

SERVING THE WORLD'S  
LARGEST CONSTRUCTION MARKET

# CONSTRUCTION europe



MEMBER OF:



# 2021

## MEDIA INFORMATION

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Construction Europe



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KHL Group

[www.construction-europe.com](http://www.construction-europe.com)

# CONSTRUCTION europe

SERVING THE WORLD'S LARGEST  
CONSTRUCTION MARKET SINCE 1989

**Construction is one of the top three industries in Europe for fast-growing companies.**

It has also been identified by the EU as a primary driver for returning Europe to economic growth, with billions of euros earmarked for major infrastructure, urban regeneration and residential projects.

As the industry gears up for a monumental 2021, Construction Europe will again be the largest construction media source covering the world's largest construction market.

With regular news and features across every aspect of heavy construction, the Construction Europe brand - operating across print, digital and online channels - will deliver content to a broad audience on equipment, technology, business matters and the challenges of Europe's most exciting projects.

Our industry has a promising year ahead, and news will be more important than ever. Include CE in your marketing plan to be the first to benefit.

**Mike Hayes** Editor

## MAGAZINE



15,889\*

**CIRCULATION**



\*BPA AVERAGE QUALIFIED (15,510) +  
NON-QUALIFIED (379); JAN-JUNE 2020

**10 ISSUES PER YEAR**

## WEBSITE



29,771

**PAGE VIEWS/MONTH**

AVERAGE (MAY-JULY 2020)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used  
web analytics service on the internet and  
considered the most accurate.

## NEWSLETTER



11,479\*\*

**WEEKLY DISTRIBUTION**

AVERAGE (JULY 2020)

\*\*PUBLISHER'S OWN DATA

## SUPPLEMENT



PLUS 25,672

**ADDITIONAL DIGITAL COPIES**

PUBLISHER'S OWN DATA

**24-PAGE SUPPLEMENT IN  
CE & ICON'S JAN-FEB &  
JUL-AUG ISSUES**

## WEBINARS



501

**AVERAGE REGISTRATIONS  
FOR KHL CONSTRUCTION  
WEBINARS**

**6 PER YEAR**

CONSTRUCTION  
europeRETURN TO GROWTH FORECAST  
FOR EUROPE IN 2021

**By the end of 2020, many of Europe's largest nations will have seen year-on-year drops in GDP well into double digits. Yet, while many countries are experiencing difficult economic circumstances, the EU is promising unprecedented sums in recovery packages.**

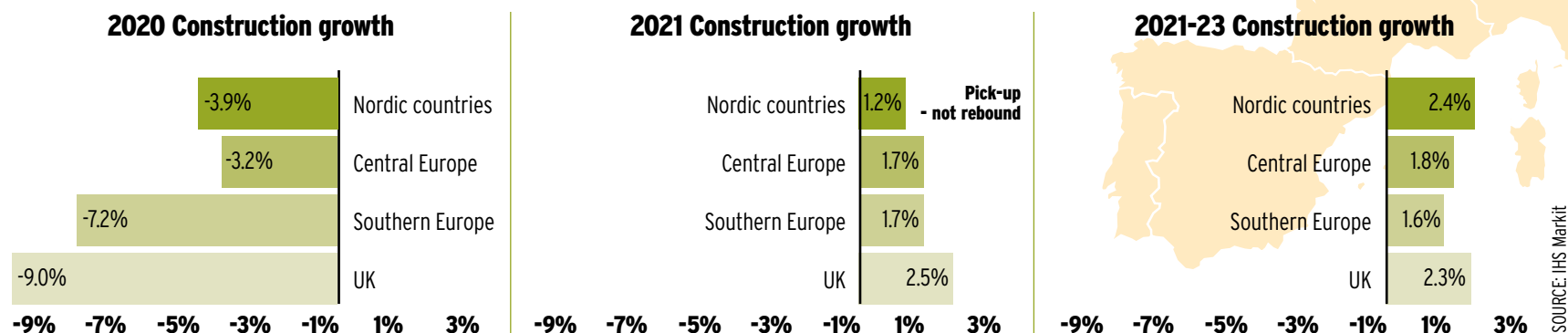
To give this some perspective, the European Commission intends to mobilise an incredible €1.1 trillion between now and 2027, to help businesses work through the crisis.

Given that construction has been highlighted as a primary driver for recovery, it is hoped that a sizeable proportion of this funding will be used to bolster our industry; in fact, the European contractors' body FIEC has requested €350 billion be ring-fenced across the sector.

This would match the figure Euroconstruct (a leading market forecasting network) estimates will be lost in construction output between 2020 and 2022.

If Euroconstruct's forecast of a return to growth in 2021 - and to something like 2019's figures by 2022 - is correct, construction's 'new normal' will be considerably more positive than was previously predicted.

## INDUSTRY ANALYST IHS MARKIT FORECASTS A RETURN TO GROWTH FOR EUROPE IN 2021



For more information, or to advertise, please contact **Simon Kelly**: [simon.kelly@khl.com](mailto:simon.kelly@khl.com) | T: +44 (0)1892 786223 | M: +44 (0) 7850 203298





