

PROJECTS AND INNOVATIONS RESHAPING
THE CONSTRUCTION INDUSTRY

construction TECHNOLOGY



www.khl.com

 KHL Construction Technology News

www.constructionbriefing.com

20
24
MEDIA
INFORMATION

THE BRAND

construction TECHNOLOGY

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

WEBSITE*

102,796
PAGE VIEWS/MONTH

60,541
UNIQUE VISITORS

2:32
SESSION TIME

NEWSLETTERS

**construction
TECHNOLOGY NEWS**
BROUGHT TO YOU BY INTERNATIONAL CONSTRUCTION & CONSTRUCTION EUROPE

21,854
FORTNIGHTLY DISTRIBUTION

Construction BRIEFING
GLOBAL CONSTRUCTION INSIGHT - EVERY DAY

26,349
DAILY DISTRIBUTION

EDITORIAL REVIEW

SENT TO KHL'S ENTIRE
DIGITAL CIRCULATION

270,262

SUMMIT



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

CIRCULATION OF AUDIENCE BY REGION



TOP TEN JOB TITLES

CEO/MANAGING DIRECTOR/
DIRECTOR/OWNER
PRESIDENT/VICE PRESIDENT
ENGINEER/CIVIL ENGINEER
SITE & PROJECT MANAGERS
CTO
CIO
BUSINESS DEVELOPMENT
ARCHITECTS
HEAD OF DIGITAL
BIM MANAGERS & PLANNERS

NEWSLETTER

21,854
FORTNIGHTLY
DISTRIBUTION

27.0%
OPEN RATE

10.6%
CLICK THROUGH RATE

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

TOP BANNER

Limited to 1 advertiser per month

Banner: 570px width by 200px height

€ 2,475 \$ 2,970

SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

€ 2,250 \$ 2,700

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

€ 2,740 \$ 3,290

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

€ 2,395 \$ 2,875

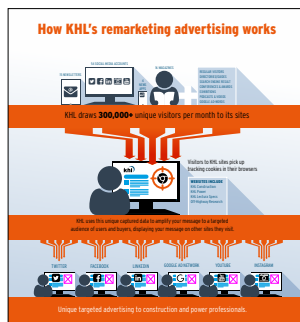
BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

€ 1,115 \$ 1,340

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 Technology has a database of approx. **23,731** 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

40+ PAGES OF TARGETED TECHNOLOGY CONTENT, DISTRIBUTED TO
ALL LEVELS OF BUSINESS PROFESSIONALS TO EDUCATE AND INFORM

EDITORIAL REVIEW

SENT TO KHL'S ENTIRE
DIGITAL CIRCULATION

270,262

PRINTED AND
DISTRIBUTED AT



For more information,
or to advertise, please
contact **Eleanor Shefford**
eleanor.shefford@khl.com
+44 (0)1892 786236

AD POSITIONS

Quarter, half and full page
adverts available

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



FEATURES*

Surveying technology
- latest products and
software

Machine control and
automation

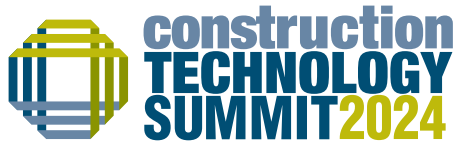
The rise of construction
robotics

How construction can
make the most of BIM

The alternative power
driving construction

Construction 2030: how
might tech change the
industry?

**Originally published in
Construction Europe and
International Construction*



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.



CONSTRUCTION WEBSITE

WEBSITE

102,796
PAGE VIEWS/MONTH

60,541
UNIQUE VISITORS

2:32
SESSION TIME



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

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

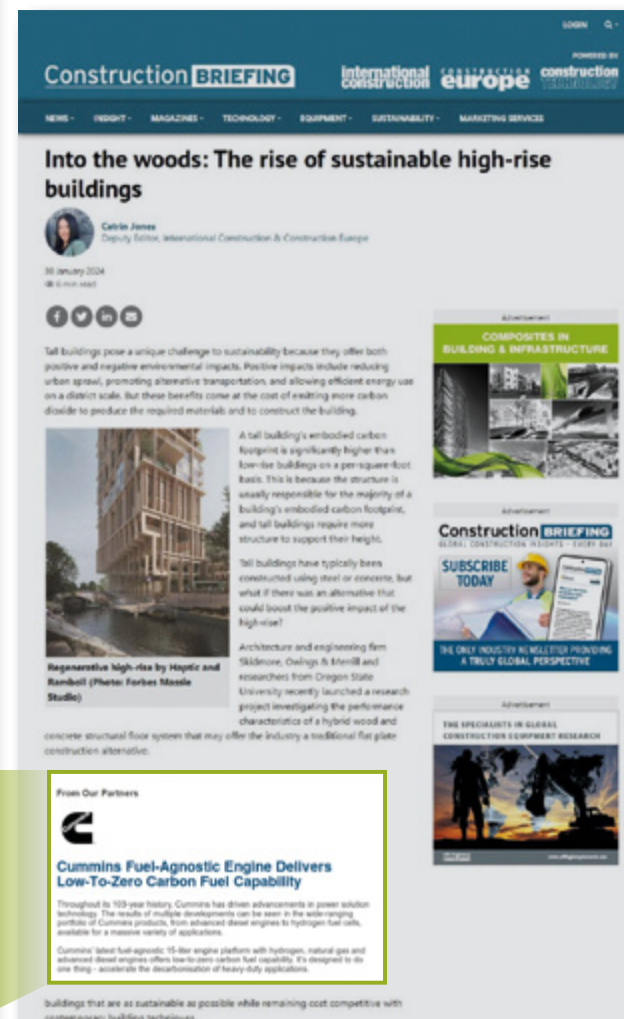
3.46%
CLICK RATE

16.94%
CLICK THROUGH RATE



NEW FOR 2024

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



POWERED BY

**international
construction**

**CONSTRUCTION
europe**

**construction
TECHNOLOGY**



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

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construction TECHNOLOGY

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