

# INFRASTRUCTURE Intelligence

MEDIA PACK 2021

**Infrastructure Intelligence**

**Contents**

- 4: **News**  
Brent: Gatwick job cuts; Welsh railways.
- 6: **Scotland**  
Infrastructure commission lags out its plans.
- 8: **Skills**  
The launch of the Construction Talent Retention Scheme.
- 10: **Skills**  
WSP boss says "think about the future".
- 11: **Post-Covid**  
Recovery predicted to last longer than thought.
- 12: **Opinion**  
Apprenticeships Road Bonds: Water crisis response call.
- 14: **Planning**  
Online debate puts planning in the spotlight.
- 16: **Major projects**  
Taking on the delivery challenge.
- 18: **Major projects**  
Taking on the delivery challenge.
- 19: **Post-Covid**  
Green recovery means ditching obsession with cheapness.
- 20: **Project delivery**  
Simon Kirby on speeding up infrastructure delivery.
- 22: **Webinars**  
Our summer webinar series is a resounding success.
- 24: **Politics**  
Major projects present white elephant risk say MPs.
- 26: **ACE news**  
Value toolkit: Apprenticeships review: Find a Consultant relationship Focus on recovery.
- 29: **ETC news**  
Net zero campaign update.
- 30: **Business**  
Negotiating successfully in the new digital world.

**Message from the editor**

This is our third digital edition of Infrastructure Intelligence published this coronavirus crisis. I've written this editor's comment as the U.K. government removes more of its safe travel corridor from its safe travel corridor. It further reminds that the re-opening of the country is anything approaching normal. The economic effects of the crisis are already being felt in the construction sector, with announcing redundancy from leading industry figures. WSP's Mark Napsaiah, for example, is a leader in our sector when making difficult decisions in our sectors. In that light, the Construction Talent Scheme is a crucial skill shortage as talent as it may be. The scheme should be everyone in the industry who common good. While the scheme is in progress...

**Keeping talent on construction**

**Infrastructure Intelligence**

**Active travel**  
Case study on the transformation of the city of London

**Tracsis**  
Active travel with Tracsis

**Infrastructure Intelligence**  
Produced for the industry by the Association for Consulting and Engineering

**Chancellor spends three-year spending review to deal with Covid crisis**  
Network Rail spending with SMEs exceeds £2.5bn in 2019-20  
CSC opens applications for new future leaders' forum

**Info Hubs**  
Urban Growth  
Future of Construction  
Net Zero  
Digital Transformation  
Managing Risk  
Sustainable  
Future of Construction  
Northern Ireland  
Scotland  
Wales  
SMEs

**Keep your profile high**  
Advertise with Infrastructure Intelligence

**Latest news and analysis**  
Winners announced in 2020 British Expertise International Awards  
The winners of this year's British Expertise International Awards are announced. Read more  
3 day 42 news page

**Infrastructure Intelligence**  
Microscale to transform project delivery

**Infrastructure Intelligence**  
Taking on the delivery challenge.

**Infrastructure Intelligence**  
Negotiating in a digital world.

**Infrastructure Intelligence**  
Network Rail spending with SMEs exceeds £2.5bn in 2019-20

# For the industry, by the industry

**I**nfrastucture Intelligence is an independent information source written by the industry for the industry and is one of the few UK magazine brands dedicated to infrastructure. It offers an unparalleled opportunity to communicate with and ultimately influence the professionals your business relies on.

As a communications and knowledge transfer tool that unites the multiple and often diverse professions involved in the infrastructure supply chain, it provides an unique and powerful link between your business and your target market, allowing you to take advantage of the growing business opportunities in the sector.

Our digital and print media offer in-depth news analysis, breaking news and exclusive interviews with key infrastructure industry leaders and opinion formers.

Stay ahead of the competition and gain access to the industry's most influential decision makers through our portfolio of communication channels.



