

international construction

Information that builds the world



ICON is audited by BPA Worldwide, the leading auditor of international business-to-business magazines



www.khl.com/icon

2019 MEDIA INFORMATION

khl
www.khl.com

international construction

Serving the construction industry since **1962**

The only truly global construction magazine - reaching **196 countries** worldwide

Delivering information through print, online, digital and podcasts

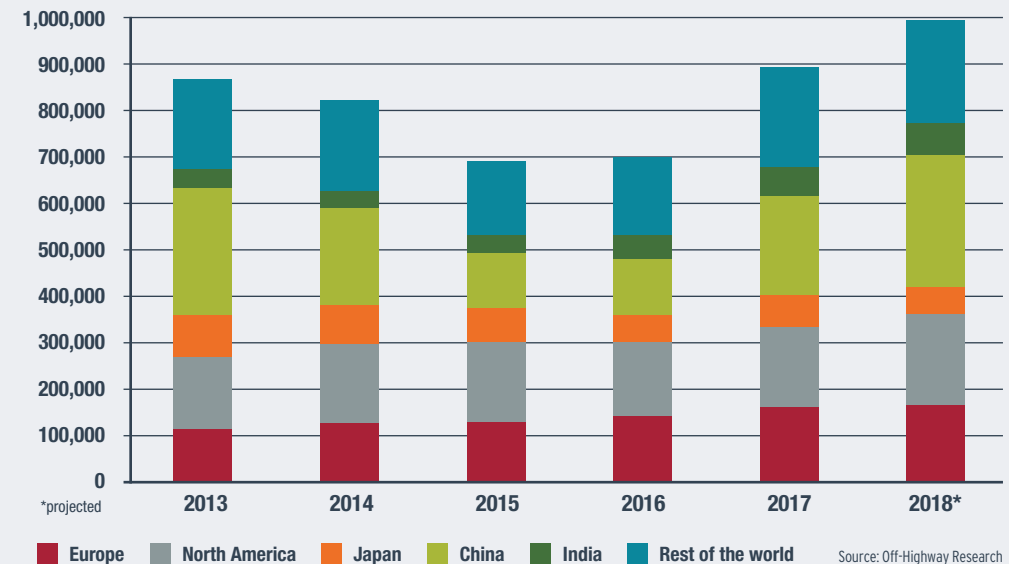
Targets contractors who work outside their national borders

“Almost everywhere in the world is going through this growth - you talk to people around the world and they have never seen this much growth at one time that is everywhere.” Stephen Roy, Volvo CE

CONTINUED GROWTH IN WORLDWIDE CONSTRUCTION EQUIPMENT SALES

Following a 27% increase in equipment sales in 2017, sales are expected to grow by a further 12% in 2018, taking the combined retail value to US\$99 billion. Regions around the world are buying; take advantage of this strong demand by advertising in *ICON*.

Construction equipment sales by region (units)



Print, digital & tablet

Circulation
26,289

Total app opens
5,925



BPA average qualified (25,224)
+ non-qualified (1,065):
Jan-June 2018



Analytics Aug 2017-July 2018

Website

Page views per month
15,792

Source: Google Analytics

Google Analytics is the most widely used web analytics service on the Internet and considered the most accurate

Newsletter

Distribution
29,113

Average (June 2018)

