



MEDIA PACK 2017

MEDIA INFORMATION

ESTABLISHED FOR OVER 19 YEARS, CONSTRUCTION MAGAZINE HAS CARVED ITS OWN PURPOSE IN THE CONSTRUCTION INDUSTRIES. CONSTANTLY MAINTAINING A FRESH OUTLOOK ON EVENTS, DEVELOPMENTS AND ADVANCEMENTS FROM THE TRADE, FOR THF TRADF.

A FRESH APPROACH

Every issue is heaving with the latest news and views that directly affect the industry. Our talented and incisive writing team ensure the news update section is constantly up-to-date, packed with salient articles on current events and developments throughout the construction trade.

IN-DEPTH

Added to our commentary on industry specifics, each magazine offers a unique introspective into different areas of the construction trade, allowing readers to gain a direct and honest viewpoint from the industry, about the industry. By profiling companies from different areas of the UK and Ireland, from different sectors of the industry, of different sizes and proportions we are able to create comprehensive and unmatched breakdown of the UK and Irish construction markets.

BROCHURES

Construction Magazine has also become a unique facility to showcase company brochures, producing material free of charge for profiled companies and running it as an insert within the magazine to ensure it is seen across the industry. We have reprinted articles as corporate brochures for hundreds of market leaders for use at exhibitions, sales meetings and site visits.

CIRCULATION

Our circulation once again cements Construction Magazine as an industry leader, with an estimated readership of over 59,000 key decision makers from within the construction sector for sourcing potential suppliers, and the main body of our readership is made up of Main Contractors, Developers, Architects, Sub Contractors and House Builders throughout the European construction trade. We don't simply have mailing list recipients, we have readers.

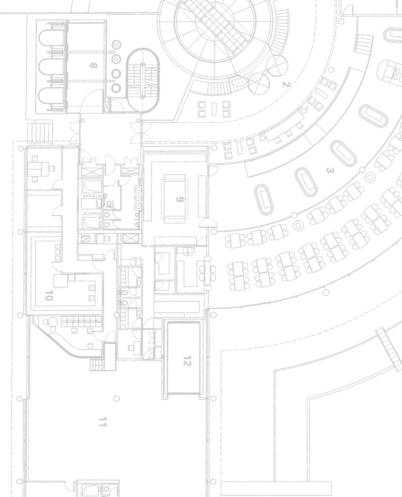
DESIGN

Every issue of Construction Magazine is imbued with sleek and contemporary graphic design, making the most of Planet Media's in-house corporate design team. The magazine is printed on a heavier stock than most journals, and maintains a smooth and high quality aesthetic that is severely lacking in most other trade publications. Added to this each article is accompanied by lavish photography to ensure every page is interesting and easily assimilated by our readers.

CONSTRUCTION @ THE FOREFRONT

Given Construction Magazines' sleek and contemporary design, the magazine translates perfectly online, providing the information superhighway with detailed market information and an archive of features from the printed publication. The Construction Magazines website is amongst the most popular and influential in the industry, with thousands of hits every week from industry professionals.

CONSTRUCTION MAGAZINE











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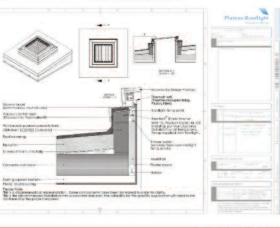
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CIRCULATION PROFILE

CONSTRUCTION MAGAZINE IS ONE OF THE LEADING TRADE PUBLICATIONS IN THE UK, CATERING FOR THE FULL SPECTRUM OF COMPANIES. ESTABLISHED FOR OVER 19 YEARS, THE MAGAZINE PROVIDES THE IN-DEPTH MONTHLY GUIDE FOR PROFESSIONALS WITHIN INDUSTRY.

Construction Magazine currently has an estimated readership of over 59,000 key decision makers from within all areas of the construction sector, making it one of the leading publications in the UK and Ireland. In the last few years the magazine has gained a reputation as a guidebook for the industry, popular amongst Main Contactors and Developers throughout the European construction market.

The magazine maintains a strong strategic structure which guarantees a responsive audience, and we can provide detailed circulatory figures to help you quantify your feedback from any involvement with the magazine.

The magazine itself is proven to increase circulation and subscription on a quarterly basis targeting senior management.

