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)

Source: Off-Highway Research

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
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:

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>COMPANIES</th>
<th>TOTAL SALES US$ m</th>
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</thead>
<tbody>
<tr>
<td>China</td>
<td>9</td>
<td>517,988</td>
</tr>
<tr>
<td>US</td>
<td>34</td>
<td>217,051</td>
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<tr>
<td>Japan</td>
<td>33</td>
<td>418,910</td>
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<tr>
<td>France</td>
<td>8</td>
<td>128,657</td>
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<tr>
<td>UK</td>
<td>21</td>
<td>85,925</td>
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<td>Spain</td>
<td>10</td>
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<tr>
<td>South Korea</td>
<td>10</td>
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<tr>
<td>Germany</td>
<td>7</td>
<td>45,076</td>
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<tr>
<td>Sweden</td>
<td>4</td>
<td>32,548</td>
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<tr>
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<tr>
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<tr>
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<td>32,094</td>
</tr>
<tr>
<td>ALL</td>
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<td>1,608,187</td>
</tr>
</tbody>
</table>

*Source: ICON Top200 Table*
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**

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**CIRCULATION STRENGTH**

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

**Circulation by business type:**

- **Construction Contractors, Contractor/Sub-Contractor Specialists, Design & Build Contractors, Designers, Specialist Demolition Contractors**: 59.0%
- **Consultant, Consulting Engineering/Architectural/Quantity Surveying Practices, Project/Construction Management Consultancy**: 8.6%
- **Construction Equipment Hire/Rental Companies, Construction department of large Industrial/Commercial concern**: 7.9%
- **Distributors/Importers/Exporters/Agents/Manufacturers/Equipment Sales**: 10.7%
- **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**: 7.6%
- **Other companies related to the field**: 6.2%

*BPA statement, May 2018 issue

**Total circulation:**

26,289

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

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International Construction’s circulation is audited by BPA Worldwide, the leading auditor of international business-to-business magazines. *Based on May 2018 issue.*
## EDITORIAL PROGRAMME 2019

### January-February

**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 assess the state of the rental market.

**Regional report**

Southern Africa

**BONUS DISTRIBUTION**

Bauma | World of Asphalt | Southern Africa

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**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.

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## March

**Show guide**

*World of Asphalt*

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.

### 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.

### 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.

### 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.

### 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.

### Regional report

CIS nations

**BONUS DISTRIBUTION**

Bauma | CIS

**BONUS DISTRIBUTION**

Bauma | International Tower Cranes | Europe

**BONUS DISTRIBUTION**

Plantworx | North Africa

### Regional report

Europe

**Regional report**

North Africa

**Regional report**

Latin America

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## April

**Last minute news**

### Show guide: PLANTWORX

**Haulers**

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

**Equipment market overview**

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

**Regional report**

North Africa

**BONUS DISTRIBUTION**

Bauma | International Tower Cranes | Europe

**BONUS DISTRIBUTION**

Plantworx | North Africa

**BONUS DISTRIBUTION**

Latin America

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## May

**Review**

### Show guide: PLANTWORX

**Bridge construction**

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

**BONUS DISTRIBUTION**

Bauma | International Tower Cranes | Europe

**BONUS DISTRIBUTION**

Plantworx | North Africa

**BONUS DISTRIBUTION**

Latin America

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## June

**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.

**Equipment market overview**

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

**Regional report**

Latin America

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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&Ri100, 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

BONUS DISTRIBUTION
World of Concrete | ExCon | North America
## Website rates & specifications

<table>
<thead>
<tr>
<th>Position</th>
<th>Desktop</th>
<th>Tablet</th>
<th>Mobile</th>
<th>Euro</th>
<th>Dollar</th>
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<td>468 x 60</td>
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<td>$3,250</td>
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<tr>
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<td>468 x 60</td>
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<td>$2,275</td>
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<tr>
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<td>$2,600</td>
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Sizes in pixels - width x height

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## e-Newsletter rates & specifications

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<thead>
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<th>Position</th>
<th>Creative size</th>
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<th>Dollar</th>
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<tr>
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<tr>
<td>Button</td>
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<td>$1,300</td>
</tr>
</tbody>
</table>
**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.

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**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

<table>
<thead>
<tr>
<th>Number of insertions</th>
<th>Euro</th>
<th>Euro</th>
<th>Dollar</th>
<th>Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>10</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Full Page</td>
<td>8,700</td>
<td>6,960</td>
<td>9,750</td>
<td>7,800</td>
</tr>
<tr>
<td>Full Page Plus</td>
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<td>8,560</td>
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<td>6,000</td>
<td>4,800</td>
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<tr>
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<td>3,600</td>
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</table>

Cover Position / Inserts | Rates on application

- **FULL PAGE**
  - 210mm W x 297mm H (8.25” x 11.75”)
- **HALF PAGE VERTICAL**
  - 86mm W x 268mm H (3.375” x 10.562”)
- **THIRD PAGE HORIZONTAL**
  - 184mm W x 90mm H (7.25” x 3.562”)
- **DOUBLE PAGE SPREAD**
  - 420mm W x 297mm H (16.5” x 11.75”)
- **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”)

**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

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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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KHL PORTFOLIO

[Images of various KHL publications]