INFRASTRUCTURE Intelligence

MEDIA PACK 2017

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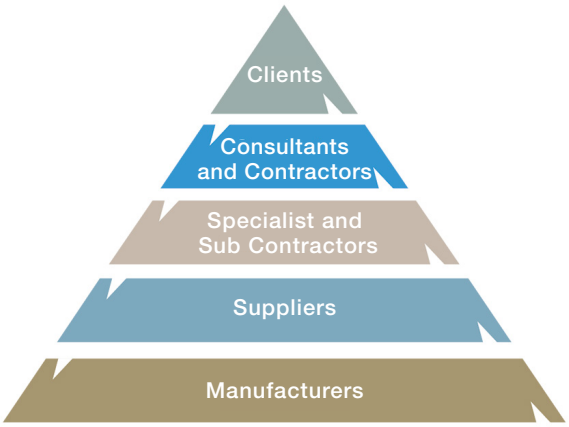
Get ahead of the competition

Infrastructure 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 thus offers an unparalleled opportunity to communicate with and ultimately influence the professionals your business relies on.

As a communication 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 an 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 are predominantly:

- 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, be they to:

- Establish/Increase your brand profile, thus helping to defend your market position
- 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

We publish six issues a year - Jan-Feb
March-April
May-June
July-Aug
Sept-Oct
Nov-Dec

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, ie. Managing Directors, Senior Directors, Managing Partners, CEO's and Chairs
- Senior management of client organisations, contactors and industry stakeholders ie. 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/profile.

Case Study

If you've got an interesting story to tell, a case study can be the perfect platform to tell everyone about it. It could concern anything from an ingenious product or unusual product application, to a ground breaking process or revolutionary practice.

All case studies will also be uploaded to the Case Study section of **www.infrastructure-intelligence.com.**

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.

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.

Display Advertising Rates

Double page spread: £2,000 + VAT
Full page: £1,100 + VAT
Half page: £600 + 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 2017 Features Plan

Infrastructure-Intelligence.com

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.

With nearly 25,000 unique users a month and over 4,000 click-throughs from each e-Newsletter, the web site is now established as a must-read for senior decision markers working in infrastructure.

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

Advertising Display Options and Rates

Headline Leaderboard with hyperlink:

1 month	£1,200 + VAT
3 months	£3,200 + VAT
6-12 months	Price on application

Skyscraper with hyperlink:

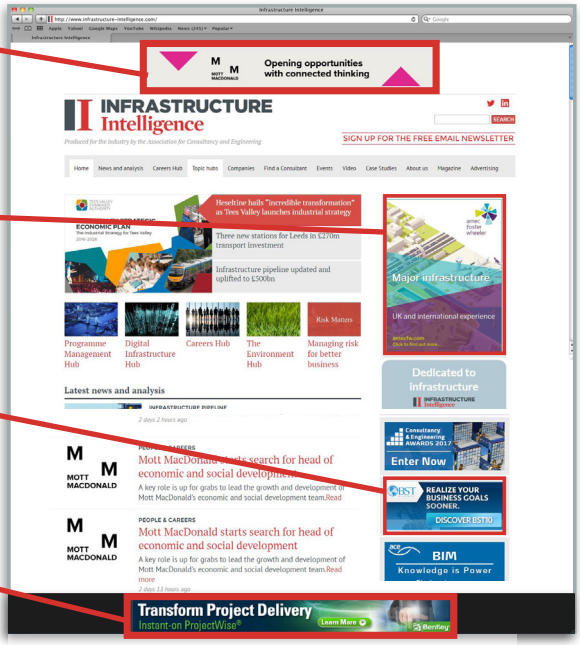
1 month	£700 + VAT
3 months	£1,750 + VAT
6-12 months	Price on application

Mid Page Banner with hyperlink:

1 month	£500 + VAT
3 months	£1,200 + VAT
6-months	£2,200 + VAT

Baseline Leaderboard with hyperlink: From £700 per month

1 month	£800 + VAT
3 months	£2,000 + 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 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 £400 + VAT per month.**

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 of:

- 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 Rates

Headline Leaderboard with hyperlink:

1 week	£450 + VAT
2 weeks	£800 + VAT
3 weeks	£1,100 + VAT
1 month	£1,250 + VAT
3/6/12 months	Price on application

Mid Page Banner with hyperlink:

1 week	£350 + VAT
2 weeks	£600 + VAT
3 weeks	£900 + VAT
1 month	£1,150 + VAT
3/6/12 months	Price on application

Baseline Leaderboard with hyperlink: From £700 per month

1 week	£400 + VAT
2 weeks	£700 + VAT
3 weeks	£1,000 + VAT
1 month	£1,200 + 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 compliments 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 e-mail to an engaged audience from across the industry.

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

Rate: £2,500 + VAT for one single e-mail. Multiple mailing rates available on request.

Events

For all bookings, provide us with the content and we can deliver an integrated marketing campaign across all our media channels – Website, e-Newsletter, Magazine and
Social Media.

Roundtables

These invitation-only events offer your company the opportunity to deepen relationships with high level decision makers working in infrastructure. These intimate, single-sponsored roundtables 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, these events 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 monthly printed and digital magazine and weekly e-newsletter. Rates available on request.

Straight Talks

Our popular Straight Talks 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. **Rates available on request.**

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and Engineering

ace
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