

CONSTRUCTION **europa**

SERVING THE WORLD'S LARGEST
CONSTRUCTION MARKET



MEMBERS OF:

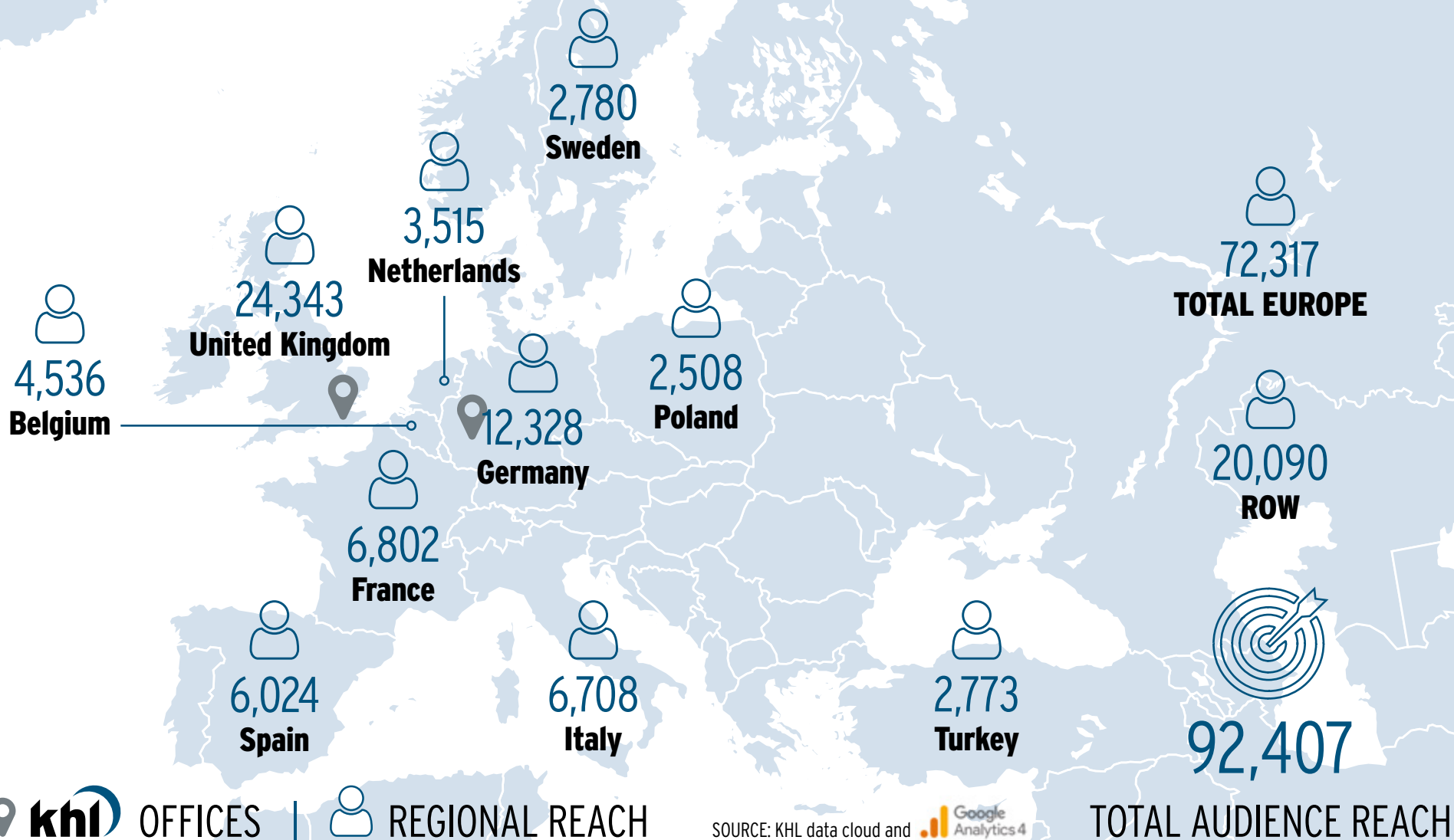
AEM

CEA
CONSTRUCTION EQUIPMENT ASSOCIATION

CEE
COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT

20
24
MEDIA
INFORMATION

A SINGLE ROUTE TO THE GLOBAL MARKET





CONSTRUCTION europe

SERVING THE WORLD'S LARGEST
CONSTRUCTION MARKET SINCE 1989

MAGAZINE

15,163
CIRCULATION

6
ISSUES
PER YEAR

WEBSITE*

102,796
PAGE VIEWS/MONTH

60,541
UNIQUE VISITORS

2:32
SESSION TIME

SOURCING GUIDE

5,374
PAGE VIEWS/MONTH

NEWSLETTERS

CONSTRUCTION
europe Newsletter
The latest news from the biggest single construction market in the world

