

international construction

INFORMATION THAT
BUILDS THE WORLD

20
24
MEDIA
INFORMATION

MEMBERS OF:

AEM

CEA
CONSTRUCTION EQUIPMENT ASSOCIATION

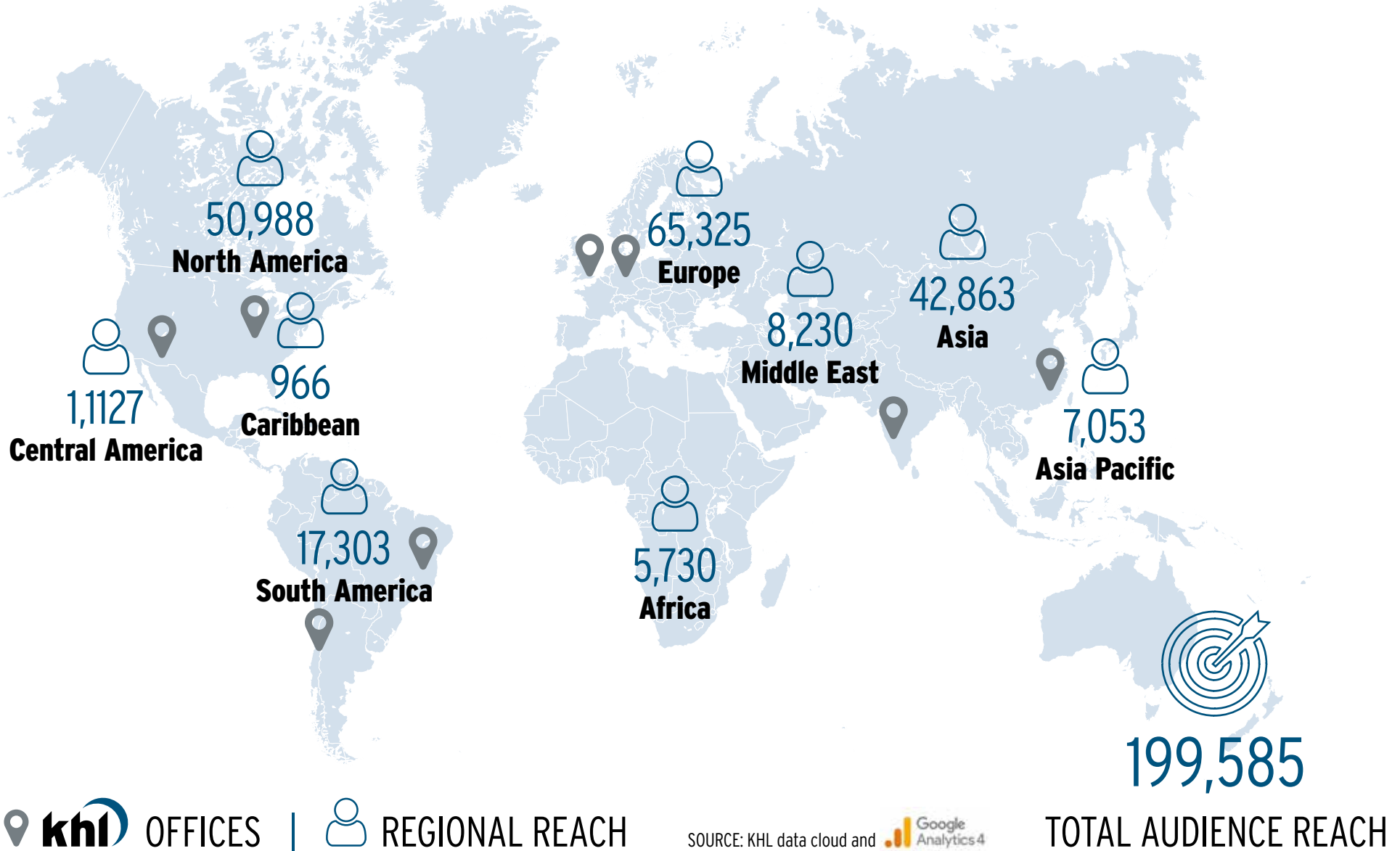
CECE
COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT



www.khl.com

www.constructionbriefing.com

A SINGLE ROUTE TO THE GLOBAL MARKET





international construction

WE REACH KEY BUYERS IN THE GLOBAL CONSTRUCTION INDUSTRY

MAGAZINE

24,450
CIRCULATION

7
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



21,440
WEEKLY DISTRIBUTION



26,349
DAILY DISTRIBUTION



60,536
DISTRIBUTION

EVENT



MARCH 18 & 19 2024
AT&T CONFERENCE CENTER,
AUSTIN, TEXAS, US
www.ct-summit.com

SOCIAL MEDIA

-  International Construction
-  @internationalconstructionmag
-  @KHLConstruction
-  International Construction

 If your company operates in Europe, request a media pack from our sister publication, **Construction Europe**, 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.

