Construction is one of the top three industries in Europe for fast-growing companies. It has also been identified by the EU as a primary driver for returning Europe to economic growth, with billions of euros earmarked for major infrastructure, urban regeneration and residential projects.

As the industry gears up for a monumental 2021, Construction Europe will again be the largest construction media source covering the world’s largest construction market.

With regular news and features across every aspect of heavy construction, the Construction Europe brand - operating across print, digital and online channels - will deliver content to a broad audience on equipment, technology, business matters and the challenges of Europe’s most exciting projects.

Our industry has a promising year ahead, and news will be more important than ever. Include CE in your marketing plan to be the first to benefit.

Mike Hayes  Editor
By the end of 2020, many of Europe’s largest nations will have seen year-on-year drops in GDP well into double digits. Yet, while many countries are experiencing difficult economic circumstances, the EU is promising unprecedented sums in recovery packages.

To give this some perspective, the European Commission intends to mobilise an incredible €1.1 trillion between now and 2027, to help businesses work through the crisis.

Given that construction has been highlighted as a primary driver for recovery, it is hoped that a sizeable proportion of this funding will be used to bolster our industry; in fact, the European contractors’ body FIEC has requested €350 billion be ring-fenced across the sector.

This would match the figure Euroconstruct (a leading market forecasting network) estimates will be lost in construction output between 2020 and 2022.

If Euroconstruct’s forecast of a return to growth in 2021 - and to something like 2019’s figures by 2022 - is correct, construction’s ‘new normal’ will be considerably more positive than was previously predicted.

### Industry Analyst IHS Markit Forecasts a Return to Growth for Europe in 2021

<table>
<thead>
<tr>
<th>2020 Construction growth</th>
<th>2021 Construction growth</th>
<th>2021-23 Construction growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nordic countries</td>
<td>-3.9%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Central Europe</td>
<td>-3.2%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Southern Europe</td>
<td>-7.2%</td>
<td>1.7%</td>
</tr>
<tr>
<td>UK</td>
<td>-9.0%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Pick-up - not rebound</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nordic countries</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>Central Europe</td>
<td>1.8%</td>
<td></td>
</tr>
<tr>
<td>Southern Europe</td>
<td>1.6%</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>2.3%</td>
<td></td>
</tr>
</tbody>
</table>

For more information, or to advertise, please contact **Simon Kelly**: simon.kelly@khl.com | **T**: +44 (0)1892 786223 | **M**: +44 (0) 7850 203298
Developed and refined over the course of 30 years, the circulation of Construction Europe reaches the key decision makers in the industry.

**TOP 5 COUNTRIES**

1. **UNITED KINGDOM** 12.9% 1,990
2. **GERMANY** 19.5% 3,017
3. **FRANCE** 10.5% 1,617
4. **ITALY** 8.7% 1,185
5. **SPAIN** 7.7% 1,344

**BY BUSINESS TYPE**

1. **Construction contractors, sub-contractors** 58.8%
2. **Equipment rental. Distributors & agents** 12.5%
3. **Manufacturers** 7.9%
4. **Consulting engineers/architects and consultants** 7.2%
5. **Mining, quarrying, aggregates production** 7.0%
6. **Airports/ports/docks/offshore, construction department of large industrial/commercial concern, energy & petrochemical, power generation, petroleum producers, finance/regulator, association/education/research, utilities and specialized/heavy transport companies** 5.5%
7. **Other companies** 0.7%
8. **Government (national/regional)** 0.4%

