To advertise contact Vicky Ashby on 0203 859 7099 or vicky.ashby@jamespembrokemedia.co.uk
Media Pack 2021

Advertise in the official publications of The Concrete Society, the technical voice of the concrete industry.

The Concrete Society is an independent membership organisation that provides technical information, professional standards and qualifications for architects, engineers, specifiers, suppliers, contractors and users of concrete.

The Society’s prestigious annual Awards event, which has been running for over 50 years, celebrates excellence in concrete. Society Members and non-members are invited to nominate projects, increase their company’s exposure by becoming an event sponsor, or simply attend the dinner to celebrate the concrete industry and mix with like-minded peers from within the industry.

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Media Pack 2020

**Concrete**

Concrete is the official magazine of The Concrete Society and is essential reading for all those working with concrete. It is received by all Society members and is also available on a subscription basis for non-members engaged professionally in the industry.

The magazine provides technical articles, project reports, current practice sheets and updates on innovation and best practice in construction materials and systems. Each issue includes a news round-up, a ‘Concrete Diary’ of industry events, technical articles and case studies plus the latest products and services.

**Concrete Engineering International**

Concrete Engineering International is a bi-annual publication that focuses on projects around the world. Whilst Concrete primarily features UK and Irish based projects, Concrete Engineering International has its own unique overseas distribution and provides a platform for the global concrete construction industry.

4,000 members and subscribers

10 issues per year

Published January and August

Distributed globally

Readers include contractors, design and consulting professionals, government agencies, equipment and service suppliers, project developers, industry associates

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About our members

90% are based in the UK

10% are based in Europe and the rest of the world

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Sponsorship Packages

**GOLD PACKAGE**

- Full Page Concrete or CEI
- Full Page and enhanced listing in *Industry Source Book* or Category Headline Banner in the *Digital Concrete Society Source Book*
- Fingertips Homepage Button 1 month
- Daily E-Newsletter sponsorship 1 month

**SILVER PACKAGE**

- Full Page Concrete or CEI
- Half page in *Industry Source Book* or Category Button
- One month's sponsorship Concrete Society 2020 Calendar
- Fingertips (FAQs) banner: one to four documents for three months

**BRONZE PACKAGE**

- Half Page Concrete or CEI
- Enhanced listing in *Industry Source Book*
- Fingertips (FAQs) banner: one to four documents for three months

**SPECIAL OFFER**

- FP in Concrete and Logo in Source Book
  - £1,700

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Advertising Rates and Data

Concrete and Concrete Engineering International

Special positions
- Inside front cover DPS £1,950
- Inside front cover £1,750
- Outside back cover £1,750
- Inside back cover £1,700
- Concrete Engineering International front cover package £2,520

Display rates
- Full page £1,650
- Half page £995
- Quarter page £650

Classified
- Quarter page £650
- Eighth page £500
- Per SCC £90

Discounts for series bookings

2021 calendar
Sent to all members and subscribers in December, the 2021 calendar is used extensively all year round. Each month is sponsored with an image, logo branding and brief description, ensuring your brand is promoted for the entire month.

- One month’s sponsorship: £650

Please supply photos as TIFFs or JPGs and logos as EPS files

Inserts
- £225 per ‘000 for an insert 10g or under

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Technical Specifications
For both Concrete and Concrete Engineering International

Artwork requirements
Please supply artwork as:
CMYK HIGH RES (300DPI)
PDF, TIFF OR EPS

email: artwork@jamespembrokemedia.co.uk
Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.

Dimensions (mm)

1. Double page spread: 420w x 297h
   (Full page with bleed: 426w x 303h)
2. Whole page: 210w x 297h
   (Full page with bleed: 216w x 303h)
3. Half page horizontal: 186w x 130h
4. Half page vertical: 90w x 265h
5. Quarter page vertical: 90w x 130h
6. Classified eighth page: 65w x 45h

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Digital Advertising Rates

Concrete Society digital advertising

- **Fingertips (FAQs) home page**: [www.concrete.org.uk](http://www.concrete.org.uk)
  - Dimensions: 320px wide by 260px high
  - Members: £150
  - Non Members: £300
  - Prices are per month, subject to a minimum booking of three months and to VAT at the current rate

- **Fingertips (FAQs) banner advertising**
  - Dimensions: 800px wide x 100px high
  - Per banner placed:
    - No. FAQs 1 Month 3 Months 6 Months 12 Months
    - 1-4 £75 £200 £300 £400
    - 5-8 £65 £180 £230 £300
    - 9-12 £55 £150 £200 £250

- **Digital Concrete Society Source Book**
  - Members Category Banner: £1,395
  - Members Category Button: £935
  - Prices shown are cost per document and subject to VAT at the current rate

- **Daily News Alert**
  - The Daily News Alert keeps members up to date with the latest concrete industry news from over 200 national newspapers and trade journals. There is only one advertising position per issue so it ensures exclusive promotion of your brand.

- **One week sponsorship (Five Daily News Alerts)**: £300
  - Dimensions: 500 x 150 pixels

"We were thrilled with the fingertips website advert we had on Concrete.org.uk. It ranked No 8 on our website acquisition for referrals as shown on Google Analytics. It directed 7% of our referral traffic during a 6 month period."

– Mass Concrete.

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2.9 MILLION PAGE VIEWS IN 2019