The estimated monthly readership is in the excess of **OVER 59,000 KEY DECISION MAKERS.**

The magazine is specifically targeted at management, and over 50% of our circulation is comprised of Main Contractors, Developers, Architects, Sub Contractors and House Builders.

I hope these details answer most of your questions, but should you require any more details please feel free to contact us on +44 (0)1484 321000.

CURRENT DISTRIBUTION BY PERCENTAGE / SECTOR

1. MAIN CONTRACTORS	22
2. DEVELOPERS	19
3. ARCHITECTS	12
4. SUB CONTRACTORS	10
5. SOLAR/RENEWABLE ENERGY	10
6. HOUSE BUILDERS	9%
7. LOCAL AUTHORITIES/NHS	6%
8. CIVIL ENGINEERS	5%
9. CONSULTANTS	3%
10. PLANT HIRERS	4%

READERSHIP

NORTH	1
LONDON & SOUTH	1
NORTHERN IRELAND	9
REPUBLIC OF IRELAND	8
SCOTLAND	6
WALES	3
TOTAL	5

- 2% 9%
- 2%
- 0%
- 0%

- 6.763 5.487 .013 .215 .624
- .759
- 59,861

BENEFITS TO CLIENTS

THERE IS LITTLE DOUBT THAT COMPANIES BUY A PRODUCT OR SERVI CE BECAUSE OF ITS BENEFITS. HOWEVER, BUSINESS OWNERS CAN BECOMEVERY SUBJECTIVE AND THINK EVERY ONE WILL SIMPLY WANT TO HAVE IT AS QUICKLY AS POSSIBLE.

Getting Your Message Across

From a marketing perspective, target markets need to be told about the benefits of a product, and therefore require a platform to explain them clearly and concisely.

Delivering Measurable Results

Construction Magazine focuses on working with its clients in order to create company literature that fires the imagination, helping to develop marketing strategies and plans that will deliver sustainable improvements in business results.

Free Brochure

Construction Magazine has also become a unique facility to showcase company brochures, producing material free of charge for profiled companies and running it as an insert within the magazine to ensure it is seen across the industry. We have reprinted articles as corporate brochures for hundreds of market leaders for use at exhibitions, sales meetings and site visits.

Providing The Tools

If you're going to market with a new product or service, or simply want to remind customers of how well you do your job, Construction Magazine can deliver the launch pad to your future success!

CONSTRUCTION



FREE CORPORATE **BROCHURE**

FREE COMPANY BROCHURE

CONSTRUCTION MAGAZINE IS WRITTEN AND PUBLISHED BY THOSE WHO UNDERSTAND THE CONSTRUCTION INDUSTRIES. EVERYDAY WE SPEAK DIRECTLY TO THE PEOPLE THAT MATTER. THAT'S WHY WE WANT YOU TO TAKE ADVANTAGE OF THIS VAST RESERVOIR OF KNOWLEDGE BY COMMISSIONING A NEW COMPANY BROCHURE - COMPLETELY FREE OF CHARGE.

WHAT'S THE CATCH?

The only stipulation is that an article around your company or development attracts advertising support from suppliers, thereby providing an adequate amount of space within the magazine to enable us to reprint your article into a stand-alone brochure. The cost of designing and printing a company brochure can cause a severe dent in a company's advertising budget. To take advantage of our offer makes complete financial and marketing sense.

Construction Magazine is far more than just a monthly publication, though. Providing a wide range of integrated media vehicles, it is well positioned to capitalise on the continual evolution taking place within the construction industry.

IMPROVE YOUR SALES

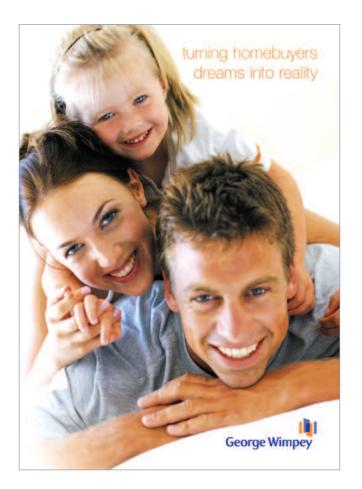
This means that we can offer you a wide array of services, from web design through to public relations. Large and small companies alike regularly tell us that our focused approach helps them to make more money by improving sales volumes, organisational infrastructure, and market savvy.

Construction Magazine is dedicated to helping companies of any size and in any sector of the industry. Many of the industry's leading companies are already taking advantage of our services shouldn't you?