*BASED ON MAY 2019 BPA STATEMENT

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<table>
<thead>
<tr>
<th>JAN-FEB</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
<tr>
<td>PREVIEW</td>
<td>SHOW GUIDES</td>
<td>LAST MINUTE NEWS</td>
<td>PREVIEW</td>
<td>SHOW GUIDE</td>
</tr>
<tr>
<td>Wheeled loaders</td>
<td>Mini excavators</td>
<td>Haulers</td>
<td>Concrete</td>
<td>Concrete/Electric</td>
</tr>
<tr>
<td>Attachments</td>
<td>Utilities</td>
<td>Telehandlers</td>
<td>Quarry equipment</td>
<td>Quarry equipment</td>
</tr>
<tr>
<td>Engines</td>
<td>Material handling</td>
<td>Drilling equipment</td>
<td>Breakers</td>
<td>Fuels/fuel efficiency</td>
</tr>
<tr>
<td>construction technology</td>
<td>France report</td>
<td>CTT Russia preview</td>
<td>Cranes</td>
<td>BONUS DISTRIBUTION:</td>
</tr>
<tr>
<td>BONUS DISTRIBUTION:</td>
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<td></td>
<td></td>
<td>APEX/IRE</td>
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<tr>
<td>Intermat</td>
<td>SteinExpo</td>
<td>Intermat</td>
<td>IC&amp;ST European circulation</td>
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<td>Compact loaders</td>
<td>Crushing/Screening</td>
<td>Crawl excavators</td>
<td>Components</td>
<td>Concrete/Electric</td>
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<td>Pumps</td>
<td>Engines</td>
<td>Onsite equipment</td>
<td>False &amp; form</td>
<td>Quarry equipment</td>
</tr>
<tr>
<td>construction technology</td>
<td>Surveying/BIM</td>
<td>Foundations</td>
<td>GPS/Telematics</td>
<td>GPS/Telematics</td>
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<td>Germany report</td>
<td>Demolition</td>
<td>(inc WDS preview)</td>
<td>UK report</td>
<td>Demolition</td>
</tr>
<tr>
<td></td>
<td>(inc WDS preview)</td>
<td></td>
<td>Rental special</td>
<td>(inc. IRC preview)</td>
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</table>

**EDITORIAL DEADLINES**

Editorial should be submitted to the editor no later than the 5th of the preceding month.

For further details, or to submit material suitable for publication, please contact Mike Hayes: mike.hayes@khl.com | +44 (0)1892 786234

**INTERESTED?**

Please click here to be sent your tailored advertising opportunities.

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**FREE MARKET RESEARCH:**

Free independent advertising research for full pages or larger.

**CLICK HERE TO VIEW CE’S ARCHIVE ISSUES**

www.construction-europe.com
CONSTRUCTION TECHNOLOGY SUPPLEMENT

15,889* CE CIRCULATION
PLUS 25,672 ** ADDITIONAL DIGITAL COPIES
*BPA JUNE 2020  **PUBLISHER'S OWN DATA

- 2 x 24 page supplements per year
- Printed in both Construction Europe and International Construction
- Advertising space can be booked within the supplement
- Reprinted and distributed separately

CONSTRUCTION TECHNOLOGY NEWSLETTER

26,232 MONTHLY DISTRIBUTION
PUBLISHER'S OWN DATA

- Joint newsletter with Construction Europe and International Construction
- Global requested subscriber base
- Sponsors receive a banner or button, booked monthly

CONSTRUCTION TECHNOLOGY WEBSITE

5,000 EXPECTED MONTHLY PAGE VIEWS
PUBLISHER'S OWN DATA

- The industry's hub for construction technology news and developments
- Advertising can be booked on a monthly basis

CONSTRUCTION TECHNOLOGY WEBINARS

560 AVERAGE REGISTRATIONS
PUBLISHER'S OWN DATA

- Sponsors of 2020 CTech webinars received an average of 320,000 impressions
- Sponsors had the opportunity to receive 491 contact details of attendees

