

INFORMATION THAT BUILDS THE WORLD

# international construction

WE WORK WITH:

AEM 

CEA  
COMMITTEE FOR EUROPEAN  
CONSTRUCTION EQUIPMENT

CECE  
COMMITTEE FOR EUROPEAN  
CONSTRUCTION EQUIPMENT



# 2023

## MEDIA INFORMATION



[www.khl.com](http://www.khl.com)

[www.international-construction.com](http://www.international-construction.com)

# international construction

WE REACH KEY BUYERS IN THE GLOBAL CONSTRUCTION INDUSTRY

## MAGAZINE

26,200  
CIRCULATION

9  
ISSUES PER YEAR

## WEBSITE

24,159  
PAGE VIEWS/MONTH

14,052  
UNIQUE VISITORS

02:34  
SESSION TIME

## NEWSLETTER

27,031  
WEEKLY DISTRIBUTION

22.40%  
OPEN RATE

9.54%  
CLICK THROUGH RATE

## SOURCING GUIDE

5,374  
PAGE VIEWS/MONTH

## SOCIAL MEDIA

-  International Construction
-  @international construction mag
-  @KHLConstruction
-  International Construction



 If your company operates in Europe, request a media pack from our sister publication, **Construction Europe**, to see further advertising opportunities

## INTERNATIONAL CONSTRUCTION REACHES EVERY COUNTRY IN THE WORLD

### BY BUSINESS TYPE

61%	Contractor/Sub-contractor
9%	Consulting Engineer/Architect/ Quantity Surveying and Consultant
9%	Equipment Rental
8%	Manufacturer
6%	End Users (including energy/oil & gas/ mining/utilities)
4%	Distributor/Agent/Equipment Sales
3%	Other

### BY COUNTRY/REGION

8,682	North America
7,013	Europe
6,011	Asia & Asia Pacific
2,009	Latin America
1,506	Middle East
979	Africa
26,200	<b>Circulation forecast for 2023</b>

### READER PROFILE\*

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

52%	Earthmoving Equipment	20%	Machine Control
41%	Road Building Equipment	28%	BIM
27%	Quarrying & Mining Equipment	25%	Surveying
16%	Tunnelling Equipment	11%	Telematics
39%	Concrete Equipment inc. Mixing Technology	11%	AR / VR
44%	Cranes, Lifting Equipment and Transport	11%	Alternative power such as batteries, hydrogen, etc.
23%	Falsework & Formwork	23%	On-site Equipment
27%	Foundations Equipment	22%	Engines
28%	Drilling Equipment	19%	After Market Parts/ Components
39%	Construction Technology/ Software	42%	Construction materials
		8%	Other
87%	Involved In One or More: <i>Multiple responses permitted</i>		

\*SIGNET ADSTUDY® REPORT March 2022



## WEBSITE

24,159  
PAGE VIEWS/MONTH

14,052  
UNIQUE VISITORS

02:34  
SESSION TIME

 **Google Analytics**  
SOURCE: GOOGLE ANALYTICS

Materials are due one week prior to mail date. Send all materials and links to: [production@khl.com](mailto:production@khl.com)

## TOP 10 LOCATIONS

- |                  |               |
|------------------|---------------|
| 1 UNITED STATES  | 6 CANADA      |
| 2 UNITED KINGDOM | 7 FRANCE      |
| 3 GERMANY        | 8 SOUTH KOREA |
| 4 INDIA          | 9 ITALY       |
| 5 JAPAN          | 10 AUSTRALIA  |