FREQUENCY: WEEKLY

Social media

Followers
8,279*



Members
1,395**



Likes
2,519*



Followers
1,060*



Followers @ 6th Sep 2018

*KHL Construction followers

**KHL Construction Equipment News group

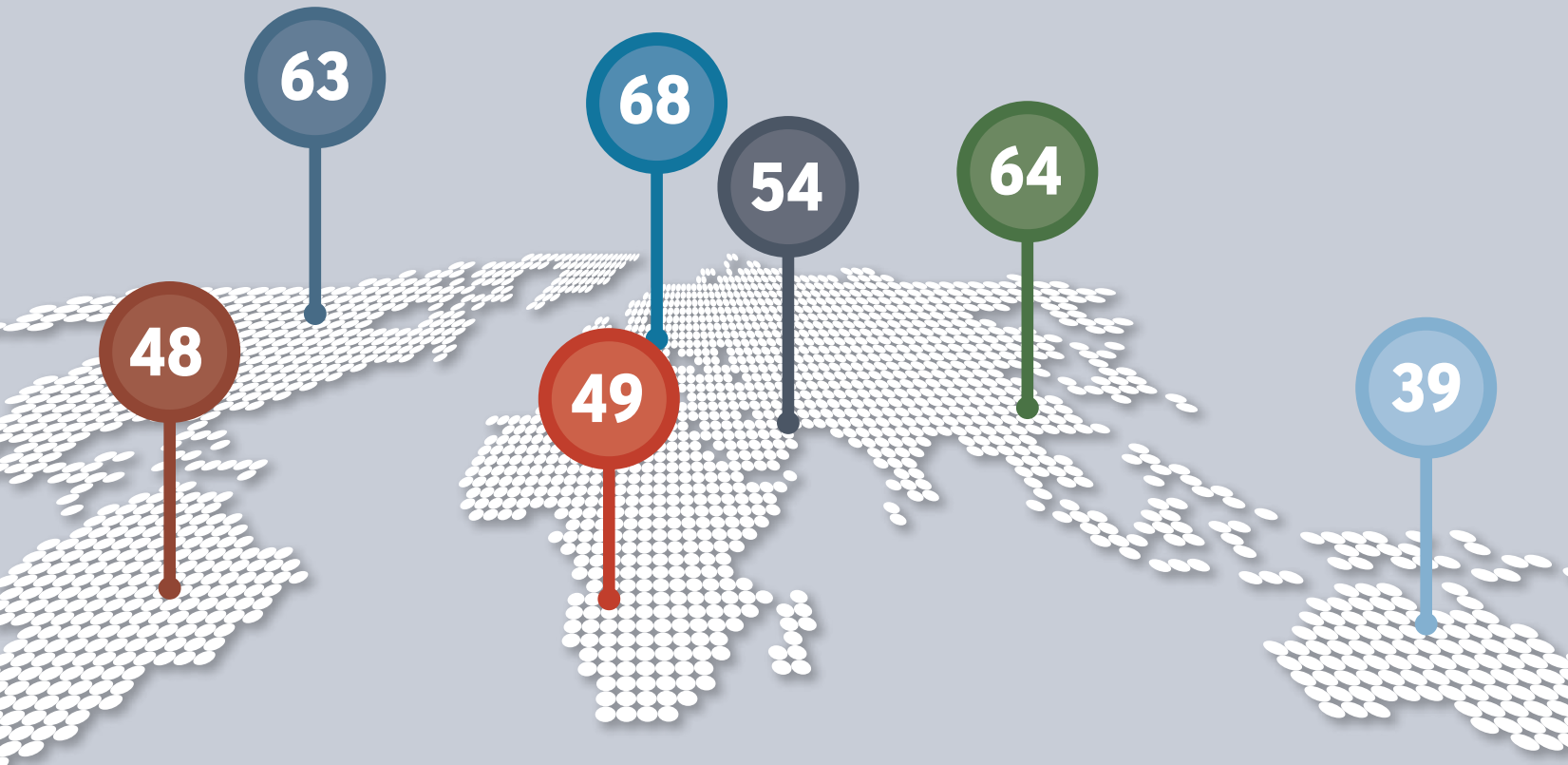
ISSUES PER YEAR: 11 (Including Global Construction Guide 2020)

TARGETING THE WORLD'S TOP CONTRACTORS

Construction is a global industry and has no borders. As the map below demonstrates, the biggest contractors in the world operate internationally and *International Construction* reaches all of these markets.

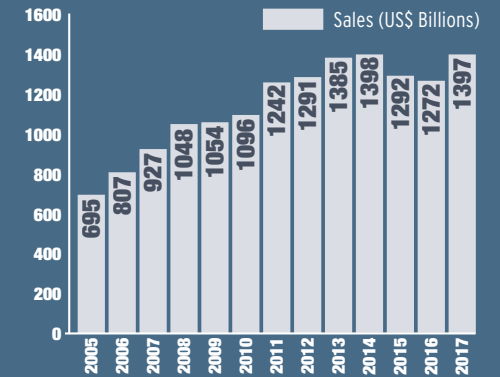
International Construction is distributed heavily to these contractors and their subsidiaries around the world. Advertising in *ICON* is the most cost effective way to get your company in front of all these key buyers.