FOR CIRCULATION TO BE EFFECTIVE, IT MUST BE DYNAMIC,  
CONSTANTLY TARGETING THE MOST RELEVANT READERSHIP

## MAGAZINE



15,889\*

CIRCULATION



\*BPA AVERAGE QUALIFIED (15,510) +  
NON-QUALIFIED (379):  
JAN-JUNE 2020

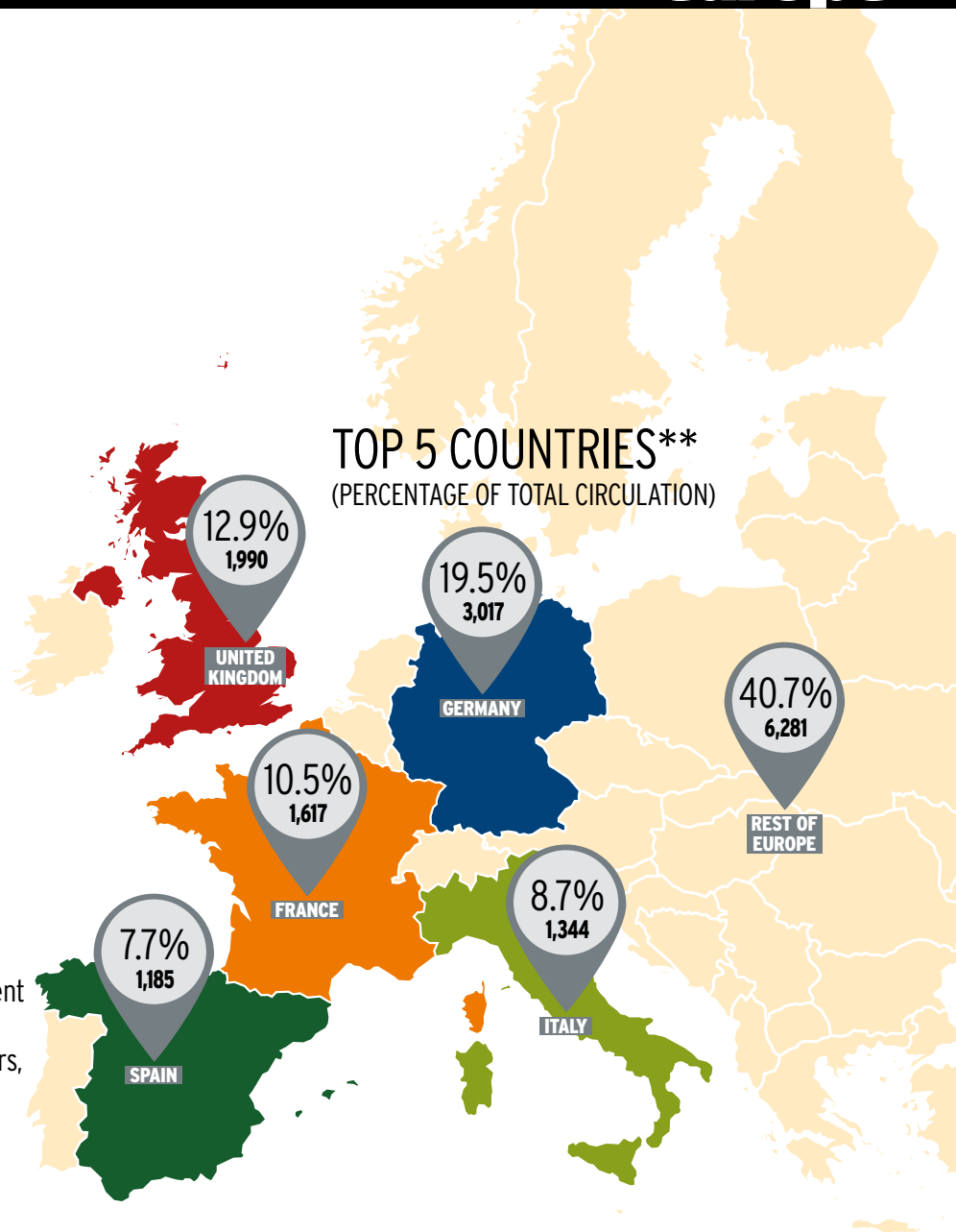
Construction Europe's circulation  
is audited by BPA Worldwide,  
the leading auditor of business-  
to-business magazines.

**Developed and refined over the course  
of 30 years, the circulation of Construction  
Europe reaches the key decision makers  
in the industry.**

## BY BUSINESS TYPE\*\*

- 58.8% Construction contractors, sub-contractors
- 12.5% Equipment rental. Distributors & agents
- 7.9% Manufacturers
- 7.2% Consulting engineers/architects and consultants
- 7.0% Mining, quarrying, aggregates production
- 5.5% Airports/ports/docks/offshore, construction department  
of large industrial/commercial concern, energy &  
petrochemical, power generation, petroleum producers,  
finance/regulator, association/education/research,  
utilities and specialized/heavy transport companies
- 0.7% Other companies
- 0.4% Government (national/regional)

\*\*BPA QUALIFIED MARCH ISSUE 2020



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Construction Europe



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@KHLConstruction



Construction Europe

[www.construction-europe.com](http://www.construction-europe.com)

## JAN-FEB

### PREVIEW



**Wheeled loaders  
Attachments  
Engines**

**construction  
TECHNOLOGY**

#### BONUS DISTRIBUTION:

- ✓ Intermat
- ✓ DPI European circulation

## MARCH

### SHOW GUIDES



**Mini excavators  
Utilities  
Material handling  
France report**

#### BONUS DISTRIBUTION:

- ✓ Intermat
- ✓ SteinExpo

## APRIL

### LAST MINUTE NEWS



**Haulers  
Telehandlers  
Drilling equipment  
CTT Russia preview**  
**bauma CTT RUSSIA**

#### BONUS DISTRIBUTION:

- ✓ Intermat

## MAY

### PREVIEW



**Roadbuilding  
Access equipment  
Breakers  
Cranes**

#### BONUS DISTRIBUTION:

- ✓ APEX/IRE
- ✓ IC&ST European circulation

## JUNE

### SHOW GUIDE



**Concrete  
Hybrid/Electric  
Quarry equipment  
Fuels/fuel  
efficiency**

#### BONUS DISTRIBUTION:

- ✓ Hillhead

**FREE  
MARKET  
RESEARCH:**

Free independent advertising research for full pages or larger

## JULY-AUGUST

**Compact loaders  
Crushing/Screening  
Pumps**

**construction  
TECHNOLOGY**

## SEPTEMBER

### PREVIEW



**CE100  
Engines  
Surveying/BIM  
Germany report**

#### BONUS DISTRIBUTION:

- ✓ InterGeo

## OCTOBER

**Crawl excavators  
Onsite equipment  
Foundations  
Demolition  
(inc WDS preview)**



#### BONUS DISTRIBUTION:

- ✓ World Demolition Summit
- ✓ D&Ri European circulation

## NOVEMBER

**Components  
False & form  
GPS/Telematics  
UK report  
Rental special  
(inc. IRC preview)**



#### BONUS DISTRIBUTION:

- ✓ International Rental Conference
- ✓ IRN European circulation

## DECEMBER

**Roadbuilding  
Wheeled excavators  
Tunnelling  
Airports**



## EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month

For further details, or to submit material suitable for publication, please contact  
**Mike Hayes:** mike.hayes@khl.com | +44 (0)1892 786234

