

2016 MEDIA KIT

Reach your target market throughout the year.
Monthly, weekly, daily.

- Clients
- Consultants
- Contractors



Dedicated to infrastructure

Infrastructure Intelligence is the new independent information source produced by the Association for Consultancy and Engineering for the entire infrastructure community.

Written by the industry for the industry, it is the only UK magazine brand dedicated to infrastructure.

Combined, these qualities present your business with an unparalleled opportunity to communicate with and ultimately influence the professionals your business relies on.

I INFRASTRUCTURE Intelligence

Infrastructure Intelligence is a communication and knowledge transfer tool that unites the multiple and often diverse professions involved in the infrastructure supply chain. By doing so, it helps enable stakeholders to take advantage of the growing business opportunities in the sector.

This dynamic new media brand provides a unique and powerful link between your business and its target customer group.

Responsible for delivering the II portfolio for ACE is a team of accomplished media professionals, each one with extensive experience specifically in the industries in which you operate. With this comes a unique knowledge and understanding of this complex marketplace and, subsequently, a dynamic new service that has a mature and authoritative voice.



Infrastructure Intelligence: Uniting the whole supply chain

About the Association for Consultancy and Engineering



As the sector's leading business association, ACE represents the interests of professional consultancy and engineering companies of all sizes in the UK. Employing over 250,000 staff worldwide, many have gained international recognition and acclaim.

At the heart of delivering, maintaining and upgrading our buildings, structures and infrastructure, they provide specialist services to a range of sectors including water, transportation, housing and energy.

The ACE membership acts as the bridge between consultants and engineers, who make an estimated contribution of £15bn to the nation's economy, and the wider construction market which contributes a further £90bn.

The Association for Consultancy and Engineering is a not-for-profit organisation.

Promotional opportunities at a glance

With Infrastructure Intelligence



e-newsletter

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www.infrastructure-intelligence.com

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Digital Magazine

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Magazine

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Round Table Events

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Infrastructure Recruitment

We provide a variety of recruitment advertising opportunities in our online and printed publications. **Please contact us for further details.**

www.infrastructure-careers.com

With the Association for Consultancy and Engineering



ACE Find a Consultant

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www.acefindaconsultant.co.uk

Page **11**

20% discount for ACE Members and Affiliates where indicated

e-newsletter



■ Published three times per week

An easy to read, easy to digest summary of the key issues and events affecting infrastructure professionals.

The Monday and Wednesday editions of the e-newsletter are supplemented by a Friday round-up of the week's top stories.

Sourced from the ACE and Infrastructure Intelligence databases, the original distribution list includes employees of ACE member companies, plus selected contractors and public and private sector clients.

Thanks to an impressive sign-up rate since launching in January 2014, the distribution list for this e-newsletter has risen to over 26,000 individuals per issue.

All options below include one insertion in each of the three weekly editions – Monday, Wednesday and Friday.

Headline Leaderboard with hyperlink

1 week	£400
2 weeks	£700
3 weeks	£900
1 month	£1050
3/6/12 months	Prices on application

Mid Page Banner with hyperlink

1 week	£300
2 weeks	£500
3 weeks	£675
1 month	£800

Baseline Leaderboard with hyperlink

1 week	£250
2 weeks	£400
3 weeks	£525
1 month	£600
3/6/12 months	Prices on application



20% discount for ACE Members and Affiliates



An 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.

Nearly 25,000 unique users and a monthly visit figure of around 68,000 demonstrates how well it has been received by the industry since launching in February 2014.

Take your pick from a selection of advertising opportunities on specific pages of the website:

□ Home Page □ News and Analysis □ Careers Hub □ Events □ Video □ Innovations

□ **Home Page**

Headline Leaderboard with hyperlink

1 month £1,000

3/6/12 months Prices on application

Baseline Leaderboard with hyperlink

1 month £700

3/6/12 months Prices on application

Top and Tail Leaderboard with hyperlinks

Book the Headline and Baseline Leaderboards.

Prices on application

Skyscraper with hyperlink

1 month £500

3 months £1,200

6/12 months Prices on application

MPU Button with hyperlink

1 month £400

3 months £1,050

6 months £1,900

12 months £3,000

□ **News and Analysis**

Headline Leaderboard with hyperlink

1 month £800

3/6/12 months Prices on application

Baseline Leaderboard with hyperlink

1 month £700

3/6/12 months Prices on application

Top and Tail Leaderboard with hyperlinks

Book the Headline and Baseline Leaderboards.