SOME OF OUR CLIENTS

TAYLOR WIMPEY HOMES MITIE TICA/ACAD/IETA **MORGAN VINCI** PINEWOOD J HARRIS ASSEMBLERS FAYERS PLUMBING AND BARRISOL **ROTO FRANK** MICHAEL J LONSDALE KONE PLC JEWSON **VEITCHI GROUP** MCARDLE GROUP AND YOU?







building not just homes, but communities



Athough all three are fightly individual, they all offer the same superior standards. Kestrels Keep in Dirichester George Wimpey (Southern) is offering 34 three-bedroc distached properties, whilst at Longfield Park in Beeingstoke the company's large new development can be found, consisting of 58 units that encompase everythe from a one-bedroom apartment to a four-bedroom house. Lee-on-Soler1, consis of 45 properties in total and includes everything from two-bedroom apartment through to three, four and five bedroom houses. The development goes under the banner of 'Fusion'.

Why "Fusion"? It's because this particular development offers a genuine fusion of different properties and different types of buyers. It is a naming concept that has been extended to two new developments at Epstleigh in Southempton and Parkstone near Poole.

The Eastleigh development, which will consist of 25 two-bedroom apartments, has been named One Degree North, while the Parkstone site, consisting of twobedroom apartments, two-bedroom bungalows and two-bedroom houses, is known as Esprit. In a fiercely competitive marketplace, this is a conscious effort to attract house buyers who are seeking more than just a home. They are looking for a lifestyle. And in an age where brands control many peoples' desires, it is a particularly innovative and forward thinking marketing plan.

04,05

George Wimpey





create your dream home

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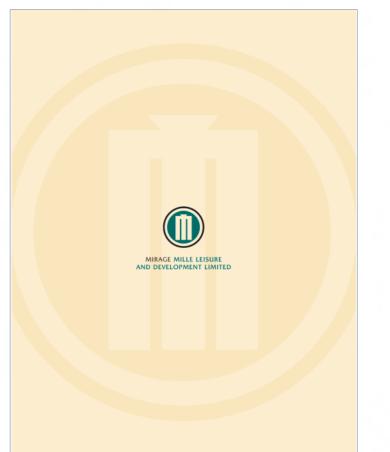
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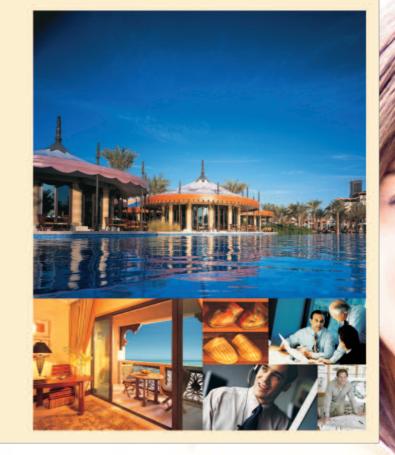


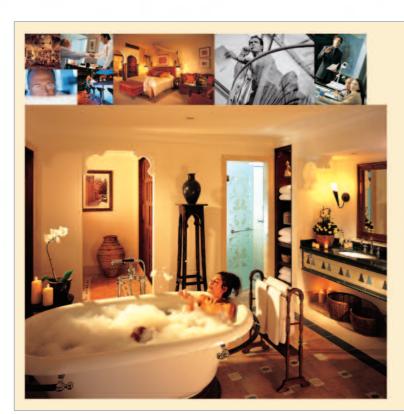
MIRACE MILLE LEISURE AND DEVELOPMENT LTD.

ESIGNING DESIRE

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The company we not one commonwers Trans Properties to participane and assist in interfor the out of the Gargo-Amani Hotel, and in within the Bolt Save. Gorgio Amani, the fait fashion designer innova for classy looking class that been exploring the idea of bringing the Amphilosophy of theight and splits houses hor my years, and Dabai seemed the ideal location which is based.





