

SERVING THE WORLD'S LARGEST
CONSTRUCTION MARKET

CONSTRUCTION **europa**

WE WORK WITH:

AEM 

CEA
Construction Equipment Association

CECE
COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT

gc
ca



khl

www.khl.com

2023

MEDIA INFORMATION

www.construction-europe.com

CONSTRUCTION europe

SERVING THE WORLD'S LARGEST
CONSTRUCTION MARKET SINCE 1989

MAGAZINE

15,818

CIRCULATION

8

ISSUES PER YEAR

WEBSITE

21,882

PAGE VIEWS/MONTH

12,399

UNIQUE VISITORS

01:52

SESSION TIME

NEWSLETTER

13,518

WEEKLY DISTRIBUTION

26.85%

OPEN RATE

12.97%

CLICK THROUGH RATE

SOCIAL MEDIA



Construction Europe



@construction europemag



@KHLConstruction



Construction Europe



CONSTRUCTION EUROPE'S
AUDIENCE IN A SNAPSHOT...

BY BUSINESS TYPE

60.3%	Contractor
12.8%	Equipment Rental
10.6%	Consulting Engineer/Architect/Quantity Surveying and Consultant
5.9%	Manufacturer
5.2%	Distributor/Agent/Equipment Sales
1.9%	Mining/Quarrying/Aggregate Production
3.3%	Other - Energy/Oil & Gas/Petrochemical, Sub-Contractor, Utilities, Airports/Ports/ Docks/Offshore, Authority/Government - National/Local, Association/Education/ Research, Finance/Regulator, Insurance, Training

BY COUNTRY/REGION

2,327	14.7%	Germany
2,078	13.1%	UK
1,884	11.9%	Spain
1,883	11.9%	Italy
1,770	11.2%	France
5,876	37.2%	Rest of Europe



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

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.

33%	Wheeled Loaders	15%	Engines
31%	Excavators	15%	Surveying
27%	Construction Technology/ Software	15%	Demolition & Recycling
25%	Bulldozers	13%	Skid Steer Loaders
21%	On-Site Equipment	13%	Road Building
19%	Haulers	13%	BIM
19%	Trucks	13%	After Market/Components
19%	Mining Equipment	10%	Machine Control
17%	Attachments	8%	Falsework & Formwork
17%	Access/Telehandlers	4%	Telematics

79% Involved In One or More: *Multiple responses permitted*

*SIGNET ADSTUDY® REPORT June 2021

JAN-FEB

SHOWGUIDE



CONTECH FOCUS:

Drones and software - what's new in surveying

Roadbuilding
Concrete equipment

BONUS DISTRIBUTION:
✔ ConExpo-Con/Agg

MARCH

CONTECH FOCUS:

Robotics in construction

MEGA-PROJECTS: **Grand Paris Express**
Heavy excavators
Tiltrotators

FREE MARKET RESEARCH:

Free independent advertising research for full pages or larger



APRIL

SHOWGUIDES



CONTECH FOCUS:

Top ten ConTech innovations

Heavy wheeled loaders
Diesel engine technology
Tunnelling methods and equipment

BONUS DISTRIBUTION:
✔ SMOPYC ✔ SaMoTer

MAY-JUNE

SHOWGUIDE



CONTECH FOCUS:

Alternative power for equipment

Roadbuilding
Falsework & formwork
On-site equipment
(incl. IRE & APEX preview)

BONUS DISTRIBUTION:
✔ Plantworx ✔ IRE ✔ APEX

JUL-AUG

CONTECH FOCUS:

Connected construction jobsites

MEGA-PROJECTS: **Fehmarnbelt Tunnel**
Airports
Foundations & drilling technology
Quarrying equipment

SEPTEMBER

SHOWGUIDE



MARKET INTELLIGENCE:
CE100

CONTECH FOCUS:

BIM in action

Tunnelling
Compact and medium loaders
Modern Methods of Construction (MMC)

BONUS DISTRIBUTION:
✔ Intergo

OCTOBER

CONTECH FOCUS:

Different levels of autonomy

MEGA-PROJECTS: **HS2**
Wheeled and compact excavators
Crushing & screening
(incl. WDS preview)

BONUS DISTRIBUTION:
✔ World Demolition Summit

NOV-DEC

CONTECH FOCUS:

Wearable technology products

The advance of electric
Haulers
High-rise construction



SIGNET ADSTUDY®

FREE MARKET RESEARCH









How do you measure recall and readership of your advertisements?