SPONSOR FROM €2,500 $3,250

PLACE A PRINT ADVERTISEMENT TO CAPTURE YOUR BUYERS' ATTENTION

REACH YOUR BUYERS DIRECT TO THEIR INBOX WITH A SPONSOR BANNER OR BUTTON

BE ONE OF THE FIRST TO BENEFIT WITH A DIGITAL PLACEMENT ON THE WEBSITE

BECOME A WEBINAR SPONSOR TO BENEFIT FROM FANTASTIC BRAND EXPOSURE

CONSTRUCTION TECHNOLOGY LinkedIn Group

www.constructiontechnology.media
### SPONSORSHIP BENEFITS

<table>
<thead>
<tr>
<th>BRAND PROMOTION</th>
<th>251,268</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average impressions for KHL webinar sponsors in 2020</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEAD GENERATION</th>
<th>477</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHL webinars in 2020 offered sponsors the chance to receive an average of 477 attendees</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND RECOGNITION</th>
<th>501</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHL webinars in 2020 attracted an average of 501 attendees, and benefitted from branding on visible backdrop</td>
<td></td>
</tr>
</tbody>
</table>

### JAN-FEB

**Construction Europe**

**Is Net-Zero-Carbon Construction Possible?**

A look at the available technologies and processes contractors will need to adopt to lower emissions on their projects.

---

### MAR-APR

**Construction Technology**

**What Does Construction 4.0 Look Like?**

In theory, we now have the technology to connect and fully automate an entire project. How close are we to making the concept a reality?

---

### MAY-JUNE

**International Construction**

**OEM Opportunities**

Following on from the Yellow Table, the ranking of the world’s 50 biggest OEMs, we discuss where the future growth opportunities for OEMs are – emerging markets? New technology? Joint ventures?

---

### JULY-AUG

**International Construction**

**Contracting Essentials**

After the publication of the ICON top 200 listing of the world’s most successful contractors an expert panel discusses the essential skills, people and technology all contractors must have in place in 2020 and beyond.

---

### SEPT-OCT

**Construction Europe**

**The Price of Green Construction**

Is it possible to recycle, use greener materials, reduce emissions, improve the energy efficiency of buildings... and make a profit?

---

### NOV-DEC

**Construction Technology**

**Project Techs**

A look at major construction projects using cutting edge technology to increase efficiency and productivity.

---

### SOLE SPONSOR € 7,500 $ 9,600

- No other sponsors involved in webinar & associated marketing
- Part of pre- & post-marketing
- Visible logo during event
- Mention by host during webinar
- Contact details of registrations (GDPR allowing)
- Sponsored e-mail blast to participants post event

### SUPPORTING SPONSOR € 2,500 $ 3,200

- Part of pre- & post-marketing
- Visible logo during event
- Mention by host during webinar
- Contact details of registrations (GDPR allowing)
CONSTRUCTION EUROPE WEBSITE

ADVERTISE ON CE’S WEBSITE TO:

✔ Direct traffic from CE’s website straight to yours
  Boost your web traffic by choosing your website as a landing page

✔ Measure your campaign’s success
  Website advertisers receive free access to campaign dashboard

✔ Promote your message for a month or more
  Advertisers receive one month’s exposure on the CE web page

✔ Align your brand with relevant and high-quality content
  Wallpaper advertisers can sponsor a feature or a keyword for one year

BANNER SIZES AND RATES

<table>
<thead>
<tr>
<th></th>
<th>DESKTOP</th>
<th>TABLET</th>
<th>MOBILE</th>
<th>€</th>
<th>$</th>
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<tbody>
<tr>
<td>TOP BILLBOARD</td>
<td>728 x 90 pixels</td>
<td>468 x 60 pixels</td>
<td>300 x 75 pixels</td>
<td>€3,300</td>
<td>$4,300</td>
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<tr>
<td>MPU 1</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>€2,750</td>
<td>$3,600</td>
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<td>MPU 2</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>€1,900</td>
<td>$2,500</td>
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<tr>
<td>MPU 3</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>€1,650</td>
<td>$2,150</td>
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<td>MPU 4</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>€800</td>
<td>$1,050</td>
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<tr>
<td>SPONSORED CONTENT</td>
<td>728 x 90 pixels</td>
<td>468 x 60 pixels</td>
<td>300 x 75 pixels</td>
<td>€4,450</td>
<td>$5,000</td>
</tr>
<tr>
<td>IN-CONTENT LEADERBOARD</td>
<td>728 x 90 pixels</td>
<td>468 x 60 pixels</td>
<td>300 x 75 pixels</td>
<td>€1,950</td>
<td>$2,500</td>
</tr>
<tr>
<td>TARGET CREATIVE WALLPAPER</td>
<td>2000 x 1500 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>€2,200</td>
<td>$2,850</td>
</tr>
<tr>
<td>FEATURES SPONSORSHIP WALLPAPER</td>
<td>2000 x 1500 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>€1,000</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