NUMBER OF THE TOP 100 CONTRACTORS WORKING IN EACH REGION:



CONTRACTOR ANALYSIS

Total combined sales of the largest 100 contractors in the world since 2005*:

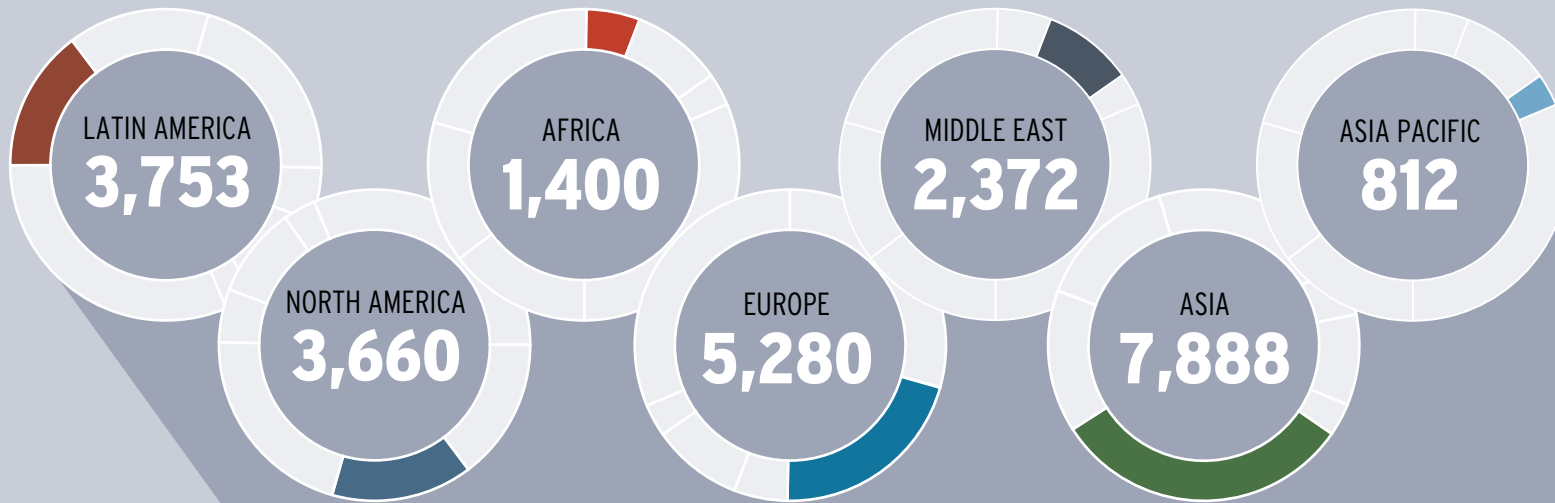


Expanding the list to the top 200, contractors and sales volume by country*:

COUNTRY	COMPANIES	TOTAL SALES US\$ m
China	9	517,988
US	34	217,851
Japan	33	181,930
France	8	128,657
UK	21	85,925
Spain	10	92,955
South Korea	10	78,741
Germany	7	45,076
Sweden	4	33,688
Italy	7	29,787
Netherlands	8	27,166
Australia	3	25,739
Austria	3	24,030
Canada	3	11,220
Belgium	5	15,678
India	3	19,374
Greece	3	7,219
Turkey	3	6,654
Norway	2	5,543
South Africa	3	6,333
Russia	3	6,907
Finland	2	3,772
Brazil	2	2,642
Mexico	1	1,218
Others	13	32,094
ALL	200	1,608,187

*Source: ICON Top200 Table

CIRCULATION STRENGTH



International Construction is distributed to key decision makers in high-growth and mature markets worldwide.



International Construction's circulation is audited by BPA Worldwide, the leading auditor of international business-to-business magazines.