14,448
WEEKLY DISTRIBUTION

Construction **BRIEFING**
GLOBAL CONSTRUCTION INSIGHT - EVERY DAY

26,349
DAILY DISTRIBUTION

KHLS
IntermatNews
SHOW DAILY: The latest news and views from the Intermat exhibition in Paris, France

60,536
DISTRIBUTION

EVENT



MARCH 18 & 19 2024
AT&T CONFERENCE CENTER,
AUSTIN, TEXAS, US

SOCIAL MEDIA

-  Construction Europe
-  @construction europemag
-  @KHLConstruction
-  Construction Europe

 If your company operates internationally, request a media pack from our sister publication, **International Construction**, to see further advertising opportunities

* From 2024 the websites of Construction Europe, International Construction and Construction Technology will merge into one site: constructionbriefing.com. This combined number will offer our advertisers increased visibility with our online audience of equipment buyers.

BY BUSINESS TYPE

74.4%	Contractor
9.1%	Equipment Rental
5.0%	Consulting Engineer/Architect/ Quantity Surveying
4.9%	Manufacturer
2.3%	Distributor/Agent/Equipment Sales
1.0%	Mining/Quarrying/Aggregate Production
3.3%	Other (Energy/Petrochemical, Utilities, End Users, Authority/Government, Association/Education, Finance/ Regulator, Insurance, Training)

BY COUNTRY/REGION

20.9%	Germany
19.6%	United Kingdom
10.7%	France
10.1%	Spain
9.2%	Italy
5.7%	Sweden
4.9%	Poland
18.9%	Rest of Europe

READER PROFILE

Signet Research Inc. conducted an independent survey of CE's readership. One question asked was *'are you involved in the purchase of these construction products/services'*

33%	Wheeled Loaders	15%	Engines
31%	Excavators	15%	Surveying
27%	Construction Technology/ Software	15%	Demolition & Recycling
25%	Bulldozers	13%	Skid Steer Loaders
21%	On-Site Equipment	13%	Road Building
19%	Haulers	13%	BIM
19%	Trucks	13%	After Market/ Components
19%	Mining Equipment	10%	Machine Control
17%	Attachments	8%	Falsework & Formwork
17%	Access/Telehandlers	4%	Telematics

79% Involved In One or More: *Multiple responses permitted*

**CONSTRUCTION EUROPE REACHES
BUYERS OF CONSTRUCTION EQUIPMENT**

Construction BRIEFING

GLOBAL CONSTRUCTION INSIGHT - EVERY DAY

WHAT'S INCLUDED?

YOUR COMPANY CONTENT

As a daily partner in the **Construction Briefing** your sponsored content or banner will feature prominently around the main story. All readers will be able to click-through from your content to the web page of your choice.

OPTION 1 SPONSOR BANNER ONLY US\$975 | €850 | £700

Guaranteed minimum number of impressions: 5,000 per day

Banner: 570 pixels width by 100 pixels height plus a url click through link

OPTION 2 SPONSORED CONTENT ONLY US\$2,100 | €1,800 | £1,500

Guaranteed minimum number of impressions: 5,000 per day

Body copy including headline: 550 characters including spaces

Call to action: 100 characters including spaces

Company logo

OPTION 3 SPONSOR BANNER AND CONTENT

US\$2,950 | €2,525 | £2,100

**GUARANTEED
MINIMUM
NUMBER OF
IMPRESSIONS
5,000
PER DAY**

BRIEFING STATISTICS

26,349

OPT-IN READERS PER DAY

20.44%
OPEN RATE

3.46%
CLICK RATE

16.94%
CLICK THROUGH RATE

Construction BRIEFING
GLOBAL CONSTRUCTION INSIGHT - EVERY DAY

31 January 2024

Leica CON ICR80

The rise of sustainable high-rise buildings

Neil Gerrard

Tall buildings pose a unique challenge to sustainability because they offer both positive and negative environmental impacts. In the plus column, they can reduce urban sprawl and promote alternative transportation. But on the downside, the carbon emissions involved in producing the materials to construction these buildings can be high. Tall buildings have typically been constructed using steel or concrete, but what if there was an alternative that could boost the positive impact of the high-rise? That's the question Catlin Jones explores in today's Construction Briefing, looking specifically at the sustainability benefits of building high-rise buildings with timber.