MIRACE MILLE LEIGURE AND DEVELOPMENT UTC

WHERE VISION BECOMES REALITY

Whatever and wherever the project though, with Mirage Mille you get a team that is at the cutting edge of conceptual vision, technical expertise and management efficiency. And what sets the company apart and propels it forward is its ability to create places where amazing experiences happen. Places that people want to go back to and find hard to leave. ANIAGE MILLE LIBORE AND DEVELOPMENT UTD

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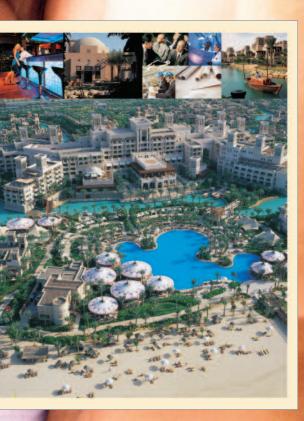


Company that simplifies the complexities.

epiconsolution
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MIRAGE MILLE LEISURE ND DEVELOPMENT LIMITED



SPECIAL POSITIONS AND DISPLAY RATES

ADVERT SIZE	SINGLE IN	SERTION	2-3 INSE	ERTION	4-6 INSE	RTIONS	7-9 INSE	RTIONS	10-12 INS	ERTIONS
SPECIFICATION	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO
DOUBLE PAGE	£3080	£2475	£2464	£1980	£2376	£1733	£1848	£1485	£1540	£1125
FULL PAGE	£1925	£1535	£1540	£1228	£1487	£1074	£1155	£921	£963	£696
HALF PAGE	£1188	£852	£950	£682	£862	£569	£713	£512	£594	£387
QUARTER PAGE	£792	£473	£634	£378	£574	£331	£475	£284	£396	£215

E CARD	MECHANICAL DATA	TYPE AREA DEPTH-WIDTH	BLEED
£3295	QUARTER PAGE PORTRAIT	131 X 91MM	NO BL
£2695	HALF PAGE PORTRAIT	272 X 91MM	NO BL
£3190	HALF PAGE LANDSCAPE	131 X 187MM	NO BL
£2195	FULL PAGE	287 X 200MM	303 X
£1683	DOUBLE PAGE	287 X 410MM	303 X
	£3190 £2195	£3295QUARTER PAGE PORTRAIT£2695HALF PAGE PORTRAIT£3190HALF PAGE LANDSCAPE£2195FULL PAGE	£3295QUARTER PAGE PORTRAIT131 X 91 MM£2695HALF PAGE PORTRAIT272 X 91 MM£3190HALF PAGE LANDSCAPE131 X 187 MM£2195FULL PAGE287 X 200 MM

ALL PRICES ARE SUBJECT TO VAT

CONSTRUCTION MAGAZINE

D AREA DEPTH-WIDTH

- BLEED
- BLEED
- BLEED
- (216MM
- (426MM

ANOTHER SATISFIED CUSTOMER

IMPORTANT, HIGH QUALITY, DELIGHTED, BEST, VERY IMPRESSED, GREAT, CAPTURES, HIGH STANDARD, INNOVATIVE, UNDERSTANDING, THOUGHT, CARE, NICE, PLEASURE, HAPPY, PROACTIVE, CUSTOMER FOCUSED, GOAL DIRECTED, WHERE PEOPLES' OPINIONS SPEAK FOR THEMSELVES.

On behalf of my clients who use your publication "Words can not say how pleased we were with your magazine. Thank you again for all your hard work. I will definitely forward your details if I know of anyone needing advertising in the sectors your publication covers

BARRIE PIERPOINT MANAGING PARTNER **BP MANAGEMENT & MARKETING SERVICES**

The publication is as professional as it is creative, and printed to a high standard. I would recommend it to other companies in the building products sector.

JOANNE BRIDGES DIRECTOR **BRIDGES COMMUNICATIONS** SFL Flues & Chimneys have been offering Solutions For Life for residential and commercial flue applications for over 40 years. Selling through a wide range of dedicated distributors we require a strong market presence and brand recognition for our valued end users, architects and installers. Advertising through Construction News not only meets this requirement but enables us to share our news, product information and industry related editorials. We receive a great service from our dedicated contact who keeps us updated with opportunities, all of which are competitively priced and professionally delivered.

SARAH J. LINCOLN **BUSINESS ADMINISTRATOR SFL FLUES & CHIMNEYS**

The people at Construction Magazine are nothing short of a pleasure to work with. Joanne and the team are not only innovative, but also highly professional, in their approach to promoting new products within the Building industry. Our editorial within April's issue of Construction Magazine certainly stands out as being one of our most successful marketing ventures - both in terms of visual presentation and in building that allimportant industry product awareness.

ANEIRA BEAMENT SALES & MARKETING EXECUTIVE DURISOL UK

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