BOOK A DIGITAL BANNER TO DIRECT TRAFFIC FROM CE’S WEBSITE STRAIGHT TO YOURS

29,771
PAGE VIEWS/MONTH

20,970
UNIQUE VISITORS/MONTH

21,291
SESSIONS/MONTH
AVERAGE (MAY-JULY 2020)

Google Analytics
SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.
CONSTRUCTION EUROPE NEWSLETTER

The latest news from the biggest single construction market in the world

NEWSLETTER

ADVERTISE IN CE’S NEWSLETTER TO:

✔ Reach your audience direct to their inbox 4+ times a month
✔ Direct buyers straight to your chosen landing page
✔ Align your brand with the latest news for our industry
✔ Measure your campaign’s success

Newsletter advertisers receive free access to campaign dashboard

11,479
OPT-IN WEEKLY DISTRIBUTION
AVERAGE (JULY 2020)
PUBLISHER’S OWN DATA

27%
AVERAGE OPEN RATE

189x152 SPONSOR 570 x 100 pixels
€2,500 $3,200

189x134 SPONSORED CONTENT 570 x 100 pixels
€4,450 $5,000

189x117 BUTTON 150 x 150 pixels
€1,250 $1,600

BANNER SIZES AND RATES

ADVERTISERS RECEIVE 1 MONTH’S EXPOSURE

PLACE A BANNER, BUTTON OR SPONSORED CONTENT AND TARGET A GROUP OF USERS WHO HAVE SPECIFICALLY OPTED TO RECEIVE THE LATEST CONSTRUCTION INDUSTRY NEWS.
KHL’s DIGITAL SOLUTIONS

KHL DIGITAL TEAM
KHL has a dedicated digital team that focuses on the growing demands for digital marketing. Compared to print and other marketing channels, digital is both complex and technical. The new team will provide support and expert advice through the entire digital campaign process.

- Manage and optimise digital campaigns.
- Work with clients proactively before, during and after campaigns to maximise performance.
- Provide advice, recommendations and examples to ensure that campaigns are effective and deliver expected results.

REMARKETING
Amplify your message and engage with a targeted audience that is interested in your products and services. Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

**BASE COST**
€6,500 $7,500
Includes project setup, brand safety, 250,000 impressions and optimisation.

**ADDITIONAL IMPRESSIONS**
€2,600 $3,000
Per 250,000 impressions.

WALLPAPER SPONSORSHIP & TAGGING
Sponsor an individual feature online and your company brand will benefit from 12 months exposure with wallpaper pinned to the top of the featured article.

**PRICE PER YEAR FROM**
€2,000 $2,600

**e-CASTS**
Promote your company’s products, services or announcements through e-mail sent directly to Construction Europe readers.

**Target by business type and/or specific regions/countries.**

**BASE COST**
€0.65 $0.60/NAME
€1,800 minimum

**ADDITIONAL IMPRESSIONS**
€0.75 $0.65/LEAD GENERATION
€2,200 minimum
€2,500 minimum

**PRICE PER MONTH FROM**
€1,800 minimum

**Remarketing**
Amplify your message and engage with a targeted audience that is interested in your products and services. Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

**Who is remarketing good for?**
Remarketing is an effective and helpful digital marketing strategy for every type of business, selling any kind of product or service. Small to medium sized businesses, and large corporations alike can benefit from remarketing.

**What does this mean for visitors?**
Remarketing is designed to make the advertising experience as friendly to the consumer as possible. People are constantly bombarded by advertisements for things they are not interested in. Remarketing tries to combat this, connecting customers to business as easily and painlessly as possible.