Read more about the rise of high-rise sustainable buildings.

Got a comment on today's Construction Briefing? Contact editor Neil Gerrard

From Our Partners

Cummins Fuel-Agnostic Engine Delivers Low-To-Zero Carbon Fuel Capability

Throughout its 100-year history, Cummins has driven advancements in power solution technology. The results of multiple developments can be seen in the wide-ranging portfolio of Cummins products, from advanced diesel engines to hydrogen fuel cells, available for a massive variety of applications. Cummins' latest fuel-agnostic 15-liter engine platform with hydrogen, natural gas and advanced diesel engines offers low-to-zero carbon fuel capability. It's designed to do one thing - accelerate the decarbonisation of heavy-duty applications.

3,200 tonne TBM delivered to France-Italy rail tunnel project

Into the woods: The rise of sustainable high-rise buildings

BEEN FORWARDED THIS EMAIL?
Click here to subscribe

NEW FOR 2024

Options 2 and 3 will benefit from additional exposure on the **Construction Briefing** website.

Construction BRIEFING international construction europe construction technology

NEWS - WEIGHT - MAGAZINE - TECHNOLOGY - EQUIPMENT - SUSTAINABILITY - MARKETING SERVICES

Into the woods: The rise of sustainable high-rise buildings

Catlin Jones
Deputy Editor, International Construction & Construction Europe

30 January 2024
48 6 min read

Tall buildings pose a unique challenge to sustainability because they offer both positive and negative environmental impacts. Positive impacts include reducing urban sprawl, promoting alternative transportation, and allowing efficient energy use on a district scale, but these benefits come at the cost of emitting more carbon dioxide to produce the required materials and to construct the building. A tall building's embodied carbon footprint is significantly higher than low-rise buildings on a per-square-foot basis. This is because the structure is usually responsible for the majority of a building's embodied carbon footprint, and tall buildings require more structure to support their height. Tall buildings have typically been constructed using steel or concrete, but what if there was an alternative that could boost the positive impact of the high-rise? Architecture and engineering firm Skidmore, Owings & Merrill and researchers from Oregon State University recently launched a research project investigating the performance characteristics of a hybrid wood and concrete structural floor system that may offer the industry a traditional flat plate construction alternative.

Regenerative high-rise by Haptic and Ramboll (Photo: Forbes Media Studio)

From Our Partners

Cummins Fuel-Agnostic Engine Delivers Low-To-Zero Carbon Fuel Capability

Throughout its 100-year history, Cummins has driven advancements in power solution technology. The results of multiple developments can be seen in the wide-ranging portfolio of Cummins products, from advanced diesel engines to hydrogen fuel cells, available for a massive variety of applications. Cummins' latest fuel-agnostic 15-liter engine platform with hydrogen, natural gas and advanced diesel engines offers low-to-zero carbon fuel capability. It's designed to do one thing - accelerate the decarbonisation of heavy-duty applications. buildings that are as sustainable as possible while remaining cost competitive with contemporary building techniques.