INTERNATIONAL CONSTRUCTION REACHES EVERY COUNTRY IN THE WORLD

BY BUSINESS TYPE

- 60% Contractor/Sub-contractor
- 12% Consulting Engineer/Architect/
Quantity Surveying and Consultant
- 12% Equipment Rental
- 8% Manufacturer
- 3% End Users (including energy/
oil & gas/mining/utilities)
- 3% Distributor/Agent/Equipment Sales
- 2% Other (Association/Education/
Research, Finance/Regulator,
Insurance, Safety/Risk Management)

BY REGION

- 31% North America
- 25% Europe
- 25% Asia & Asia Pacific
- 7% Latin America
- 7% Middle East
- 5% Africa

READER PROFILE

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

- | | | | |
|-----|--|-----|---|
| 52% | Earthmoving Equipment | 25% | Surveying |
| 44% | Cranes, Lifting Equipment
and Transport | 23% | Falsework & Formwork |
| 42% | Construction Materials | 23% | On-site Equipment |
| 41% | Road Building Equipment | 22% | Engines |
| 39% | Construction
Technology/Software | 20% | Machine Control |
| 39% | Concrete Equipment inc.
Mixing Technology | 19% | After Market
Parts/Components |
| 39% | Construction | 11% | Telematics |
| 28% | Drilling Equipment | 11% | AR / VR |
| 28% | BIM | 11% | Alternative power
such as batteries,
hydrogen, etc. |
| 27% | Foundations Equipment | 8% | Other |
| 27% | Quarrying & Mining
Equipment | | |

87% Involved In One or More: *Multiple responses permitted*

**INTERNATIONAL CONSTRUCTION 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

London 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 construct 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 Caitlin 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 103-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 decarbonization of heavy-duty applications.

3,200 tonnes 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 unsubscribe

NEW FOR 2024

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

Construction BRIEFING International construction europe construction

NEWS | INSIGHT | MAGAZINE | TECHNOLOGY | EQUIPMENT | SUSTAINABILITY | MARKETING SERVICES

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

Caitlin Jones
Deputy Editor, International Construction & Construction Europe

30 January 2024
9:13 AM GMT

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?

Architectural 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 fire-rated construction alternative.

COMPOSITES IN BUILDING & INFRASTRUCTURE

Construction BRIEFING
GLOBAL CONSTRUCTION INSIGHT - EVERY DAY

SUBSCRIBE TODAY

THE ONLY INDUSTRY NEWSLETTER PROVIDING A TRULY GLOBAL PERSPECTIVE

THE SPECIALIST IN GLOBAL CONSTRUCTION EQUIPMENT RESEARCH

POWERED BY

international construction **CONSTRUCTION europe** **construction TECHNOLOGY**

NEWSLETTER

21,440
WEEKLY DISTRIBUTION

28.5%
OPEN RATE

11.6%
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

TOP BANNER: 0.76%

SPONSORED CONTENT: 1.09%

BANNER: 0.37%

BUTTON: 1.31%

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

TOP 10 COUNTRIES

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

TOP BANNER

Limited to 1 advertiser per month

Banner: 570px width by 200px height

€ 3,750 \$ 4,500

SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

€ 3,465 \$ 4,160

The screenshot shows the newsletter layout with several highlighted sections:

- World construction week**: The latest global construction news from International Construction magazine.
 - Top story: Construction at Expo 2020 Dubai. Jacobs Mace is official programme delivery management provider for six month-long show...
- Perkins**: An engine for all your needs.
- 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**: 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, civil work manager of Delsan-AM, to discuss challenges of Turcot demolition...
- HIMOINSA**: HBOX+ HYBRID, new HIMOINSA lighting tower. Reduce emissions, noise and operating costs with HIMOINSA's new lighting tower, which combines a battery and diesel engine (Stage V) system.
- Aiseas**: Aiseas lifts 25,000 tonne platform. 25,000 tonne Brent Bravo oil and gas field platform topside lifted by Aiseas Pioneering Spirit...

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

€ 1,660 \$ 2,000

BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

€ 2,195 \$ 2,635

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

KHLS 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
FatCon project sees Bauer BC 50 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 30, 2016
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



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.