Prices on application

Skyscraper with hyperlink

1 month £450

3 months £950

6/12 months Prices on application

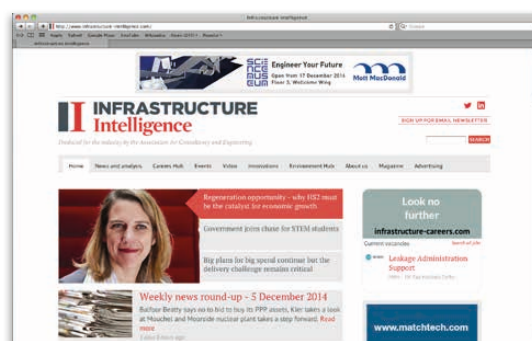
MPU Button with hyperlink

1 month £350

3 months £900

6 months £1,500

12 months £2,000



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□ Careers Hub

Headline Leaderboard with hyperlink

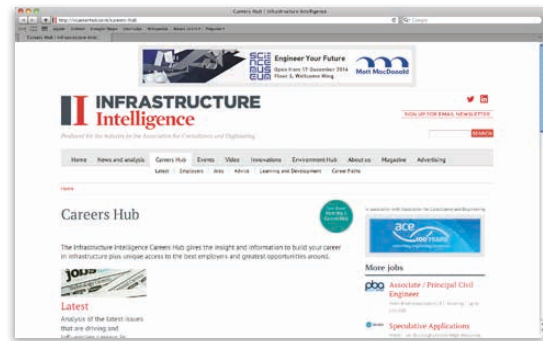
1 month £800
3/6/12 months Prices on application

Baseline Leaderboard with hyperlink

1 month £700
3/6/12 months Prices on application

Top and Tail Leaderboard with hyperlinks

Book the Headline and Baseline Leaderboards.
Prices on application



□ Events

Headline Leaderboard with hyperlink

1 month £800
3/6/12 months Prices on application

Baseline Leaderboard with hyperlink

1 month £700
3/6/12 months Prices on application

Top and Tail Leaderboard with hyperlinks

Book the Headline and Baseline Leaderboards.
Prices on application

Skyscraper with hyperlink

1 month £450
3 months £950
6/12 months Prices on application

MPU Button with hyperlink

1 month £350
3 months £900
6 months £1,500
12 months £2,000

□ Video

Headline Leaderboard with hyperlink

1 month £600
3/6/12 months Prices on application

Baseline Leaderboard with hyperlink

1 month £700
3/6/12 months Prices on application

Top and Tail Leaderboard with hyperlinks

Book the Headline and Baseline Leaderboards.
Prices on application

Skyscraper with hyperlink

1 month £450
3 months £950
6/12 months Prices on application

MPU Button with hyperlink

1 month £350
3 months £900
6 months £1,500
12 months £2,000

continued >

□ Innovations

Headline Leaderboard with hyperlink

1 month £600

3/6/12 months Prices on application

Baseline Leaderboard with hyperlink

1 month £700

3/6/12 months Prices on application

Top and Tail Leaderboard with hyperlinks

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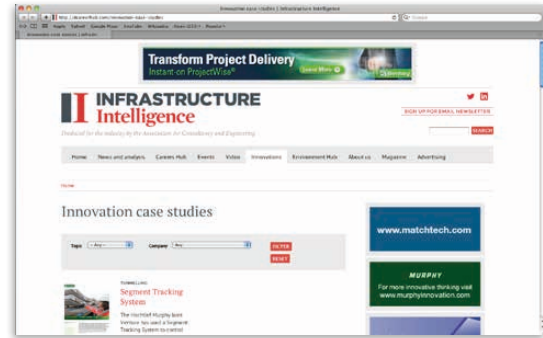
MPU Button with hyperlink

1 month £350

3 months £900

6 months £1,500

12 months £2,000



Other promotional opportunities

Case Study Upload

The Innovations section of the website can be utilised to publicise your existing case studies or other promotional material. They can cover any innovative aspect of your business from product to project, process to practice.

Simply submit your item to us and, subject to approval, we will upload it for 12 months.

There's no limit to how many you can post.

In addition, editorial items relating to your company that appear in Infrastructure Intelligence digital media will be tagged to link with your uploaded information.

12 months £150 per upload

Keyword Search Optimization

Prices on application

20% discount for ACE Members and Affiliates

Magazine – Printed and Digital

■ Published monthly

An independent business-focused publication for the engineering, built environment and infrastructure management community.

Established as a printed magazine in May 2014, there is also a digital version which gives users the convenience of free access to downloadable editorial content on-the-go via tablet, smart phone and laptop.

Printed Magazine

The A4 printed magazine is distributed to 2,000 named infrastructure professionals from the public and private sector. Drawn from the ACE and Infrastructure Intelligence databases, these include employees of every ACE member company as well as selected key personnel from clients, contractors and other industry stakeholders.



Digital Magazine

Custom designed to optimise the viewing experience on anything from PC to mobile device. Editorial content from the printed magazine is specially formatted and, while it doesn't include advertisements from the printed or standard digital version, there are plenty of additional promotional opportunities available to advertisers.



■ Printed Magazine

Advertisements

Double page spread	£2,000
Full page	£1,100
Half page (portrait or landscape)	£600
Quarter page (portrait or landscape)	£400

Inserts

Details are available separately on request.