COMPOSITES IN BUILDING & INFRASTRUCTURE

Construction BRIEFING
GLOBAL CONSTRUCTION INSIGHT - EVERY DAY

SUBSCRIBE TODAY

THE ONLY INDUSTRY BULLETIN PROVIDING A TRULY GLOBAL PERSPECTIVE

THE SPECIALISTS IN GLOBAL CONSTRUCTION EQUIPMENT RESEARCH

POWERED BY

international
construction

CONSTRUCTION
europe

construction
TECHNOLOGY

NEWSLETTER

14,448

WEEKLY DISTRIBUTION

31.1%
OPEN RATE

13.8%
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

TOP BANNER: 0.96%

SPONSORED CONTENT 1: 4.06%

SPONSORED CONTENT 2: 0.27%

BANNER: 0.27%

BUTTON: 0.97%

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

TOP 10 COUNTRIES

- 1 UNITED KINGDOM
- 2 GERMANY
- 3 SPAIN
- 4 ITALY
- 5 NETHERLANDS

- 6 FRANCE
- 7 TURKEY
- 8 SWEDEN
- 9 BELGIUM
- 10 POLAND

TOP BANNER

Limited to 1 advertiser per month

Banner: 570px width by 200px height

€ 4,290 \$ 5,150

SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

€ 3,465 \$ 4,160

CONSTRUCTION europa Newsletter
The latest news from the biggest single construction market in the world

Top story
Construction at Expo 2020 Dubai
Jacobs Mace is official programme delivery management provider for six month-long show...

An engine for all your needs Perkins

Australia budgets US\$4.3 billion for Metro
NSW Government says it will keep promise to deliver landmark construction of Sydney Metro West...

CAT
CAT® GRADE: LESS REWORK. MORE REWARD.
The benefits of built-in technology
A surprising amount of easy-to-use operator assistance technology is being built into the latest construction equipment and it can really make a difference

Vinci focuses on 3D printing
A subsidiary of Vinci has launched a 3D printing company...

Leica ICON ICR80

Huge interchange project to feature at WDS
Simon Hebert, civils work manager of Deisan-ATM, to discuss challenges of Turcot demolition...

HYBRID H-BOX
HIMOLSA
The highest lighting footprint of the market thanks to cleaning system
HB0X+ HYBRID, new HIMOLSA lighting tower
Reduce emissions, noise and operating costs with HIMOLSA's new lighting tower, which combines a battery and diesel engine (Stage V) system

Alseas lifts 25,000 tonne platform
25,000 tonne Brent Bravo oil and gas field platform topside lifted by Alsea's Pioneering Spirit...

Your visions succeed

CONFERENCE AND AWARDS
SEPTEMBER 30, 2019
LONDON, U.K.

SPONSORED CONTENT 1

Limited to 1 advertiser per week

Headline: Max 45 characters including spaces
Standfirst: Max 140 characters including spaces
Newsletter Image: 570px width by 190px height image
Article: Max 3000 characters including spaces, five images or a link to an article hosted on your website

€ 3,290 \$ 3,950

SPONSORED CONTENT 2

Limited to 1 advertiser per week

Headline: Max 45 characters including spaces
Standfirst: Max 140 characters including spaces
Newsletter Image: 570px width by 190px height image
Article: Max 3000 characters including spaces, five images or a link to an article hosted on your website

€ 1,860 \$ 2,240

BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

€ 1,725 \$ 2,070

NEWSLETTER

60,536
DISTRIBUTION

363,215
COMBINED VIEWS

6
NEWSLETTERS

3 X CAMPAIGNS PRE-SHOW

2 X CAMPAIGNS DURING THE
SHOW

1 X REVIEW POST SHOW



SPONSORED CONTENT

Limited to 1 advertiser

Headline: Max 45 characters including spaces

Standfirst: Max 140 characters including spaces

Newsletter Image: 570px width by 190px height image

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

€ 14,000 \$ 15,500

IntermatNews
SHOW DAILY: The latest news and views from the Intermat exhibition in Paris, France

Top story
Construction at Expo 2020 Dubai
Jacobs Mace is official programme delivery management provider for six month-long show...

An engine for all your needs Perkins

Australia budgets US\$4.3 billion for Metro
NSW Government says it will keep promise to deliver landmark construction of Sydney Metro West...

CAT GRADE-LESS REWORK. MORE REWARD.
The benefits of built-in technology
A surprising amount of easy-to-use operator assistance technology is being built into the latest construction equipment and it can really make a difference

Vinci focuses on 3D printing
A subsidiary of Vinci has launched a 3D printing company...

Leica iCON iCR80

Bauer trench cutter reaches 228m
FalCon project sees Bauer BC 80 cutter reach record depth in search of diamonds in Kimberlie fields...

Europe the leader in robot tech
Construction companies in Europe lead the world with an average of 1.2 robots per 10,000 workers...

LET'S DARE TOGETHER Haulotte

Vinci focuses on 3D printing
A subsidiary of Vinci has launched a 3D printing company...