*Based on May 2018 issue

Circulation by business type:*

59.0% Construction Contractors, Contractor/ Sub-Contractor Specialists, Design & Build Contractors, Designers, Specialist Demolition Contractors

8.6% Consultant, Consulting Engineering/ Architectural/Quantity Surveying Practices, Project/Construction Management Consultancy

7.9% Construction Equipment Hire/Rental Companies, Construction department of large Industrial/Commercial concern

10.7% Distributors/Importers/ Exporters/Agents/Manufacturers/ Equipment Sales

7.6% Mining/Quarrying/Aggregate Production Companies, Petroleum Producers, International/National Authorities, National/Regional/ Local Government, Public/Private Utilities, Associations /Education Establishments/Research, Finance Regulators, Airports/Docks/Ports/ Offshores

6.2% Other companies related to the field
*BPA statement, May 2018 issue

Total circulation:

26,289

BPA average qualified (25,224)

+ non-qualified (1,065): Jan-June 2018

WHY ADVERTISE IN INTERNATIONAL CONSTRUCTION?

We can demonstrate that;

- the largest contractors and construction companies in each country read our magazines.
- people who have recently bought construction equipment read our magazines.
- the people responsible for the world's biggest contracts read our magazines by identifying the project and key contractors.

BENEFIT Ensures that your advertising spend is targeted towards current and active buyers in the construction sector

Key facts, figures and benefits:

- *International Construction* is read in 196 countries around the world.
We offer advertisers a truly global platform
- Contractors & Equipment Rental Companies buy 75-80% of all construction equipment in the world. Every issue of *International Construction* goes to 14,846 contractors and 1,992 rental companies.
We target key buyers for our advertisers
- 85% of *ICON's* readers are involved in the purchase of at least one product/service (Signet AdStudy® May 2018).
We reach key decision makers

EDITORIAL PROGRAMME 2019

January-February

March

April

May

June



Preview

Show guide

Last minute news

Review

Maximise your investment at the biggest construction show in the world and advertise your presence, stand location and new equipment launches in the special issues. We will provide a show preview, guide, last minute news and review of bauma 2019.

Show guide:
WORLD OF ASPHALT



Mini excavators

A comprehensive look at the essential construction equipment when space is restricted.



NEW Rental market overview

Working alongside *International Rental News*, this feature assesses the state of the rental market.

Regional report

Southern Africa

BONUS DISTRIBUTION

Bauma | World of Asphalt | Southern Africa

A note on editorial content

When compiling our feature content, we rely on information and images sent to us by equipment manufacturers, contractors and other construction industry professionals. Although we make every effort to include the information outlined in the editorial programme, changes may be made at the editor's discretion.

CONSTRUCTION TECHNOLOGY SUPPLEMENT

Telematics

The latest innovations in this important sector, including a detailed look at the latest developments in fleet management software.

Virtual and augmented reality

How OEMs and contractors are using this new technology to their advantage.

Equipment of the future

What will construction equipment in five and ten years' time look like?

Earthmoving equipment

A look at some of these essential machines and the projects they are working on.



Access equipment

Working with *Access International*, a review of the latest powered and non-powered equipment.

Surveying equipment

Those on construction sites are using traditional methods of surveying alongside new technology, such as drones, GPS systems and laser levels.

Regional report

CIS nations

BONUS DISTRIBUTION

Bauma | CIS

Concrete equipment

A comprehensive overview of all the latest concrete equipment on the market and other developments in this sector.

Cranes

The latest wheeled and crawler cranes available on the market, including wheeled cranes from 35 tonnes and crawler cranes up to 3,000 tonnes.



Yellow Table

ICON's exclusive ranking of the world's 50 largest construction equipment manufacturers by revenue for 2018.

Bridge construction

A look at some of the recent bridge projects from around the world and the equipment used in their construction.

Regional report

Europe

BONUS DISTRIBUTION

Bauma | International Tower Cranes | Europe

Show guide:
PLANTWORX



Haulers

The latest models and innovations in both rigid haulers and articulated dump trucks.



High-rise construction

The different challenges involved in taking on high-rise construction, and the equipment used.

Tunnelling equipment

The different equipment used to undertake tunnelling projects of all shapes and sizes.

