

# INFRASTRUCTURE Intelligence

## MEDIA PACK 2020

The image is a collage of Infrastructure Intelligence media assets. At the top left is a magazine spread. The left page shows a 'Contents' table of contents with items like 'News', 'Outsourcing', 'Railways', 'Design for manufacture', 'Scotland', 'Opinion', 'Housing', 'Infrastructure planning', and 'Contact us'. The right page features a 'Message from the editor' by a man in a suit, followed by a large article titled 'Scotland's five-year infrastructure plan' with a photo of a construction worker. Below the magazine is a tablet displaying the Infrastructure Intelligence website, which has a navigation bar and several news articles. To the right of the tablet is a smartphone showing a 'Highlights' section with a train image and a headline about HS2. At the bottom, there are four red-bordered boxes with white text: 'Infrastructure Intelligence Magazine page 3', 'Infrastructure Intelligence.com page 5', 'Infrastructure Intelligence eNewsletter page 7', and 'Infrastructure Intelligence Events page 9'.

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**Message from the editor**

There's a distinctly Scottish flavour to this issue of Infrastructure Intelligence. Not before time as there is something on the cards for the border that should have a beneficial impact on the construction sector. We take the new Infrastructure Commission for Scotland (IACS) and look at the new five-year plan just as the Scottish Futures Trust (SFT) launches its new strategy. As ever, industry issues are at the heart of our content. Speaking with the outgoing Carillion and Intervenor CEO, and also the rising cost of infrastructure delays, the industry we really need to get on with is the one that can happen with the housing work plan. Speaking of housing, an interesting piece from Carillion's chief executive for people who do infrastructure on a daily basis. Thinking like this is the nation's future. Elsewhere, we ultra-low emission means for the car, whether recent Ireland might see construction in the pipeline.

**Scotland's five-year infrastructure plan**

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**Infrastructure Intelligence**

Full speed ahead for HS2, according to leaked report  
UK unprepared for climate change as severe floods hit northern England  
Rail departments must prepare for surge in activity  
Optimise for today? Build for tomorrow?

**Latest news and analysis**

**HS2**  
Full speed ahead for HS2, according to leaked report  
HS2 should not go ahead despite cross country halting to over £10bn, according to a leaked report of the Culture Secretary's review

**CLIMATE CHANGE**  
UK unprepared for climate change as severe floods hit northern England

**INFRASTRUCTURE INTELLIGENCE**

Infrastructure Intelligence Magazine page 3

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# Get ahead of the competition

**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 magazine

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



# Infrastructure Intelligence magazine

The magazine is an independent business-focused publication for the engineering, built environment and infrastructure management community. It is distributed to 1,500 named infrastructure professionals from both the public and private sectors and include:

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

*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: 6 December  
Publication date: 6 January

### May/June

Copy deadline: 13 April  
Publication date: 4 May

### September/October

Copy deadline: 17 August  
Publication date: 7 September

### March/April

Copy deadline: 10 February  
Publication date: 3 March

### July/August

Copy deadline: 22 June  
Publication date: 13 July

### November/December

Copy deadline: 12 October  
Publication date: 4 November

## Display advertising rates

**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**

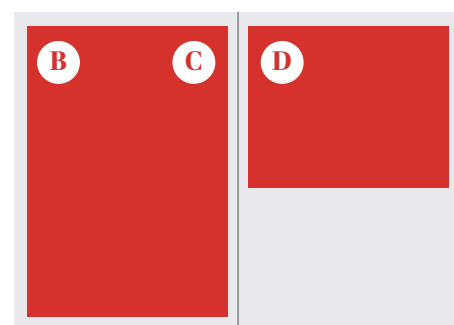
## For major impact

Supplements, loose inserts and branded wrapping can all help you secure maximum impact and convey detailed information on that major campaign or product launch – prices on request.

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



**Contact us to see the 2020 Features Plan**



# Infrastructure Intelligence.com

With nearly 28,000 unique users a month and over 7,000 click-throughs from each eNewsletter





# Infrastructure-Intelligence. com

**A**n intelligence-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 28,000 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.