## INTERESTED?

Please click here to be sent your tailored advertising opportunities

For more information, or to advertise, please contact **Simon Kelly:**  
simon.kelly@khl.com | T: +44 (0)1892 786223 | M: +44 (0) 7850 203298

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ARCHIVE  
ISSUES



Construction Europe



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Construction Europe

www.construction-europe.com

CONSTRUCTION  
TECHNOLOGY  
SUPPLEMENT

15,889\* **CE CIRCULATION**  
PLUS 25,672 \*\*  
**ADDITIONAL DIGITAL COPIES**

\*BPA JUNE 2020 \*\*PUBLISHER'S OWN DATA

- ✓ 2 x 24 page supplements per year
- ✓ Printed in both Construction Europe and International Construction
- ✓ Advertising space can be booked within the supplement
- ✓ Reprinted and distributed separately

**PLACE A PRINT ADVERTISEMENT  
TO CAPTURE YOUR BUYERS'  
ATTENTION**

CONSTRUCTION  
TECHNOLOGY  
NEWSLETTER

26,232  
**MONTHLY  
DISTRIBUTION**

PUBLISHER'S OWN DATA

- ✓ Joint newsletter with Construction Europe and International Construction
- ✓ Global requested subscriber base
- ✓ Sponsors receive a banner or button, booked monthly

**REACH YOUR BUYERS DIRECT  
TO THEIR INBOX WITH A  
SPONSOR BANNER OR BUTTON**

CONSTRUCTION  
TECHNOLOGY  
WEBSITE

5,000  
**EXPECTED MONTHLY  
PAGE VIEWS**

PUBLISHER'S OWN DATA

- ✓ The industry's hub for construction technology news and developments
- ✓ Advertising can be booked on a monthly basis

**BE ONE OF THE FIRST TO  
BENEFIT WITH A DIGITAL  
PLACEMENT ON THE WEBSITE**

CONSTRUCTION  
TECHNOLOGY  
WEBINARS

560  
**AVERAGE  
REGISTRATIONS**

PUBLISHER'S OWN DATA

- ✓ Sponsors of 2020 CTech webinars received an average of 320,000 impressions
- ✓ Sponsors had the opportunity to receive 491 contact details of attendees

**SPONSOR FROM € 2,500 \$ 3,250**

**BECOME A WEBINAR SPONSOR  
TO BENEFIT FROM FANTASTIC  
BRAND EXPOSURE**

## SPONSORSHIP BENEFITS

## BRAND PROMOTION

251,268

Average impressions for KHL  
webinar sponsors in 2020

## LEAD GENERATION

KHL webinars in 2020 offered  
sponsors the chance to receive an  
average of **477** attendees

## BRAND RECOGNITION

KHL webinars in 2020 attracted an  
average of **501** attendees, and  
benefitted from branding on visible  
backdrop

JAN-FEB  
CONSTRUCTION  
europeIS NET-ZERO-CARBON  
CONSTRUCTION POSSIBLE?

A look at the available technologies and  
processes contractors will need to adopt to  
lower emissions on their projects.

MAR-APR  
construction  
TECHNOLOGYWHAT DOES CONSTRUCTION  
4.0 LOOK LIKE?

In theory, we now have the technology to  
connect and fully automate an entire project.  
How close are we to making the concept a  
reality?

MAY-JUNE  
international  
construction

## OEM OPPORTUNITIES

Following on from the Yellow Table, the  
ranking of the world's 50 biggest OEMs, we  
discuss where the future growth opportunities  
for OEMs are - emerging markets? New  
technology? Joint ventures?

JULY-AUG  
international  
construction

## CONTRACTING ESSENTIALS

After the publication of the ICON top 200 listing  
of the world's most successful contractors  
an expert panel discusses the essential skills,  
people and technology all contractors must  
have in place in 2020 and beyond.

SEPT-OCT  
CONSTRUCTION  
europeTHE PRICE OF GREEN  
CONSTRUCTION

Is it possible to recycle, use greener materials,  
reduce emissions, improve the energy  
efficiency of buildings... and make a profit?

NOV-DEC  
construction  
TECHNOLOGY

## PROJECT TECHS

A look at major construction projects using  
cutting edge technology to increase efficiency  
and productivity

## SOLE SPONSOR € 7,500 \$ 9,600

- ✓ No other sponsors involved in webinar & associated marketing
- ✓ Part of pre- & post-marketing
- ✓ Visible logo during event
- ✓ Mention by host during webinar
- ✓ Contact details of registrations (GDPR allowing)
- ✓ Sponsored e-mail blast to participants post event

## SUPPORTING SPONSOR € 2,500 \$ 3,200

- ✓ Part of pre- & post-marketing
- ✓ Visible logo during event
- ✓ Mention by host during webinar
- ✓ Contact details of registrations (GDPR allowing)





