CONCRETE

MEDIA INFORMATION 2027

Official publication of

Concrete Society

To advertise contact **Theresa Geeson** on **01778 392046**
or email **theresag@warnersgroup.co.uk**

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The Concrete Society is an independent membership organisation that exists to promote knowledge and support the advancement of concrete.

The 4500 readers are members of the Concrete Society and the Irish Concrete Society, as well as: subscribers; contractors; equipment and service suppliers; design and consulting professionals; project developers; government agencies and industry associates; plus the 2000+ fellow members of StructE **www.istructe.org** who have access to the online digital version. *Concrete* is distributed globally, around 90% in the UK, 10% ROW.

The Concrete Society website **www.concrete.org.uk** has 100k visitors per month, and our daily e-newsletter Daily News Alert (DNA) is mailed to 2200-2400 readers on weekdays and boasts a 65-80% open rate.

After 24 years of producing *Concrete Engineering International*, the Society has decided to focus on *Concrete* magazine alone, which will publish 11 issues in 2027.

Each issue has a GUARANTEED requested readership – a 100% named and job-titled circulation: the perfect targeted distribution for your marketing message.

WHY ADVERTISE?

When looking at advertising I would always suggest considering a campaign as research shows that regular advertising provides more positive results. Key points about the importance of regular advertising, and a detailed look at why it's so crucial:

- **BRAND AWARENESS:** Regular advertising helps keep your company's name and offerings in the minds of potential customers. This frequent exposure increases the likelihood that people will think of your brand when they need the products or services you provide.
- **BUILDING CONVICTION AND CONFIDENCE:** Consistent advertising can help build trust and credibility. When consumers see your brand regularly, they're more likely to perceive it as established and reliable. This can instil a sense of confidence in your company.
- **VISIBILITY AND RECALL:** For an advertisement to be effective, research suggests it needs to be seen multiple times. The "three exposures" rule is often cited, meaning that seeing an advert at least three times can help generate a positive response and reinforce the brand in the consumer's mind.
- **MAINTAINING MARKET POSITION:** Leading companies continue to advertise even when they're at the top of their market. They understand that regular advertising helps maintain their dominance and ensures they stay relevant in the eyes of consumers. It prevents competitors from gaining an edge and keeps their brand at the forefront of consumer minds.
- **CONTACT INFORMATION:** Regular advertising ensures that potential customers have your contact details readily available, making it easier for them to reach out when they're ready to make a purchase or enquire about your services. Overall, the effectiveness of advertising is not just about reaching people once but about reinforcing your brand's presence and credibility over time.

MULTI-MEDIA SALES EXECUTIVE
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ASSISTANT EDITOR **HELEN MARNEY**
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CONCRETE 2027 FEATURES LIST

JANUARY/FEBRUARY 2027
- Concrete Repair and Strengthening
- Admixtures (Superplasticisers, Air-Entraining, Water-Resistant, Corrosion Inhibitors and Retarders)
- Infrastructure Projects (Transport and Utilities)
- International Architecture and Design

Deadline – 8 December

MARCH 2027

UK CONCRETE SHOW PREVIEW
- Low-Carbon Construction (including Net-Zero, ESG, CCS etc)
- High-Rise Construction
- Reinforcement and Accessories
- Visual and Decorative Concrete

Deadline – 28 January

APRIL 2027
- Precast Concrete (including MMC, DfMA)
- Codes and Standards, Specifications and Guidance
- Concrete Practice (Transporting, Placing, Compacting, Finishing, Large-Area Pours)
- AI, Robotics and Smart Construction
- Formwork and Falsework

Deadline – 25 February

MAY 2027
- Refurbishment, Reuse and Circularity (Existing Structures/Buildings)
- Post-tensioning/Prestressing
- Testing Concrete
- Concrete in Hot Weather

Deadline – 25 March

JUNE 2027

EVOLVING CONCRETE PREVIEW
- Skills and Training
- Concrete Architecture and Design
- Floors and Screeds
- Fibres (Steel, Synthetic and Glass)

Deadline – 29 April

JULY 2027
- Slipform/Jumpform Construction
- 3D Printing
- Cementitious Materials/Binders
- Aggregates
- Paving (Blocks, SuDS, Pavements)

Deadline – 28 May

AUGUST 2027
- Historic Concrete/Mature Structures
- International Architecture and Design
- Concrete in the Ground (Piling/Foundations, Pipes, Basements)
- Special Concretes (Sprayed/Foamed/ Self-Compacting Concrete)
- Roads, Railways, Tunnels

