

## SERVING THE WORLD'S LARGEST CONSTRUCTION MARKET



**MEMBERS OF:** 

AEM

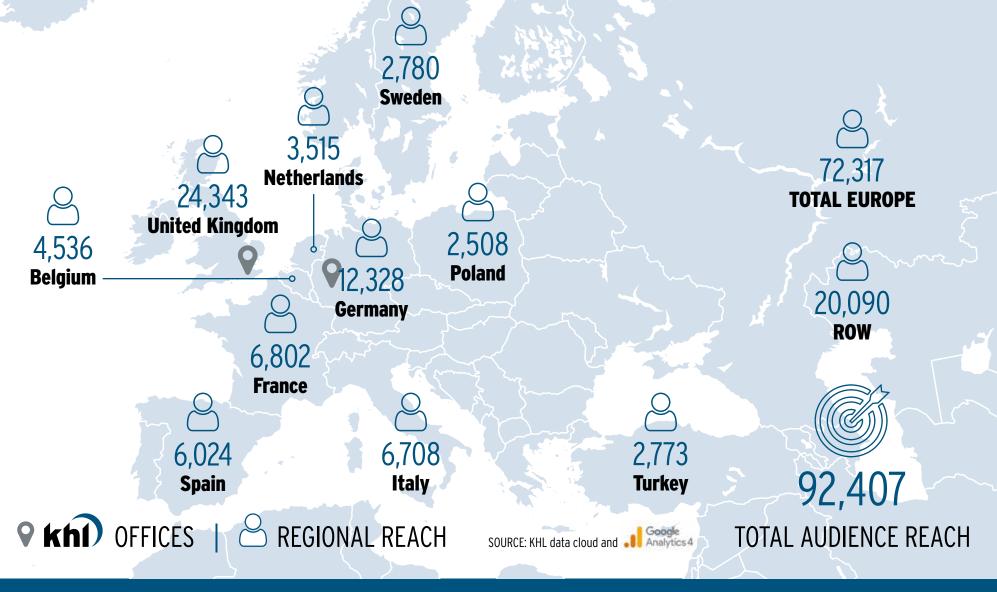
www.constructionbriefing.com

MEDIA STATION

www.khl.com



## A SINGLE ROUTE TO THE GLOBAL MARKET



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

## CONSTRUCTION SERVING THE WORLD'S LARGEST ope

WEBSITE\*

102,796

**PAGE VIEWS/MONTH** 

60,541

**UNIQUE VISITORS** 

2:32

**SESSION TIME** 

5,374

**PAGE VIEWS/MONTH** 

**CONSTRUCTION MARKET SINCE 1989 NEWSLETTERS** 

**europe**Newsletter The latest news from the biogest single construction market in the world

> 14,448 **WEEKLY DISTRIBUTION**

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

26,349 **DAILY DISTRIBUTION** 



**EVENT** 



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

## SOCIAL MEDIA



\* 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.

# **europe** Audience

## 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	15%	Demolition & Recycling
250/	Technology/ Software	13%	Skid Steer Loaders
25%	Bulldozers	13%	Road Building
21%	On-Site Equipment	13%	BIM
19%	Haulers	13%	
19%	Trucks	IJ 70	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

# **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

GUARANTEE

MINIMUM

NUMBER OF

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

## **BRIEFING STATISTICS**

## 26,349 **OPT-IN READERS PER DAY**

20.44% 3.46% 16.94% **CLICK THROUGH RATE CLICK RATE OPEN RATE** 

Construction BRIEFING GLOBAL CONSTRUCTION INSIGHT - EVERY DAY





#### The rise of sustainable high-rise buildings

#### Neil Gerrard

fail buildings pose a unique challenge to sustainability because they offer both positive and negative environmental impacts

In the class ockame. Pwy can reduce urban scrawl and promptle alternative transportation

But on the downalde, the carbon emissions involved in producing the materials to construction these buildings can be high

Tail 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 guestion Catrin Jones explores in today's Coeldruction Briefling. 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 Brafing? Contact editor Nell Gerrard

#### From Our Partners

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

Throughout its 195 year history. Currents has driver advancements in power solution incheology. The results of multiple developments can be seen in the web-ranging portfaire of Currentes products, from advanced driver angines to typinopen fue calls, valiable for a massive variety of applications.

Cantaning latest beit-agricula 15-bler engliss platters with typhogen, natural gas and advanced desire inspires affers toxin-to-more calibon flast capatility. It's designed to die one thing - accorrectly the descriptioniation of heavy-disk papedations.

#### 3 200 tonne TBM delivered to France-Italy rail turnel project

into the woods. The rise of sustainable high-rise buildings

REEN FORWARDED THIS EMAIL? Click here to subscribe

## **NEW FOR 2024**

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



N Inniny 70

#### 0000

fail huildings pore a unique challenge to autoinativity because they offer both publics and regative environmental impacts. Positive impacts include reducing urbin speak promoting attentative transportation, and allowing efficient energy an a district scale, but these benefits inner at the cost of emitting more carbo should be mind on the remained materials and to require the building



Construction mattering

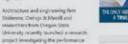


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erative high-rise by Haptle and Include (Photo: Suches Massle



characteristics of a behvill social and



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

Intragilised to 152 year Meany Connects has allowed advancements if power solution simulations, the results of nulligie streampowers Las be seen in the enter-surgery which of Connects products, from advanced deale engines to transition for voluble for a maximum variety of applications.