**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

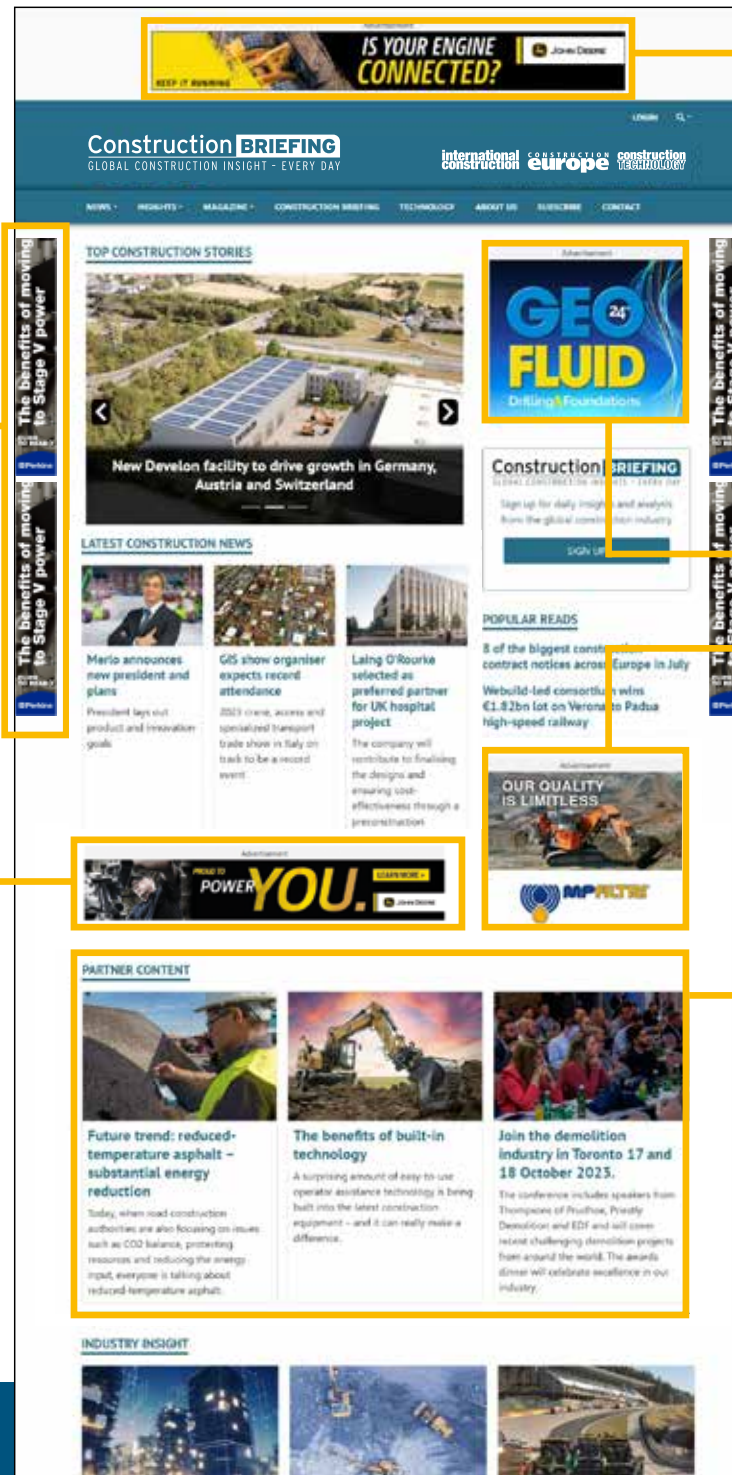
Desktop: 598px width by 100px height
Mobile: 468px width by 60px height
Tablet: 300px width by 75px height

€ 2,265 \$ 2,720

TOP 10 COUNTRIES

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

- 6 BELGIUM
- 7 CANADA
- 8 AUSTRALIA
- 9 NETHERLANDS
- 10 JAPAN



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

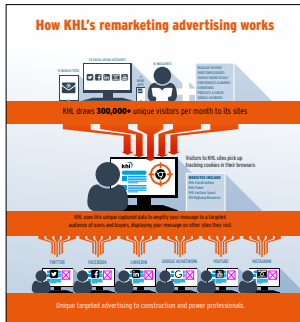
Standfirst: Max 190 characters including spaces

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.

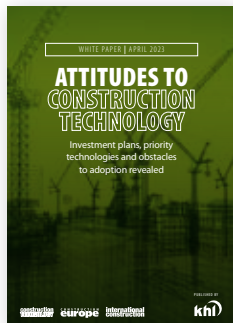
BASE COST € 7,000 \$ 7,500

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



International Construction has a database of approx. **53,728** 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

JANUARY-FEBRUARY

PREVIEWS



CONTECH
Surveying technology latest products and software

Engines: how much cleaner can diesel get?
Concrete: innovative projects and the race to cut carbon
Making the most of modular construction
Country report: India

BONUS DISTRIBUTION:
✔ Intermat ✔ Contech Summit
✔ World of Asphalt

MARCH-APRIL

SHOW GUIDE **MARKET INTELLIGENCE**
Global Equipment Market Report



CONTECH
Machine control and automation

High rise construction: latest trends and developments
Why mini excavators are still increasing in popularity
Country report: France

BONUS DISTRIBUTION:
✔ Intermat

MAY-JUNE

MARKET INTELLIGENCE
Yellow Table

CONTECH
The rise of construction robotics

Road construction
Quarrying and mining
Can construction hit net zero?
Country report: USA

FREE MARKET RESEARCH:
Free independent advertising research for full pages or larger

EACH ISSUE of International Construction will include exclusive features on topical issues such as skills shortages, new construction technology, in-depth site reports, contract updates and industry interviews.

