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 Jack Watts on 0203 859 7099 or jack.watts@jamespembrokemedia.co.uk
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.

4,000 members and subscribers

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

Distributed globally

Published January and August

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 Jack Watts on 0203 859 7099 or jack.watts@jamespembrokemedia.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 Jack Watts on 0203 859 7099 or jack.watts@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 Jack Watts on 0203 859 7099 or jack.watts@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

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

→ To advertise contact Jack Watts on 0203 859 7099 or jack.watts@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: 800 wide x 100 pixels high
  No. of documents 1 month 3 months 6 months 12 months
  1-4 £300 £500 £900 £1,200
  5-8 £250 £400 £800 £1,000
  9-12 £200 £300 £600 £800

- 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 Jack Watts on 0203 859 7099 or jack.watts@jamespembrokemedia.co.uk