CONSTRUCTION  
europe

## WEBSITE



29,771

PAGE VIEWS/MONTH

20,970

UNIQUE VISITORS/MONTH

21,291

SESSIONS/MONTH

AVERAGE (MAY-JULY 2020)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

## ADVERTISE ON CE'S WEBSITE TO:

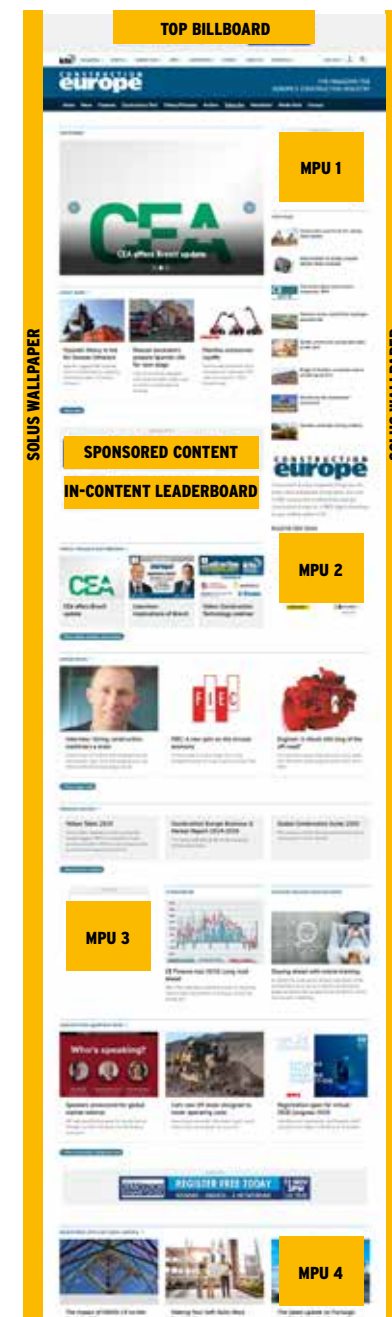
- ✓ **Direct traffic from CE's website straight to yours**  
Boost your web traffic by choosing your website as a landing page
- ✓ **Measure your campaign's success**  
Website advertisers receive free access to campaign dashboard
- ✓ **Promote your message for a month or more**  
Advertisers receive one month's exposure on the CE web page
- ✓ **Align your brand with relevant and high-quality content**  
Wallpaper advertisers can sponsor a feature or a keyword for one year

## BANNER SIZES AND RATES

Please note: a maximum of two clients can share one position.

	DESKTOP	TABLET	MOBILE	€	\$
TOP BILLBOARD	728 x 90 pixels	468 x 60 pixels	300 x 75 pixels	€3,300	\$4,300
MPU 1	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels	€2,750	\$3,600
MPU 2	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels	€1,900	\$2,500
MPU 3	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels	€1,650	\$2,150
MPU 4	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels	€800	\$1,050
SPONSORED CONTENT	728 x 90 pixels	468 x 60 pixels	300 x 75 pixels	€4,450	\$5,000
IN-CONTENT LEADERBOARD	728 x 90 pixels	468 x 60 pixels	300 x 75 pixels	€1,950	\$2,500
TARGET CREATIVE WALLPAPER	2000 x 1500 pixels	300 x 250 pixels	300 x 250 pixels	€2,200	\$2,850
FEATURES SPONSORSHIP WALLPAPER	2000 x 1500 pixels	300 x 250 pixels	300 x 250 pixels	€1,000	\$1,300

BOOK A DIGITAL BANNER TO DIRECT TRAFFIC FROM CE'S WEBSITE STRAIGHT TO YOURS





CONSTRUCTION  
europe Newsletter

The latest news from the biggest single construction market in the world

## NEWSLETTER



11,479

OPT-IN WEEKLY  
DISTRIBUTIONAVERAGE (JULY 2020)  
PUBLISHER'S OWN DATA

27%

AVERAGE OPEN RATE

## ADVERTISE IN CE'S NEWSLETTER TO:

- ✓ **Reach your audience direct to their inbox 4+ times a month**
- ✓ **Direct buyers straight to your chosen landing page**
- ✓ **Align your brand with the latest news for our industry**
- ✓ **Measure your campaign's success**  
Newsletter advertisers receive free access to campaign dashboard

ADVERTISERS  
RECEIVE  
1 MONTH'S  
EXPOSURE

## BANNER SIZES AND RATES

		€	\$
SPONSOR	570 x 100 pixels	€2,500	\$3,200
SPONSORED CONTENT	570 x 100 pixels	€4,450	\$5,000
BUTTON	150 x 150 pixels	€1,250	\$1,600

**PLACE A BANNER, BUTTON OR SPONSORED CONTENT AND TARGET A GROUP OF USERS WHO HAVE SPECIFICALLY OPTED TO RECEIVE THE LATEST CONSTRUCTION INDUSTRY NEWS.**

CONSTRUCTION  
europe Newsletter

The latest news from the biggest single construction market in the world

Top Story

Skills shortage driving up pay  
Wages in UK construction industry increasing as skilled EU workers find country less appealing...

**SPONSOR**

News

AC Milan and Inter to build new stadium  
Italian football teams to submit application to demolish San Siro stadium and build a new one...

UK rail contract worth over €1 billion  
A project for the design of London track upgrades for Network Rail has been awarded to SNC-Lavalin...

Dublin Airport secures €350 million EIB loan  
European Investment Bank agrees to finance airport upgrades in Ireland...

**SPONSOR**

Study highlights carbon footprint of construction equipment  
Efficient use of equipment can lead to carbon footprint reductions of between 30 and 50%...

Super battery for UK windfarm  
Largest battery in the UK to be built in Scotland, with 50MW facility rivaling Europe's biggest...

Perkins opens online parts shop in Ireland  
Engine manufacturer expands its eCommerce coverage with new online parts shop in Ireland...

**SPONSORED CONTENT**

Aiseas lifts 25,000 tonne platform  
25,000 tonne Brent Bravo oil and gas field platform topside lifted by Aiseas Pioneering Spirit...

Komatsu's new used equipment website  
Komatsu Europe redesigns used equipment website with help from Mascus and Ritchie Bros.

US\$404 billion of active construction in Kuwait  
Report finds that construction sector is looking healthy in Kuwait...

**BUTTON** **BUTTON** **BUTTON**

Top Access, Lifting, Rental and Demolition Stories

Palazzani maintains London station  
A 52m working height Palazzani XTJ 52/C tracked platform is working at St. Pancras Station, London, ...