NEW Skills shortage

An investigation into the skills shortage in the industry.

Regional report

North Africa

BONUS DISTRIBUTION

Plantworx | North Africa



Road construction

The latest equipment used in road construction projects.

Compact loaders

Recent developments are examined as *ICON* looks at this sector, focusing on new machines on the market.

Quarrying and mining

A look at the different equipment being used in quarrying and mining.

NEW Equipment market overview

Off-Highway Research

In association with Off-Highway Research, a look at construction equipment sales and what regions and countries are performing strongly.

Regional report

Latin America

SIGNET AdStudy®

FREE fully independent advertising research

BONUS DISTRIBUTION

Latin America

July-August



Falsework and formwork

Including systems for buildings, tunnels and bridges.

Utility equipment

The spotlight is turned on this specialist equipment segment.

Components

The different components used in construction equipment.

ICON Top 200

The world's 200 largest contractors.

Regional report

Asia Pacific

BONUS DISTRIBUTION

Asia Pacific

CONSTRUCTION TECHNOLOGY SUPPLEMENT

Drones

How drones are transforming construction sites and why the increasing amounts of data they provide is invaluable to those in the construction industry.

R&D Focus

A look at the research and development work currently being undertaken by the major OEMs and contractors, and what specific projects they are focusing on.

Electric equipment

Is the future of construction equipment electric? And how feasible is it for larger machines to be run using this power source rather than traditional methods?

September

Show guide:
INTERGEO

Excavators

Excavators 10 tonnes and above.

Cranes

The crane rental market in focus. **WORLD CRANE AND TRANSPORT SUMMIT 2019**

Mixing technology

The latest methods being used in concrete and asphalt plants.

NEW Transport infrastructure

The latest projects uncovered.

Japan report

A special report on this market.

Regional report

Middle East

BONUS DISTRIBUTION

Intergeo | World Crane & Transport Summit | Middle East

October

Show guide:
APEX ASIA



Wheeled loaders

A look at the latest models and innovations in this sector.

Road construction

The latest equipment and projects from around the world.

Portable power, light and on-site equipment

A look at generators, compressors, lighting towers and on-site equipment.

Engines and components

Engines and their components for regulated and less developed markets.

Regional report

China

BONUS DISTRIBUTION

APEX Asia | IRC | China

November



Earthmoving equipment

Showcasing the equipment used in this sector.

World's biggest projects

A look at some of the biggest – and most ambitious – projects.

Foundations

Including piling rigs, anchoring systems, cutters and grabs.

Concrete construction

A look at concrete pumps, mixers and placing systems.

Regional report

India

BONUS DISTRIBUTION

India

December

Show guides:
WORLD OF CONCRETE | **EXCON**

Crushing and screening

A profile of the latest mobile and static equipment.

Drilling equipment

How drilling equipment and the methods used are both evolving.

Attachments

What is new in this fast-paced and innovative sector.

Regional report

North America

CONSTRUCTION TECHNOLOGY SUPPLEMENT

Hybrid machines

What does the future hold for hybrid machines?

Machine learning

The equipment that can operate without humans.

BIM

BIM is a way that contractors can save themselves money by increasing efficiency.

BONUS DISTRIBUTION

World of Concrete | ExCon | North America

GLOBAL CONSTRUCTION GUIDE 2020

BRAND NEW *ICON'S* 11TH ISSUE (PUBLICATION DATE: END NOV 2019)

This ultimate reference guide for the construction industry will combine the data from *ICON'S* Yellow Book with reports and analysis from the World Construction Report and a central directory of all KHL top-lists (including the ICON200, IRN100, D&R100, the IC50 and the Access50)

The importance of this guide and the level of information which will be in it means that this is a definite issue to advertise in. **Copy deadline 8th November 2019.**

DISTRIBUTION:

- The ICON200
- KHL toplists
- Yellow table
- Major construction shows
- *ICON'S* digital circulation