Your visions succeed

CONFERENCE AND AWARDS
SEPTEMBER 20, 2019
LOUISVILLE, USA

Demolition and recycling news
Europe the leader in robot tech

TOP BANNER

Limited to 1 advertiser

Banner: 570px width by 200px height

€ 11,000 \$ 12,000

SPONSOR BANNERS

Limited to 4 advertisers

Banner: 570px width by 100px height

€ 9,250 \$ 10,200

BUTTON BANNERS

Limited to 3 advertisers

Banner: 150px width by 150px height

€ 3,600 \$ 4,000

CONSTRUCTION WEBSITE

WEBSITE

102,796
PAGE VIEWS/MONTH

60,541
UNIQUE VISITORS

2:32
SESSION TIME

 Google Analytics
SOURCE: GOOGLE ANALYTICS

PLEASE NOTE:

All advertising positions can be shared with two other companies

* From 2024 the websites of Construction Europe, International Construction and Construction Technology will merge into one site: constructionbriefing.com. This combined number will offer our advertisers increased visibility with our online audience of equipment buyers.

TOP 10 COUNTRIES

- 1 UNITED STATES
- 2 UNITED KINGDOM
- 3 INDIA
- 4 GERMANY
- 5 FRANCE

NEW FOR
2024
GEOTARGETING
AVAILABLE

WALLPAPER

Desktop wallpaper: 1260px width by 1500px height with 1024px centre gap not visible
Visible area: On most monitors 118px by 700px either side of centre gap

€ 3,650 \$ 4,380

IN-CONTENT LEADERBOARD

Desktop: 598px width by 100px height
Mobile: 468px width by 60px height
Tablet: 300px width by 75px height

€ 2,265 \$ 2,720



TOP BILLBOARD

Desktop: 728px width by 90px height
Mobile: 468px width by 60px height
Tablet: 300px width by 75px height

€ 4,650 \$ 5,580

MPUs

Banner: 300px width by 250px height

MPU1

€ 3,270 \$ 3,925

MPU2

€ 2,800 \$ 3,360

MPU3

€ 1,970 \$ 2,360

MPU4

€ 1,420 \$ 1,700

SPONSORED CONTENT

Headline: Max 90 characters including spaces

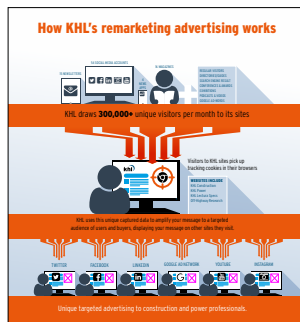
Standfirst: Max 190 characters including spaces

Website 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

€ 5,755 \$ 6,900

REMARKETING & PROGRAMMATIC



Amplify your message and engage with a targeted audience that is interested in your products and services.

BASE COST € 7,000 \$ 7,500

Includes project setup, brand safety, 250,000 impressions and optimization.

ADDITIONAL IMPRESSIONS € 2,700 \$ 3,000

Per 250,000 impressions.

RESEARCH PROJECTS & WHITE PAPER



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Price on application

EMAIL AND NEWSLETTER MARKETING



Construction Europe has a database of approx. **29,109** active decision makers. Rent this list to drive leads, promote your event, increase sales. Please allow a 15% reduction to accommodate data permissions.

Prices start at € 750 \$ 900 per 1,000

WEBINARS AND EVENTS



Use KHL's events and content studio to deliver high quality events that generate brand awareness, showcase thought leadership and consistently drive sales leads.

Prices start at € 6,000 \$ 6,500

JAN-FEB

PREVIEWS



CONTECH FOCUS:

Surveying technology - latest products and software

Drilling and foundations: the latest rigs and tech

Earthmoving: compact equipment and urban construction

Tackling the growing skills shortage

Equipment news pages

BONUS DISTRIBUTION:

✔ Intermat ✔ Construction Technology Summit

MARCH-APRIL

SHOW GUIDE



CONTECH FOCUS:

Machine control and automation

MEGA-PROJECTS: challenging airport builds

Road construction: the latest machines and technology

Concrete equipment

Equipment news pages

BONUS DISTRIBUTION:

✔ Intermat ✔ GIC

MAY-JUNE

SHOW GUIDE



CONTECH FOCUS:

The rise of construction robotics

Falsework & formwork

Engines: the world's cleanest diesels

What do you want from a modern excavator?