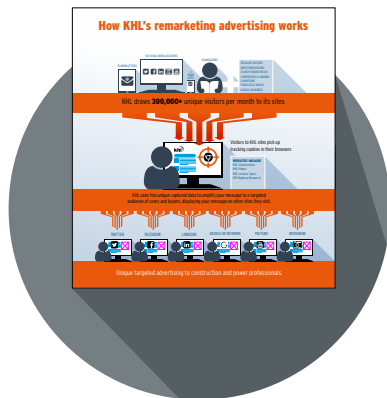
## KHL DIGITAL TEAM

**KHL has a dedicated digital team that focuses on the growing demands for digital marketing. Compared to print and other marketing channels, digital is both complex and technical. The new team will provide support and expert advice through the entire digital campaign process.**

- Manage and optimise digital campaigns.
- Work with clients proactively before, during and after campaigns to maximise performance.
- Provide advice, recommendations and examples to ensure that campaigns are effective and deliver expected results.



## REMARKETING



Amplify your message and engage with a targeted audience that is interested in your products and services.

Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

### BASE COST

€ 6,500 \$ 7,500

Includes project setup, brand safety, 250,000 impressions and optimisation.

### ADDITIONAL IMPRESSIONS

€ 2,600 \$ 3,000

Per 250,000 impressions.

## e-CASTS



Promote your company's products, services or announcements through e-mail sent directly to Construction Europe readers.

Target by business type and/or specific regions/countries.

\$0.65 €0.60/NAME

€ 1,800 minimum

\$ 2,000 minimum

\$0.75 €0.65/LEAD GENERATION

€ 2,200 minimum

\$ 2,500 minimum

## WALLPAPER SPONSORSHIP & TAGGING



Sponsor an individual feature online and your company brand will benefit from 12 months exposure with wallpaper pinned to the top of the featured article.

### PRICE PER YEAR FROM

€ 2,000 \$ 2,600

Buy a pre-determined tag and benefit from your wallpaper appearing alongside every story that a reader searches for that term.

### PRICE PER MONTH FROM

€ 2,000 \$ 2,600

SPONSORED  
NEWSLETTER

Branding on a newsletter dedicated to your company sent to our readers. Supply content and artwork and our production team will design a newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

**PRICE PER ISSUE FROM**

€ 6,500 \$ 8,450

SPONSORED CONTENT  
& VIDEOS

**Sponsored content** creates reader engagement when written in a newsworthy format. It displays in a prominent position on the magazine homepage.

**PRICE PER MONTH FROM**

€ 4,450 \$ 5,000

**Sponsored videos** of 1-3 minutes are ideal in capturing your audience. Placed on a high profile portal on the magazine homepage and on KHL's YouTube channel.

**PRICE PER MONTH FROM**

€ 3,100 \$ 3,500

## WEBINARS



Engage and interact with an international audience. Share your content for conferences, technical topics, marketing, online courses, and so much more.

Our Digital Team will provide the insight and support to make your webinar a success without the headache. We can provide the total webinar service with hosting, moderating, promoting and recording or any element of that.

**PRICE ON APPLICATION**

WHITE  
PAPERS

White Papers which explain technical issues on topics such as the environment, health & safety, machine efficiency can be very effective lead generators. Promote your White Paper throughout the magazine's website in prominent positions to deliver targeted sales.

**PRICE ON APPLICATION**

For more information please contact **Peter Watkinson**: [peter.watkinson@khl.com](mailto:peter.watkinson@khl.com) | +44 (0)1892 786240