**KHL’s Digital Solutions**

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**What is remarketing?**
Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie. A cookie is a piece of data that embeds itself in the browser of the user, enabling tracking of the websites they visit.

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KHL's DIGITAL SOLUTIONS

SPONSORED NEWSLETTER

Branding on a newsletter dedicated to your company sent to our readers. Supply content and artwork and our production team will design a newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

PRICE PER ISSUE FROM
€ 6,500 $ 8,450

SPONSORED CONTENT & VIDEOS

Sponsored content creates reader engagement when written in a newsworthy format. It displays in a prominent position on the magazine homepage.

PRICE PER MONTH FROM
€ 4,450 $ 5,000

Sponsored videos of 1-3 minutes are ideal in capturing your audience. Placed on a high profile portal on the magazine homepage and on KHL’s YouTube channel.

PRICE PER MONTH FROM
€ 3,100 $ 3,500

WEBINARS

Engage and interact with an international audience. Share your content for conferences, technical topics, marketing, online courses, and so much more.

Our Digital Team will provide the insight and support to make your webinar a success without the headache. We can provide the total webinar service with hosting, moderating, promoting and recording or any element of that.

PRICE ON APPLICATION

WHITE PAPERS

White Papers which explain technical issues on topics such as the environment, health & safety, machine efficiency can be very effective lead generators. Promote your White Paper throughout the magazine’s website in prominent positions to deliver targeted sales.

PRICE ON APPLICATION

For more information please contact Peter Watkinson: peter.watkinson@khl.com | +44 (0)1892 786240
Our new online Dashboard gives you direct access to all your digital campaign results in near real time via direct APIs to the source data.

To help you navigate the success of a campaign, KHL provides in-depth reporting metrics in a clear and concise format allowing you to determine at a glance the performance of your advertising creative and spend.

- Easily see the ROI of your campaign
- Compare results
- Identify trends
- Review effective creatives

**Click for more information**

For more information go to: www.khl.com/dashboard
The international group, with offices in North and South America, China, India, UK, Germany and Italy with supporting offices across the globe, offers the following products and services:

- **MAGAZINES**
  - Access International
  - Access Lift and Handlers
  - American Cranes and Transport
  - COMPRESSORtech
  - Concreto LatinoAmericana
  - Concreto Latino-Americana
  - Construcción Latino-Americana
  - Construcción LatinoAmericana
  - Construction Europe
  - Construction Europe Newsletter
  - Construction Technology News
  - Demolition & Recycling International Newsletter
  - Diesel & Gas Turbine Worldwide Newsletter
  - Diesel Progress
  - Diesel Progress International
  - International Construction
  - International Construction Turkey
  - International Cranes and Specialized Transport
  - International Rental News
  - New Power Progress
  - Vinc Proje Tasimaciligi

- **NEWSLETTERS**
  - Access International Newsletter
  - Access, Lift & Handlers Newsletter
  - COMPRESSORtech Newsletter
  - Construcción Latino-American
  - Construcción Latinoamerican
  - Construction Europe Newsletter
  - Construction Technology News
  - Demolition & Recycling International Newsletter
  - Diesel & Gas Turbine Worldwide Newsletter
  - Diesel News Network
  - ERA Rental Weekly
  - International Rental News Newsletter
  - KHL Crane Market
  - NewPowerProgress
  - Off-Highway Research Global Market Briefing
  - World Construction Week China
  - World Construction Week
  - World Crane Week

- **EVENTS**
  - ALH Conference and Awards
  - Cranes and Transport Latin America
  - Cranes and Transport Middle East
  - Demolition Conference Turkey
  - Diesel Progress Summit
  - ESTA Awards of Excellence
  - European Rental Awards
  - International Awards for Powered Access
  - International Cranes & Transport Asia Pacific
  - International Cranes & Transport Turkey
  - International Rental Conference Asia
  - International Tower Cranes Conference
  - New Power Progress Summit
  - Off-Highway Global Briefing
  - Rental Turkey Conference
  - Tower Cranes North America
  - World Crane and Transport Summit
  - World Demolition Summit