Equipment news pages

BONUS DISTRIBUTION:

✔ Hillhead

JULY-AUGUST

SHOW GUIDE



CONTECH FOCUS:

How construction can make the most of BIM

MEGA-PROJECTS: a deep dive into tunnelling

Hydraulic attachments

Quarrying equipment

Equipment news pages

Each issue of Construction Europe will include exclusive topical features such as the skills shortage, digital construction technology, in-depth site reports, contract updates and industry interviews.

SEPTEMBER-OCTOBER

MARKET INTELLIGENCE:

CE100

CONTECH FOCUS:

The alternative power driving construction

Road construction: sustainable methods and materials

Measuring and reducing on-site emissions

CE100

MMC: adapting to Modern Methods of Construction

Equipment news pages

BONUS DISTRIBUTION:

✔ World Demolition Summit

NOVEMBER-DECEMBER

CONTECH FOCUS:

Construction 2030: how might tech change the industry?

MEGA-PROJECTS: building Europe's biggest bridges

Earthmoving: heavy haulers, loaders and excavators

Tower Cranes & high rise construction

Concrete: sustainable methods and materials

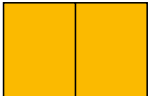







Equipment news pages

EDITORIAL SUBMISSIONS

Editorial should be submitted no later than the 5th of the preceding month. For further details, or to submit material suitable for publication, please contact **Mike Hayes:** mike.hayes@khl.com | +44 (0)1892 786234

€ EURO

\$ US\$

		NUMBER OF INSERTIONS		NUMBER OF INSERTIONS	
		3	6	3	6
DOUBLE PAGE SPREAD 400mm W x 273mm H (15.75in W x 10.75in H)		€14,000	€12,750	\$16,800	\$15,300
FULL PAGE 200mm W x 273mm H (7.875in W x 10.75in H)		€7,800	€7,090	\$9,350	\$8,500
HALF PAGE ISLAND 118mm W x 168mm H (4.625in W x 6.625in H)		€5,360	€4,960	\$6,430	\$5,950
HALF PAGE VERTICAL 86mm W x 251mm H (3.375in W x 9.875in H)		€4,780	€4,430	\$5,730	\$5,300
HALF PAGE HORIZONTAL 180mm W x 118mm H (7.062in W x 4.625in H)		€4,780	€4,430	\$5,730	\$5,300
THIRD PAGE VERTICAL 57mm W x 251mm H (2.250in W x 9.875in H)		€4,300	€4,000	\$5,160	\$4,800
THIRD PAGE HORIZONTAL 180mm W x 80mm H (7.062in W x 3.125in H)		€4,300	€4,000	\$5,160	\$4,800
QUARTER PAGE 86mm W x 118mm H (3.375in W x 4.625in H)		€2,950	€2,740	\$3,530	\$3,300
OUTSIDE FRONT COVER (DIGITAL ONLY)		€4,430	€3,940	\$5,300	\$4,730

30% surcharge for cover positions (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

BLEED SIZE

- Please add 3mm (0.125in) bleed to all edges of full page and DPS ad sizes.

COLOUR

- CMYK only - do not use RGB or spot colour.

BONUS DIGITAL ISSUE

- All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

RICH MEDIA

- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the International Construction App. Please talk to your local sales contact.



AT&T CONFERENCE CENTRE,
AUSTIN, TEXAS, USA
18 & 19 MARCH 2024

CLICK HERE
FOR
SPONSORSHIP
OPPORTUNITIES

WHY SPONSOR

SPONSORS WILL BENEFIT FROM THE
FANTASTIC OPPORTUNITY TO:

BUILD NEW AND EXISTING RELATIONSHIPS

- Network with current and future buyers
- Educate your audience with expert conversations
- Collect quality leads for your sales teams

INCREASE BRAND RECOGNITION

Your logo will appear on pre and post event marketing, including a presence on the event website, email campaigns, magazine adverts and post event video, as well as promotion via social media.

REACH THE DECISION MAKERS

The Summit is designed for an audience of key industry personnel focused on implementing digital construction in the real world. We'll be reaching CTOs, CIOs, Heads of Innovation, R&D, data and digitalisation and BIM focused engineers, investors, developers, consultants, contractors, and digital technology buyers from the world's leading contractors.