Infrastructure Intelligence: Uniting the whole supply chain

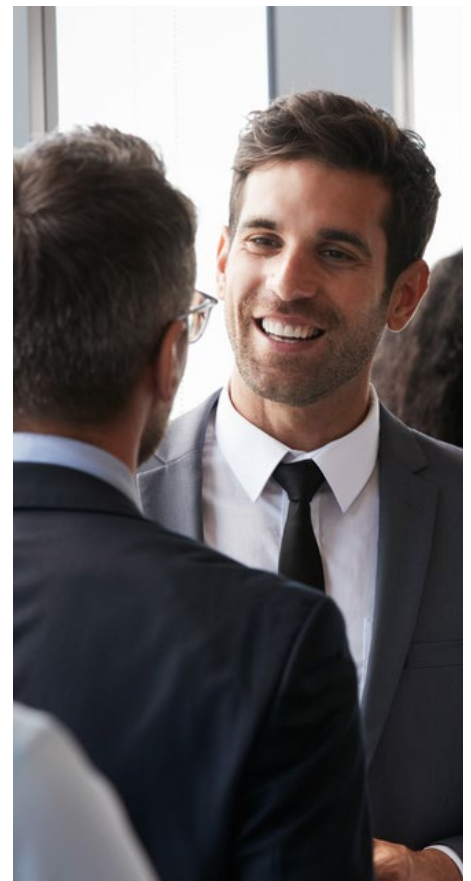
We serve a unique audience in the infrastructure supply chain - manufacturers, suppliers, specialist and sub-contractors, consultants and clients, as well as government bodies, local authorities and investors.

## Our readers and event participants include:

- CEOs
- Senior partners
- Managing directors
- Project directors/managers
- Senior engineers
- Contract managers
- Business development directors
- Marketing directors
- Principal engineers

## We can help you meet your marketing objectives to:

- Establish/increase your brand profile
- Generate enquires and qualified leads by directing visitors to your website and maximising sales
- Promote a forthcoming event or product launch, or
- Engage with key decision makers and influencers in the industry





# Infrastructure Intelligence digital magazine

*Infrastructure Intelligence* digital magazine offers a wide range of editorial and advertising opportunities which can promote and highlight your company's project or profile.



# Infrastructure Intelligence digital magazine

The magazine is an independent business-focused digital publication for the engineering, built environment and infrastructure management community. It is distributed to 20,000+ named infrastructure professionals from both the public and private sectors and include:

- Senior management of client organisations, contactors and industry stakeholders including chairs, CEOs, managing directors, contracts managers, project managers/directors, operations managers/directors, commercial managers/directors, communications and marketing directors.
- Senior leaders from all ACE membership organisations, including managing directors, senior directors, managing partners, CEO's and chairs.

*Infrastructure Intelligence* magazine offers a wide range of editorial opportunities which can promote and highlight your company's project or profile. These include: case studies, thought leadership articles, company profiles, career profiles, recruitment advertising and event listings/profiles.

## Company profile

Raise your company profile and brand awareness with a feature written by one of our journalists. Content is subject to agreement but could, for instance, cover key personnel, forward strategy, innovation or involvement in specific projects.

Published profiles will also be uploaded to [www.infrastructure-intelligence.com](http://www.infrastructure-intelligence.com).

Book a profile or case study and you will benefit from coverage in both the printed and digital versions of *Infrastructure Intelligence* magazine. Rates will vary, depending on level of editorial input. You can also of course, book display advertisements.



## We publish six issues a year:

### January/February

Copy deadline: 14 December  
Publication date: 4 January

### May/June

Copy deadline: 19 April  
Publication date: 4 May

### September/October

Copy deadline: 20 August  
Publication date: 3 September

### March/April

Copy deadline: 15 February  
Publication date: 1 March

### July/August

Copy deadline: 18 June  
Publication date: 2 July

### November/December

Copy deadline: 18 October  
Publication date: 1 November

## All prices held for 2021

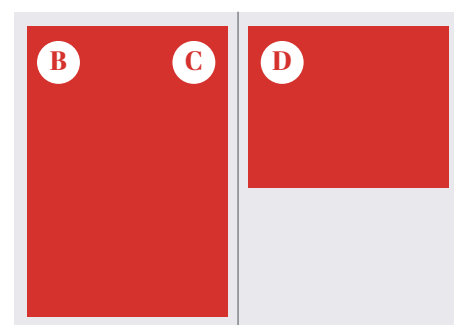
- A Double page spread: £3,000 + VAT**
- B Page: £2,000 + VAT**
- C Page back cover: 2,500 + VAT**
- D Half page: £1,000 + VAT**

## Customised impact

Digital versions of the magazine are available for exclusive promotions and feature articles can be customised on request.



Change to [Click here to view our 2021 Features Plan.](#)



# Infrastructure Intelligence.com

With nearly 40,000 unique users a month and over 7,000 click-throughs from each eNewsletter





# Infrastructure-Intelligence. com

A news-led website for infrastructure and built environment professionals designed to be accessible on the move or from behind the desk. The site engages readers with forward-looking and thought-leading

content, utilising email alerts, social media channels and weekly newsletters to highlight the intelligence that drives business decisions.

**With nearly 40,000 unique users a month and over 7,000 click-throughs**

**from each e-Newsletter**, the website is now established as a must-read for senior decision makers working in infrastructure.

Display advertising allows you to reach these influential leaders directly as they browse our daily content.