## DIGITAL REPORTING DASHBOARDS FROM KHL

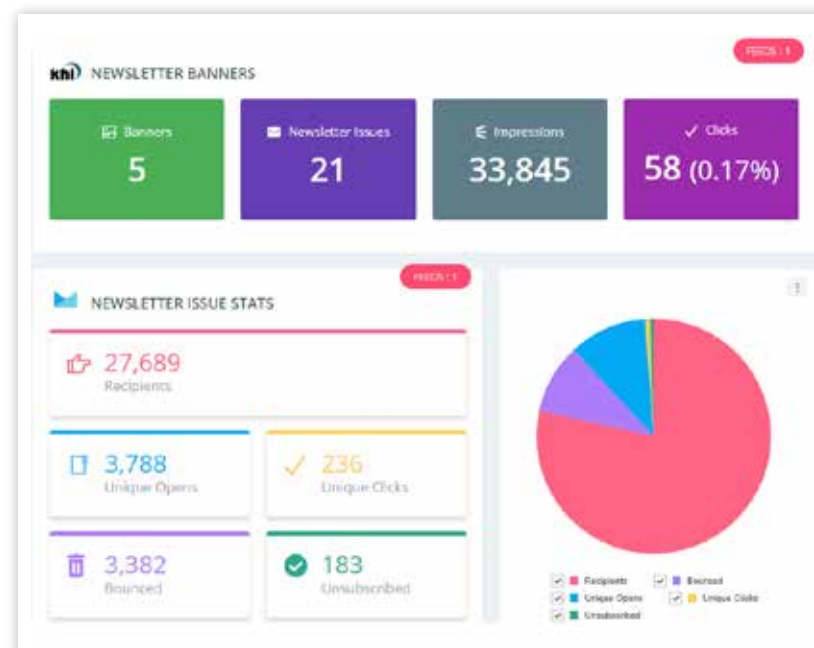
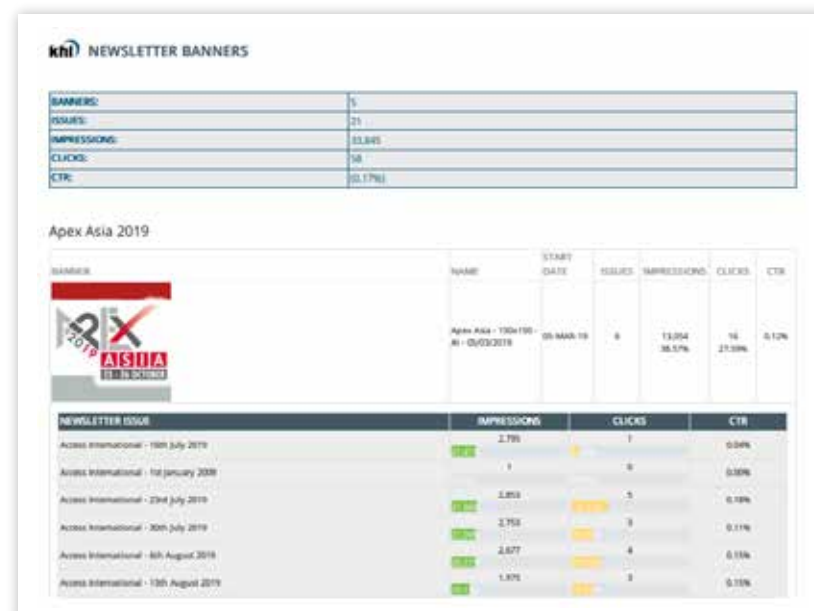
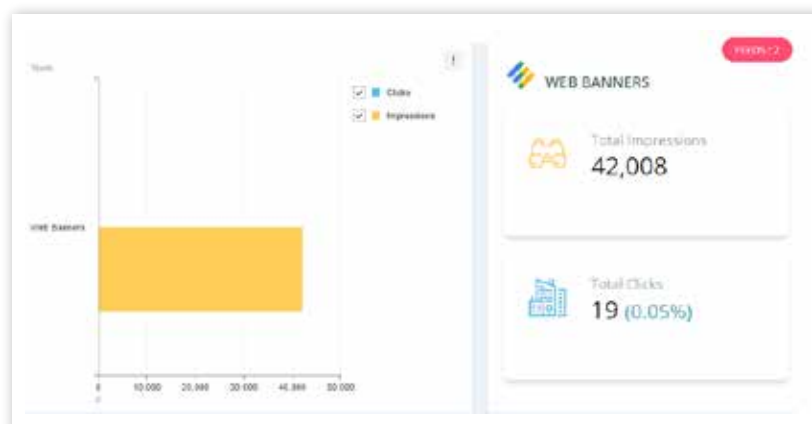
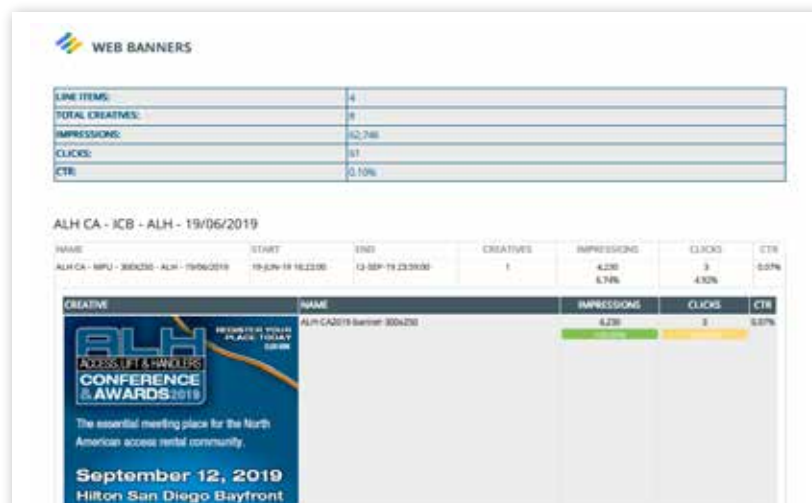
**Our new online Dashboard gives you direct access to all your digital campaign results in near real time via direct APIs to the source data.**

To help you navigate the success of a campaign, KHL provides in-depth reporting metrics in a clear and concise format allowing you to determine at a glance the performance of your advertising creative and spend.

- Easily see the ROI of your campaign
- Compare results
- Identify trends
- Review effective creatives

**Click for more information**

For more information go to:  
[www.khl.com/dashboard](http://www.khl.com/dashboard)





**The international group, with offices in North and South America, China, India, UK, Germany and Italy with supporting offices across the globe, offers the following products and services:**

- MAGAZINES
- NEWSLETTERS
- WEBSITES
- e-COMMERCE STORES
- DIGITAL MARKETING
- CONTRACT PUBLISHING
- MOBILE APPS
- EVENTS/EXHIBITIONS
- SOCIAL MEDIA
- DIGITAL MAGAZINES
- BENCHMARK STUDIES
- SPECIAL REPORTS



**INFORMATION THAT BUILDS AND POWERS THE WORLD**

## KHL IS THE LARGEST AND MOST-RESPECTED PROVIDER OF INTERNATIONAL INFORMATION FOR THE CONSTRUCTION AND POWER SECTORS

### MAGAZINES

- Access International
- Access Lift and Handlers
- American Cranes and Transport
- COMPRESSORTech<sup>2</sup>
- Concreto LatinoAmericana
- Concreto Latino-Americana
- Construção Latino-Americana
- Construcción LatinoAmericana
- Construction Europe
- Demolition & Recycling International
- Diesel & Gas Turbine Worldwide
- Diesel Progress
- Diesel Progress International
- International Construction
- International Construction Turkiye
- International Cranes and Specialized Transport
- International Rental News
- New Power Progress
- Vinc Proje Tasimaciligi

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### NEWSLETTERS

- Access International Newsletter
- Access, Lift & Handlers Newsletter
- COMPRESSORTech<sup>2</sup> Newsletter
- Construção Latino-American
- Construcción Latinoamericana
- Construction Europe Newsletter
- Construction Technology News
- Demolition & Recycling International Newsletter
- Diesel & Gas Turbine Worldwide Newsletter
- Diesel News Network
- ERA Rental Weekly
- International Rental News Newsletter
- KHL Crane Market
- NewPowerProgress
- Off-Highway Research Global Market Briefing
- World Construction Week China
- World Construction Week
- World Crane Week

[www.khl.com/newsletters](http://www.khl.com/newsletters)

### EVENTS

- ALH Conference and Awards
- Cranes and Transport Latin America
- Cranes and Transport Middle East
- Demolition Conference Turkey
- Diesel Progress Summit
- ESTA Awards of Excellence
- European Rental Awards
- International Awards for Powered Access
- International Cranes & Transport Asia Pacific
- International Cranes & Transport Turkey
- International Rental Conference Asia
- International Tower Cranes Conference
- New Power Progress Summit
- Off-Highway Global Briefing
- Rental Turkey Conference
- Tower Cranes North America
- World Crane and Transport Summit
- World Demolition Summit