## WALLPAPER

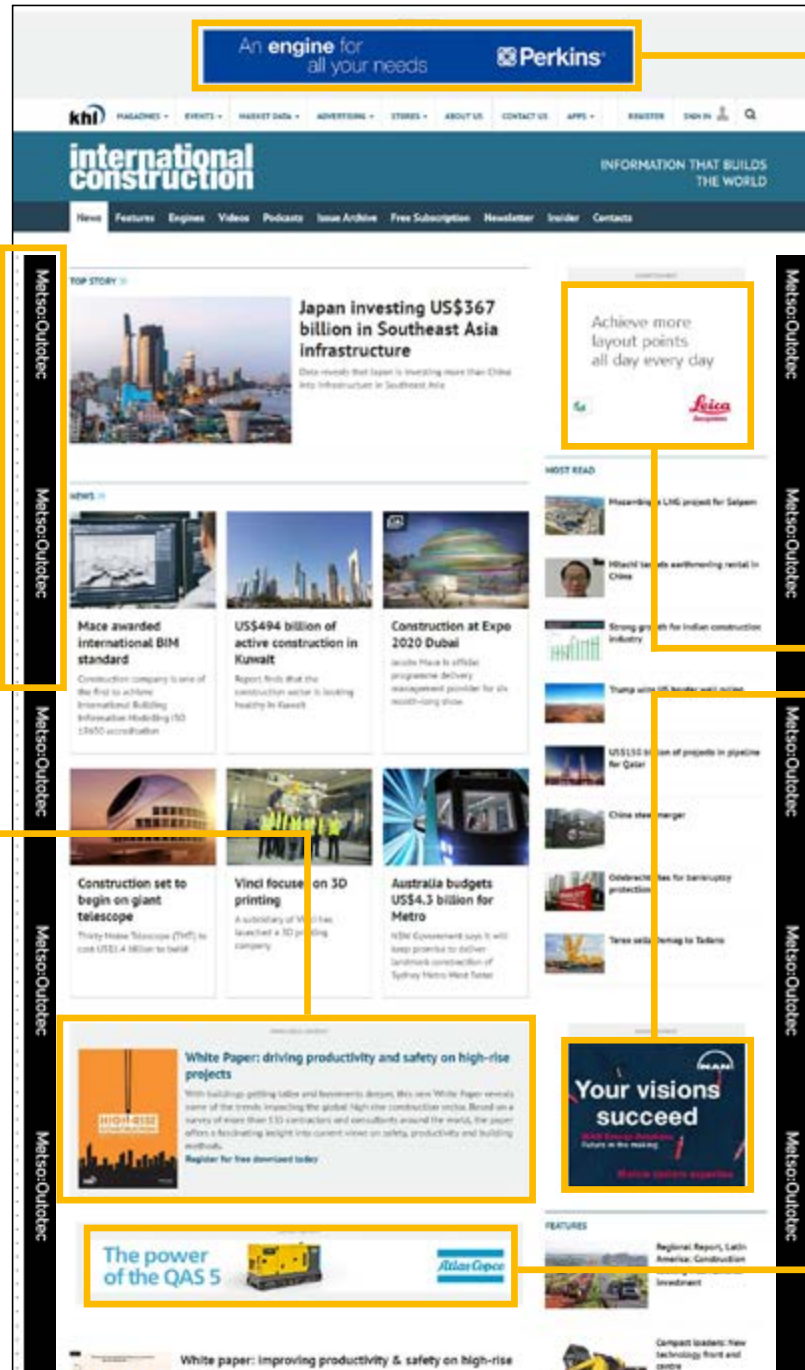
Wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

\$ 9,600 € 8,000

## SPONSORED CONTENT

Demonstrate that you are a market leader and expert in your field by expanding on a key subject via a longer article or video. Run of site.

\$ 6,370 € 5,300



## TOP BILLBOARD

High profile position to promote, brand, exhibition or product lines. Run of site

\$ 4,800 € 4,000

## MPUs

High profile position to promote, brand, exhibition or product lines. Run of site.

MPU1 \$ 4,000 € 3,350

MPU2 \$ 2,840 € 2,350

MPU3 \$ 2,360 € 1,970

MPU4 \$ 1,700 € 1,420

## IN-CONTENT LEADERBOARD

Prominent position within the main news stories. Promote your brand, new product or special offer. Run of site.

\$ 2,840 € 2,350

## DIGITAL ISSUE SPONSORSHIP



Solus position available on the download email sent to all International Construction's digital readers for every issue (9 in 2023). Total digital readership is **17,978**.

**\$ 3,500 € 3,000**

## RESEARCH PROJECTS & WHITE PAPERS



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Price on application

## OUTSIDE FRONT COVERS



The Outside Front Cover is the first page of the digital issue of International Construction, opposite the front cover. Dominate the digital issue and benefit from the circulation of **17,978**.

**\$ 4,500 € 3,750**

## WEBINARS, ONLINE EVENTS & PRODUCT LAUNCHES



Use KHL's events services as well as our reputation and reach in the construction sector, to drive awareness and increase leads. Online events are a highly effective way of engaging with and educating potential new clients and existing ones.

Price on application

## EBLASTS, SPONSORED EMAILS & NEWSLETTER TAKEOVERS



International Construction has a global database of approx. **27,300** active decision makers. Rent this list to drive leads, promote your event, increase sales. Please allow a 15% reduction to accommodate data permissions.

Prices start at **\$ 490 € 420** per 1,000

## REMARKETING & PROGRAMMATIC



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 \$ 7,500 € 6,500**

Includes project setup, brand safety, 250,000 impressions and optimization.