## 40,000 unique users

## 7,000 click-throughs

### All prices held for 2021

#### A Headline Leaderboard with hyperlink:

3 months	£4,000 + VAT
6-12 months	Price on application

#### B MPU Button:

3 months	£1,200
6 months	£2,000

#### C Mid Page Banner with hyperlink:

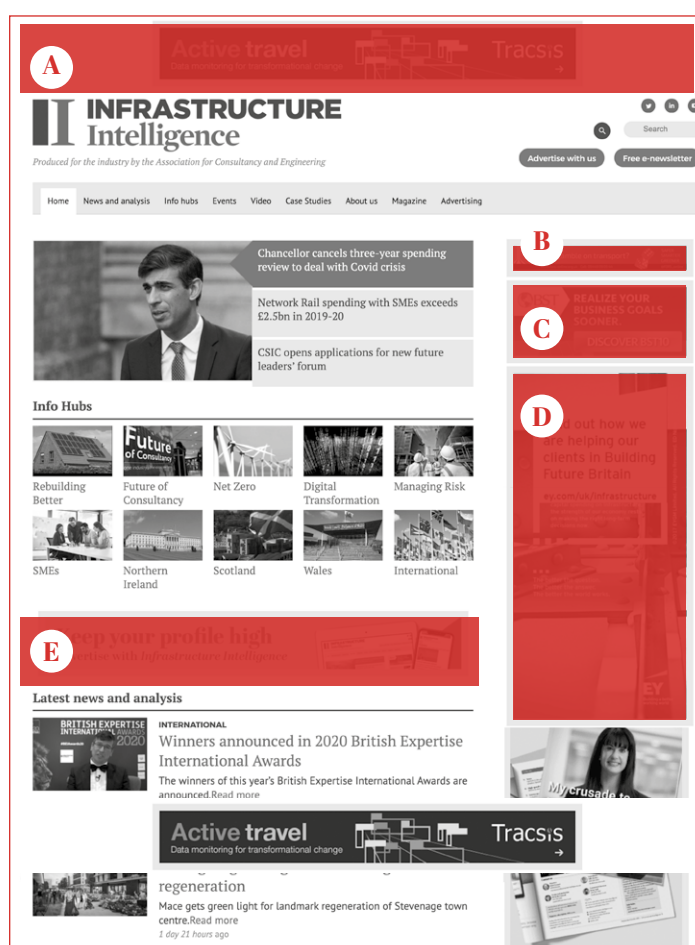
3 months	£2,500 + VAT
6 months	£4,500 + VAT

#### D Skyscraper with hyperlink:

3 months	£3,000 + VAT
6-12 months	Price on application

#### E Baseline Leaderboard with hyperlink:

3 months	£2,500 + VAT
6-12 months	Price on application



## Editorial

Infrastructure-Intelligence.com offers a wide range of editorial opportunities which can promote and highlight your company's project or profile. These include: case studies, thought leadership articles, company profiles and career profiles. **Rates vary, depending on the level of editorial support provided, the number of channels used and the duration of campaign.**

## Event promotion

From conferences to exhibitions, seminars to networking events, a detailed profile of your event can help ensure it is a roaring success. Any events featured, will also be listed in the events section of the *Infrastructure Intelligence* website and added to our events calendar in the weekly eNewsletter. **Rates start at £250 + VAT per week or £750 + VAT per month and can be supplemented by banner adverts and/or editorial coverage in our weekly eNewsletter.**

# Infrastructure Intelligence eNews

Published every Tuesday and Thursday, the eNews is an easy to read, easy to digest, summary of the key issues and events affecting infrastructure professionals. It has a diverse and loyal readership base.



# eNews

Published on Tuesdays and Thursdays, the eNews is an easy to read, easy to digest, summary of the key issues and events affecting infrastructure professionals. It has a diverse and loyal readership base comprising:

- Diverse audience in the infrastructure supply chain: manufacturers, suppliers, specialist and sub-contractors, consultants and clients, as well as government bodies, local authorities and investors.
- Individuals from ACE's member organisations who work on a wide range of projects that include structural design, landscaping, urban planning, surveying, flood risk management, disaster relief and business improvement and organisation.
- Job titles are predominantly - CEOs; senior partner; managing director; project director/manager; senior engineer; contract manager; business development director; marketing director; principal engineer.