Advertise in the March issue of Construction Europe with a full page or greater and we will provide you with an independent, detailed advertising report that not only measures recall and readership of your advertisement but also the awareness, familiarity and perception of your brand.

This independent brand feedback from our loyal readership can help you shape the strategic direction of your brand.

EDITORIAL SUBMISSIONS

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 **Mike Hayes:** mike.hayes@khl.com | +44 (0)1892 786234

		NUMBER OF INSERTIONS		NUMBER OF INSERTIONS	
		4	8	4	8
DOUBLE PAGE SPREAD 420mm W x 297mm H (16.5in W x 11.75in H)		€14,000	€12,750	\$16,800	\$15,300
FULL PAGE 210mm W x 297mm H (8.25in W x 11.75in H)		€7,800	€7,090	\$9,350	\$8,500
HALF PAGE ISLAND 117mm W x 184mm H (4.625in W x 7.25in H)		€5,359	€4,960	\$6,430	\$5,950
HALF PAGE VERTICAL 86mm W x 268mm H (3.375in W x 10.5in H)		€4,780	€4,430	\$5,730	\$5,300
HALF PAGE HORIZONTAL 184mm W x 124mm H (7.25in W x 4.875in H)		€4,780	€4,430	\$5,730	\$5,300
THIRD PAGE VERTICAL 57mm W x 268mm H (2.25in W x 10.5in H)		€4,300	€4,000	\$5,160	\$4,800
THIRD PAGE HORIZONTAL 184mm W x 85mm H (7.25in W x 3.35in H)		€4,300	€4,000	\$5,160	\$4,800
QUARTER PAGE 86mm W x 124mm H (3.375in W x 4.875in H)		€2,950	€2,740	\$3,530	\$3,300
OUTSIDE FRONT COVER (DIGITAL ONLY)		€4,430	€3,940	\$5,300	\$4,730

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
+44 (0)1892 786223

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 POSITION

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

NEWSLETTER

13,518
WEEKLY DISTRIBUTION

26.85%
OPEN RATE

12.97%
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

TOP BANNER: 1.21%

SPONSORED CONTENT: 1.42%

BANNER: 0.40%

BUTTON: 0.15%

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

TOP 10 LOCATIONS

- 1 UNITED KINGDOM
- 2 GERMANY
- 3 SPAIN
- 4 ITALY
- 5 FRANCE

- 6 NETHERLANDS
- 7 TURKEY
- 8 SWEDEN
- 9 BELGIUM
- 10 POLAND

TOP BANNER

SOLD MONTHLY

Guaranteed top position for entire month.

Limited to 1 advertiser per month

€ 3,800 \$ 4,570

SPONSOR BANNERS

SOLD MONTHLY

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

€ 3,370 \$ 4,500

CONSTRUCTION europe Newsletter
The latest news from the biggest single construction market in the world

Top story
Construction at Expo 2020 Dubai
Jacoba Maas 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...

First development by KTR think tank
The EVOLASTIC expands KTR's coupling range by a backlash-free and torsionally soft all-rounder for applications in frequency-controlled or I.C.-engine drives. The new coupling will be available in ten sizes and each ten basic versions for nominal torques from 100 to 5,000 Nm.
Enter The Dragon

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

Leica ICON ICR80

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

The EVOLASTIC expands KTR's coupling range by a backlash-free and torsionally soft all-rounder for applications in frequency-controlled or I.C.-engine drives. The new coupling will be available in ten sizes and each ten basic versions for nominal torques from 100 to 5,000 Nm.
Enter The Dragon

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

WIPACON
Your visions succeed

DPSI
2019 PREMIER EVENT CONFERENCE AND AWARDS
SEPTEMBER 26, 2019 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 \$ 3,000

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

€ 1,550 \$ 1,860

BUTTON BANNERS

SOLD MONTHLY

Cost effective digital branding.