### EXHIBITIONS

- APEX
- APEX Asia
- International Rental Exhibition

[www.khl-events.com](http://www.khl-events.com)

### NEWSLETTERS: EXHIBITIONS & EVENTS

- APEX Daily & Preview
- Bauma China Daily & Preview
- Bauma Daily & Preview
- bC India Daily & Preview
- Conexpo Daily & Preview
- Diesel Progress Summit Newsletter
- Intermat Daily & Preview
- International Tower Cranes Newsletter
- IRE Daily & Preview
- Live@Agritechnica
- Live@Intermat
- World Demolition Summit Newsletter

[www.khl.com/newsletters](http://www.khl.com/newsletters)

### EQUIPMENT GUIDES

- Access Yearbook
- American Cranes & Transport Sourcebook
- COMPRESSORTech<sup>2</sup> Sourcing Supplement
- Demolition and Recycling Buyers' Guide
- Power Sourcing Guide
- World Crane Guide
- Yellow Book

[www.khl-infostore.com](http://www.khl-infostore.com)



## MAGAZINE



15,889\*

CIRCULATION



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JAN-JUNE 2020

Construction Europe's circulation  
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to-business magazines.

## € EURO RATES

NUMBER OF INSERTIONS:	1	10
FULL PAGE	€7,500	€6,000
HALF PAGE ISLAND	€4,560	€3,650
HALF PAGE	€4,050	€3,240
THIRD PAGE	€2,500	€2,000
QUARTER PAGE	€2,090	€1,670
INSERTS	Rates on application - Bound-in or loose calculated according to weight	
30% surcharge for cover positions		

## \$ US\$ RATES

NUMBER OF INSERTIONS:	1	3
FULL PAGE	\$8,250	\$6,600
HALF PAGE ISLAND	\$4,900	\$3,920
HALF PAGE	\$4,300	\$3,440
THIRD PAGE	\$3,250	\$2,600
QUARTER PAGE	\$2,350	\$1,880
INSERTS	Rates on application - Bound-in or loose calculated according to weight	
30% surcharge for cover positions		

For more information, or to advertise, please contact **Simon Kelly**: [simon.kelly@khl.com](mailto:simon.kelly@khl.com) | T: +44 (0)1892 786223 | M: +44 (0) 7850 203298



Construction Europe



@construction europemag



@KHLConstruction



Construction Europe

[www.construction-europe.com](http://www.construction-europe.com)

## MAGAZINE



15,889\*  
CIRCULATION



\*BPA AVERAGE QUALIFIED (15,510) +  
NON-QUALIFIED (379):  
JAN-JUNE 2020

Construction Europe's circulation  
is audited by BPA Worldwide,  
the leading auditor of business-  
to-business magazines.

**BLEED SIZE**

- Please add 3mm (0.125in) bleed to all edges of full page and DPS ad sizes.

**COLOUR**

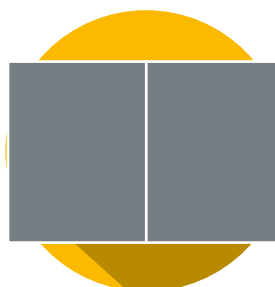
- CMYK only - do not use RGB or spot colour.

**BONUS DIGITAL ISSUE**

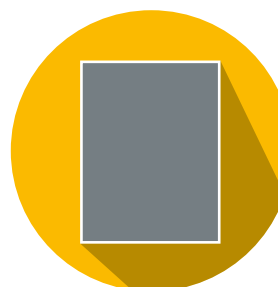
- All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

**RICH MEDIA**

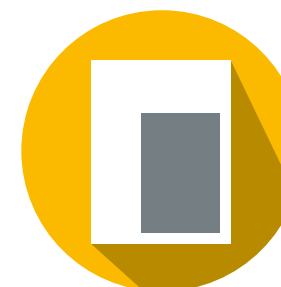
- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the Construction Europe App. Please talk to your local sales contact.

**DOUBLE PAGE SPREAD**

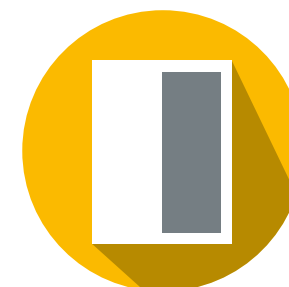
420mm x 297mm  
(16.5in W x 11.75in H)

**FULL PAGE**

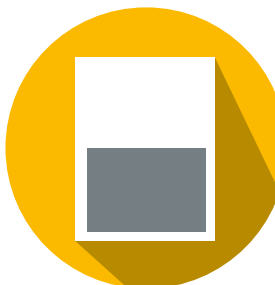
210mm x 297mm  
(8.25in W x 11.75in H)

**HALF PAGE ISLAND**

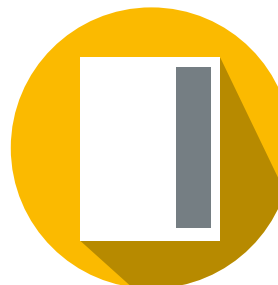
117mm x 184mm  
(4.625in W x 7.25in H)

**HALF PAGE VERTICAL**

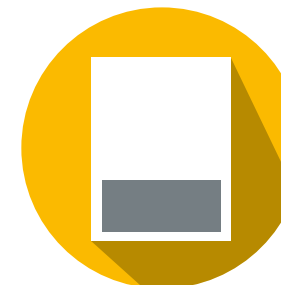
86mm x 268mm  
(3.375in W x 10.5in H)

**HALF PAGE HORIZONTAL**

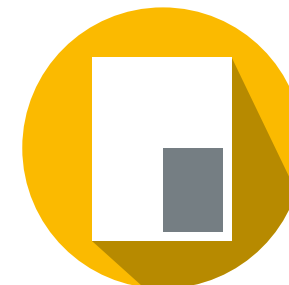
184mm x 124mm  
(7.25in W x 4.875in H)