**ADDITIONAL IMPRESSIONS \$ 3,000 € 2,600**

Per 250,000 impressions.

## NEWSLETTER

27,031  
WEEKLY DISTRIBUTION

22.40%  
OPEN RATE

9.54%  
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE  
BY POSITION

TOP BANNER: 1.21%

SPONSORED CONTENT: 1.04%

BANNER: 0.81%

BUTTON: 0.45%

Materials are due one week prior to mail date. Send all materials and links to: [production@khl.com](mailto:production@khl.com)

## TOP 10 LOCATIONS

- |                  |                         |
|------------------|-------------------------|
| 1 UNITED STATES  | 6 FRANCE                |
| 2 UNITED KINGDOM | 7 BRAZIL                |
| 3 INDIA          | 8 AUSTRALIA             |
| 4 GERMANY        | 9 SPAIN                 |
| 5 ITALY          | 10 UNITED ARAB EMIRATES |

### TOP BANNER SOLD MONTHLY

Guaranteed top position  
for entire month.

Limited to 1 advertiser per month

\$ 3,800 € 3,160

### SPONSOR BANNERS SOLD MONTHLY

Branding opportunity, drive leads  
to your website. All sponsor banners  
rotated during the month.

\$ 3,350 € 2,780

The screenshot displays the newsletter layout with several highlighted sections:

- Top Banner:** "World construction week" with the tagline "The latest global construction news from International Construction magazine". Below it is a "Top story" section about "Construction at Expo 2020 Dubai" featuring Jacobs Mace.
- Sponsored Content 1:** A blue banner for Perkins with the text "An engine for all your needs" and the Perkins logo.
- Sponsored Content 2:** A white banner for KTR featuring a coupling image and the text "First development by KTR think tank".
- Sponsor Banners:** A white banner for Leica ICON ICR80 showing a construction site with a robot.
- Other Content:** A white banner for Vinci about 3D printing, a white banner for Europe about robot tech, and a white banner for Aliseas about a platform lift.
- Buttons:** "Enter The Dragon" buttons are visible below the KTR and Vinci banners.
- Footer:** A blue banner for "Your visions succeed" and a white banner for "2019 PROGRESS AWARDS CONFERENCE AND AWARDS" on September 26, 2019, in Louisville, USA.

### SPONSORED CONTENT 1 SOLD WEEKLY

Highly prominent position to dominate  
newsletter with space to expand  
your message.

Limited to 1 advertiser per week

\$ 2,500 € 2,100

### SPONSORED CONTENT 2 SOLD WEEKLY

Build brand awareness, promote a  
new product/service or drive  
downloads of a white paper.

Limited to 1 advertiser per week

\$ 1,580 € 1,300

### BUTTON BANNERS SOLD MONTHLY

Cost effective digital branding.

\$ 2,140 € 1,820



## NEWSLETTER

50,000  
DISTRIBUTION

350,000  
COMBINED VIEWS

7  
NEWSLETTERS

3 X CAMPAIGNS PRE-SHOW

3 X CAMPAIGNS DURING THE SHOW

1 X REVIEW POST SHOW

## SPONSORED CONTENT

Highly prominent position to dominate newsletter with space to expand your message.

Limited to 1 advertiser

\$ 17,300 € 15,000

**Conexpodailynews**  
The breaking news before, during and after the show

**Top story**  
Construction at Expo 2020 Dubai  
Jacobs Mace is official programme delivery management provider for six month-long show...

**An engine for all your needs** **Perkins**

Australia budgets US\$4.3 billion for Metro  
NSW Government says it will keep promise to deliver landmark construction of Sydney Metro West...

**Driving change with Lokotrack® e-Power**  
With challenging operational conditions driving change for aggregate producers, there is a considerable rise in popularity of hybrid mobile crushing and screening solutions worldwide – the demand goes further Central Europe or the Nordics.

**Lokotrack® e-Power**

Vinci focuses on 3D printing  
A subsidiary of Vinci has launched a 3D printing company...

**Leica iCON iCR80**

Bauer trench cutter reaches 228m  
FalCon project sees Bauer BC 50 cutter reach record depth in search of diamonds in Kimberlie fields...

Europe the leader in robot tech  
Construction companies in Europe lead the world with an average of 1.2 robots per 10,000 workers...

**LET'S DARE TOGETHER** **Haulotte**

Vinci focuses on 3D printing  
A subsidiary of Vinci has launched a 3D printing company...

Alseas lifts 25,000 tonne platform  
25,000 tonne Brent Bravo oil and gas field platform topside lifted by Alseas Pioneering Spirit...