€ 1,500 \$ 1,800



NEWSLETTER

55,000
DISTRIBUTION

330,000
COMBINED VIEWS

6
NEWSLETTERS

3 X CAMPAIGNS PRE-SHOW

2 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

€ 14,000 \$ 14,000

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...

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

3D MAXIMIZER
Your visions succeed
CONFERENCE AND AWARDS
SEPTEMBER 26, 2015
LOUISVILLE, USA

TOP BANNER

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

Limited to 1 advertiser

€ 11,000 \$ 11,000

SPONSOR BANNERS

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

Limited to 4 advertisers

€ 9,250 \$ 9,250

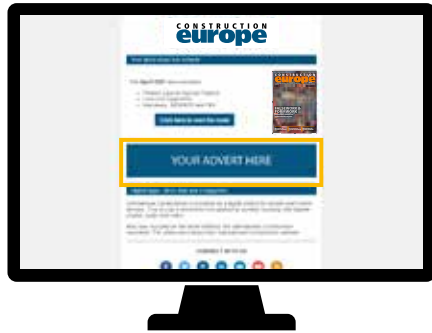
BUTTON BANNERS

Cost effective digital branding.

Limited to 3 advertisers

€ 3,600 \$ 3,600

DIGITAL ISSUE SPONSORSHIP



Solus position available on the download email sent to all Construction Europe's digital readers for every issue (8 in 2023). Total digital readership is **8,920**.

€ 3,000 \$ 3,500

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 Construction Europe, opposite the front cover. Dominate the digital issue and benefit from the circulation of **8,920**.

€ 3,750 \$ 4,500

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

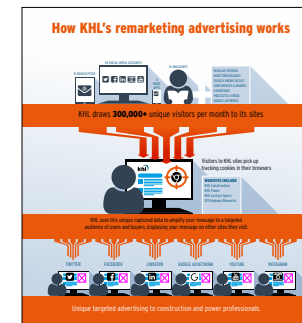
EBLASTS, SPONSORED EMAILS & NEWSLETTER TAKEOVERS



Construction Europe has a global database of approx. **16,136** 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 € 420 \$ 490 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 € 6,500 \$ 7,500

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

ADDITIONAL IMPRESSIONS € 2,600 \$ 3,000

Per 250,000 impressions.

EDITORIAL REVIEW



150,012

CIRCULATION

(KHL's entire digital audience)

PRINTED AND DISTRIBUTED AT

INTERGEO®



- ✓ Supplement published in October 2023
- ✓ Includes all tech editorial packaged in to one supplement
- ✓ Advertising can be booked within the supplement
- ✓ Sponsorship and advertising positions available

PLACE A PRINT ADVERTISEMENT TO CAPTURE YOUR BUYERS' ATTENTION

CONSTRUCTION TECHNOLOGY NEWSLETTER



27,194

FORTNIGHTLY DISTRIBUTION

22.62%

OPEN RATE

12.44%

CLICK THROUGH RATE

- ✓ Newsletter reaches thousands of decision makers. 91% of this audience has increased their uptake in tech
- ✓ Advertising booked for the whole month
- ✓ Banners, buttons and sponsored content available

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

CONSTRUCTION TECHNOLOGY WEBSITE



7,147

PAGE VIEWS/MONTH

9,515

UNIQUE VISITORS

01:37

SESSION TIME

- ✓ The industry's hub for construction technology news and developments
- ✓ Advertising can be booked on a monthly basis
- ✓ Ad positions as per CE website page 7

DIRECT OUR WEB TRAFFIC STRAIGHT TO YOUR CHOSEN LANDING PAGE

CONSTRUCTION TECHNOLOGY SUMMIT 2023



9TH OCTOBER, 2023
BERLIN, GERMANY

956

AVERAGE NUMBER OF DELEGATES

COMING SOON!
DETAILS OF AN EXCLUSIVE PARTNERSHIP IN 2023 WITH A LEADING GLOBAL TECHNOLOGY SHOW

PROMOTE YOUR BRAND AND GENERATE LEADS

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CONSTRUCTION europe

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