



# 2021 MEDIA PACK





# WHO WE ARE...

COVERING ALL AREAS OF THE UK'S MULTI-BILLION POUND CONSTRUCTION BASE, CONSTRUCTION INDUSTRY NEWS IS A COMPREHENSIVE MONTHLY PUBLICATION THAT LOOKS AT THE MOST IMPORTANT ISSUES AFFECTING THE MARKETPLACE TODAY.

Featuring in-depth interviews with leading industry figures, Construction Industry News is ideally placed to give its readers the very latest news, market analysis and opinions in order to provide an accurate up-to-date representation of the trends within today's fast paced construction industry.

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## READERSHIP

Construction Industry News readership has been carefully selected from a Dun & Bradstreet customised database to give you and your key associates access to a targeted readership in excess of 7,500 top decision makers and key personnel within the UK's Construction Industry.

<b>CATEGORIES</b>	<b>%</b>	<b>NUMBER OF EMPLOYEES</b>	<b>%</b>
• Main Contractors	31%	• 1-24	12%
• Architects	13%	• 25-49	16%
• Sub - contractors	11%	• 50-99	22%
• House Builders	8%	• 100-249	28%
• Facilities Management	21%	• 250-499	13%
• Local authorities	6%	• 500+	9%
• Associations	4%		
• Plant hire	3%	<b>TURNOVER</b>	<b>%</b>
• Other	3%	£1-£499,999	6%
<b>ECONOMIC REGIONS</b>	<b>%</b>	£500,000-£999,999	5%
• Greater London And South	11%	£1m-4.99m	18%
• Midlands	15%	£5m-£9.99m	24%
• North	18%	£10m-£24.99m	28%
• Scotland	11%	£25m+	19%
• Wales	11%		
• Northern Ireland	13%		
• Republic Of Ireland	10%		
• South West Region	11%		

# ADVERTISING RATES & DATA

ADVERT RATES	COLOUR	MONO
• Double Page Spread	£3,565	N/A
• Full Page	£2,165	£1,495
• Half Page	£1,265	£895
• Quarter Page	£865	£595
• Premium Cover Sites	£2,365	N/A

**INSERTS £150 PER 1000 UP TO 10 GRAMS, THEN £1 PER GRAM.  
AGENCY COMMISSION 10% ON SUPPLYING SPACE ORDER.**

ADVERT DIMENSIONS	TYPE AREA (MM)	BLEED
• Double Page Spread	280 x 432	+ 3mm all round
• Full Page	280 x 216	+ 3mm all round
• Half Page Portrait	252 x 96	N/A
• Half Page Landscape	124 x 196	N/A
• Quarter Page Portrait	124 x 96	N/A
• Quarter Page Landscape	60 x 196	N/A

**IMPORTANT!** This publication is AMERICAN A4 (280mm x 216mm)  
Untrimmed bleed artwork / separations require an additional 3mm on each edge

**DIGITAL ARTWORK (Only to be supplied in the following formats:)**

PDF	Press Resolution cmyk
JPEG	300 dpi CMYK
EPS	300 dpi CMYK
TIFF	300 dpi CMYK

We do not accept artwork in Corel Draw, Microsoft Word (except for text files), Powerpoint, Excel or Publisher.

**NO FAX COPY WILL BE ACCEPTED**



# ADVERTISING COPY FORMATS

WHEN SUPPLYING ARTWORK TO THE CONSTRUCTION INDUSTRY NEWS MAGAZINE PLEASE BE AWARE THAT WE CAN ONLY ACCEPT SPECIFIC FORMATS.

**Any deviation from these formats may have an adverse effect on the quality and/or appearance of your advert.**

When supplying artwork only the following formats are acceptable:

- Adobe PDFs Press resolution only
- Adobe Indesign documents Supplied packaged with all links and fonts (please check your licensing)
- Adobe Illustrator files/Freehand please outline all fonts
- Photoshop tiffs or low compression jpegs at 300dpi and cmyk

When supplying digital images please comply to the following restrictions:

- TIFF files minimum 300dpi & cmyk
- 600 dpi for vectored line artwork
- EPS files minimum 300dpi & cmyk 600 dpi for vectored line artwork
- JPEGS files minimum 300dpi & cmyk 600 dpi for vectored line artwork

Images can only be produced at the size they are supplied if they are at a resolution of 300dpi  
Please be aware that we do NOT accept the following formats:

Corel Draw/Microsoft Word/Power Point/Publisher/Adobe Page Maker

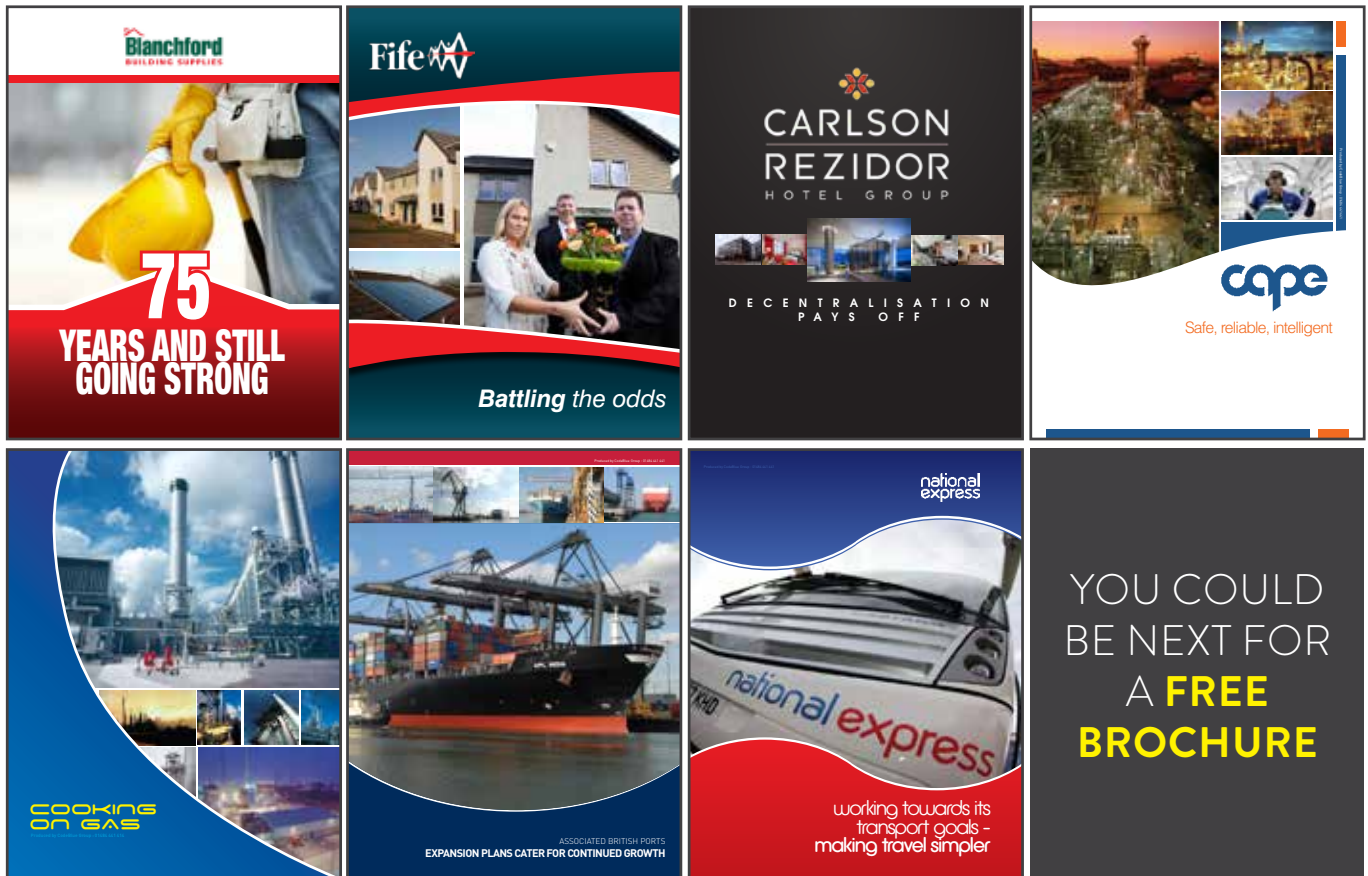
You can send files to us on CD or on email (no larger than 5mb) at: [admin@codebluegroup.co.uk](mailto:admin@codebluegroup.co.uk)

# FREE CORPORATE LITERATURE

CONSTRUCTION INDUSTRY NEWS MAGAZINE CAN HELP YOUR SALES WITH YOUR OWN IN-HOUSE BROCHURE.

To achieve your free brochure your company editorial must be of adequate size within Construction Industry News magazine, this is achieved by the advertising support you get from your suppliers. The more supplier support we achieve the more pages your editorial will be.

Pages of support	Brochure Size	Number of Brochures
6	12	250





# CIRCULATION PROFILE

CONSTRUCTION INDUSTRY NEWS MAGAZINE CURRENTLY HAS A CIRCULATION OF OVER 7,500 READERS, MAKING IT A SUCCESSFUL MAGAZINE ACROSS THE UK AND IRELAND.

Over 95% of our circulation is senior management level and above, going out each month to Chairmen, Managing Directors, Sales/Marketing Directors and Commercial Directors.

Construction Industry News has gained an excellent reputation working with small 'one man band' companies to the larger blue chip companies. We believe that we target everyone out there in the Construction Industry, which is why we have built such a close client relationship, making sure they come back to us when necessary.

Our readership has been very carefully selected from a Dun & Bradstreet customised database to give you and your key associates access to a targeted readership in excess of 50,000 top decision makers within the UK's Construction Industry.

I hope these details answer any questions you may have, if you should require any further information please do not hesitate to contact **Scott Rice on +44 (0) 1484 441 452**



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