**Your visions succeed**

**CONFERENCE AND AWARDS**  
SEPTEMBER 30, 2019  
LOUISVILLE, USA

## TOP BANNER

Guaranteed top position for all 7 issues of the Conexpo daily newsletter.

Limited to 1 advertiser

\$ 13,850 € 12,000

## SPONSOR BANNERS

Branding opportunity, drive leads to your website. All sponsor banners rotated after each issue.

Limited to 4 advertisers

\$ 11,540 € 10,000

## BUTTON BANNERS

Cost effective digital branding.

Limited to 3 advertisers

\$ 4,615 € 4,000



**JAN-FEB**

**SHOWGUIDE**



**SHOW PREVIEW**



**CONTECH FOCUS:**  
Drones and software - what's new in surveying

**High rise construction:** Building higher and safer  
**Engines:** What's next for diesel?  
**How to:** Make construction safer  
**Country report:** India

**BONUS DISTRIBUTION:**  
✔ Conexpo-Con/Agg  
✔ World of Concrete ✔ BC India

**EXTRA FEATURES THROUGHOUT THE YEAR**  
**PRODUCT TEST DRIVES**  
**INTERVIEWS**  
**SITE REPORTS**

**EDITORIAL DEADLINES**  
Editorial should be submitted no later than the 5th of the preceding month. For further details, or to submit material suitable for publication, please contact **Andy Brown:** andy.brown@khl.com | +44 (0)1892 786224

**MARCH**

**SHOWGUIDE**



**CONTECH FOCUS:**  
Robotics in construction

**Trends in concrete equipment Mini and midi excavators**  
**How to:** Make construction more sustainable  
**Country report:** Germany

**BONUS DISTRIBUTION:**  
✔ Conexpo-Con/Agg

**SEPTEMBER**

**CONTECH FOCUS:**  
BIM in action

**Drilling and foundations:** Going deep  
**Bulldozers**  
**Top ten sustainable projects**  
**How to:** Win more contracts  
**Country report:** Argentina

**BONUS DISTRIBUTION:**  
✔ Utility Expo ✔ Intergeo

**APRIL**

**MARKET INTELLIGENCE:**  
Global Equipment Market Report  
**Off-Highway RESEARCH**

**CONTECH FOCUS:**  
Top ten ConTech innovations

**Road construction:** New products, tech and processes  
**How to:** Address supply chain issues  
**Country report:** USA

**OCTOBER**

**CONTECH FOCUS:**  
Different levels of autonomy

**Biggest and most innovative falsework and formwork projects**  
**Green road construction**  
**Excavators:** What's next for world's most popular construction machine?  
**How to:** Attract more workers into the industry  
**Country report:** Saudi Arabia

**BONUS DISTRIBUTION:**  
✔ World Demolition Summit

**MAY-JUN**

**SHOW PREVIEW**



**MARKET INTELLIGENCE:**  
Yellow Table

**CONTECH FOCUS:**  
Alternative power for equipment

**Building up:** Falsework and formwork  
**How to:** Upskill operators  
**Country report:** Australia

**BONUS DISTRIBUTION:**  
✔ APEX/IRE ✔ Plantworx

**GLOBAL CONSTRUCTION GUIDE**  
The Global Construction Guide provides information on the biggest companies in the sectors of construction, rental, cranes, demolition and recycling, and access. The Guide contains a new economic overview as well as edited version of lists contained in International Construction magazine itself and sister titles in the KHL Group. It brings together information on the largest companies and manufacturers across all of construction's key segments in one place.



**JUL-AUG**

**MARKET INTELLIGENCE:**  
ICON200

**CONTECH FOCUS:**  
Connected construction jobsites

**Quarrying and mining**  
**How to:** Make the most of modular construction  
**The rise of the compact tracked loader**  
**Country report:** China

**NOV-DEC**

**CONTECH FOCUS:**  
Wearable technology products

**Concrete construction:** Global projects examined  
**Wheeled loaders**  
**What next for the construction rental industry?**  
**How to:** Project manage a megaproject  
**Country report:** South Africa

**FREE MARKET RESEARCH:**  
Free independent advertising research for full pages or larger





NOW HOSTED ONLINE, THE CONSTRUCTION SOURCING GUIDE IS THE ULTIMATE NEW MACHINERY GUIDE FOR THE WORLD'S CONSTRUCTION INDUSTRY

**SOURCING GUIDE**

5,374  
PAGE VIEWS/MONTH

**Easy to use search function is split into the following categories:**

- Compaction & Roadbuilding
- Loaders
- Compressors
- Pumps
- Excavators
- Haulers
- Graders & Dozers

**ADVERTISING OPPORTUNITIES:**

**TOP BILLBOARD**

Available for one advertiser only, benefit from your banner in the most prominent position on the website. Run of site.