Website rates & specifications

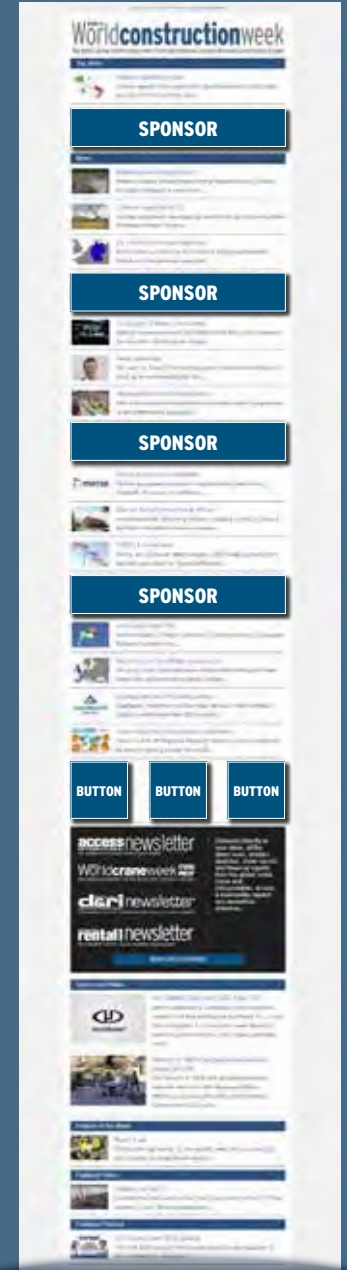


Position	Desktop	Tablet	Mobile	Euro	Dollar
Top Billboard	728 x 90	468 x 60	300 x 75	€3,000	\$3,900
MPU 1	300 x 250	300 x 250	300 x 250	€2,500	\$3,250
MPU 2	300 x 250	300 x 250	300 x 250	€1,750	\$2,275
MPU 3	300 x 250	300 x 250	300 x 250	€1,500	\$1,950
MPU 4	300 x 250	300 x 250	300 x 250	€750	\$975
In-Content Leaderboard	728 x 90	468 x 60	300 x 75	€1,750	\$2,275
Target Creative Wallpaper	2000 x 1500*	300 x 250	300 x 250	€2,000	\$2,600
Features Sponsorship Wallpaper	2000 x 1500*	300 x 250	300 x 250	€2,000	\$2,600

Sizes in pixels - width x height

e-Newsletter rates & specifications

Position	Creative size	Euro	Dollar
Sponsor	570 x 100	€2,000	\$2,600
Button	150 x 150	€1,000	\$1,300





*Wallpaper specifications

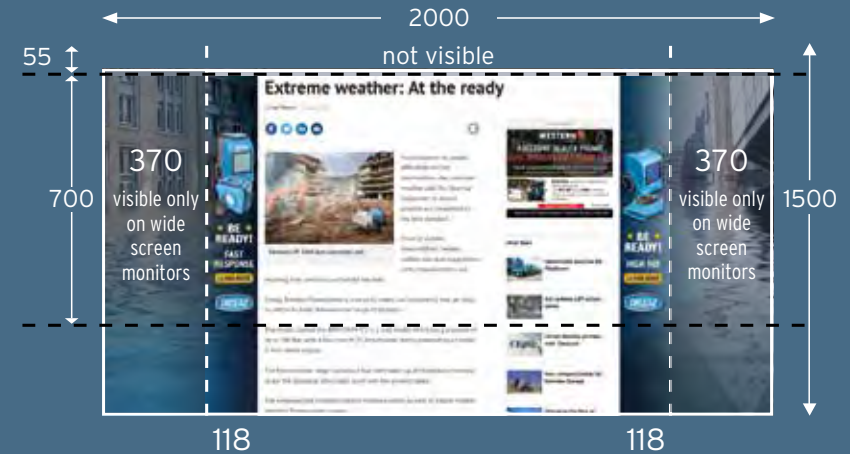
DESKTOP WALLPAPER

2000 x 1500 pixels (inc. 1024 centre gap not visible)

SAFE VISIBLE AREA on most monitors

118 X 700 pixels either side of centre gap

The wallpaper is pinned to the top of the page so will not scroll as users move down the page. Creatives display as MPU on mobile devices.



Features Sponsorship (Wallpaper)

Sponsor an individual feature online and your company brand will benefit from **12 months** exposure with wallpaper creative. Your advertisement will be pinned to the top of the featured article ensuring your advert is seen constantly whilst the content is read.