## All prices held for 2021

### A Headline Leaderboard with hyperlink:

2 weeks	£850 + VAT
3 weeks	£1,000 + VAT
1 month	£1,800 + VAT
3/6/12 months	Price on application

### B Mid Page Banner with hyperlink:

2 weeks	£800 + VAT
3 weeks	£1,200 + VAT
1 month	£1,500 + VAT
3/6/12 months	Price on application

### C Baseline Leaderboard with hyperlink:

2 weeks	£900 + VAT
3 weeks	£1,200 + VAT
1 month	£1,600 + VAT
3/6/12 months	Price on application

## Solus mailing

Instantly build your brand by emailing our loyal and engaged audience. The solus email will exclusively contain your content and be delivered directly to the inbox of our readers. A solus email campaign complements print display and digital activity to create an integrated approach. You supply the content, message and creative and we send out an *Infrastructure Intelligence*-branded email to an engaged audience from across the industry.

A solus email is the ideal platform for creating awareness of a new product/service, directing traffic to your website and generating valuable sales leads.

**Rate: £1,500 + VAT for one single email. Multiple mailing rates available on request.**





# Infrastructure Intelligence Events

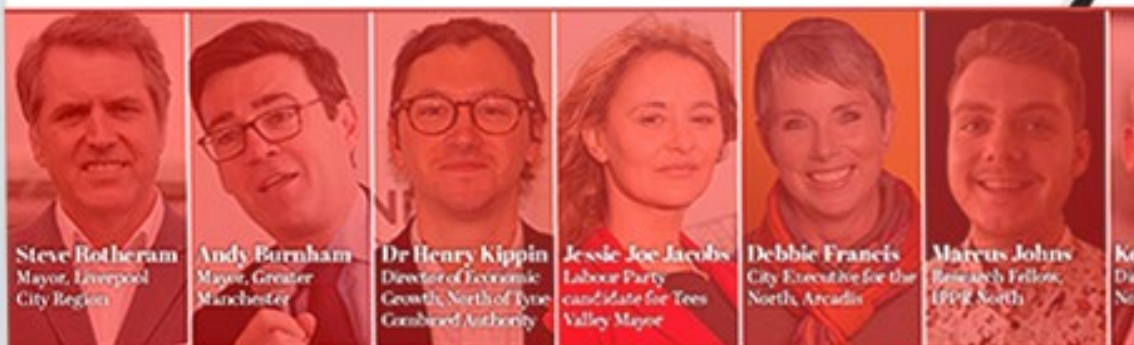
Our popular online events offer you and your company the opportunity to discuss key issues and increase profile with high-level decision makers working in infrastructure.

## Infrastructure investment and levelling up the North/South divide

INFRASTRUCTURE  
Intelligence

Friday 2 October 2020 at 11am

This *Infrastructure Intelligence* free roundtable, which has high-level political and business representation from across the north of England, will look at the role of infrastructure investment in levelling up the North/South divide.



Event organised in association with Strategic Partners

# Events

We can help you promote your event or launch activity to a wider audience. Provide us with content and we can deliver a bespoke marketing campaign across all our media channels - website, eNews, magazine and social media.

## Round tables

**T**hese virtual invitation-only events offer your company the opportunity to deepen relationships with high level decision makers working in infrastructure. These intimate, single-sponsored round tables put you in front of buyers and decision makers targeted specifically to meet your marketing and brand objectives.

We typically invite up to ten senior figures from the industry on your behalf to discuss a topic agreed in conjunction with you. Carefully chosen for their knowledge, expertise and experience, this ensures lively debate amongst a truly select group of individuals.

Chaired by the editor of *Infrastructure Intelligence*, these online events comprise a focused and high-level round table discussion which provide an excellent platform to raise your company's profile and help to initiate new business relationships.

The content of the discussion is subsequently used as a basis for editorial coverage in the *Infrastructure Intelligence* printed and digital magazine and weekly eNews.

Rates available on request.



## In the Spotlight interviews

Our popular In the Spotlight interviews are designed to encourage debate around a range of burning issues that are vitally important to the sector. Participants come from a list of personally invited candidates put together with the help of the event sponsor. The event is centred around the interview of a prominent

industry figure which is also videoed and promoted to a wide industry audience.

The event is subsequently used as a basis for editorial coverage in the *Infrastructure Intelligence* magazine, website and eNews.

Rates available on request.



### Find out more:

Ian Parker, Commercial Manager

Tel: 07894 053961 Email: [iparker@infrastructure-intelligence.com](mailto:iparker@infrastructure-intelligence.com)



www.infrastructure-intelligence.com  
T: 020 7222 6557

Infrastructure Intelligence  
@infra\_intel



Produced for the industry by the Association for Consultancy and Engineering (ACE)



📍 [www.infrastructure-intelligence.com](http://www.infrastructure-intelligence.com)  
☎ T: 020 7222 6557

📺 Infrastructure Intelligence  
🐦 @infra\_intel