ACCORDING TO RECENT RESEARCH FROM KHL...

47%

of our newsletter audience are **looking to invest** in new tech this year.

EDUCATE

Initial cost and being **unsure of return on investment** are the most common things holding buyers back from investing.

65%

of our newsletter audience said technology is **high** or **very high** on their company's agenda currently.



Show buyers why
they should choose
your tech.



Educate a captive
audience and
promote as a
thought leader.



Meet buyers who
are ready to learn
more and invest.





Partner with a team of expert journalists, designers, and marketers to create compelling content tailored to your audience's interests.

For more than 30 years, industry decision-makers have come to KHL's market-leading brands to access information necessary for running their businesses. You can leverage this vast knowledge to create content that resonates with your audience. We understand industry buyers' mindsets and can ignite their passion through compelling storytelling via multiple channels.

The network of communication channels includes websites, newsletters, daily briefings, social media, magazines, and events.

With a half a million audience at our fingertips, we know exactly what makes buyers and users tick. We amplify your message and position you at the center of the industry. Through the latest AI technology we connect you with the audiences that matter the most to you at a time that is relevant to them.

CONTENT FUELLED BY EXPERTISE

CONTENT MENU

ADVERTORIALS

BLOGS

BROCHURES

COMMERCIAL FEATURES

EVENT HOSTING

INTERVIEWS (Q&AS)

PRESS RELEASES

PODCASTS

PRODUCT LAUNCHES

SPONSORED CONTENT

THOUGHT LEADERSHIP

WEBINAR TRANSCRIPTS

WHITE PAPERS

TAILORED CONTENT | TAILORED AUDIENCE

For more information contact **contentstudio@khl.com**
or your local sales representative

THE CONSTRUCTION SOURCING GUIDE

NOW HOSTED ONLINE, THE CONSTRUCTION SOURCING GUIDE IS THE ULTIMATE NEW MACHINERY GUIDE FOR THE WORLD'S CONSTRUCTION INDUSTRY

SOURCING GUIDE

5,374
PAGE VIEWS/MONTH

Easy to use search function is split into the following categories:

- Compaction & Roadbuilding
- Loaders
- Compressors
- Pumps
- Excavators
- Haulers
- Graders & Dozers

ADVERTISING OPPORTUNITIES:

TOP BILLBOARD

Available for one advertiser only, benefit from your banner in the most prominent position on the website. Run of site.

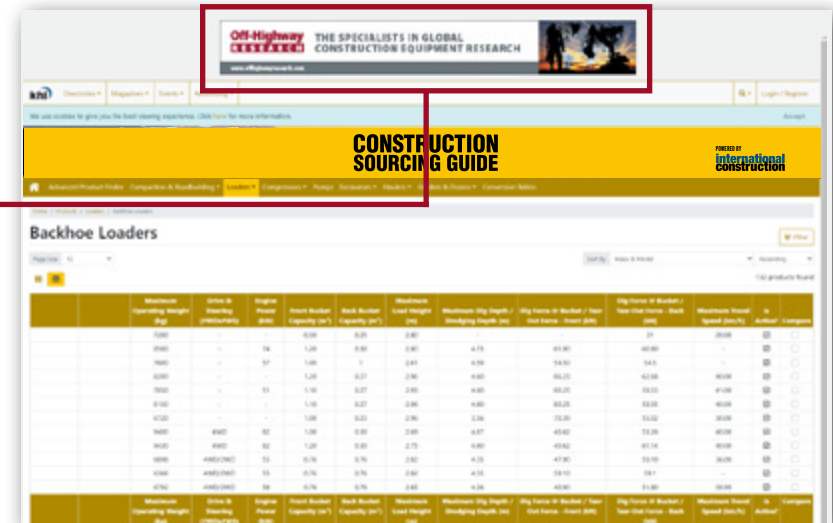
ADVERTISE FROM € 1,950 \$ 2,340 PER MONTH

BECOME A SOURCING GUIDE SPONSOR

Drive brand recognition and benefit from your logo on every page of the site.

SPONSOR FROM € 1,125 \$ 1,350 PER MONTH

www.constructionsourcingguide.media



PLACE YOUR MESSAGE IN FRONT OF KEY BUYERS WHO ARE CURRENTLY SOURCING NEW EQUIPMENT

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