Prices from €2,000 / \$2,600 per year

Target Creative (Wallpaper)

Buy a pre-determined tag and benefit from your banner appearing right next to the story each time a **reader** searches for that term. Construction examples include: excavators, on-site equipment, material handling, loaders. Banners will display across the whole KHL website.

Prices from €2,000 / \$2,600 per month

Sponsored Solus Newsletter

Solus branding on a newsletter dedicated to your company to our readers. Supply content and artwork and our production team will design a newsletter and send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

Prices from €6,500 / \$8,450 per issue

Sponsored Content

Sponsored content creates reader engagement and works well when written in a newsworthy format. Placed in a prominent position on the magazine homepage, sponsored content distinguishes your company as leaders in your chosen field.

Prices from €1,500 / \$1,950 per month

Sponsored Videos

Sponsored videos of 1-3 minutes are ideal in capturing our audience. Placed on a high profile portlet on the magazine's homepage and inclusion on KHL's YouTube video channel, these are cost effective in reaching a highly targeted audience.

Prices from €2,000 / \$2,600 per month

e-Casts

Take advantage of our comprehensive audience database and send your message via e-mail. Target by business type and/or specific regions/countries.

Prices from €470 / \$610 per 1,000 delivered e-mails

Whitepapers









White Papers which explain technical issues on topics such as the environment, health & safety, machine efficiency can be very effective lead generators. Promote your White Paper throughout the magazine's website in prominent positions to deliver targeted sales leads.

Price on application

ADVERTISING RATES

	Euro	Euro	Dollar	Dollar
Number of insertions:	1	10	1	10
Full Page	8,700	6,960	9,750	7,800
Full Page Plus*	10,300	8,560	11,750	9,800
Half Page Island	5,250	4,200	6,000	4,800
Half Page	4,500	3,600	5,250	4,200
Third Page	3,700	3,100	3,150	2,550
Quarter Page	2,550	2,040	2,890	2,300
Cover Position / Inserts	Rates on application			

***Features Sponsorship:** for an additional €1,600 / US\$2,000 sign-up to sponsor a specific feature via a wallpaper creative

 FULL PAGE 210mm W x 297mm H (8.25" x 11.75")	 DOUBLE PAGE SPREAD 420mm W x 297mm H (16.5" x 11.75")	 HALF PAGE HORIZONTAL 184mm W x 124mm H (7.25" x 4.875")
 HALF PAGE VERTICAL 86mm W x 268mm H (3.375" x 10.562")	 HALF PAGE ISLAND 117mm W x 184mm H (4.625" x 7.25")	 THIRD PAGE VERTICAL 57mm W x 268mm H (2.25" x 10.5")
 THIRD PAGE HORIZONTAL 184mm W x 90mm H (7.25" x 3.562")	 QUARTER PAGE 86mm W x 124mm H (3.375" x 4.875")	

BLEED SIZE:

Please add 3mm of bleed to all edges of the Full Page and Double Page Spread sizes.

BONUS DIGITAL ISSUE

All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

PRODUCTION DEPARTMENT

For further production details e-mail: production@khl.com

SIGNET ADSTUDY®



How effective is your advertising message?

The objective of the Signet AdStudy is to measure recall and readership of advertisements.

Why do you need this?

- Provide your marketing team with insights that really help shape the strategic direction of your brand
- Measure the awareness, familiarity and perception of your brand
- Independent brand feedback from our readers, your clients, to realise a stronger return of investment from your media spend
- Measurement scores for each advertisement and a comparison to others in the same issue

Action taken by our readers

- 48% Visited an advertiser's website.
- 47% Discussed an ad/article with someone else in the company.
- 47% Recommend/specified products.
- 26% Requested additional information from a company, sales representative or distributor.

What do readers say about *ICON*?

- 66% The advertising in *ICON* educates and is an important part of the publication.
- 50% I read through *ICON* as much for the advertising as for the articles.
- 36% Companies that advertise build trust and are seen as a reliable source.

FREE Signet AdStudy for half or full page advertisement in the June issue

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