## 28,000 unique users

## 7,000 click-throughs

### Advertising display options and rates

#### **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:

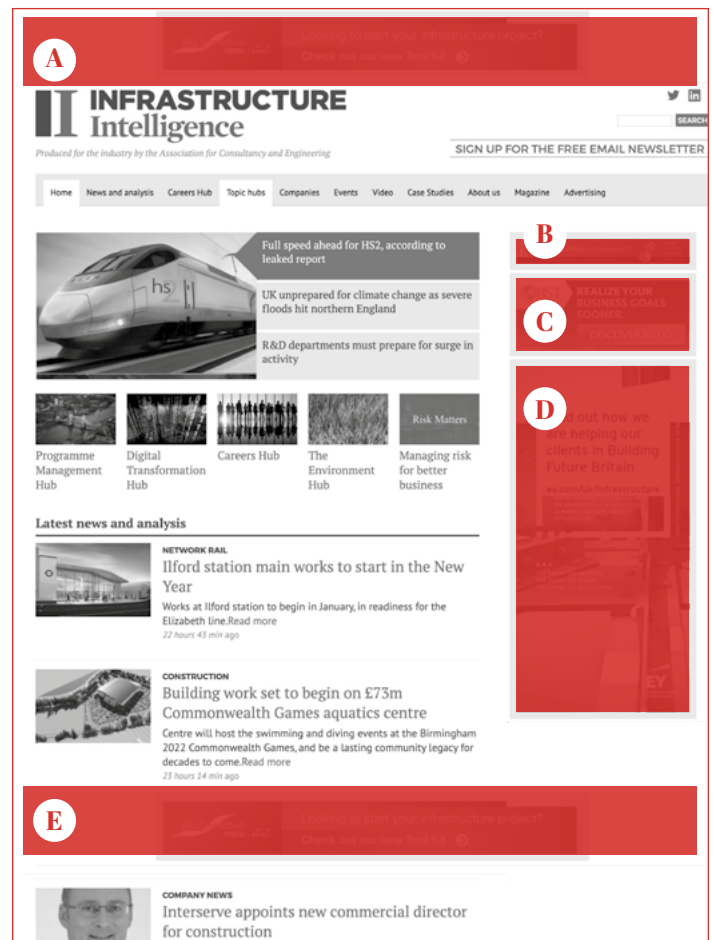
3 months	£2,500 + VAT
6 months	£4,500 + VAT

#### **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.**

## Recruitment

Our Jobs section offers you the opportunity to promote your vacancies to the right candidate profile. Combined with promotion within the weekly eNewsletter as part of the package, you can be sure to achieve high visibility. Each vacancy will have its own landing page and be promoted in the weekly eNewsletter and social media. **Rates start at £800 + VAT per month.**

# Infrastructure Intelligence eNewsletter

Published every Tuesday and Thursday, the eNewsletter 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.



# eNewsletter

Published on Tuesdays and Thursdays, the eNewsletter 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:

- 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.
- 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.
- Job titles are predominantly - CEO's; senior partner; managing director; project director/manager; senior engineer; contract manager; business development director; marketing director; principal engineer.

## Advertising display options and rates

### 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.**

Your essential email update of the latest developments in the construction and infrastructure sector.

14 November 2019  
View in browser

**A** INFRASTRUCTURE Intelligence

Don't miss the magazine everyone's talking about.

**INFRASTRUCTURE Intelligence**

Produced for the industry by the Association for Consultancy and Engineering

**In today's edition**

- Full speed ahead for HS2, according to leaked report
- UK unprepared for climate change as severe floods hit northern England
- R&D departments must prepare for surge in activity
- Railway Industry Association launches RAIL 2050 manifesto
- Hong Kong bridge wins people's vote as world's best 2019 civil engineering project
- Laying the foundations for digital twins
- Interserve appoints new commercial director for construction

**B** UK unprepared for climate change as severe floods hit northern England  
13 November 2019  
Climate change and poor management blamed, as work continues to limit flood damage in northern England.

**C** Thought leadership that addresses the big issues of today and tomorrow.

AECOM

R&D departments must prepare for surge in activity  
13 November 2019



# Infrastructure Intelligence Events

These invitation-only events offer your company the opportunity to deepen relationships with high level decision makers working in infrastructure.



## Format of the evening

- 18.00 - Registration and Drinks Reception
- 18.30 - Welcome from Hannah Vickers ACE
- 18.35 - Introduction Speech Adam Anyszewski, Continuum
- 18.40 - Keynote Speech Darren James, Costain
- 18.55 - Dinner is served
- 19.00 - Round table discussion chaired by Hannah Vickers
- 20.45 - Wrap up and closing remarks
- 21.00 - Event finishes

Intelligence supplement as a window into the challenges we face in making the future infrastructure our country needs into a reality. The Round Tables are kindly sponsored by Costain.

**30<sup>th</sup> April 2019, 18.00 to 21.00**  
Challenging infrastructure development: Hyperloop and a strategic case for disruptive technology

This event will be subject to Chatham House rules. Infrastructure Intelligence will summarize the debate and its conclusions for publication, but no direct quotes will be attributed without prior consent.

If you have any questions or require any more information, please feel free to contact me at anytime. We are very much looking forward to seeing you next week.

# Events

For all bookings, provide us with the content and we can deliver an integrated marketing campaign across all our media channels – website, eNewsletter, magazine and social media.

## Round tables

**T**hese 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 10-15 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 an experienced facilitator either from or sourced by ACE or *Infrastructure Intelligence*, these relaxed events can take place over breakfast, lunch or dinner. Focused and high-level, round tables are an excellent platform 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 eNewsletter. 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. It includes a Q&A session and networking opportunities.

With this tailored networking, sponsors can achieve the meaningful face-to-face contact that other events fail to deliver.

The event is subsequently used as a basis for editorial coverage in the *Infrastructure Intelligence* monthly magazine and posted on to [Infrastructure-Intelligence.com](http://Infrastructure-Intelligence.com). **Rates available on request.**



### Find out more:

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