Currence served Curringments The America publicity with Experiment, extrained gas and advanced dense receipted offices con-to-provi calculated from calculated. To designed to no even from a scenario the dense functional advance of terms which applications.

buildings that are as sustainable as prissible under meaning tout of

#### **POWERED BY**





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For more information, or to advertise, please contact **Peter Collinson**: peter.collinson@khl.com | +44 (0)7957 870982



C

Print Our Partners

# **europe** Newsletter

## NEWSLETTER

14,448 weekly distribution

> 31.1% open rate

13.8% 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 BANNER

Limited to 1 advertiser per month Banner: 570px width by 200px height

## **4,290 5,150**



3,465 🔇 4,160



topside lifted by Ailse is Ploneering Spirit...

Your visions succeed

TMN 0 10 20

I wants

## **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



## **BUTTON BANNERS**

Sold monthly

Banner: 150px width by 150px height

**(**1,725 **()**2,070

## **TOP 10 COUNTRIES**

1 UNITED KINGDOM	6 FRANCE
2 GERMANY	7 TURKEY
3 SPAIN	8 SWEDEN
4 ITALY	9 BELGIUM
5 NETHERLANDS	10 POLAND

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## **INTERMAT DAILY**

## 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 <i>15,500



10141-1



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



Denotition and recycling nows

## 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.



## 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

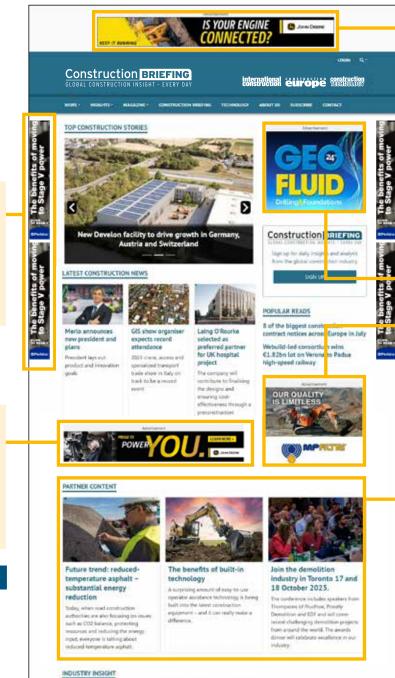
2,265 \$ 2,720

## TOP 10 COUNTRIES

#### **1** UNITED STATES

- **2** UNITED KINGDOM
- 3 INDIA
- 4 GERMANY
- **5** FRANCE

-	BELGIUM CANADA
8	AUSTRALIA NFTHERI ANDS
-	JAPAN



## **TOP BILLBOARD**

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



# MPUs Banner: 300px width by 250px height MPU1 ④ 3,270 ⑤ 3,925 MPU2 ④ 2,800 ⑤ 3,360 MPU3 ④ 1,970 ⑤ 2,360 MPU4 ④ 1,420 ⑤ 1,700

## **SPONSORED CONTENT**

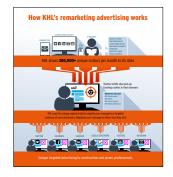
Headline: Max 90 characters including spaces Standfirst: Max 190 characters including spaces Website Image: 3:2 ratio image Article: Max 3000 characters including spaces, five JPeg or PNG images or a link to an article hosted on your website



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# **EUTOPE** DIGITAL SOLUTIONS

## 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. **22,484** 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

# **EUROPE** MAGAZINE EDITORIAL PROGRAMME 2024



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# **EUTOPE** MAGAZINE ADVERTISING RATES

	EURO NUMBER OF INSERTIONS 3 6		SUSS NUMBER OF INSERTIONS 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

#### **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 advertisment, free of charge, when viewed via the International Construction App. Please talk to your local sales contact.

## CONSTRUCTION TECHNOLOGY SUMMIT



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

# CLICK HERE FOR SPONSORSHIP OPPORTUNITES

## 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 thinas 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 vour tech.

Educate a captive audience and promote as a thought leader.

Meet buyers who are ready to learn more and invest.



## KHL CONTENT STUDIO



## CONTENT FUELLED BY EXPERTISE

# 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 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

#### Off-Highway THE IPIC/ALISTS IN CLOBAL CONSTRUCTION EQUIPMENT RESEARCH **ADVERTISING OPPORTUNITIES:** SOURCING GUIDE CONSTRUCTION SOURCING GUIDE **TOP BILLBOARD** 5,374 Available for one advertiser only, benefit from your banner in Backhoe Loaders **PAGE VIEWS/MONTH** Sec. the most prominent position on the website. Run of site. - 10 ADVERTISE FROM ( 1,950 S 2,340 PER MONTH Easy to use search **BECOME A SOURCING GUIDE SPONSOR** function is split into the following categories: Drive brand recognition and benefit from your logo on CONSTRUCTION SOURCING GUIDE internationa construction every page of the site. Compaction & Roadbuilding SPONSOR FROM ( 1,125 ( 1,350 PER MONTH Select on equipment to view specifications. Loaders Compressors Pumps Excavators **KIVERCO** SANDVIK st MBI LUGONG Haulers Graders & Dozers PLACE YOUR MESSAGE IN FRONT OF KEY BUYERS WHO ARE CURRENTLY SOURCING NEW EQUIPMENT

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## CONSTRUCTION FUROPF TFAM











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