**THIRD PAGE VERTICAL**

57mm x 268mm  
(2.25in W x 10.5in H)

**THIRD PAGE HORIZONTAL**

184mm x 85mm  
(7.25in W x 3.35in H)

**QUARTER PAGE**

86mm x 124mm  
(3.375in W x 4.875in H)

For more information contact: [production@khl.com](mailto:production@khl.com) | +44 (0)1892 786262



Construction Europe



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@KHLConstruction



Construction Europe

[www.construction-europe.com](http://www.construction-europe.com)



A MAGAZINE'S CIRCULATION CAN ONLY BE  
GUARANTEED BY AN INDEPENDENT AUDIT

**BPA is renowned as the best audit of international business-to-business magazines in the world. BPA provides solid assurance and a guarantee of trust for advertisers and media buyers around the world.**

**No manufacturer would ever consider using any supplier that couldn't provide them with an audit guaranteeing their quality. The magazines you advertise in shouldn't be any different.**

**BPA is our quality audit that guarantees the circulation of Construction Europe.**

## THE THREE STEP BPA PROCESS

### STEP 1 PRODUCTION/DISTRIBUTION



**PRINTER INVOICES** for every issue are reviewed to verify the number of copies printed per issue.



**POSTAL/DISTRIBUTION RECEIPTS** for every issue are reviewed to verify that sufficient copies have been distributed to cover circulation claims.

### STEP 2 AUTHENTICATE RECIPIENTS



**DATABASE REPORTS** are inspected to verify the publisher's circulation claims for audience demographics e.g.: Business/Industry type; Job title/Function; Qualification is within 3 years



**SAMPLE TEST**  
Auditor will contact a sample of recipients to confirm that they receive the magazine, to further verify data accuracy.

### STEP 3 VERIFY UNIQUENESS



**GEOGRAPHIC COUNTS**  
Analysis is performed to verify subscribers reside in the geographic regions listed.



**DUPLICATION** is tested by the Auditor to verify that only one copy per recipient is being delivered unless otherwise reported.



## KHL OFFICES

**UNITED KINGDOM (Head Office)**

KHL Group LLP  
Southfields, Southview Road,  
Wadhurst, East Sussex, TN5 6TP, UK  
Tel: +44 (0)1892 784 088

**GERMANY OFFICE**

KHL Group, Niemöllerstr. 9  
73760 Ostfildern (Stuttgart), Germany.  
Tel: +49 (0)711 3416 7471

**USA WAUKESHA OFFICE**

20855 Watertown Road,  
Suite 220,  
Waukesha, WI 53186-1873, USA  
Tel: +1 262 754 4100  
www.dieselprogressinternational.com

**USA HEAD OFFICE**

KHL Group Americas LLC  
3726 East Ember Glow Way,  
Phoenix, AZ 85050, USA  
Tel: +1 480 659 0578

**USA CHICAGO OFFICE**

KHL Group Americas LLC  
205 W. Randolph Street, Suite 1320,  
Chicago, IL 60606, USA  
Tel: +1 312 496 3314

**CHINA OFFICE**

KHL Group China  
Room 769, Poly Plaza, No.14, South Dong  
Zhi Men Street, Dong Cheng District,  
Beijing 100027, P.R. China  
Tel: +86 (0)10 6553 6676

**SOUTH AMERICA OFFICE**

KHL Group Americas LLC  
Av. Manquehue 151, of 1108,  
Las Condes, Santiago, Chile  
Tel: +56 2 2885 0321

CONSTRUCTION  
europe

## CONSTRUCTION EUROPE TEAM

**SIMON KELLY**

**Group sales manager**

Tel: +44 (0)1892 786223  
Mob: +44 (0) 7850 203298  
e-mail: simon.kelly@khl.com

**ELEANOR SHEFFORD**

**Deputy sales manager**

Tel: +44 (0)1892 786236  
Mob: +447850 313 753  
e-mail: eleanor.shefford@khl.com

**MIKE HAYES**

**Editor**

Tel: +44 (0)1892 786234  
e-mail: mike.hayes@khl.com

**JOE SARGENT**

**Deputy editor**

Tel: +44 (0)1892 786211  
e-mail: joe.sargent@khl.com

## GLOBAL SALES REPRESENTATIVES

**BENELUX**

**Ollie Hodges**

Tel: +44 (0)1892 786253  
e-mail: ollie.hodges@khl.com

**CHINA**

**Cathy Yao**

Tel: +86 (0)10 65536676  
e-mail: cathy.yao@khl.com

**FRANCE**

**Hamilton Pearman**

Tel: +33 (0)1 45930858  
e-mail: hpearman@wanadoo.fr

**GERMANY/SPAIN**

**Petra Kaiser**

Tel: +49 (0)711 34167472  
e-mail: petra.kaiser@khl.com

**ITALY**

**Fabio Potestà**

Tel: +39 010 5704948  
e-mail: info@mediapointsrl.it

**JAPAN**

**Michihiro Kawahara**

Tel: +81 (0)3 32123671  
e-mail: kawahara@rayden.jp

**KOREA**

**CH Park**

Tel: +82 (0)2 7301234  
e-mail: mci@unitel.co.kr

**NORTH AMERICA**

**Alister Williams**

Tel: +1 843 637 4127  
e-mail: alister.williams@khl.com

**Wil Holloway**

Tel: +1 312 929 2563  
e-mail: wil.holloway@khl.com

**Thomas Kavooras**

Tel: +1 312 929 3478  
e-mail: thomas.kavooras@khl.com

**SCANDINAVIA**

**Bridget Leary**

Tel: +44 (0)1892 786220  
e-mail: bridget.leary@khl.com

**SWITZERLAND/AUSTRIA/  
EASTERN EUROPE**

**Simon Battersby**

Tel: +49 711 34 16 74 70  
e-mail: simon.battersby@khl.com

**TURKEY**

**Emre Apa**

Tel: +90 532 3243616  
e-mail: emre.apa@apayayincilik.com.tr

**UK**

**Simon Kelly**

Tel: +44 (0)1892 786223  
e-mail: simon.kelly@khl.com