NEW FOR 2022

140,231

KHL'S ENTIRE DIGITAL CIRCULATION

PUBLISHER'S OWN DATA

PLUS: PRINTED AND DISTRIBUTED AT

bauma

OFFICIAL SPONSOR

EXCLUSIVE OFFER FOR ONE ADVERTISER

- Logo on front cover
- Full page advertisement on inside front cover
- Three months ConTech newsletter banner
- eCast sent to all ConTech newsletter recipients

AD POSITIONS

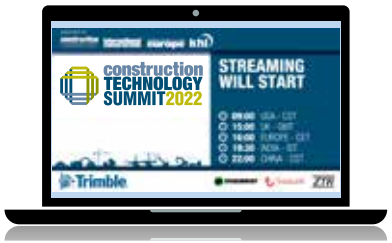
- Quarter, half and full page ads available
- Appear alongside premium tech content
- To appear in both print and digital issues
- Rich media/video links included in the digital version

40+ PAGES OF PURE TECH CONTENT

CONSTRUCTION TECHNOLOGY IS RESHAPING THE INDUSTRY

construction TECHNOLOGY SUMMIT2022

VIRTUAL SUMMIT



2021 EVENT ATTRACTED:

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COUNTRIES

During 2020-2021, KHL hosted a number of virtual events ranging from Webinars to mini online conferences, of which Construction Technology was one. Industry experts from Balfour, Caterpillar and Volvo presented over two hours speaking on subjects from machine control to robotics. This online conference attracted over 1,350 registrations with an online attendance of 490 and high post viewing figures.

Contractors traditionally have been hesitant to implement new technologies into their business, but with the fear of being left behind, many are now asking what's next in this industry, which areas are worth investing in for the future, pushing themselves to learn new skills within this arena. Construction Technology remains a key topic for discussion and generates a healthy interest for attendees with a thirst for knowledge, the Construction Technology brand delivers the answers to an engaged audience.

SPONSOR BENEFITS

- Host videos, documents and brochures on virtual stand
- Interact with attendees using chat function
- Receive list of contact details for all attendees

	HEADLINE	GOLD	SILVER	VIDEO BREAK	SUPPORTER PLUS	SUPPORTER
Attendee list (according to GDPR rules)	✔	✔	✔	✔	✔	
Banner on C-Tech, ICON and CE e-newsletters (1 month)	✔ 570 X 100PX	✔ 570 X 100PX	✔ 150 X 150PX	✔ 570 X 100PX	✔ 150 X 150PX	✔ 150 X 150PX
Virtual Stand	✔ PROMINENT	✔ PROMINENT	✔	✔ PROMINENT	✔	✔
Brochures to download on virtual stand	✔ UNLIMITED	✔ UNLIMITED	✔ 2	✔ 3	✔ 1	✔ 1
Logo on holding slide on screen during event	✔	✔	✔	✔		
Slider banner during event (logo)	✔	✔	✔	✔	✔	✔
Virtual stand video	✔ UNLIMITED	✔ x3	✔ x1	✔ x1		
Video played during break within the event				✔		
Round table discussion - solus logo branding	✔					

DON'T MISS THESE TECH OPPORTUNITIES WITHIN OUR GENERAL CONSTRUCTION TITLES

With tech features in every issue and an interested & engaged audience of construction buyers, you can maximise your brand exposure by extending your reach across CE & ICON.

CONTACT FOR MORE INFORMATION AND PRICING

CONSTRUCTION europe

15,760
CIRCULATION
PUBLISHER'S OWN DATA

8
ISSUES PER YEAR

international construction

25,724
CIRCULATION
PUBLISHER'S OWN DATA

9
ISSUES PER YEAR

EDITORIAL FEATURES TO LOOK FORWARD TO IN 2022

Appearing in both CE & ICON:

- Autonomy & robotics
- Next generation surveying tech
- New power options
- The software revolution
- R&D Insights
- Wearable technology
- The BIM/ Digital twin debate
- Construction & 5g connectivity

CONSTRUCTION TECH STRIPS

LIMITED TO 1 SPONSOR PER ISSUE

- Advertising strip runs along bottom of our tech content in either CE or ICON
- One advertiser per issue, sold separately for CE & ICON
- Dominate our tech editorial with branding on both pages

OTHER OPTIONS

- Quarter, half & full page ad positions available
- Dedicated weekly newsletters:
  Construction Europe Newsletter
  World Construction Week
- Websites updated daily:
  Construction Europe
  International Construction

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construction TECHNOLOGY

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