Deadline – 16 June

SEPTEMBER 2027
- Architectural Precast/Cast Stone
- Education, Community and Public Buildings (Libraries, Schools/Universities, Hospitals, Offices)
- Marine Construction and Sea/Flood Defence
- Batching Plant, Pumping and Concrete Equipment

Deadline – 29 July

OCTOBER 2027
- Low-Carbon Construction (including Net-Zero, ESG, CCS etc)
- Concrete Bridge Design, Construction and Repair
- Residential Buildings
- Formwork and Falsework

Deadline – 27 August

NOVEMBER 2027
- Durability (Aggressive Environments, Fire Resistance)
- Concrete in Cold Weather
- Digitisation and Software (Design, Production, Monitoring)
- Industrial Flooring (Warehouses, Data Centres)
- Research and Development

Deadline – 29 September

DECEMBER 2027

THE CONCRETE SOCIETY AWARDS 2027

Deadline – 2 November

JAMES LUCKEY or HELEN MARNEY **01276 607140 / editorial@concrete.org.uk**

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RATES & SPECIFICATIONS

ADVERTISING RATES (cost per insertion)			
Size	**x1**	**x6**	**x12**
Double page spread	£2,970	£2,825	£2,685
Outside back cover	£1,815	£1,724	£1,638
Inside front/back cover	£1,733	£1,646	£1,564
Full page	£1,650	£1,568	£1,490
Half page	£995	£945	£898
Quarter page	£650	£618	£587
Discount available for the Concrete Society members			
Inserts £460 up to A4/10g. POA for larger/heavier inserts			

ADVERTISING SCHEDULE 2027			
Issue	**Booking deadline**	**Artwork deadline**	**Mailed**
JAN/FEB 27	9 Dec 2026	16 Dec 2026	22 Jan 2027
MAR 27	5 Feb 2027	12 Feb 2027	3 March 2027
APR 27	5 March 2027	12 March 2027	2 April 2027
MAY 27	9 April 2027	16 April 2027	30 April 2027
JUN 27	7 May 2027	14 May 2027	3 June 2027
JUL 27	4 June 2027	11 June 2027	5 July 2027
AUG 27	9 July 2027	16 July 2027	4 Aug 2027
SEP 27	6 Aug 2027	13 Aug 2027	3 Sept 2027
OCT 27	3 Sept 2027	10 Sept 2027	4 Oct 2027
NOV 27	8 Oct 2027	15 Oct 2027	3 Nov 2027
DEC 27	9 Nov 2027	16 Nov 2027	6 Dec 2027

c Photo Paul Karalius

(c) Martene Rourke

SPECIFICATIONS	
Size	**Dimensions (mm)**
Double page spread	420w 297h (Trim) 426w x 303h (Bleed)
Full page	210w x 297h (Trim) 216w x 303h (Bleed)
Half page horizontal	186w x 130h
Half page vertical	90w x 265h
Quarter page	90w x 130h

ARTWORK REQUIREMENTS

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK.
email: **production@warnersgroup.co.uk**

- All prices subject to VAT at the current rate
- Agency commission 10%
- Series discounts are based on the complete series booking being fulfilled, cancellations part way through a series booking may be subjected to a charge of the difference in discount benefited from to date. Amended bookings and cancellations must be received in writing four weeks prior to the booking deadline.

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DIGITAL OPPORTUNITIES

HS2 Chiltern Tunnel

FINGERTIPS (FAQS) HOME PAGE

70-100k visitors per month.
480w x 350h px £350 + VAT per month (two available pm).

ONLINE INDUSTRY SOURCEBOOK

3-5k visitors per month
www.concrete-sourcebook.com

COST PER CATEGORY PER YEAR		
Banner	1200w x 200h px (desktop) 320w x 260h px (mobile)	£500
Double MPU	320w x 520h px	£250
MPU	320w x 260h px	£160

Subject to VAT at the current rate

DAILY NEWS ALERT

2-3k daily circulation. 65-80% open rate.
E-newsletter keeping members up to date with the latest industry news.

Banner position
TOP (500 X 150PX)
Located in the alert image banner, higher priority
£300 per week

BOTTOM (800 X 380PX)
Located after the last news item, secondary position
£250 per week

Format: JPG/PNG/GIF (animated GIFS are not supported by all e-mail client software, so it is important that the first 'frame' carries the message)

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