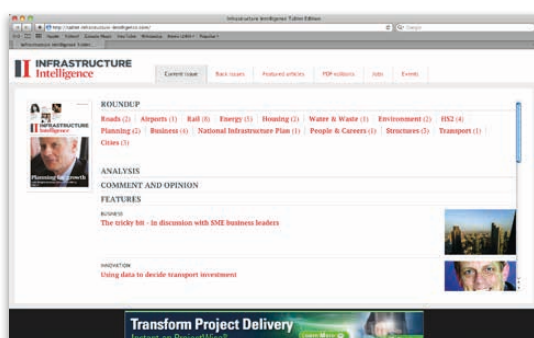
■ Digital Magazine

Baseline Leaderboard with hyperlink

Available in the following sections:

- ☐ Home Page
- ☐ Analysis
- ☐ Comment and Opinion
- ☐ Features
- ☐ ACE News

1 month	£350
3 months	£900
6 months	£1,500
12 months	£2,500



continued >

■ Printed and Digital Magazine Combination

Book a Profile or Case Study and benefit from coverage in an edition of both the printed and digital versions of Infrastructure Intelligence magazine.

Company Profile

Raise 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.

Profiles are also uploaded to www.infrastructure-intelligence.com and, if requested, other editorial items relating to your company that appear in Infrastructure Intelligence digital media will be tagged to link with your Profile.

One page	£1,400
Double page spread	£2,200



Innovation Case Study

If you've got an interesting story to tell, an Innovation Case Study is just the thing. It could concern anything from an ingenious product or unusual product application, to a ground-breaking process or revolutionary practice.

Comprising approximately 500 words, an image and a logo, each Case Study is also uploaded to the Innovation section of www.infrastructure-intelligence.com for 12 months.

Other editorial items relating to your company that appear in Infrastructure Intelligence digital media will, if requested, be tagged to link with your Case Study.

Half page	£750
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Event Profile

Event Profiles include approximately 600 words, an image and a logo. From conferences to exhibitions, seminars to networking events, they can help ensure your event is a roaring success.

In addition, events are mentioned in both editions of the Infrastructure Intelligence e-newsletter in a designated week and are listed on the Events section of www.infrastructure-intelligence.com

Full page	£1,200
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20% discount for ACE Members and Affiliates

Round Table Events



■ Organised on demand throughout the year

These bring together up to ten senior infrastructure business leaders to discuss important issues for the industry moving forward.

Participants come from a list of personally invited candidates put together with the help of the event sponsor. 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 for a maximum of twenty people take place over breakfast, lunch or dinner.

Discussion content is subsequently used as a basis for editorial coverage in the Infrastructure Intelligence monthly printed and digital magazine and weekly e-newsletter.

Sponsor a Round Table event and benefit from:

- Two places at the event
- Promotion in all printed material, including event invitations
- Promotion in pre-event editorial coverage
- Promotion in a four-page report of the event in the Infrastructure Intelligence monthly printed and digital magazine

Round Table sponsorship rate

£5,000*

*Not including venue and catering costs, which are to be finalised in advance of the event and paid for by the sponsor.



ACE Find a Consultant Guide - Printed and Online



Established in 1964, the industry's original Who's Who has become the definitive annual reference source for those looking for the very best in UK professional consultancy and engineering.

Printed Guide



■ Published annually in May

The A4 printed version of ACE Find a Consultant is published to coincide with the ACE National Conference on 15th March, 2016.

The distribution list for the publication includes employees of every ACE Member and Affiliate plus key clients selected from our database.

Reflecting new content, the 2016 edition will also become a valuable reference source for the next generation of engineering professionals.

To reach this crucial audience, we've established distribution partnerships with key organisations responsible for encouraging and enabling school, college and university students to pursue careers in engineering.

Online Guide

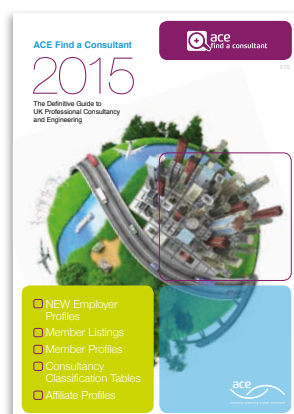


www.acefindaconsultant.co.uk provides the convenience of an online search facility, allowing users to instantly locate a consultant to meet their specific requirements.

Advertisements

Double page spread	£2,200	(ACE Member/Affiliate £1,800)
Full page options:		
Inside front cover	£1,800	(ACE Member/Affiliate £1,500)
Outside back cover	£1,800	(ACE Member/Affiliate £1,500)
Section divider reverse facing section start*	£1,400	(ACE Member/Affiliate £1,200)
Best available position	£1,200	(ACE Member/Affiliate £1,000)
Half page (portrait or landscape)	£800	(ACE Member/Affiliate £600)
Quarter page (portrait only)	£450	(ACE Member/Affiliate £325)

*Contact us for details of section availability



NEW for 2015

ACE Member
Employer Profile Section

The definitive
guide to UK
professional
consultancy and
engineering

Bespoke Promotional Packages

We can combine any of the standard options detailed in this document to find a tailor-made solution that meets your specific needs.



For further details regarding any of the promotional opportunities featured in this document please contact us:

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and Engineering