- **NEWSLETTERS: EXHIBITIONS & EVENTS**
  - APEX Daily & Preview
  - Bauma China Daily & Preview
  - Bauma Daily & Preview
  - BO India Daily & Preview
  - Conexpo Daily & Preview
  - Diesel Progress Summit Newsletter
  - Intermat Daily & Preview
  - International Crane & Transport Asia Pacific
  - International Crane & Transport Turkey
  - International Rental Conference Asia
  - International Tower Cranes Conference
  - New Power Progress Summit
  - Off-Highway Global Briefing
  - Rental Turkey Conference
  - Tower Cranes North America
  - World Crane and Transport Summit
  - World Demolition Summit

- **EXHIBITIONS**
  - APEX
  - APEX Asia
  - International Rental Exhibition

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**EQUIPMENT GUIDES**
- Access Yearbook
- American Cranes & Transport Sourcebook
- COMPRESSORtech' Sourcing Supplement
- Demolition and Recycling Buyers’ Guide
- Power Sourcing Guide
- World Crane Guide
- Yellow Book

www.khl.com/advertising
### PRINT ADVERTISING RATES

#### € EURO RATES

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<td>€6,000</td>
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<tr>
<td>HALF PAGE ISLAND</td>
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<td>€3,650</td>
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<td>HALF PAGE</td>
<td>€4,050</td>
<td>€3,240</td>
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<tr>
<td>THIRD PAGE</td>
<td>€2,500</td>
<td>€2,000</td>
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<tr>
<td>QUARTER PAGE</td>
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<td>€1,670</td>
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**INSERTS**

Rates on application - Bound-in or loose calculated according to weight

**30% surcharge for cover positions**

#### $ US$ RATES

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**INSERTS**

Rates on application - Bound-in or loose calculated according to weight

**30% surcharge for cover positions**

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For more information, or to advertise, please contact **Simon Kelly**: simon.kelly@khl.com | T: +44 (0)1892 786223 | M: +44 (0) 7850 203298
**BLEED SIZE**
- Please add 3mm (0.125in) bleed to all edges of full page and DPS ad sizes.

**COLOUR**
- CMYK only - do not use RGB or spot colour.

**BONUS DIGITAL ISSUE**
- All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

**RICH MEDIA**
- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the Construction Europe App. Please talk to your local sales contact.

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**MAGAZINE SPECIFICATIONS**

**BLEED SIZE**
- Please add 3mm (0.125in) bleed to all edges of full page and DPS ad sizes.

**COLOUR**
- CMYK only - do not use RGB or spot colour.

**BONUS DIGITAL ISSUE**
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BPA is renowned as the best audit of international business-to-business magazines in the world. BPA provides solid assurance and a guarantee of trust for advertisers and media buyers around the world.

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A MAGAZINE’S CIRCULATION CAN ONLY BE GUARANTEED BY AN INDEPENDENT AUDIT

THE THREE STEP BPA PROCESS

**STEP 1**
PRODUCTION/DISTRIBUTION

**DATABASE REPORTS** are inspected to verify the publisher’s circulation claims for audience demographics e.g.: Business/Industry type; Job title/Function; Qualification is within 3 years.

**STEP 2**
AUTHENTICATE RECIPIENTS

**PRINTER INVOICES** for every issue are reviewed to verify the number of copies printed per issue.

**STEP 3**
VERIFY UNIQUENESS

**POSTAL/DISTRIBUTION RECEIPTS** for every issue are reviewed to verify that sufficient copies have been distributed to cover circulation claims.

**GEOGRAPHIC COUNTS** Analysis is performed to verify subscribers reside in the geographic regions listed.

**SAMPLE TEST** Auditor will contact a sample of recipients to confirm that they receive the magazine, to further verify data accuracy.

**DUPLICATION** is tested by the Auditor to verify that only one copy per recipient is being delivered unless otherwise reported.