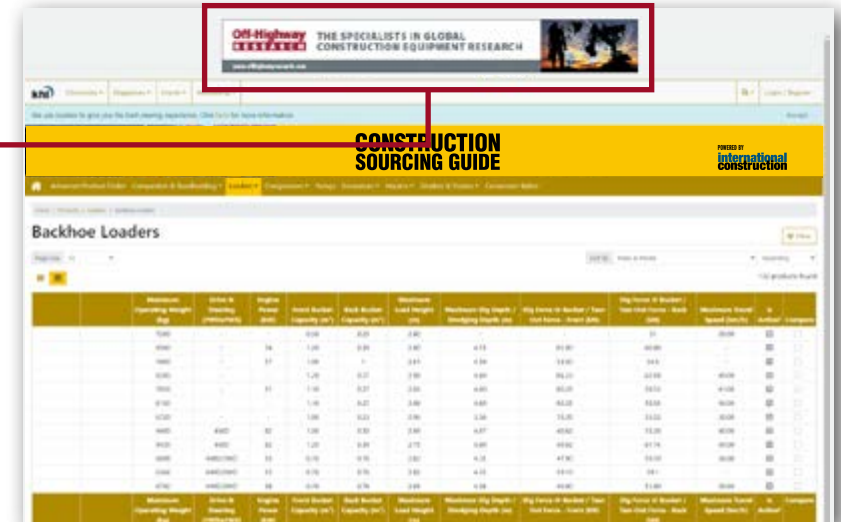
**ADVERTISE FROM \$ 3,250 € 2,700 PER MONTH**

**BECOME A SOURCING GUIDE SPONSOR**

Drive brand recognition and benefit from your logo on every page of the site

**SPONSOR FROM \$ 2,625 € 2,190 PER MONTH**

**PLACE YOUR MESSAGE IN FRONT OF KEY BUYERS WHO ARE CURRENTLY SOURCING NEW EQUIPMENT**



UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING.

## BARN DOOR

A split cover revealing your advert comprising of a full page and two half page verticals.



## BELLY BAND/WRAPAROUND

Your belly band wrapped around the magazine with the option of linking to your double page spread of advertising inside the magazine.



## POSTCARD

Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.



## BOOKMARK

You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.



## GATEFOLD: COVER POSITION

Three pages of advertising opening out as a gatefold from either the front cover or back cover.



## GATEFOLD: INSIDE POSTION

Four pages of advertising opening out as a gatefold.



## SUPPLEMENT

A supplement bound in the magazine consisting of four or eight pages.



Other options are available

		NUMBER OF INSERTIONS		NUMBER OF INSERTIONS	
		4	8	4	8
<b>DOUBLE PAGE SPREAD</b> 400mm W x 273mm H (15.75in W x 10.75in H)		€14,970	€13,915	\$18,000	\$16,700
<b>FULL PAGE</b> 200mm W x 273mm H (7.875in W x 10.75in H)		€8,400	€8,000	\$10,070	\$9,600
<b>HALF PAGE ISLAND</b> 118mm W x 168mm H (4.625in W x 6.625in H)		€5,620	€5,150	\$6,080	\$5,500
<b>HALF PAGE VERTICAL</b> 86mm W x 251mm H (3.375in W x 9.875in H)		€5,070	€4,600	\$6,080	\$5,500
<b>HALF PAGE HORIZONTAL</b> 180mm W x 118mm H (7.062in W x 4.625in H)		€5,070	€4,600	\$6,080	\$5,500
<b>THIRD PAGE VERTICAL</b> 57mm W x 251mm H (2.250in W x 9.875in H)		€4,530	€4,200	\$5,440	\$5,060
<b>THIRD PAGE HORIZONTAL</b> 180mm W x 80mm H (7.062in W x 3.125in H)		€4,530	€4,200	\$5,440	\$5,060
<b>QUARTER PAGE</b> 86mm W x 118mm H (3.375in W x 4.625in H)		€3,250	€3,070	\$3,900	\$3,670
OUTSIDE FRONT COVER (DIGITAL ONLY)		€5,200	€4,850	\$6,240	\$5,830

**30% surcharge for cover positions** (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

**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 International Construction App. Please talk to your local sales contact.

For more information, or to advertise, please contact **Simon Kelly:**  
simon.kelly@khl.com  
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# international construction

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