To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk
Media Pack 2020

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.

To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk
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
Published January and August
Distributed globally

4,000 members and subscribers
10 issues per year
Distributed in over 60 countries

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

→ To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk
About our members

90% are based in the UK

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

To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemade.co.uk
Sponsorship Packages

**GOLD PACKAGE**
- **30% off**
- 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**
- **25% off**
- 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**
- **20% off**
- 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

→ To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk
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 £1,315
- Quarter page £935

Classified
- Quarter page £735
- Eighth page £500
- Per SCC £90

Discounts for series bookings

2020 calendar
Sent to all members and subscribers in December, the 2020 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

Recruitment
- From £349, please contact us for details

Sponsor image of the month
- Image, logo and short description £650

To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk
Technical Specifications
For both Concrete and Concrete Engineering International

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

e-mail: 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

To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk
Digital Advertising Rates

Concrete Society digital advertising

➔ Fingertips (FAQs) home page  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

<table>
<thead>
<tr>
<th>Per banner placed</th>
<th>No. FAQs</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
<td>£75</td>
<td>£200</td>
<td>£300</td>
<td>£400</td>
<td></td>
</tr>
<tr>
<td>5-8</td>
<td>£65</td>
<td>£180</td>
<td>£230</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>9-12</td>
<td>£55</td>
<td>£150</td>
<td>£200</td>
<td>£250</td>
<td></td>
</tr>
</tbody>
</table>

➔ 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.

To advertise contact Fred Combe on 0203 859 7100 or fred.combe@jamespembrokemedia.co.uk

2.9 MILLION PAGE VIEWS IN 2019
## Features List 2020

### February 2020
- Civil Engineering Projects
  - (Transport and Infrastructure)
- Formwork and Falsework
- Concrete Reinforcement and Accessories
- Cast-in-situ, Placing/Finishing
- Sprayed/Foamed Concrete
  
  **Deadline – 21 January**

### March 2020
- Concrete Repair and Strengthening
- Sustainable Construction
- Concrete and Fire
- Visual/Decorative Concrete
- Floors and Screeds
  
  **Deadline – 13 February**

### April 2020
- Concrete Frame Construction
- Construction Chemicals
- Fibres (Steel, Synthetics)
- Roads, Railways, Tunnels
  
  **Deadline – 16 March**

### May 2020
- Structural Precast
- Schools, Hospitals, Libraries and Public Buildings
- Concrete in the Ground (Basements, Piling/Foundations, Pipes)
- Sea/Flood Defence and Marine Construction
  
  **Deadline – 15 April**

### June 2020
- Training and Education
- Glass-fibre-reinforced Concrete
- Post-tensioning/Prestressing
- Concrete Bridge Construction and Repair
  
  **Deadline – 13 May**

### July 2020
- Ready-mixed Concrete
- Water-resistant Construction
- Batching Plant, Pumping and Concrete Equipment
- Concrete Architecture and Design
- Historic Concrete/Mature Structures
  
  **Deadline – 15 June**

### September 2020
- GOLDEN TROWEL AWARDS
- CONCRETE EXPO PREVIEW
- High-Rise Construction
- Floors and Screeds
- Stadiums and Arenas
- External Paving (Hardstandings/Block Paving)
  
  **Deadline – 17 August**

### October 2020
- Concrete Sawing and Drilling
- Research and Development
- Car Parks
- Concrete Durability/Agressive Environments
- Slipform/Jumpform Construction
  
  **Deadline – 14 September**

### November 2020
- Architectural Precast
- Testing Concrete
- Self-compacting Concrete
- Aggregates/Cementitious Materials
  
  **Deadline – 14 October**

### December 2020
- THE CONCRETE SOCIETY AWARDS 2020
  
  **Deadline – 16 November**

---

**CONCRETE ENGINEERING INTERNATIONAL**

### January 2020
- 3D Printing
- Transport (Roads, Railways & Tunnels)
- High-Rise Construction
- Modern Methods of Construction (IFC, Tilt-Up & Off-Site)
- Slipform/Jumpform Construction
- GRC
  
  **Deadline – 7 January**

### August 2020
- Architectural Precast
- Sustainable Construction
- Formwork & Falsework
- Repair & Strengthening
- Floors & Screeds
- Construction Chemicals
  
  **Deadline – 17 July**

---

To advertise contact **LEO WHITE** on 0203 859 7099 or leo.white@jamespembrokemedia.co.uk

To submit editorial contact **James Luckey** at editorial@concrete.org.uk