JULY-AUGUST

PREVIEW



CONTECH
How construction can make the most of BIM

Drilling and foundations
Concrete equipment
How construction is keeping its supply chains running
Country report: China

BONUS DISTRIBUTION:
✔ Bauma China ✔ MINEpo

SUPPLEMENT

Demolition & Recycling international will be printed inside the January-February, May-June, and November-December issues
For further information download the D&Ri Media Pack



SEPTEMBER-OCTOBER

SHOW GUIDE



CONTECH
The alternative power driving construction

Excavators
Bridge construction
Health and safety - is construction doing enough?
Country report: Brazil

BONUS DISTRIBUTION:
✔ Bauma China

GLOBAL CONSTRUCTION GUIDE

The GCG provides information on the biggest companies in the sectors of construction, rental, cranes, demolition and recycling, and access.

Edited versions of KHL top lists
Construction industry economic overview
Coverage of the top companies

EDITORIAL DEADLINES

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 **Andy Brown:**
andy.brown@khl.com | +44 (0)1892 786224

NOVEMBER-DECEMBER

PREVIEW



CONTECH
Construction 2030: how might tech change the industry?

Road construction 2030
High rise construction: cranes and falsework and formwork
What's new in attachments
Megaprojects - how to build on time and budget
Country report: Saudi Arabia

BONUS DISTRIBUTION:
✔ World of Concrete ✔ BC India

€ 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)		€14,970	€13,915	\$18,000	\$16,700
FULL PAGE 200mm W x 273mm H (7.875in W x 10.75in H)		€8,400	€8,000	\$10,070	\$9,600
HALF PAGE ISLAND 118mm W x 168mm H (4.625in W x 6.625in H)		€5,620	€5,150	\$6,080	\$5,500
HALF PAGE VERTICAL 86mm W x 251mm H (3.375in W x 9.875in H)		€5,070	€4,600	\$6,080	\$5,500
HALF PAGE HORIZONTAL 180mm W x 118mm H (7.062in W x 4.625in H)		€5,070	€4,600	\$6,080	\$5,500
THIRD PAGE VERTICAL 57mm W x 251mm H (2.250in W x 9.875in H)		€4,530	€4,200	\$5,440	\$5,060
THIRD PAGE HORIZONTAL 180mm W x 80mm H (7.062in W x 3.125in H)		€4,530	€4,200	\$5,440	\$5,060
QUARTER PAGE 86mm W x 118mm H (3.375in W x 4.625in H)		€3,250	€3,070	\$3,900	\$3,670
OUTSIDE FRONT COVER (DIGITAL ONLY)		€5,200	€4,850	\$6,240	\$5,830

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.



Show buyers why they should choose your tech.

EDUCATE

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



Educate a captive audience and promote as a thought leader.

65%

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



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

www.constructionsourcingguide.media

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

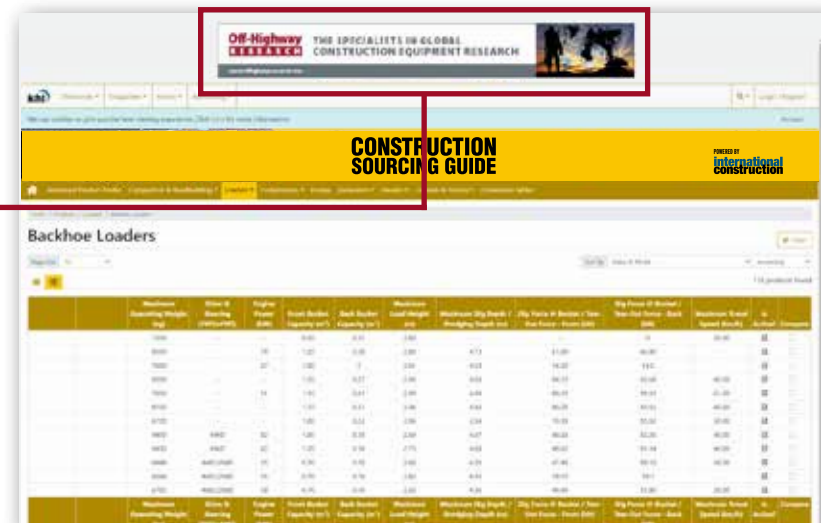
Available for one advertiser only, benefit from your banner in the most prominent position on the website. Run of site.

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



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

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international construction

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